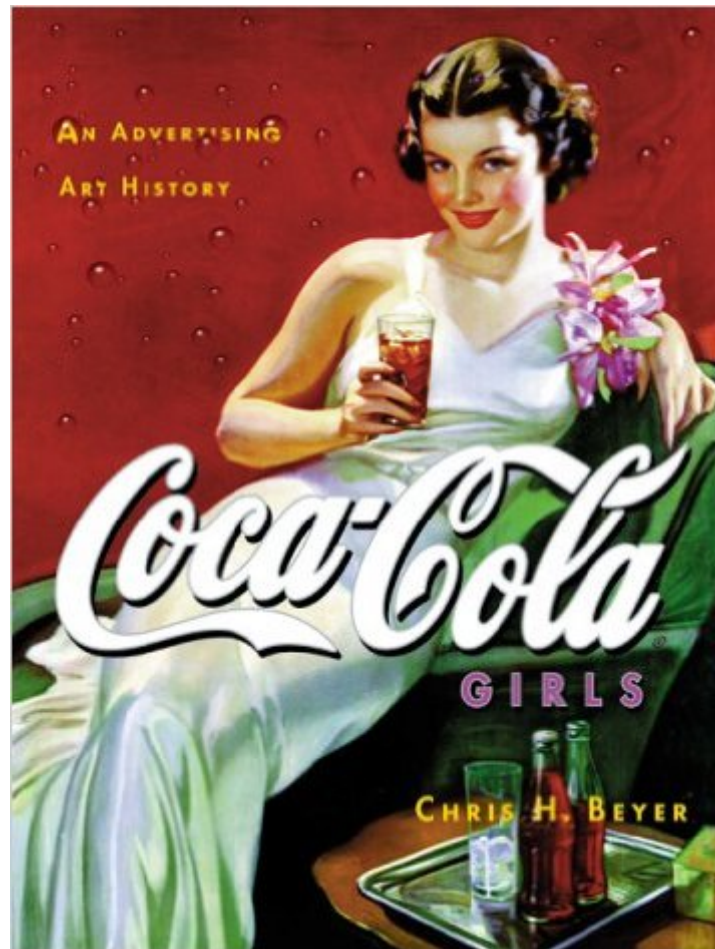


The book was found

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)

Language: English

ISBN-10: 188805445X

ISBN-13: 978-1888054453

Product Dimensions: 1.2 x 9 x 12.2 inches

Shipping Weight: 4.8 pounds

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #7,131,294 in Books (See Top 100 in Books) #96 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola](#) #1093 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Popular Culture](#) #1169 in [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.

[Download to continue reading...](#)

Coca-Cola Girls : An Advertising Art History Limited Edition of 950 B.J. Summers Guide to Coca-Cola Seventh Edition (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Petretti's Coca-Cola Collectibles Price Guide (Warman's Coca-Cola Collectibles: Identification & Price Guide) Petretti's Coca-Cola Collectibles Price Guide: The Encyclopedia of Coca-Cola Collectibles, 12th B. J. Summers' Guide To Coca-Cola (B J Summer's Guide to Coca Cola Identification) Coca-Cola Collectible Santas: Official Coca-Cola Collectors Series Coca-Cola: The Collector's Guide to New and Vintage Coca-Cola Memorabilia Coca-Cola Collectible Bean Bags & Plush (Collector's Guide to Coca Cola Items Series) Coca-Cola: A History in Photographs, 1930-1969 (Iconografix Photo Archive Series) The Man Behind The Bottle: The Origin and History of the Classic Contour Coca-Cola Bottle As Told By The Son Of Its Creator Antique & Contemporary Advertising Memorabilia: Identification & Value Guide (Antique and Contemporary Advertising Memorabilia) Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Elvis, Jesus and Coca-Cola (Kinky Friedman Novels (Paperback)) Coca-Cola Wall Calendar (2016) Warman's Coca Cola Collectibles: Identification And Price Guide B.J. Summers' Pocket Guide to Coca-Cola Warman's Coca-Cola Field Guide: Values and Identification (Warman's Field Guide) Coca-Cola Recipe Tin Collection Top25 Best Sale Higher

Price in Auction - Coke Coca-Cola Coca-Cola Wall Calendar (2015)

[Dmca](#)