



# The *Capital Cooler*

A publication of the MD-DC-VA Chapter of the Coca-Cola Collectors Club

**January 2025**



## **Inside this issue:**

<i>Officer Columns</i>	2
<i>February Meeting Announcement</i>	4
<i>Secretary's Report/Christmas Party Highlights</i>	5
<i>Standardization</i>	7
<i>Standard Bottling Plants</i>	12
<i>Coca-Cola World Dish Items</i>	16
<i>From the Archives</i>	20
<i>Cooking with Coca-Cola</i>	21
<i>From the Editor</i>	22
<i>Membership Form</i>	22

## **Coming Events:**

- February 22—Carmen's  
Chester, MD
- April 26—Jeff & Paula Wright  
Denton, MD
- June 14—Andrew & Chris  
Washington, DC
- August 16—Beth Markowitz  
York, PA
- October 25—Bob & Carol Thornton  
Denton, MD
- December 6—Market St. Pub  
Denton, MD



## President's Column

It has been a while since I've written one of these letters and also a while since my January has not been consumed with convention registration, I can't say I miss the latter. I'm looking forward to this year's convention in Lexington. Chris finally got to see the hotel and he's as excited as I am about it. I hope you consider attending, there's lots to do in the area and as always, a great way to buy and sell.

Speaking of selling, we are down to 65 T-shirts. I thought we had more, but when I realized the boxes they were in were less than half full, I was pleasantly surprised. We still have S-XL available and sell them at \$10 each. As our esteemed treasurer says, "It's all profit at this point." I'd like to do one last push to close them out. If anyone is planning to go to Springtime this year and willing sell them there, please let me know. I think our work schedules are going to keep us away from Atlanta this year.

As we plan our meetings this coming year, I'd love to hear from you are to what you'd like to see at some of our meetings. We always try to have a presentation, games, show-and-tell and if space allows a swap meet. Is there something you'd like to discuss as a meeting topic or suggestion on future meeting locations? Please let me know.

Happy Collecting-

Andrew



## 2025 Chapter Officers

### President

Andrew Love  
202-714-0522  
drewlove@aol.com

### Vice-President

Brian Marquis  
703-823-5906  
BWMarquis@comcast.net  
Brian@MarquisGraphicDesign.com

### Secretary

Doris Zebley  
443-786-1029  
dzebley49@gmail.com

### Treasurer

Jeff Wright  
410-829-0467  
choptankriver@gmail.com

### Newsletter/Membership

Beth Markowitz  
717-891-5831  
bethm662@comcast.net

### Merchandise/Door Prizes

Chris Suranna  
202-667-8481  
chris@metrochouses.com

### Raffle Coordinator

Doris Zebley  
443-786-1029  
dzebley49@gmail.com



MD-DC-VA Chapter of the Coca-Cola Collectors Club

### Club Email Address:

MDDCVChapter@gmail.com





## Vice-President's Message

**Happy New Year.** I hope everyone had a fun holiday with family and friends and are now looking forward to a great 2025. I also hope everyone enjoyed kicking off the holiday season with the annual Christmas Party at the Market St. Pub. I thought that all went well again and it was special for me as that was the first club event that my son Collin attended. He also had a good time and it was a fun afternoon for Collin, Maggie and me. And once again Andrew and Chris got some great Coke items for the prizes and I'm very happy with the glass Coca-Cola "world dish" I got, a piece I had seen before but didn't have. So another fun party and always a great way to wrap up the year.

I personally had a pretty good Coca-Cola year with acquiring a number of nice new pieces for my collection as well as meeting some great new people along the way. The best was of course the Coca-Cola wallet, years of service pins and other pieces from the daughter of the dad who had worked for Coca-Cola back in the 1930s through the '50s. If 2025 goes as well as last year I'll be very happy.

As always I enjoyed all of our club meetings throughout the year, getting to see some new homes and collections that I'd never been to before. I am continually blown away at the depth and breath of the collections of our members, they never cease to amaze me. And even collections I have seen before there always seems to be something new so its never the same thing twice.

And 2025 will actually be a special year for me as it

marks my **10th anniversary** of joining the club. I don't know if anyone remembers but it was in March of 2015 that a photo of my modest little Coca-Cola collection appeared in the Washington Post Magazine as their "Second Glance" photo puzzle that week. (I guess I've always had an interest in photo puzzles) After seeing the photo, having just my name, I believe it was Andrew who was able to track me down, call me, and invite me to join the club. He mentioned that an upcoming club meeting would be at the home of the Combs and if I was going to see just one Coca-Cola collection, this would be one to see. So, intrigued, I went to the June meeting at their home and if anything he *undersold it*. Having never seen *any* other person's Coke collection before, I was totally amazed. As I told family and friends later, I felt like I was in a Coca-Cola museum, seeing in person items I had only ever seen before in books. And meeting others who all shared an interest in Coca-Cola was the icing on the cake. I can't recall exactly when I officially signed up and joined, it could have been right at that meeting. But I've been a member and attended all but 1 or 2 club meetings ever since that day in the summer of 2015.

So 10 years down and hopefully many more to go. I realize many or most of the club have been members for much longer than that but hey, it had to start somewhere. It has been a fun experience, I've met so many great people and I'm looking forward to keeping going in this new year. — **Brian Marquis**



Brian recently spotted (and acquired) these Coca-Cola/Washington Nationals gloves at a flea market. Now he's all set for the next blast of cold weather.





## Next Meeting — Saturday, February 22nd

*Date:* Saturday, February 22nd

*Place:* Carmine's N.Y. Pizza Kitchen  
2126 Didonato Dr.  
Chester, MD 21619  
410-604-2123

Gathering Time and Lunch: 11:30 am

Meeting and Show-and-Tell to follow

Show-and-Tell Theme: Fakes & Fantasy Items

Lunch—order off the menu, everyone is responsible for their own tab.

R.S.V.P. to Brian Marquis

Cell: 571-723-5696

Email: [BWMarquis@comcast.net](mailto:BWMarquis@comcast.net) or

[Brian@MarquisGraphicDesign.com](mailto:Brian@MarquisGraphicDesign.com)

Please make sure to let Brian know if you plan to attend. That way, if there is any chance of cancelling due to bad weather, we can let you know.

We have a private meeting room which is separate from the rest of the restaurant with its own entrance. Everyone will order their own meal off of the menu.

Unfortunately, there isn't room for folks to set up and sell this time around but hopefully we can do so at the April meeting.

Like most February meetings, we don't have a formal program. Instead, we will all provide the program with our Show-and-Tell offerings. We thought it would be a good time to explore the world of Fakes and Fantasy items. If you've collected any length of time, there is a good chance you've been taken in by something that falls into the fakes and fantasy category. Don't be shy and bring your examples to share. You may save a fellow collector from making the same mistake.

### COCA-COLA BRASS PUSH PLATE.



These were produced in the 1970s for one purpose; to fool unsuspecting collectors. And they've been doing that ever since. I've seen these selling for hundreds of dollars on ebay. Some are mounted on wood. Some are welded to old fire extinguishers to make them appear to be authentic. Fantasy means no original ever existed.

### WORTHLESS, TASTELESS NUDE NUN CIGAR CUTTER-BELT BUCKLE.

Another item produced in the 1970s for the purpose of fooling collectors. Not produced nor authorized by The Coca-Cola Company. Described as a belt buckle and/or cigar cutter. Worthless, not to mention tasteless.



### THE ONLY MONEY CLIP THAT TAKES YOUR MONEY.



Type in "coca cola money clip" on ebay and you'll see about a dozen of these "rare" items listed on any given day. If these are truly "rare," why are there so many available and why aren't they selling for hundreds of dollars? Because they're not rare. This is another item produced in the late 70s, early 80s for one purpose; to fool unsuspecting collectors. Don't waste your money!





## Secretary's Report

### MD-DC-VA Chapter Coca-Cola Collector's Club Secretary's Report for December 7, 2024

Our Christmas Party at Market Street Public House in Denton was a fun time for all! We had 21 members and family attend.

Chris gave a brief report of the next few years convention planning.

We ate a lunch chosen from the menu and then went right to work with fun and games. Brian outdid himself with our "I Spy" Christmas Search, which was very creative and fun, and a new Christmas Songs matchup. Well done.

Steve St. John did another great "count the number of items in a large bottle", which even included some of those Oreo Coca-Cola cookies. Doris guessed closest to the correct number.

Each family selected a card from a deck and the waitress said to go high, so we began with the King for door prizes. Sorry, but I got so wrapped up in the selections - I did not get all of who got what. Here are some of the items and I apologize for those I missed or got wrong.

Grocery Cart bottle holder from Canada – Doris; Santa Banner – Ed; BBQ sign – Beth; Blotter - Steve R.; Neon Sign – Sue; framed print with Things Go Better with Coke – Deb; brown square dish – Brian; Egg Salad 60's print – Wendy; Celluloid round – Jeff; motion light – Chris; aluminum coasters in tray – Bob; and Vacuform sign – Steve. Andrew and Chris always do a great job with the selections. Thank you!

There were two 50/50 door prizes: Sue won the first drawing for 50% and Wendy had the ticket for second drawing.

Doris and Ralph brought another beautiful cake and it was handed out and enjoyed. We always look forward to cake that, not only looks great, it also tastes yummy. Thanks so much.

There was a variety of children's toys donated and Steve and Barbara will deliver them to a Toys for Tots collection site.

Andrew will contact next year's board members in January to plan next year's calendar. Please let him know if you would like to host a meeting in April, June, August or October of 2025.

Respectfully submitted,  
Wendy Garner  
Secretary











## Standardization

When Robert Woodruff took over the helm of The Coca-Cola Company in 1923, two of his earliest business decisions would set the course for the company for much of his tenure. First, he decided to embrace the bottling side of the business. He believed the curvy green bottle represented the future of Coca-Cola. Secondly, he believed everything about Coca-Cola should be standardized. Every bottle and every fountain drink should taste exactly the same regardless of where it was purchased. Similarly, each salesman, serviceman, bottler and dealer should present the same image to the public. While today's collectors appreciate the numerous versions of everything from stationery to glasses to local and regional advertising, it did not present a cohesive image to the public. While the introduction of the hobbleskirt bottle was a start, Woodruff sought to limit the disparity between outlets and create a strong centralized brand.

### Fountain Business

The quality of Coca-Cola differed from place to place. The taste of the final product varied depending on the water, carbonation level, ratio of syrup to soda, not to mention the cleanliness of the glass and equipment. A decades long education campaign starting in the 1920s - aimed at both company employees as well as fountain operators - sought to standardize every aspect of creating the perfect glass of Coca-Cola.

Standard fountain glasses were introduced as early as 1900 starting with the straight sided glass. By 1904 flared glass versions were available. Versions of the flared glass were used until 1929 when the bell glass was introduced. The standardized glass helped assure uniformity – so a Coca-Cola

would taste like a Coca-Cola regardless of the fountain or dispenser – too much or too little syrup altered the taste. Custom

glasses ensured the correct ratio of ingredients, not to mention making sure the ingredients were placed in the glass in the proper order.

*The Red Barrel* publication, initially focused on the fountain trade, began publication in January, 1924. Issues frequently featured articles designed to educate on best practices addressing topics such as carbonation, sanitation, refrigeration, the importance of using the standard Coca-Cola glass, and similar topics.

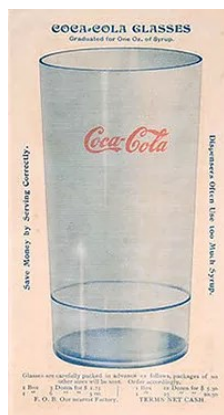
In perhaps one of his boldest moves, Woodruff summoned the entire fountain sales force to Atlanta for a special meeting in 1926. He went on to tell them they were all fired as Coca-Cola sold itself and they no longer needed salesmen. He went on to tell them the company was forming a new department and if they were interested, they could return the next day. The following day, the salesmen were all rehired as “servicemen.” Territories were reassigned and the new servicemen were sent out to no longer “sell” Coca-Cola but to offer advice to dealers and repair service for fountain equipment.

Training was provided to the new servicemen and fountain operators through publications such as *The 5 Star Dealer* and *These Changing Times*, which emphasized the importance of sound merchandising and consistency in the fountain experience by controlling all aspects of the process.

In 1929, Woodruff established a fountain training school to teach servicemen and vendors the proper way to serve Coca-Cola. Students learned that the ideal temperature at which to serve the drink was 34 degrees Fahrenheit. Instructors taught the

servicemen to remember, “It’s gotta be cold if it’s gonna be sold.” Furthermore, fountain servers were instructed to serve Coca-Cola only in the specially designed bell-shaped glass complete with a mark for the correct syrup level in order to enhance the drink’s taste. Servers also learned to use chipped ice made with six-pronged ice forks as they proved superior to using a single pick. Carbonated water should be poured down the side of the glass to avoid losing all the fizz and finally, the drink shouldn’t be over stirred. These principles were also disseminated in a series of movies using professional actors in the role of druggist and dispenser.

(Continued on page 8)



Left—1900 pamphlet advertising Coca-Cola glass  
Center—c1900 straight-sided glass  
Right—c1916 flare glass





## The Capital Cooler

(Continued from page 7)

In 1933, Coke unveiled the first automatic fountain dispenser which poured ready-to-drink Coke at the Century of Progress Exposition in Chicago. Everett Worthington of Chicago was issued design patent No. 90,744 for a beverage-dispensing device that he assigned to the Coca-Cola Company of Atlanta. The unit was filled with ice, cooling the beverage as it mixed the syrup and carbonated water as the drink was dispensed. The Dole Master Dispenser changed the way fountain drinks were dispensed but the company's army of servicemen continued to educate dealers on the best way to serve ice-cold Coca-Cola. Fountain operators still needed to know how to maintain their new dispensers so that every Coca-Cola was a perfect Coca-Cola.



## Bottled Coca-Cola



The first move towards standardization for bottled Coca-Cola came in the form of the unique bottle that was developed to set the brand apart from its competitors. While the first hobbleskirt bottle was introduced in 1916, it took a number of years to gain widespread acceptance and use.

Up until this point, with the exception of the bottle, the company had focused its efforts on increasing production and little attention was given to the idea of standardization. Thus, the items related to the manufacturing of Coca-Cola varied greatly and were dependent on the individual dealer.

While the parent company offered some guidelines, there was no real effort made to enforce them.

Perhaps the one exception to this is the use of Coca-Cola red. Frank Robinson, the one responsible for creating the iconic Spenserian-script logo, liked the contrast of red and white. He would write "Coca-Cola Delicious and Refreshing" with red lettering over a white background on the company's earliest signage. The color red was a common theme in company advertising long before the introduction of the red disk in the 1940s.

The February 1924 *Red Barrel* contains an article discussing paint standardization for bottling plants. In discussing the merits of such a system, the author (from Sherwin-Williams Company) notes "There will be a color and finish chosen for every requirement about the plant, which will be best suited for service and good appearance." He goes on to say the paints and varnishes were chosen with end use in mind so that they will wear satisfactorily and be adapted to

the conditions each particular surface undergoes. For example, consideration was given to the light-diffusing properties of wall paints in order to help bottlers reduce lighting costs. There were clear financial incentives for bottlers to utilize the standard paint program as extensive testing and bulk purchasing power provided superior products at a reasonable cost.

THE COCA-COLA CO.	
INDUSTRIAL MAINTENANCE STANDARDIZATION	
INTERIOR	EXTERIOR
1. Dark Enamel (Red)	1. Exterior Enamel (Red)
2. Egg Shell (White)	2. Anti-Corrosive Metal Coating
3. Egg Shell (Blue)	3. Non-Corrosive Graphite
4. White Enamel (White)	4. Kerosene Varnish in Tanks
5. White Enamel (Blue)	5. Carbide Oil
6. White Enamel (Black)	6. Galvanized Iron Primer
7. Air-Plane Enamel	7. Enamel
8. Enamel (Red)	8. Enamel (Red)
9. Enamel (Blue)	9. Enamel (Blue)
10. Enamel (Black)	10. Enamel (Black)
11. Enamel (White)	11. Enamel (White)
12. Enamel (Yellow)	12. Enamel (Yellow)
13. Enamel (Green)	13. Enamel (Green)
14. Enamel (Purple)	14. Enamel (Purple)
15. Enamel (Brown)	15. Enamel (Brown)
16. Enamel (Grey)	16. Enamel (Grey)
17. Enamel (Orange)	17. Enamel (Orange)
18. Enamel (Pink)	18. Enamel (Pink)
19. Enamel (Lavender)	19. Enamel (Lavender)
20. Enamel (Mauve)	20. Enamel (Mauve)
21. Enamel (Cyan)	21. Enamel (Cyan)
22. Enamel (Magenta)	22. Enamel (Magenta)
23. Enamel (Violet)	23. Enamel (Violet)
24. Enamel (Indigo)	24. Enamel (Indigo)
25. Enamel (Ultramarine)	25. Enamel (Ultramarine)
26. Enamel (Cerulean)	26. Enamel (Cerulean)
27. Enamel (Sapphire)	27. Enamel (Sapphire)
28. Enamel (Zirconium)	28. Enamel (Zirconium)
29. Enamel (Titanium)	29. Enamel (Titanium)
30. Enamel (Aluminum)	30. Enamel (Aluminum)
31. Enamel (Silicon)	31. Enamel (Silicon)
32. Enamel (Carbon)	32. Enamel (Carbon)
33. Enamel (Nitrogen)	33. Enamel (Nitrogen)
34. Enamel (Oxygen)	34. Enamel (Oxygen)
35. Enamel (Hydrogen)	35. Enamel (Hydrogen)
36. Enamel (Helium)	36. Enamel (Helium)
37. Enamel (Neon)	37. Enamel (Neon)
38. Enamel (Argon)	38. Enamel (Argon)
39. Enamel (Krypton)	39. Enamel (Krypton)
40. Enamel (Xenon)	40. Enamel (Xenon)
41. Enamel (Radon)	41. Enamel (Radon)
42. Enamel (Polonium)	42. Enamel (Polonium)
43. Enamel (Astatine)	43. Enamel (Astatine)
44. Enamel (Tellurium)	44. Enamel (Tellurium)
45. Enamel (Selenium)	45. Enamel (Selenium)
46. Enamel (Tellurium)	46. Enamel (Tellurium)
47. Enamel (Selenium)	47. Enamel (Selenium)
48. Enamel (Tellurium)	48. Enamel (Tellurium)
49. Enamel (Selenium)	49. Enamel (Selenium)
50. Enamel (Tellurium)	50. Enamel (Tellurium)

A tentative color chart drawn up by Sherwin-Williams to demonstrate possibilities for Coca-Cola Bottling plants.

In 1924, the bottlers' Standardization Committee was convened. At the March, 1924 bottlers' meeting, Charles V. Rainwater noted:

Gentlemen, there is, as you know, a wonderful effect in the uniformity of things. The Coca-Cola Company years ago established a certain color for its advertising. Other concerns throughout the world have established various standards, so that their business is immediately identified when that particular color or design is seen by the public. There are many great advantages in having all Coca-Cola Bottlers uniform in all things. We have placed the discussion of this question under the head of "Standardizing." It is a thing you are all interested in.

While Woodruff may have been more interested in improving the quality of product through standardization, the initial results of the committee were much more superficial. During the first meeting of the committee which was held nine months later, a standard design for stationery and checks was considered as well as a standard color and design for the painting of cases and trucks. At the second meeting of the committee in June 1925, it was decided that trucks would be painted yellow and red with black hoods, fenders, and radiators. A standardized uniform for truck drivers and factory employees was also discussed.

(Continued on page 9)





(Continued from page 8)



Examples of the variety of early bottling company letterhead. These date from 1906–1922.



Standard letterhead and envelope used from 1924–1950.

In March 1926, the Standardization Committee held its annual meeting in Dallas, Texas where they approved a standardized white-and-green striped cotton uniform for drivers and plant employees. The group also clarified the previously adopted standardized letterhead which was being misused by a number of bottlers. The decision was "...to forbid the printing of anything on the standard letterhead advertising any other drink, bottled or otherwise, bottlers' supplies of any kind, real estate, etc., with the one exception that the insignia of the American Bottlers of Carbonated Beverages may be used."

An unofficial meeting of three members of the committee was held in November, 1927 resulting in the contribution of six thousand dollars to pay for the development of several standardized plans for bottling plants. Pringle and Smith, an Atlan-

ta architectural firm, was tasked to develop three separate sets of plans: one for plants producing up to 1,500 cases a week, one for plants producing up to 3,000 cases per week, and one for plants producing up to 10,000 cases per week. Instead, the firm presented four sets of plans based on daily capacities of 200 cases, 400 cases, 600 cases, and 1,350 cases. The submitted plans also allowed for variations in northern and southern constructions. The estimated construction costs of the four plants varied from \$10,000 to \$35,000. The first plant erected using the plans was built in Elberton, Georgia and it was completed in the fall of 1928.

Meanwhile, plans were underway to create a standard cooler. In many outlets, Coca-Cola was often hidden off to the side. Some merchants were more enterprising than others and cut the red syrup bottle in half, filled it with ice, creating a cooler. Woodford saw the need for an attractive, inexpensive, standard cooler. John Staton, a young Coca-Cola executive, was tasked to develop such a cooler in 1928. After testing available models for both durability and efficiency, he designed a cooler and put it out for bid. The resultant product was the square metal box on a stand made by Glascock Brothers of Muncie, Indiana. The new cooler was introduced at the annual bottlers' convention in Indianapolis in January 1929. The model sold for \$12.50 and by the end of the year 32,000 had been placed.



(Continued on page 10)



(Continued from page 9)

The Standardization Committee was not known for its speed in addressing things. When they met in September 1928, they formally adopted the green-and-white striped uniform but also gave the option for plants to use the new green and white or the more familiar buff fabric. The committee recommended using the white fabric for internal plant employees and the buff for the route salesmen. It would take until May of 1929 until they selected McCampbell and Company of New York to manufacture the material and three additional companies to manufacture the standard uniforms (Riverside Manufacturing Company of Moultrie, Georgia, H.D. Lee Mercantile Company of Kansas City, and the Globe Superior Company of Abingdon, Illinois). At the 1930 committee meeting the Richard Manufacturing Company was added to the list of firms authorized to make official uniforms.



1961 Uniform Standardization Bulletin

In 1937 new plant specifications were adopted for northern bottling plants. In 1938 dark-green woolen material was adopted for winter uniforms and The Cleveland Worsted Mills was selected to manufacture the fabric. The following year, Roberts and Company of Atlanta was selected to develop six new types of bottling plants. In the early 1940s standard truck body plans were developed with new specifications finally being adopted in 1945. Unfortunately, postwar shortages meant the first trucks were not produced until 1947. The truck body was manufactured by the Hobbs Manufacturing Company of San Antonio, Texas. The Hobbs truck turned out to be a failure and only a few hundred were sold between 1947 and 1955.

By the 1930s, the Coca-Cola Company concluded that coin coolers had reached a stage of development that justified their being recommended for use nationally. While coin machines were available prior to this (the Icy-O, the Tavernette Model C and Soda Service Corp.'s Siphonmix

were available in the 1920s), they were not authorized by the Coca-Cola Company. Other vendors were mostly building chest coolers, but the Mills Novelty Company of Chicago signed an agreement with Coca-Cola to produce a standing dry vendor for bottles around 1935. According to the *Vintage Coca-Cola Machines* book by Ebner and Wright, "Their first machine, the Model 47, was the first stand-up dry auto-



Restored Mills 47A

matic cooler for Coca-Cola. They utilized a dispensing mechanism consisting of a motorized conveyor with two chains on which the bottle cradles were hung. Unlike other dispensers of the time there was no lever manipulation, knob turning or handle pulling involved. The Mills 47 was introduced as the first automatic vending machine to accommodate the need in the market for at-work convenience of Coca-Cola. This represented the start of a new era in bottled soda dispensing.

By 1949, The Standardization Committee determined that no set of fixed plant plans could meet the individual needs of bottlers and the standardized plant plans were



1949 Truck Standardization Bulletin

(Continued on page 11)



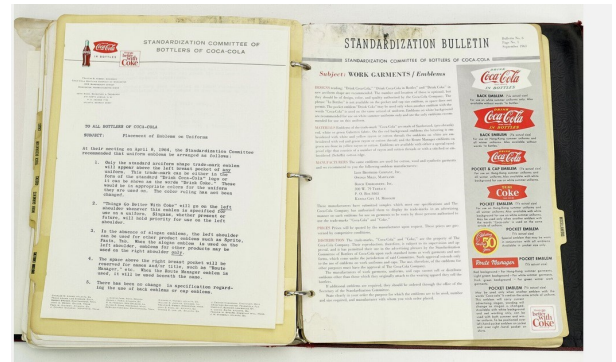


## The Capital Cooler

(Continued from page 10)

abandoned in favor of plans designed for each bottler's specific needs.

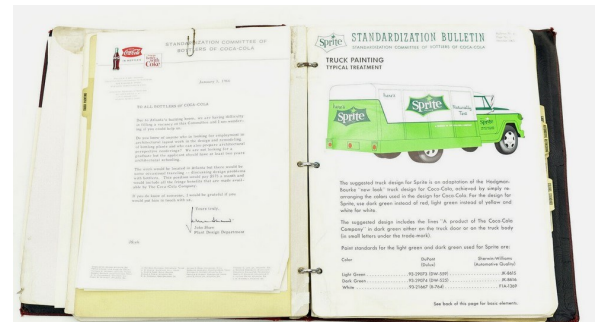
While the Standardization Committee continued to meet for many years, many of the later decisions seemed anticlimactic since they mostly revised previous decisions regarding letterhead and checks, uniforms, paint colors and truck bodies. When you couple the on-going standardization efforts with the centralized advertising provided by The Coca-Cola Company, dealers, bottlers and the "home office" were able to present a united front allowing the Coca-Cola brand to become a world-wide titan.



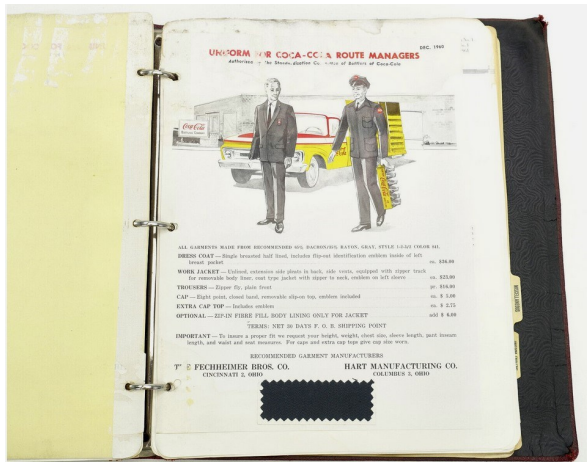
1963 Uniform Emblems



1938 Truck Painting Bulletin



1966 Truck Bulletin



1960 Uniform Flier



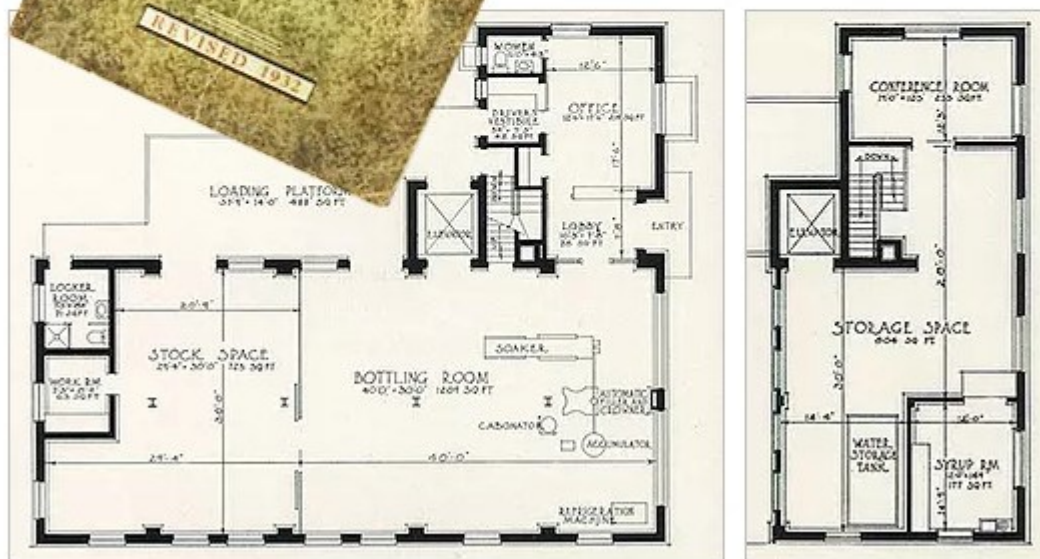
Undated Sherwin Williams Paint Chart



## Standard Bottling Plants



Rendering of Standard Plant no 3 from 1929 Bottlers Standards book



"Standard Plant No. 3" floor plans from the "Coca-Cola Bottlers' Standards" of 1932.

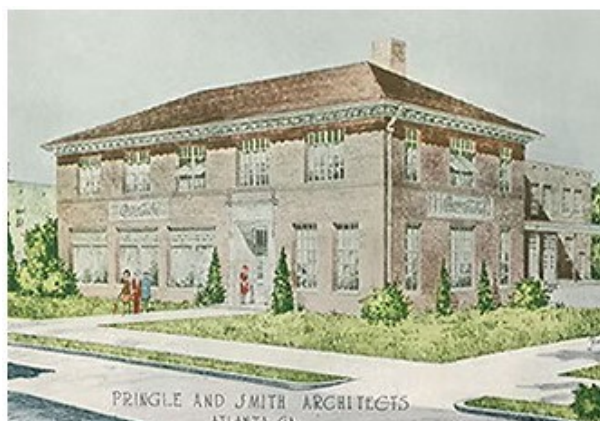




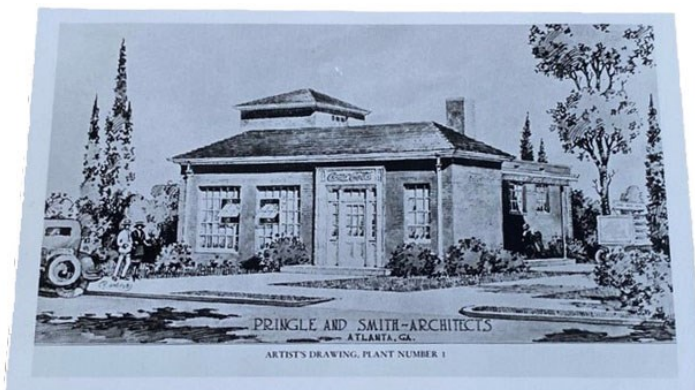
*Small version of Standard Plant No. 2 in St. Paul, VA 1930s*



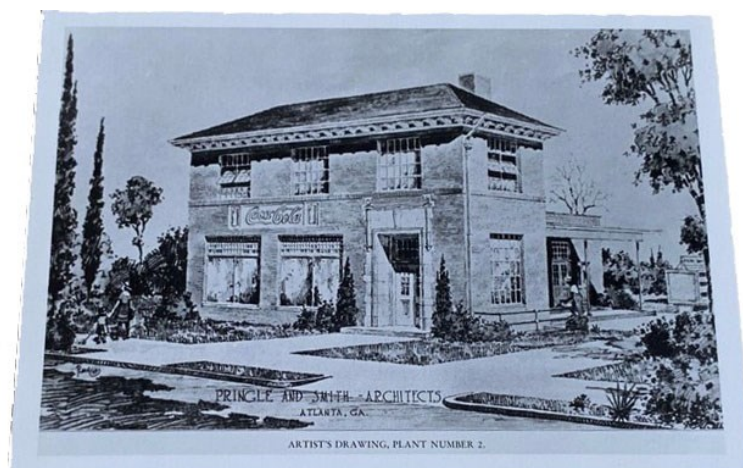
*Standard Plant No. 2 in Elberton, GA c. 1932*



*Rendering of Standard Plant No. 4 from the "Coca-Cola Bottlers' Standards" of 1929*



*No. 1 Standard Plant for a daily capacity of 200 cases. Cost approximately \$10,000 to build in 1929.*



*No. 2 of four standardized bottling plant. Designed for a daily capacity of 400 cases. Cost approximately \$15,000 to build in 1929.*



*Gainesville, Florida c. 1940*





*Blytheville, Arkansas*



*Bogalusa, Louisiana*



*Dufuniak Springs, Florida*



*Westminster, Maryland*



*LaGrange, Georgia*



*Spartanburg, South Carolina*



*Vidalia, Georgia*



*Huntington, West Virginia*





## **The Importance of the Bottling Room** *From the 1958 architects Guide for the Design of Coca-Cola Bottling Plants*

In the bottling room are located the major bottling units, usually consisting of the washer, the filler, the crowner, and the mixer, together with the necessary conveyor equipment. This “assembly line” is the most spectacular part of the plant operation, and it has become very common practice to display it to the public as much as possible.



The display of the bottling operation to people outside the building requires that the bottling room be facing the most heavily trafficked street and be equipped with large display windows.

Elevations should be carefully set to give the spectator a good view of the moving bottles, but to conceal him from the floor of the bottling room. (The floor is necessarily less attractive at times than the rest of the room.)

An appearance of extreme cleanliness and brightness should be striven for in display bottling rooms. Some factors which will help produce this effect are:

- (1) Large window areas without heavy pilasters or columns to break continuity.
- (2) Ample use of stainless steel and chromium-plate in bottling machinery.
- (3) High intensity lighting
- (4) High ceilings.
- (5) The use of light colors for interior finish.
- (6) A minimum number of columns.



## **Building Details with Coca-Cola Flair**

With standard building plans, came options for standard logo marquees and other architectural details. Here's a look at some of the options available to bottlers.



*Thomasville, North Carolina*



*Spartanburg, North Carolina*



*Tell City, Indiana*



*Blytheville, Arkansas*



*E Hartford, CT*



*Elmira, NY*



*LaGrange, GA*



*Houston, TX*



*Fredericksburg, VA*



## Coca-Cola World Dish Items

Finding information on the pieces collectors typically refer to as the “World Dish” items has been a challenge. Petretti’s guidebook and most auction listings assign a date of 1967 to them.

Thanks to a page from the November 1960 *Bottler Magazine*, we know this date can’t be accurate for all the pieces as there is an ad featuring a “Dip and Chip” tray that shows the square opaque glass plate. The plates can be ordered for as little as \$3.25 each in quantities of 144 or more. They were available from “Perma-Ad-Ideas” of America in Atlanta, Georgia.

According to the ad, the trays were 12” x 12”. I measured the two trays I have in my collection (an opaque glass version and a solid black backed version) and both of them are 11.5” x 11.5”. The graphics on the tray pictured in the ad are identical to the trays I have. Now the question is are there really two different sizes or did the advertisement just round up? I guess I’ll pull out my measuring tape every time I see one of these plates just to find out.

Some pieces of the series, found in the original boxes, contain care instructions for the items which contain 22K Gold on them. The label identifies the manufacturer as Houze Art. In the early 1950s Houze developed a process to transfer photographs to glassware by various processes using screen printing with permanently fired on ceramic colors. The company specialized in producing pieces decorated in this manner for direct sales and also for souvenir and advertising purposes. As the Houze Glass Corporation, they became one of the largest specialty advertising firms, offering decorations on ceramic mugs as well as glass. One look at other pieces made by Houze it is clear they manufactured the small wavy bowl. Some of these items are very common - especially the glass trays - and are easily found on eBay and similar sites—usually for under \$50 a piece. The ice bucket, large ashtray and tumblers are more challenging to find and tend to fetch higher prices.

There are two versions of the Dip and Chip Tray. One is a dark opaque glass while the other has a solid black background. The reverse of both trays shows the name of the country associated with the word for Coca-Cola on the front. Neither tray bears any other markings.

If anyone has more information on these pieces—especially advertising price pages, I would love if you could share the information with me.



**"DIP and CHIP" TRAY**

A thing of beauty—and forever a joy, this "Dip and Chip" tray glows with deep richness. It is heavy-gauge glass molded by a new patented process with colors baked in. It's the perfect present for valued friends. Truly, a conversation piece.

1	12	72	144-up
\$5.00 ea.	\$3.50 ea.	\$3.35 ea.	\$3.25 ea.

Single quantity packed in gift mailer. Larger quantities bulk packed. Add 50c each for guaranteed non-breakable gift mailer. Retail Value \$7.50.  
All prices F.O.B. factory—Terms net 30 days.

Translation of the trade-marks "Coca-Cola" and "Coke" around the world appears in gold on back side of tray.

SIZE 12"x12"

BON BON DISH      DECORATIVE TRAY      FRUIT DISH

ORDER FROM  
"PERMA-AD-IDEAS" of America, Inc. • 1122 Peachtree Street, N.E. • Atlanta 9, Georgia

Advertisement from November 1960 The Coca-Cola Bottler





Ice Bucket and Glasses



Round Plate 10.5" diameter



Fluted bowl 7" diameter



Houze Art Glass 1964 New York World's Fair Dish 7"



Note the similarities in shape and dimension between the Coke dish and the World's Fair dish. Unlike the Coke piece, the other one does bear manufacturer markings on the back.



Smoked glass oval dish 6" x 8"



Ashtray



Coasters or Ashtrays—no dimensions available. Made by Houze Art Glass

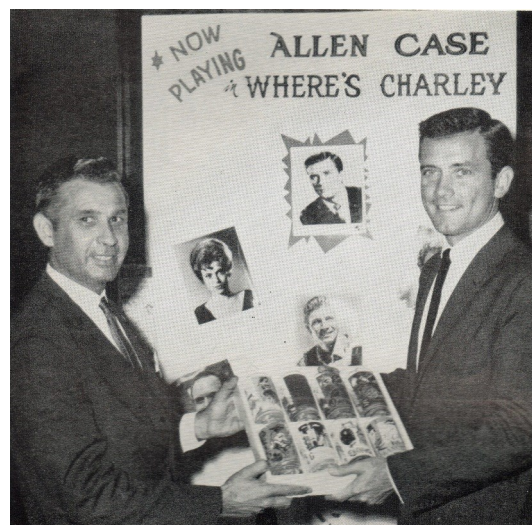
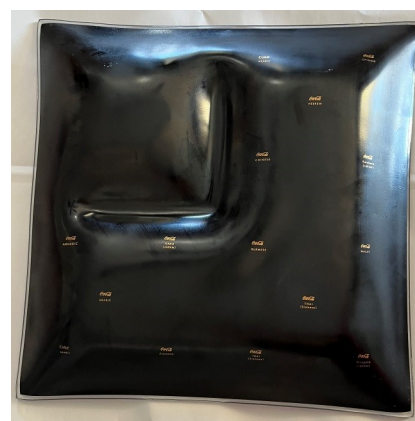
More examples of the glasses—they came in both clear and solid version. I have not been able to find clear images to determine how many different glasses were made.







Above: The front and reverse of the opaque version of the square tray.  
Below: Front and reverse of the solid version. Note that the solid version has a small band of clear glass around the edges



From September, 1961 The Coca-Cola Bottler: Harry Watson, plant manager of the Coca-Cola Bottling Company of Charlotte, presents to Allen Case, TV star of 'The Deputy', a set of the Grand Tour glasses which are decorated with exotic scenes of foreign countries. The Grand Tour glasses are one of three distinctive sets of 75th Anniversary glasses made available to bottlers by Bottler Sales Promotion. (Others are the roly poly personalized glasses and the insulated tumblers. I've not been able to find any information on either of these.)





## From the Archives: Coca-Cola...The Global High Sign

The Coca-Cola Calendar for 1944. To make pictorial the global scope of “Coca-Cola” artist Bradshaw Crandall created six typically beautiful girls representing as many countries around the world. These girls decorated 2,000,000 Coca-Cola calendars which were distributed through accredited channels.







## Cooking with Coca-Cola: Spice Island Chicken with Pineapple Rice

### Ingredients:

- 2 tablespoons vegetable oil
- 1 onion, chopped
- 2 teaspoons minced fresh garlic
- 1 teaspoon ground ginger
- 1 teaspoon five-spice powder
- 1 cup ketchup
- 1 can (12 ounces) Coca-Cola
- 1 can (20 ounces) pineapple chunks in own juice, drained
- 4 tablespoons soy sauce
- 2 tablespoons white vinegar
- 1/4 cup packed brown sugar
- 4 boneless skinless chicken breasts (about 6 ounces each)
- 2 cups uncooked rice
- 1 can (8 ounces) crushed pineapple, drained
- 1 tablespoon chopped fresh parsley
- 5 green onions, thinly sliced
- 1/3 cup cashews



Preheat oven to 350° F. Heat oil in medium saucepan over medium heat. Add onion; cook and stir 8 minutes until soft and translucent.

Stir in garlic, ginger and five-spice powder. Cook 1 minute.

Add ketchup, Coca-Cola, pineapple chunks, soy sauce, vinegar and brown sugar. Bring to a boil over medium-high heat until mixture is slightly syrupy; about 15 minutes.

Place chicken in greased 13x9 inch baking dish. Cover with pineapple mixture. Bake uncovered, 30 minutes, turning every 10 minutes. Remove to cutting board; let rest 5 minutes before serving.

Meanwhile, cook rice. When still hot, toss with crushed pineapple and parsley. Place 1 scoop rice on each plate; top with chicken and drizzle with additional pineapple mixture.

Garnish with thinly sliced green onions and cashews.

Makes 4 servings



## From the Editor

Happy New Year! Would you believe I'm starting my fourteenth year as newsletter editor? (Not to mention the four years I did before taking an eight year hiatus to serve on the National Board.) I'm finding it more challenging to come up with viable article ideas. I'm now on a quest to expand my research material.

Your Club officers met a few weeks ago and created the schedule for events for the coming year (see the bottom right of the first page of this newsletter). Be sure to put the dates on your calendar so you don't miss a meeting.

Once again we are starting the year at Carmine's in Chester, Maryland. Meeting in a restaurant makes it easy to cancel the meeting if the weather turns nasty—always a possibility in February. (Of course, it just as easily could be warm and balmy—we can always hope.)

If you haven't paid your dues for 2025, please do so. This means you will continue to receive the newsletter and meeting information. If your dues are still unpaid, you will receive an email reminder.

In this issue, I opted to explore the Coca-Cola Company's efforts at Standardization. This really is just a survey as so many things were standardized over the years I

could only scratch the surface. Early in his presidency, Woodruff expressed frustration with the bottlers. In visiting one bottling plant he noted dust caking the machinery, broken bottles in the corner, and spilled syrup everywhere which attracted flies. Supposedly, the standard bottling plant plans were to help address such deficiencies with the emphasis on having large windows looking into the bottling line.

I've put off discussing the World Dish items because I never felt I had enough hard information regarding dating and distribution. After seeing the square dip and chip piece among the door prizes at the Christmas party, I decided to share what I know. Now I hope someone who reads the piece can share more information with me. If nothing else, those of you who are drawn to the pieces now have a checklist of the pieces. Some of them are quite elusive.

I'm looking forward to seeing everyone at the meeting at Carmine's. Until then,

Happy Collecting,  
Beth

### MD-DC-VA CHAPTER MEMBERSHIP FORM FOR 2025

Membership dues for 2025 are **\$30.00** per family.

Newsletters are sent electronically so be sure to include a valid email address. We will not send print copies of the newsletter.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Cell: \_\_\_\_\_

City: \_\_\_\_\_

Email: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please mail the completed form with dues payable to:

Family Members: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MD-DC-VA Chapter of the CCCC  
c/o Beth Markowitz  
16 S Harlan St  
York, PA 17402  
Questions? Call Beth at 717-891-5831

Do you have any suggestions for programs you would like to see presented at the meetings?

Would you be interested in providing a program for an upcoming meeting? (If yes, please list the topic or topics)

Would you be interested in hosting a meeting? (If yes, is there a time of year that is better for you?)