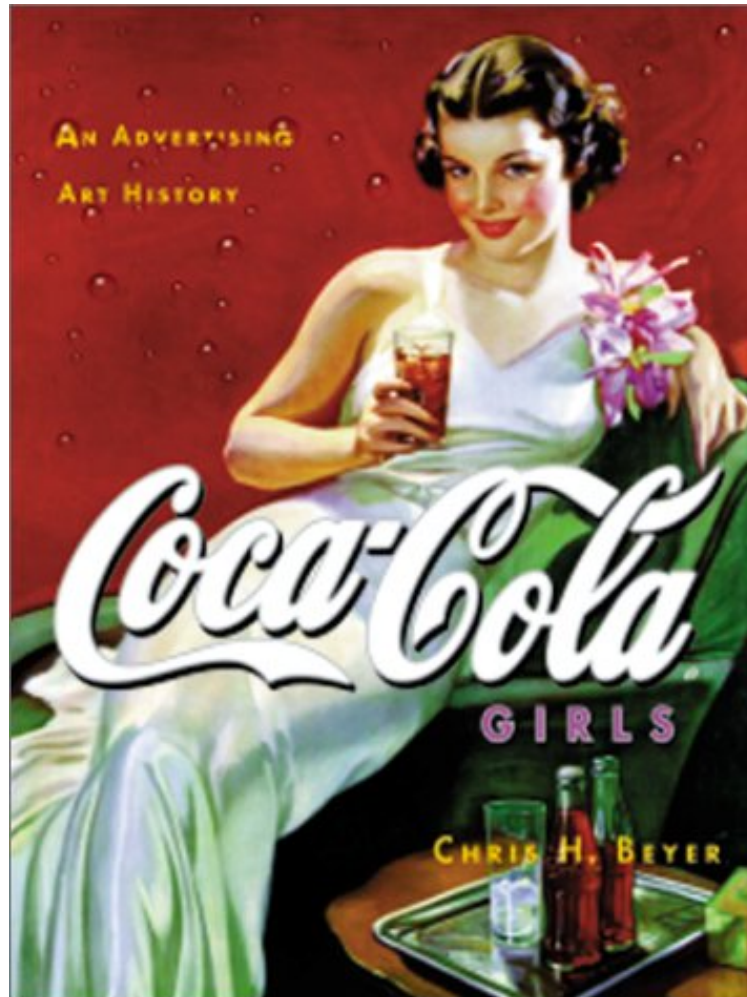


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Coca-Cola Girls : An Advertising Art History

Chris H. Beyer

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#1636786 in Books Collectors Press 2000-11-01Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 1.16 x 9.35 x 12.29l, #File Name: 1888054441288 pages | File size: 28.Mb

Chris H. Beyer : Coca-Cola Girls : An Advertising Art History before purchasing it in order to gage whether or not it would be worth my time, and all praised Coca-Cola Girls : An Advertising Art History:

3 of 4 people found the following review helpful. A magnificently illustrated history of Coca-Cola's adsBy Midwest Book ReviewThe Coca-Cola bottling company was a major influence on the popular culture of America and the western world throughout the twentieth century. Their marketing slogans, images, and icons permeated every level of society. Never was this more true than in the case of the "Coca-Cola Girl", an image of perfect, wholesome, energetic American beauty that graced all manner of advertising in all medias. Now in a single volume, Chris Beyer presents a unique, accurate, detailed, magnificently illustrated history of Coca-Cola's advertising showcasing the use of women to promote an image encouraging the American public to make the beverage a part of their daily life style. Coca-Cola Girls: An Advertising Art History is a fascinating stroll down through the decades of the twentieth century that will

appeal to the nostalgia of its readers and is a highly recommended addition to any Americana and popular culture collections. 1 of 1 people found the following review helpful. Coca Cola Girls By Celia Trimboli Nice book with a lot of pictures of Coca Cola ad art through the decades. The quality of the pictures are fine. There is a lot of art not included though. Still a good book and highly recommended. 6 of 6 people found the following review helpful. Outstanding! By Amy Wolfe A wonderful book! This book is a walk through the history of Coca-Cola's eye for the beauty of woman. Each photograph shows the incredible detail that went into creating the delicate feminine art that would sell the old-fashioned soda for many years. I encourage you to sit and read the exciting history that has been written with great knowledge. I have enjoyed each and every page. If you have any interest in Coca-Cola this book is sure to pull you into the fascination of the world of Coca-Cola's history.

As sparkling and effervescent as the soft drink she symbolizes, the Coca-Cola girl has lived for more than a century as the perfect American beauty. In *Coca-Cola Girls*, the first ever art book the Company has licensed for publication, the author traces significant Company mileposts while underscoring them with lavish illustrations. *Coca-Cola Girls* covers the way celebrities, such as Clark Gable and Jean Harlow, lent their faces and cachet to the product. Gil Elvgren painted luscious pin-up girls, and even Santa Claus got in the act. For decades, the Coca-Cola girl has lived gracefully in the overalls of a World War II factory worker and the sleek swimsuit of a sunbather. Dedicated to the Coca-Cola collector and art connoisseur, *Coca-Cola Girls* compels each to pause and refresh! with some of the world's most recognizable art.

From Booklist This is, says the publisher, "the first licensed Coca-Cola art book," and Beyer is a devout ad art collector whose hoard proliferated from one old Coke serving tray. So expect no trenchant analysis, let alone criticism, and nary a peep about that centennial fiasco new Coke from the text. This is a book to be eyeballed more than read. Its main attraction consists of page after page of pretty young women posing with the Atlanta elixir. The "Coca-Cola Girl" was the image the company preferred for pitching its potion, from the 1890s to the 1960s. Very rarely did a boy or young man appear, and after 1930 only in support of the girl. The quality of the color reproductions is deliciously lush and sparkling, some of the artists are famous (N. C. Wyeth, Norman Rockwell), and each girl is perfect and wholesome, regardless of how one feels about the drink. Ray Olson Copyright American Library Association. All rights reserved People Magazine picked *Coca-Cola Girls* as a choice gift book for the holidays and calls it "sweetly satisfying." -- People Magazine, December 2000 About the Author Chris H. Beyer has co-authored two books on Coca-Cola collectibles, as well as many articles on the subject of antique advertising for *Collectors Showcase* and *The Insider Collector* magazines.