

Checkmate, pardner... Have a Coca-Cola



... refreshment fulfills a friendly mission

The location... an airfield somewhere in the Pacific area. The place... a recreation hut. The flyers... veterans all. The drink... Coca-Cola, served from its red dispenser just as at familiar soda fountains at home. Thus do fighting men get together for friendly recreation many places across the seas. The phrase *Have a Coke* expresses the friendliness and hospitality that come second-nature to your Yankee fighting

man. It's his way of saying, *Pardner, you belong; you're a good Joe*. Wherever they meet up with Coca-Cola, they find in the familiar pause that refreshes a flashback to their own way of living—friendliness and refreshment all wrapped up in one happy, home-like moment.

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Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".



You naturally hear Coca-Cola called by its friendly abbreviation "Coke". Both mean the quality product of The Coca-Cola Company.