



Latest Koca Nola Book Chock Full of Information

A Book Review by Bill Baab

Following the bottling of Coca-Cola in the late 1890s, the Atlanta-based company found itself under siege. Everyone and his uncle thought their beverages were superior to Coke and started mom and pop bottling operations during the first two decades of the 20th century.

That was fine, but problems began when they named their products: Wiseola, this cola and that cola, and Koca Nola. The latter gave Coca-Cola fits for its first few years following its organization about 1905. Not only did the tangy drink become popular, but its attractions included premiums like thermometers, match cases, watch fobs, powder boxes and similar stuff, just like Coca-Cola offered its customers.

In 1934, Coca-Cola had sued Royal Crown Cola, the Columbus, Georgia-based soft drink, saying that Coke had exclusive right to the word "cola." The U.S. Supreme Court in 1942 ruled that "cola" was a generic name and that RC had the right to use it. That probably was a relief for the Pepsi-Cola Company to hear.

Coca-Cola may have been planning to sue Koca Nola over the similarity of brand names, but then the federal government stepped into the picture.

Follow the fascinating federal court case in the second edition of Charles David Head's "A Head's Up on Koca Nola." New information has expanded the book to 175 pages from 162 in the original edition.

Each of the many franchises are listed, with color photos of some of the bottles accompanying the descriptions. Collectors of Koca Nola and similar bottles will enjoy this book.

The well illustrated book can be purchased at www.kocanolabook.com, or by sending a money order, cashier's check or personal check payable to Charles David Head at 106 6th Street, Bridgeport, AL 35740. Shipping is free.

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