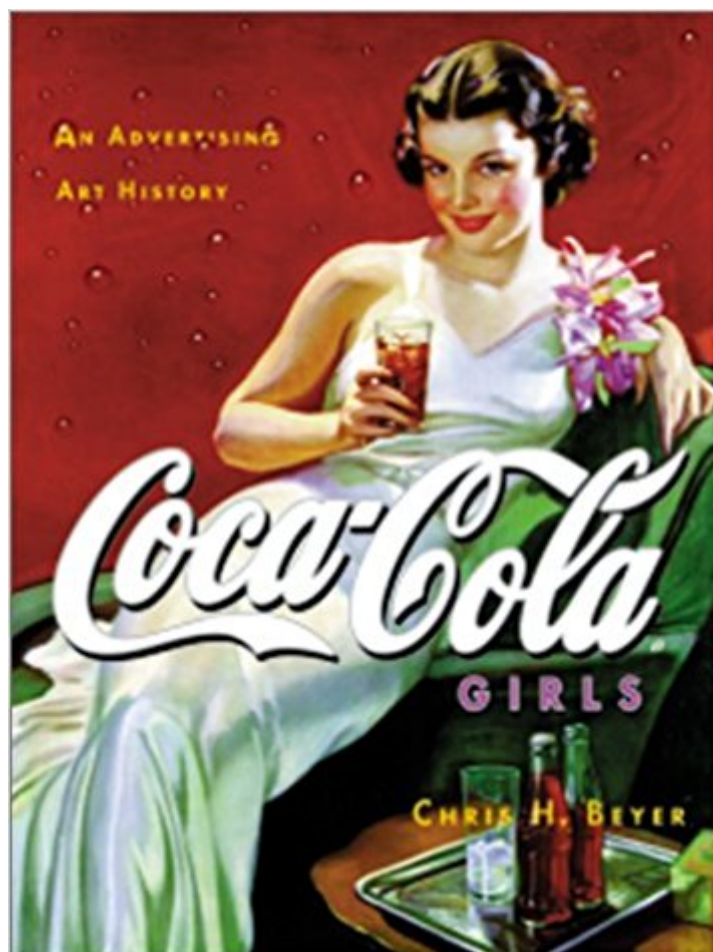


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Coca-Cola Girls : An Advertising Art History



Synopsis

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.

Book Information

Hardcover: 288 pages

Publisher: Collectors Press; First Printing edition (November 1, 2000)

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Average Customer Review: 3.4 out of 5 stars 7 customer reviews

Best Sellers Rank: #1,607,426 in Books (See Top 100 in Books) #22 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola](#) #266 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Popular Culture](#) #321 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#)

Customer Reviews

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

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.

A wonderful book. My granddaughter loved it. So much information a great read as well as pictures. Remembering the older pictures of the girls.

This is a great book and was exactly what I hoped it would be. It makes a great addition to my collection

The 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.

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.

An important book for students or all people who appreciate Coca-Cola advertising history. But the print quality of this book is very bad and the reason I gave only 3 stars rate. I have many other books about Coca-Cola and comparing some pictures on this book I can see a serious problem of quality of picture reproduction. The magenta canal, the black canal at the scanning time is not correctly adjusted. The reproduction of originals have primary errors! I hope this review sound like a special attention advise for the editors. Don't do that please!

a delightful romp through the history of using sex to sell soda pop. and you thought it was only cars, cigarettes and alcohol that got sold that way.... A concise examination of cokes use of the female form in advertising over the last century

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