

Coca-Cola Girls : An Advertising Art History

By Chris H. Beyer

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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.

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Editorial Review

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*
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Review
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.

Users Review

From reader reviews:

Richard Dunn:

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