

NOTICE

IMITATIONS ARE MADE TO FOOL YOU
NOT TO PLEASE YOU

Coca-Cola
TRADE MARK
REGISTERED

IS BEING IMITATED

Would you be satisfied with imitation happiness, or counterfeit money, or an imitation diamond? Of course, everything good is imitated; but what we can't see is why anyone should be willing to pay as much for imitation Coca-Cola as the genuine. When you ask for Coca-Cola it's because you are convinced that Coca-Cola is what we claim and what you want—then don't let an unscrupulous dealer palm off something else in place of it. You don't suppose he gives you an imitation because it's better for you? When he says he has "something just as good" he's looking out for his own interest—he makes more money on the "something just as good" because Coca-Cola costs him more than the imitation, or he's got a lot of cheap stuff with high-sounding names in stock, and the only way he can get rid of it is to people who are not particular what they drink.

If you are thirsty or tired and nervous or have a headache, you want Coca-Cola. Get Coca-Cola—look at the label and see that it bears the trade-mark signature just as shown above, and the red trade-mark on the crown of the stopper and blown in the bottle. If however, in your opinion, one thing is as good as another, get plain, uncolored water—anything but imitation Coca-Cola.

The public will confer a favor on the Coca-Cola Bottling Co. by sending them the name and address of anyone passing a substitute as Coca-Cola, and we will take the necessary legal steps to prevent its repetition.

**SALT LAKE COCA COLA
BOTTLING CO.**