



Such deliveries as this in the Peace River Country of Canada reflect the interesting fact that today Coca-Cola is on sale in 76 foreign countries.

*It
had to be good
to get where
it is*



Where only huskies can haul ... because all men desire *the pause that refreshes*

SOMETIMES it is so cold that the atmosphere, on a clear day, shakes with frost, fine as diamond dust. Every particle of moisture in the air has turned to ice. Deep snow stretches endlessly in white brightness. It is up in the Peace River Country of Canada—where you've got to dig snow before wheels can turn. But Coca-Cola's deliveries continue—on dog sleds with the cases covered with

quilted tarpaulin and heated underneath with charcoal burners. For man does not outrun the need for *the pause that refreshes* . . . North or south, summer or winter—ever the call comes to pause, relax and refresh yourself. And Coca-Cola, always served ice-cold, has proved itself the one great drink whatever the weather. With its tingling, delicious taste and cool after-sense of refreshment, a short pause

can be as wholesome and refreshing as a long rest. Over eight million times every day in the year Coca-Cola repeats the proof that there's no other drink so universally desired.

THE BEST SERVED DRINK IN THE WORLD
A pure drink of natural flavors served ice-cold in its own bottle—the distinctive Coca-Cola bottle. Every bottle is sterilized, filled and sealed air-tight by automatic machines, without the touch of human hands—insuring purity and wholesomeness. The Coca-Cola Company, Atlanta, Ga.

OVER 8 MILLION A DAY