



**Head's up on Charles David Head**

I was born and raised in rural Marion County in South Pittsburg, Tenn. Between my childhood and teenage years, I always had a collection of something: old coins, postage stamps or Indian relics.

At age 15, I got hooked in the antique bottle collecting hobby when I found a cork-stoppered iodine bottle while walking across a pasture. Back then as now, when I changed my collecting field, I'd always delve into the historical side since I've always had a keen interest in history.

Many of those people who shared their knowledge to help me have passed on, but I'll never forget their kindness and useful advice.

In June of 1982, I dug my first Koca Nola bottle in South Pittsburg. It was from the Keen Bottling Company. However, it was 17 years later that I became a serious Koca Nola collector when my good friend and mentor, Tom Lines of Birmingham, Ala., sold me my first Koca Nola Hutchinson — from the Florida Koca Nola Bottling Company.

Since then, I've been "diggin'" into the Koca Nola Company's past and collecting its bottles and go-withs. They have become my top priority, even though I collect other bottles.

I have been fortunate to put together a rather nice collection of Koca Nola items, but I'm always looking to add to it.

I have been planning a book (tentatively called A Head's Up on Koca Nola). If readers are aware of other Koca Nola bottles not listed with this article, or know the history of any of the franchises, I'll be grateful if they'd contact me at the address listed. Any contributions they make to the material in my book will be acknowledged.

I'd also enjoy corresponding with other Koca Nola collectors so we can share information, or even start a Koca Nola Bottling Club.



Charles D. Head and his teenaged daughter, Jessica.

**Koca Nola**  
THE GREAT MONEY-MAKER

We want every Bottler who desires to make more money to write us at once for our 1909 plan. The plan is original and very liberal, a far better plan than you have ever seen—one that will enable you to make a great deal of money, not for a few weeks or months, but regularly—because Koca Nola always creates a thirst for more.

KOCA NOLA is one of the most successful drinks ever offered, and our unique plan is decidedly the most successful. Write for the plan today—it's an opportunity.

**WESTERN TERRITORY.**  
The exclusive territory is the states of Arizona, Missouri, Kansas, Iowa, Oklahoma, Texas and North Carolina, Mississippi, Wisconsin, Minnesota and Illinois Territory. Write to CHAS. D. HEAD, Manager, 411 1/2 First St., San. 42222, Pittsburg, Tenn., for terms.

**TRIAL SAMPLE FREE**  
If you will pay express charges, we will send you a quart sample FREE. Address

**NORTHEAST TERRITORY.**  
For exclusive territory in the states of Ohio, Indiana, New York, Pennsylvania and Michigan, write to J. BRADSHAW, National Agent for Goodrich, Greene, Ohio.

**KOCA NOLA CO. - ATLANTA, GA.**

THREE OF OUR LEADING EXTRACTS

**CAFE-KOLA**  
**CHERRY COCKTAIL**  
**CAPITAL CLUB GINGER ALE**

Every extract we manufacture is the best to be had, but the 3 mentioned have the largest demand. CAFE-KOLA is a new drink; it has the Kola taste and the effect desired. Sold in either extract or syrup form.

CHERRY COCKTAIL has the real taste of the big ripe May Cherry, and is therefore unsurpassed in the palace.

CAPITAL CLUB GINGER ALE is equal to, or better than, the finest imported ale, and has never failed to repeat.

Our Extract Premium Plan is a "breakthrough." The Premiums are valuable and obtained by you absolutely free. They do not cost you one penny directly or indirectly.

Our catalogue gives full information. Write for it and you will be glad of it.

The Premium plan does not apply to Caffe-Kola and Cherry Cocktail, but does to all our other extracts.

Samples of any extracts will be mailed on request.

**KOCA NOLA CO. - ATLANTA, GA.**

Koca-Nola advertisement from the National Bottler's Gazette, Feb. 1909.

**Koca Nola Bottlers' Checklist (with year(s) of operation)**

(As Of November 2004)

1. J. Esposito, Philadelphia, Pa., 1905-1912.
2. Koca Nola Bottling Co. of Kentucky, Somerset.
3. Pensacola Bottling Works, Pensacola, Fla., 1907.
4. Florida Koca Nola Bottling Co., Jacksonville, 1905-1910.
5. Koca Nola Bottling Works, Montgomery, Ala., 1905-1910.
6. Farmers' Ice & Oil Co., Camden, Ala., 1907-1908.
7. Keen Bottling Co., New River and Pittsburg, Tenn., 1906-1907.
8. Koca Nola Bottling Works, Gallatin, Tenn.
9. The Holston Bottling Co., Bristol, Tenn., and Virginia, 1907-1908.
10. Koca Nola Bottling Works, Mt. Airy, N.C.
11. New London Bottling Works, New London, N.C.
12. Koca Nola Bottling Works, Fairfax, S.C.
13. Ashburn Bottling Works, Ashburn, Ga.
14. B.I. Taylor & Co., Bagley, Ga.
15. Donaldsonville Bottling Works, Donaldsonville, Ga.
16. Dixie Carbonating Co., Augusta, Ga., 1905-1910.
17. Macon Bottling Works, Macon, Ga., 1905-1910.
18. Koca Nola Bottling Works, Rome, Ga.
19. Koca Nola Co., Atlanta, Ga. Thomas F. Austin, 1905-1913.

### Koca Nola value guide

CODE: ABM (automatic bottle machine). BIMAL (blown in mold, applied lip (or top).

KN1: J. ESPOSITO / KOCA NOLA / 312 & 314 WASHINGTON AVE. / PHILADA. aqua Hutchinson circa 1905. Rare. Value \$150 to \$300.

KN2: J. ESPOSITO / KOCA NOLA / 312 & 314 WASHINGTON AVE. / PHILADA. citron Hutchinson circa 1906. Very rare. Value \$1,200 to \$3,000.

KN3: "JE" monogram on shoulder. J. ESPOSITO / KOCA NOLA / 7 FLUID OZ. / PHILA., PA. Bimal oval slug plate, teal crown top. Rare. Value \$50 to \$75.

KN4: "JE" monogram on shoulder. 7 FLUID OZ. / KOCA NOLA / REGISTERED / PHILA., PA. Bimal aqua crown top. Scarce. Value \$30 to \$50.

KN5: "JE" monogram on shoulder. KOCA

NOLA / REGISTERED PHILA., PA. ABM amber crown top. Scarce. Value \$30 to \$110.

KN6: "JE" monogram on base. KOCA NOLA / REGISTERED PHILA., PA. ABM amber crown top. Scarce. Value \$30 to \$110.

KN7: "JE" monogram on base. KOCA NOLA / THIS BOTTLE NEVER SOLD. ABM aqua crown top. Scarce. Value \$20 to \$50.

KN8: J. ESPOSITO / KOCA NOLA (in script) / 312 & 314 WASHINGTON AVE. / PHILA., PA. / REGISTERED 7-1/2 FLUID OZ. ABM clear crown top. Rare. Value \$40 to \$65.

KN14: KOCA NOLA BOTTLING CO. OF KENTUCKY / KOCA NOLA / SOMERSET, KY. BIMAL round slug plate amber crown top. Very rare. Value \$85 to \$150.

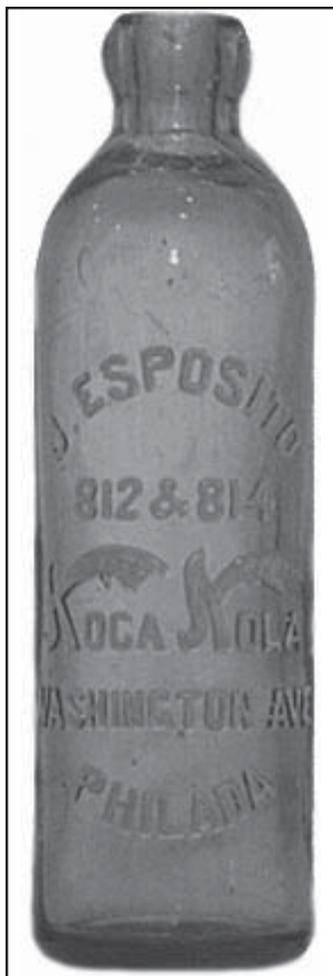
KN17: PENSACOLA BOTTLING WORKS / KOCA NOLA (in script) / PENSACOLA, FLA. BIMAL round slug plate teal crown top. Scarce. Value \$80 to \$125.

KN20: FLORIDA BOTTLING CO. / KOCA NOLA. Round slug plate, mug base, aqua Hutchinson. Scarce. Value \$150 to \$300.

KN21: FLORIDA BOTTLING CO. / KOCA NOLA. BIMAL round slug plate aqua crown top. Scarce. Value \$40 to \$65.

KN22: FLORIDA BOTTLING CO. / KOCA NOLA (in script). BIMAL round slug plate clear crown top. May be one of a kind. Rare: Value \$60 to \$125.

KN24: FARMERS' ICE AND OIL CO. / KOCA NOLA (in script) / CAMDEN, ALA. BIMAL oval slug plate, clear crown top. May be one of a kind. Very rare. Value \$125 to \$175.



**From Left to Right:** KN2: Example of the rare citron-colored Hutchinson Koca-Nola from the J. Esposito Company in Philadelphia. KN17: The Pensacola Bottling Works crown top. KN20: The scarce Hutchinson used by the Florida Koca-Nola Bottling Co. KN21: Aqua example of the Florida Koca-Nola Bottling Co. crown top.

KN25: MONTGOMERY BOTTLING WORKS / KOCA NOLA (in script) / MONTGOMERY, ALA. BIMAL round slug plate clear crown top. Very rare: \$80 to \$125.

KN28: KEEN BOTTLING COMPANY / KOCA NOLA (in script) / NEW RIVER AND / SOUTH PITTSBURG, TENN. BIMAL round slug plate amber crown top. Very rare. Value \$300 to \$400.

KN29: KOCA NOLA BOTTLING CO. / KOCA NOLA (in script) / GALLATIN, TENN. BIMAL oval slug plate amber crown top. Very rare. Value \$125 to \$175.

KN31: KOCA NOLA (in script, no company or town). BIMAL round slug plate clear and aqua crown tops. Common. Value \$20 to \$40.

KN34: KOCA NOLA BOTTLING WORKS / KOCA NOLA (in script). MT. AIRY, N.C. BIMAL round slug plate clear crown top. Very rare. Value \$100 to \$150.

KN35: NEW LONDON BOTTLING WORKS / KOCA NOLA (in script) / NEW LONDON, N.C. BIMAL round slug plate clear crown top. May be one of a kind. Value \$125 to \$175.

KN38: KOCA NOLA (in script) / FAIRFAX, S.C. BIMAL round slug plate

clear crown top. May be one of a kind. Value \$125 to \$175.

KN41: ASHBURN BOTTLING WORKS / KOCA NOLA (in script) / ASHBURN, GA. BIMAL round slug plate clear and amber crown tops. Rare. Value \$75 to \$125.

KN42: B.I. TAYLOR & CO. / KOCA NOLA (in script) / BAGLEY, GA. BIMAL round slug plate clear crown top. Very rare. Value \$125 to \$175.

KN43: DONALDSONVILLE BOTTLING WORKS / KACONOLA / DONALDSONVILLE, GA. BIMAL round slug plate clear crown top. Very rare. Value \$125 to \$175.

KN47: MACON BOTTLING WORKS / KOCA NOLA (in script) / MACON, GA. Round slug plate, mug base, clear Hutchinson. Rare. Value \$500 to \$650.

KN48: MACON BOTTLING WORKS / KOCA NOLA (in script) / MACON, GA. BIMAL round slug plate clear crown top. Scarce. Value \$30 to \$60.

KN51: KOCA NOLA BOTTLING WORKS / KOCA NOLA (in script) / Rome, Ga. (small letters). BIMAL round slug plate clear crown top. Common. Value \$30 to \$60.

KN52: KOCA NOLA BOTTLING WORKS / KOCA NOLA (in script) / ROME, GA. (large letters). BIMAL round slug plate clear crown top. Comma. Value \$30 to \$60.

KN55: KOCA NOLA CO. / KOCA NOLA (in script) / ATLANTA, GA. Round slug plate, mug base, clear Hutchinson. Very rare. Value \$550 to \$650.

KN56: KOCA NOLA CO. / KOCA NOLA (in script) / ATLANTA, GA. BIMAL round slug plate clear crown top. Common. Value \$20 to \$40.

KN57: KOCA NOLA CO. / KOCA NOLA (in script) / ATLANTA, GA. BIMAL round slug plate clear crown top (tall variant of KN56). Scarce. Value \$30 to \$60.

KN58: KOCA NOLA CO. / KOCA NOLA (in script) / ATLANTA, GA. BIMAL round slug plate aqua crown top. Common. Value \$20 to \$40.

KN59: KOCA NOLA CO. / KOCA NOLA (in script, extended K & N) / ATLANTA, GA. BIMAL round slug plate aqua crown top. Common. Value \$20 to \$40.

KN62: KOCA NOLA CO. / KOCA NOLA / ATLANTA, GA. Embossed 1-gallon syrup jug in either clear glass or ceramics. Not authenticated. Value \$150 to \$300.



**From Left to Right:** KN22: Clear example of Florida Koca-Nola Bottling Co. KN25: Close-up of the Koca-Nola Bottling Works bottle from Montgomery, Ala. KN28: Close-up of embossing on amber New River and South Pittsburg, Tenn. bottle. KN47: Clear Macon Bottling Works Hutchinson, another scarce Georgia Koca-Nola.

KN71: KOCA NOLA CALENDAR. Very rare. Value (in fine condition or better) \$1,200 to \$2,000.

KN72: BOTTLE LABEL. Common. DELICIOUS / DOPELESS / KOCA NOLA / THE GREAT TONIC DRINK. (Beware of reproductions). Value (if genuine and in fine or better condition) \$30 to \$60.

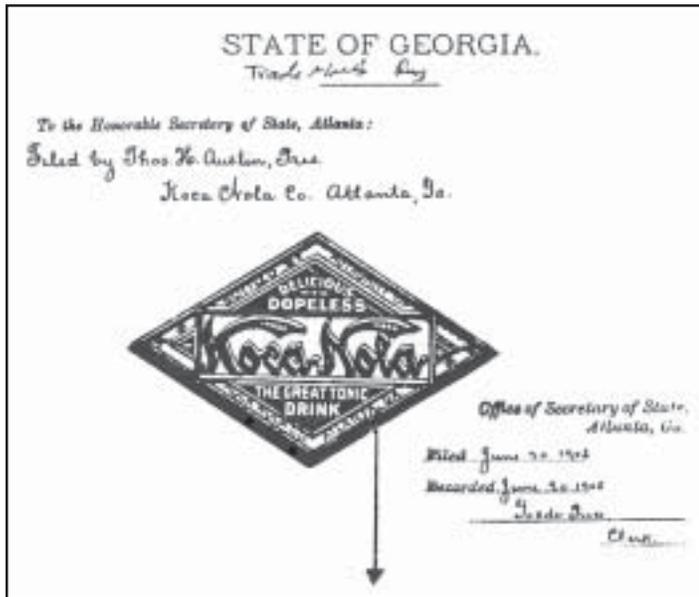
KN73: COMPLIMENTS OF THE KOCA NOLA CO., ATLANTA, GA. WOODEN THERMOMETER. Very rare. Value \$1,000 to \$1,500.

KN74: COMPLIMENTS OF THE KOCA NOLA CO., ATLANTA, GA. CELLULOID WATCH FOB. Very rare. Value in fine or better condition \$600 to \$750.

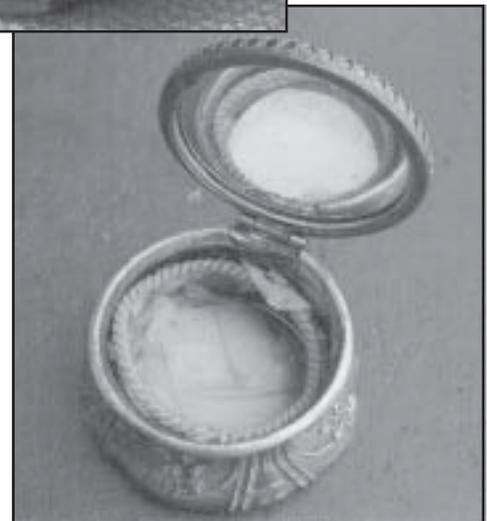
KN75: COMPLIEMENTS OF THE KOCA NOLA CO., ATLANTA, GA. CELLULOID MATCH SAFE. Very rare. Value in fine or better condition \$600 to \$750.

KN76: COMPLIMENTS OF THE KOCA NOLA CO., ATLANTA, GA. LADIES' POWDER BOX. May be one of a kind. Value \$700 to \$850.

MISCELLANEOUS PAPER ITEMS (letterheads, billheads, advertisements). Value \$5 to \$50.



KN76: Shown closed and open.



KN72

DRINK

**Koca Nola**  
EVERY DAY

It will brace you up when you are broken down, relieve fatigue, quicken the mind and brighten the eye.  
Drives away dull care and brings sunshine and joy.  
It helps you to do a little more and rest tired nerves.  
It will brace you up when you are broken down, invigorate and strengthen.

For sale at all Restaurants, Grocery Stores and Stands.

BOTTLED BY  
**KEEN BOTTLING CO.,**  
South Pittsburg, Tennessee

If You Have Not  
Tried Our

**KOCA NOLA**

You have not yet tasted the finest Summer beverage on the Market. It is the most superior Cola drink made. As hot weather approaches, fortify yourself and family by putting a case of

**Our Root Beer**

- pure, invigorating, spicy and invigorating. It has no equal.  
We are filling orders on the following beverages:  
LEMON SOUR, LEMON SODA, ORANGE STRAWBERRY, PEACH, CHOCOLATE, SASSAPARA, MELA, CREAM SODA, VANILLA, RASPBERRY, LIME, BROWN BEER, AND GINGER ALE.  
Our Ginger Ale is the real thing, made from the extract of the ginger root and it's that, that's that.

**The Holston Bottling Co.**  
Local and Long Distance Phones 547 Bristol, Tenn., Va.

#### References:

- The Augusta Chronicle*, Augusta, Ga., April 27, 1905, and Oct. 28, 1907.  
Unpublished research by Bill Baab, Augusta, Ga.  
Woodruff & Coca-Cola prosecuting copycat competition: <http://oak.cats.ohiou.edu/~slaterj/dissertation5.htm> (Dr. Jan Slater)  
Letter from Austin to Turner Drug Store in Wilkesboro, N.C.: <http://www.lib.unc.edu/mss/inv/m/misc>. (Southern Business Letters (Unit 72).  
Research by Irene Baker, Scott County Historical Society, P.O. Box 7, Huntsville, Tenn. 37756.  
Research by Ron Fowler, Seattle History Co., 4518 35<sup>th</sup> Ave., N.E., Seattle, Wash. 98105.  
*Georgia Early Embossed Crown Top Soda Bottles* by Carl Barnett and Ken Nease.  
Research by Robert Hookey, South Pittsburg Historical Society, 412 Elm Ave., South Pittsburg, Tenn., 37380.  
Research by Reggie Lynch, P.O. Box 13736, Durham, N.C., 27709.  
"Matches, Match Safes and the History and Relics of Koca Nola," by Cecil Munsey in the January 1992 issue of the *Federation Glass Works* journal.  
*National Bottlers' Gazette*, Feb. 5, 1909, and Aug. 5, 1909.  
*South Pittsburg Hustler*, May 17, 1907, and June 3, 1982.  
*The Bristol Herald-Courier*, April 6, 1907.

NOTE: A special thanks goes to those who contributed their expertise in helping me write this article, especially Bill Baab for editing the article; Robert Hookey for the many photos he took on my behalf; Carl Barnett of Douglas, Ga., and Ken Nease of Claxton, Ga., for use of photos and material from their book, and bottle collecting pioneer Dr. Cecil Munsey for granting permission to use excerpts from his Glass Works story listed above. This article would not have been possible without his early Koca Nola research and feature story.

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23549-001 D-2, Jesup FCI  
2680 Highway 301 South  
Jesup, GA 31599

**Photos on right:** Top: Koca Nola mirror; bottom: Koca Nola matchsafe, closed.

