



## *Checkerboard*

November, 2013

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### **Art in Advertising: The Timeless Allure of Vintage Coca-Cola® Advertising Calendars**

**By Chris H. Beyer**

The history of the soft drink we now know as Coca-Cola® began with a formula known as 'French Wine of Coca,' developed by pharmacist John S. Pemberton in the mid-1880's. Shortly thereafter, the formula was offered as a soft drink and the name was changed to Coca-Cola. In failing health at the time, Pemberton sold a percentage of his financial ownership of the beverage to Asa Candler and other investors before it had reached the first bloom of its unforeseen potential. In 1888, Asa G. Candler, a prominent Atlanta pharmacist, bought out the remaining interest owned by Pemberton, along with that which had been purchased by the initial group of investors, for a grand total of \$2,300.

A few years later, with the founding of The Coca-Cola Company in 1892 by Asa Candler, the world's greatest marketing machine was off and running. Few companies in existence---then or now---have achieved and maintained the positive brand image that comes to mind when one thinks of the Coca-Cola trademark. In large part, this tremendous success and acceptance stems from Coca-Cola's use of pleasant, uplifting advertising images that, for more than a century have been used to promote a very simple product. Those images have appeared on hundreds of advertising items which have been continuously fused into everyday life.

With the turn of the 20th century, the printing revolution that enabled high quality images to be reproduced on a variety of materials, The Coca-Cola Company began building its powerful brand by using marketing and advertising techniques that were decades ahead of other businesses. Within ten years of the founding of the Coca-Cola Company, advertising signs, posters, calendars, serving trays were distributed throughout the United States and featured in soda fountains, pharmacies, general stores and on the sides of buildings.

One of the primary advertising mediums used to promote the Coca-Cola brand was the advertising calendar which primarily featured lovely and compelling images of young women. The first calendars were produced in 1891 and 1892. Following those first issues, The Coca-Cola Company initiated annual production and distribution of advertising calendars from 1896 until 1970. Additionally, Coca-Cola bottling plants occasionally issued advertising calendars for distribution in their local markets, some of which are exceedingly rare and desirable. Today the scarce remaining examples of these early treasures have become valued pieces in collections of advertising art memorabilia. Coca-Cola advertising calendars

have proven to be more prodigious in use and longevity than the renowned advertising serving tray which saw its functional production end in the 1960's.

Over the years, Coca-Cola calendars have featured many colorful advertising images. In addition to depicting the pictorial theme of lovely young ladies, we find bi-planes, tennis and golf scenes and the wonderful art of famous illustrators including Norman Rockwell, N.C. Wyeth and other noted artists. Today they are collected as one of the highest art forms of Coca Cola advertising memorabilia.

The earliest Coca-Cola calendars, which include those issued from 1891-1920, are the rarest and most desirable. Prices for these calendars with attached monthly sheets and in unrestored excellent to near mint condition, can range in price from \$4,000 to \$30,000. With paper being a fragile material, few examples of these calendars remain in existence. We have featured some of the most visually interesting and scarce of the early calendars in pictures accompanying this article. For those wishing to gain extensive, in-depth information on the subject of Coca-Cola Calendars and their history, the book *Classic Coca-Cola Calendars* coauthored by Chris H. Beyer-Alan Petretti, is still available from a variety of book sellers. The book features details about and pictures of dozens of Coca-Cola Calendar issues in addition historical anecdotes about The Coca-Cola Company and its rise to prominence among leading world brands.

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**About the Author:** Chris H. Beyer and his wife Gina are avid antique advertising collectors and dealers. After years of buying, selling and collecting vintage Coca-Cola advertising, Chris and Gina now focus on collecting the images of Victorian ladies in advertising, old west saloon memorabilia and other related fine antiques. Chris H. Beyer has written three books on the Subject of Coca-Cola advertising including *Classic Coca-Cola Serving Trays*, *Classic Coca-Cola Calendars* and *Coca-Cola Girls; An Advertising Art History* in addition to a variety of articles on the subject of vintage advertising. Chris is a member of the AAAA Board of Directors. Chris H. Beyer can be contacted at [cbeyer2100@aol.com](mailto:cbeyer2100@aol.com).

### Illustrations

All photos are courtesy of The Coca-Cola Company archives.

Coca-Cola

A Delightful Summer or Winter Drink.

ADDRESS **ASA G. CANDLER & CO.,**  
47 PEACHTREE STREET, ATLANTA, GEORGIA.

1891 \*JANUARY\* 1891

SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.
*	*	*	*	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
*	*	MOON'S PHASES	LAST QUARTER 3rd.	NEW MOON 10th.	FIRST QUARTER 17th.	FULL MOON 24th.

### 1891 Calendar

This is the first known calendar issued and distributed to promote the Coca-Cola brand. Measuring six and a half by nine inches, the exceedingly rare calendar features the image of a young lady with a tennis racket and flowers in the background. The calendar was issued one year before the Coca-Cola Company was incorporated in Atlanta, Georgia.



### 1897 Calendar

Featuring the same image as the first known Coca-Cola serving tray, this calendar is rare with just a couple of specimens known to exist. Originally it would have had monthly sheets attached to the bottom but none are known to exist with the sheets remaining. This wonderful image is accompanied by some of the first advertising slogans used to promote the soft drink. The calendar top measures seven and a half by thirteen inches.



### 1903 Calendar

This beautiful embossed calendar features the image of Hilda Clark who was a famous Opera singer at the turn of the century. Measuring seven and three quarter by fifteen inches, the artwork on this calendar was also featured on serving trays, paper and cardboard signs, menus, periodical advertising, a rare celluloid clock and other promotional objects. The Calendar was printed by Wolf & Co. Philadelphia which was a company that printed many early advertising calendars and signs for a variety of companies at the turn of the century. Printed pieces by this firm are always noted in small mouse print in a lower corner of the item.



### 1906 Calendar

Known as the 'Juanita' calendar by collectors, this calendar features the longest used Coca-Cola advertising slogan (Delicious and Refreshing) and a stunning image of a pretty Victorian woman. Measuring seven and three quarter by fourteen and a quarter inches, the calendar was printed by Wolf & Co. Philadelphia and is so marked. Although not as rare as the first calendars issued by the company, this calendar is challenging to find in original excellent or better condition. The same advertising imagery was used on sheet music and other advertising pieces.



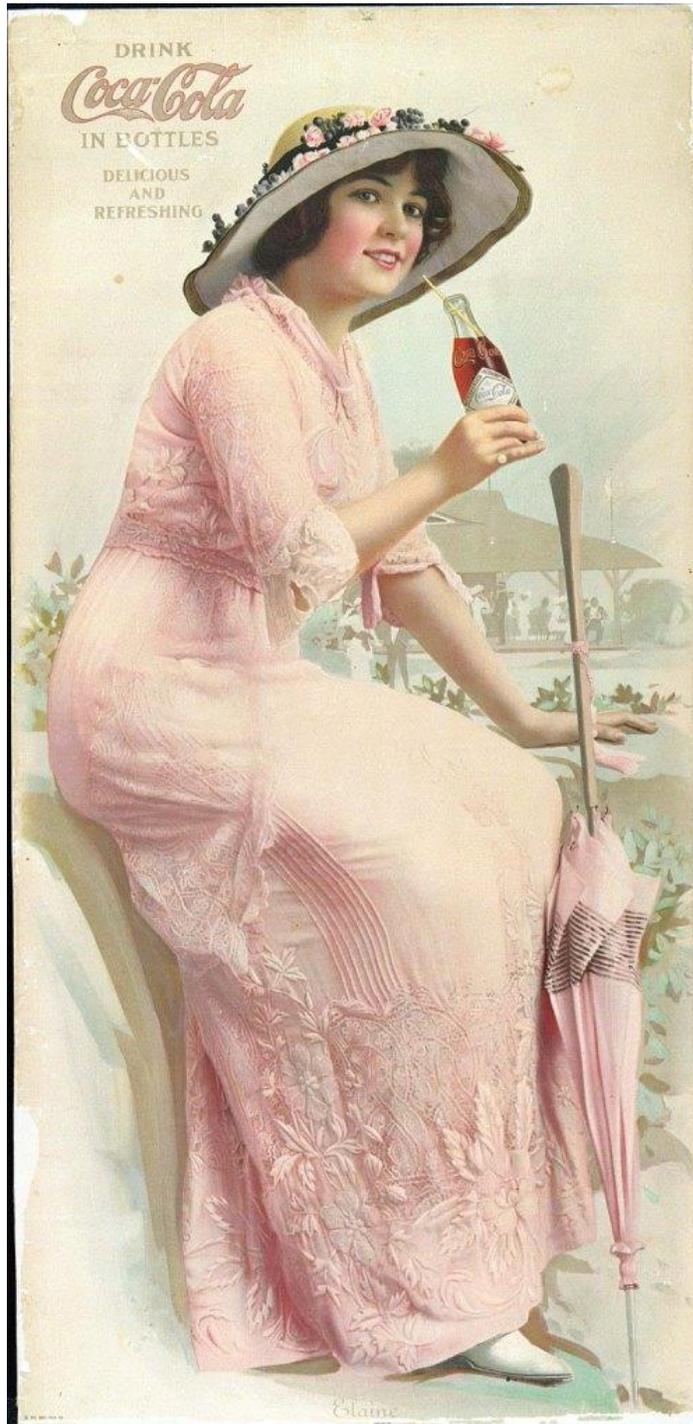
**1910 "Happy Days" Calendar**

Featuring a happy, lusty and pretty young woman in a laced dress, this calendar is rare and only a precious few examples exist. Produced in a larger format than most of the early calendars, this piece measures 15 inches by 26". Unlike other early calendars which featured artwork used on a variety of advertising collateral, this image is only known to exist on this calendar.



### 1913 Bottler Calendar

Between 1911 and 1914 several calendars were produced for use by local Coca-Cola bottling plants to promote the soft drink in their local geographic market. Unlike the corporate issued calendars which were distributed on a national basis, only small quantities of the local bottler calendars were produced and as such, all are very rare. This particular calendar features the beautiful artwork of a young woman dressed in a sensational summer dress and hat sitting at a white picket fence. Many collectors believe this is one of the most beautiful Coca-Cola Calendars produced. The calendar measures sixteen by twenty eight inches.



### 1915 Calendar

One of the most elegant examples of calendar art ever produced by Coca-Cola, the 1915 issue depicts a young lady in a detailed lacy dress with a parasol and water scene behind her. As with some of the other early calendars, this artwork was produced in two versions. One with a glass of Coca-Cola and the other with a bottle. The glass artwork version was produced for distribution to soda fountains while the bottle version was designed to promote Coca-Cola in bottles. The calendar measures 13 by 32 inches which includes the pad for monthly sheets. This picture does not reflect the monthly sheet pad but the condition of the calendar top is outstanding. Often, people retained the lovely artwork from the calendar without the monthly sheets and used it to adorn their home.



### 1918 Calendar

Another longtime favorite of Coca-Cola Collectors, this calendar featured the visages of two young women in a beach scene in fancy and appropriate summer attire. One is holding a glass and the other a bottle reflecting Coca-Cola's effort to promote their drink at soda fountains and a take it anywhere beverage in a bottle. The calendar measures twelve and a half by 30 and three quarter inches.

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## 2014 AAAA Convention: The Embassy Suites Dublin, Ohio

July 23-26, 2014



As we promised last month, each issue of the AAAA Checkerboard will feature a different topic about next year's AAAA Convention that will take place July 23-26, 2014. In this issue, we are going to discuss the outstanding hotel that will be hosting our event: the Embassy Suites Dublin. Dublin is a lively and upscale suburb of Columbus, Ohio, located just Northwest of the city. Dublin boasts an exciting array of shopping, dining, and other attractions.

The Embassy Suites Dublin may arguably be the best venue ever chosen for an AAAA Convention. It was enthusiastically recommended to us by our own members that had attended other collector conventions there. The hotel has extensive experience in hosting collector events and past guests rave about their outstanding accommodations.

First of all, consider the guest rooms--they are all suites. Each spacious suite features a bedroom (double or king), living room, and kitchen with microwave, sink, and refrigerator. As a dealer, you will be able to exhibit your inventory in the living room and maintain privacy in your separate bedroom. How great is that? Furthermore, tables in the rooms will cost just \$10 per room for the duration of the event (up to 2 tables).



The room rate includes a free made-to-order breakfast buffet each morning and a free Manager's Cocktail Reception each evening (yes, free wine, beer or cocktails).



Want to take a break from the Convention festivities and just relax for a bit? There will be plenty of convenient opportunities for that, right in the hotel.



Then there is the stunning beauty of the hotel itself. Very cool!



All of this is available to you as part of the AAAA Convention at just \$115 per night, plus 17% tax. That negotiated rate is approximately one-half of the regular room rate at that time of the

year. Combined with the \$110 Convention Registration Fee per person that includes all other meals, the 2014 AAAA Convention represents a great value!

So rest assured that you will enjoy the beautiful, comfortable, and exciting hotel setting when you attend the 2014 AAAA Convention. Still mulling it over? In the upcoming months, the AAAA Checkerboard will feature informative articles about the following Convention topics:

- Schedule of Events ([Click here](#) for latest draft of schedule)
- Special Activities: "Show and Tell", "Yankee Gift Exchange", tours of the Leo Frye Vertical Pocket Tin Collection, and silent auction
- Seminars to Educate and Fascinate
- Collaboration with Nearby Springfield, Ohio Antique Malls: A Special Treat with 1,300 Dealers
- And more!

If you plan to attend, PLEASE register now! In all likelihood, we will sell out our room block. To ensure that you are located in the AAAA wing of rooms and benefit from the discounted rate, please return your completed registration materials as soon as possible.

[Click here](#) for a copy of the 2014 AAAA Convention Registration Form.

Looking forward to seeing you there and making this the best AAA Convention ever!

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## Auction Watch

We are introducing this new column to help keep you abreast of upcoming scheduled auctions that feature antique advertising. The column presents very brief listings that are intended to perk up your ears and point you in the right direction for further information regarding location, items available, availability of on-line or absentee bidding, etc.

Would you like to see this column added as a regular, re-occurring feature of the AAAA Checkerboard? If so, click here and let us know.

If you would like to submit a brief auction listing for inclusion in the January issue of the Checkerboard (the Past Times will be published in December), please click here.

**November 19-21, 2013** (Closing Date) Hake's Americana and Collectables Auction #210. [www.hakes.com](http://www.hakes.com)

**November 22, 2013** James D. Julia. Fairfield, Maine. Fall Advertising, Toy & Doll Auction. [jamesdjulia.com](http://jamesdjulia.com)

**November 29-December 1, 2013** Matthews Auctions. Raymond, Illinois. 3rd Annual Thanksgiving Gun, Antique Advertising, & Petroliana. [matthewsauctions.com](http://matthewsauctions.com)

**December 6, 2013** (Closing Date) William Morford. 21st Annual December Auction. Unusual and interesting smalls. [www.morfauction.com](http://www.morfauction.com)

**December 6-7, 2013** Millers Antiques & Auction Co. Tomah, Wisconsin. Large Advertising Sign and Antique Auction. [www.millersauctionco.com](http://www.millersauctionco.com)

**December 6-7, 2013** Morphy Auctions. Denver, PA. Advertising and Coin-Op Auction. [morphyauctions.com](http://morphyauctions.com)

**December 13, 2013** Garth's Auctions. Delaware, Ohio. Selections from the J. Garland Warren Advertising Collection of San Marcos, Texas. [www.garths.com](http://www.garths.com)

**January 18, 2014** Northeast Auctioneers. Osmond, Nebraska. Antique Advertising Auction. [www.northeastauctioneers.com](http://www.northeastauctioneers.com)

**May 2-3, 2014** Daniel Auction Company. Sylvester, Georgia. 40th Country Store and Advertising Auction. [danielauctioncompany.com](http://danielauctioncompany.com)

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## Wanted Items

In this column are those sought-after items of desire that seem to be elusive. If you know where any of these items can be acquired or if you have one available, please click the link to reply directly to the seeker. To place a listing in this column, [click here](#). There is no fee for AAAA members. Up to three listings per member is permitted.

Posters of Beautiful Women or Children Advertising a Drug Store or Country Store Product. Pre-1930. Preferable with product shown in image. Original frame and good condition a plus--also NOS country store or drug store products, advertising of any kind, or any product with great graphics and full of contents a plus. To reply, [click here](#).

Spice Tins WANTED!! Hard core collector looking for brands I don't have and upgrades for ones I do have. Looking for good old spice tins with pictures. Birds, people, trains, etc. I have a few traders but mainly a buyer. To reply, [click here](#).

Minnesota Brewery Items including Hamm's, Grain Belt, Fitgers, Gluek and others. Also collect rare Minnesota advertising pieces. To reply, [click here](#).

Vintage Baseball/Football Cards: Pre-1970 Only To reply, [click here](#).

Clicquot Club: Lighted Clicquot Club advertising clock made by Telechron and Telechron lighted advertising clock. To reply, [click here](#).

"ANTI-FAT," Weight-Loss, "Reducing," Obesity Items: Signs, bottles, anything related. Also, any items related to VITAMINS. To reply, [click here](#).

Yellow Kid Wanted: The more unusual, the better. To reply, [click here](#).

Harvard Brewing Signs/Lithographs: To reply, [click here](#).

Firecracker Packs: Collector buying all old fireworks-packs, boxes, advertising, whatever. To reply, call 932-237-3646 or [click here](#).

Ivanhoe Pencil Tin: Fair price and also finder's fee paid. Approx 1" diam, 9" long, blue in color, round, with picture of Ivanhoe on horseback. To reply, [click here](#).

Noaker Ice Cream Company Canton, Ohio: 13" Round ice cream tray from "the Noaker Ice Cream Company Canton, Ohio" in good or better condition. It has the boy & girl eating ice cream on the front. To reply, [click here](#).

1 lb. Canadian Coffee- Circle Coffee: To reply, [click here](#).

B.T. Babbit Soap Advertisement Posters: See Antique Advertising Encyclopedia (Vol. II) by Klug page 54 and 55. Condition is very important. To reply, [click here](#).

DeLaval: Tin advertising, give-aways and other collectibles produced by the company. To reply, [click here](#).

Edmands Coffee Company, Edmands Tea Company, 1776 Coffee, American Beauty Tea, Japan Tea, Devonshire Tea, (imported by Edmands, Boston/Chicago): Any items such

as tins, signs, paper, or anything else related to the Edmands family of companies in Boston is desired. To reply, [click here](#).

Heathman Bakery, Dayton, Ohio: Interested in any items related to this business. To reply, [click here](#).

Indianapolis Brewing Company Ephemera: Circa 1920. Specifically looking for signed documents. To reply, [click here](#).

Veterinary Advertising Collectibles: Pre-1930s veterinary posters, patent medicines, store displays, photographs, paper ephemera. To reply, [click here](#).

One (1) Pound FULL [Unopened, Sealed] Key-Wind Coffee Tins: To reply, [click here](#).

Near Mint English Biscuit Tins: 1880 to 1925 To reply, [click here](#).

Old Automobile Gear Shift Knobs: The kind that screwed on the gear shift that came through the floorboard. Many looked like a large marble. To reply, [click here](#).

Ben Bey Cigar Collectables: Any Ben Bey cigar collectable, other than tin containers. To reply [click here](#).

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The AAAA Checkerboard is a monthly e-newsletter that is made available to all AAAA members at no cost. The mission of the Checkerboard is to increase knowledge about antique and collectible advertising among AAAA members. The Checkerboard also provides news and updates about AAAA. It is produced each month with the exception of the four months per year when the award-winning Past Times print newsletter is published. Paul Lefkovitz ([plefk@generalstoreantiques.com](mailto:plefk@generalstoreantiques.com)) serves as Editor of the AAAA Checkerboard.



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