



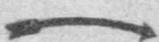
*Whenever
you see an
Arrow*

Think of

Coca-Cola

Whenever, wherever, however you see an arrow, let it point the way to a soda fountain, and a glass of the beverage that is so delicious and so popular that it and even its advertising are constant inspiration for imitators.

Are you hot?  Coca-Cola is cooling.

Are you tired?  Coca-Cola relieves fatigue.

Are you thirsty?  Coca-Cola is thirst-quenching.

Do you crave something just to tickle your palate—not too sweet, but alive with vim and go? Coca-Cola is delicious.

5c Everywhere

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