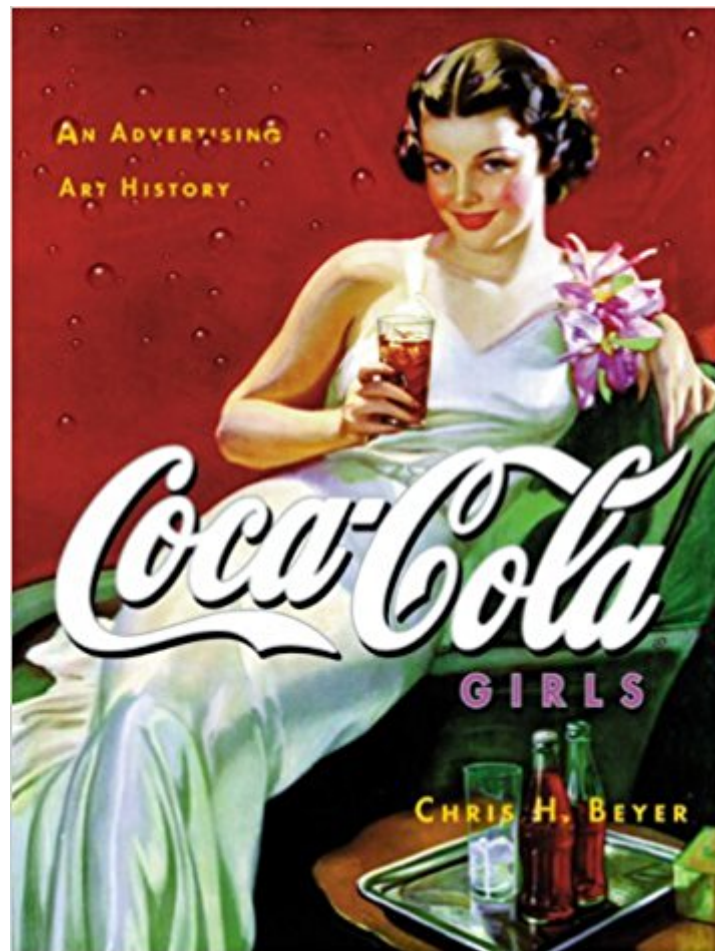




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Coca-Cola Girls : An Advertising Art History Limited Edition Of 950



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: 282 pages

Publisher: Collectors Pr; Limited edition (November 1, 2000)

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Average Customer Review: 3.9 out of 5 starsÂ Â See all reviewsÂ (7 customer reviews)

Best Sellers Rank: #7,131,294 in Books (See Top 100 in Books) #96 inÂ Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola #1093 inÂ Books > Crafts, Hobbies & Home > Antiques & Collectibles > Popular Culture #1169 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

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.

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

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.

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.

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