

Basic Detail Report

**Title**

Coca-Cola Bottle

Artist

Earl Dean for the Root Glass Company, Indiana, Glass
Container Division, Owens-Illinois Glass Company

Date

after 1932

Dimensions

H: 7 11/16 in. (19.5 cm); Diam: 2 1/4 in. (5.7 cm)

Medium

Colorless glass; mold-blown and firepolished.

Classifications

Glass

Credit Line

Gift of Edward T. Hill

Object number

2004.1

Exhibition History

Toledo Museum of Art; Columbus, Ohio Arts Council's Riffe Gallery; San Francisco International Airport, *The Alliance of Art and Industry: Toledo designs for a Modern America*, 2002-2003, repr. (col.) pl. 12, p. 32.

Collections

Glass

Label Text

The Coca-Cola bottle, one of the first glass containers to be patented solely on its distinctive shape, was patented on November 16, 1915. Its design was based on the form of the cocoa bean pod. In 1960 the "contour bottle" was registered as a trademark rather than a patent, because a trademark lasts indefinitely. The Coca-Cola Company convinced the U.S. Patent Office that the very shape had taken on trademark status. By that time, it had been called the most recognized container in the history of the world.

Not On View