

Collecting Coca-Colas

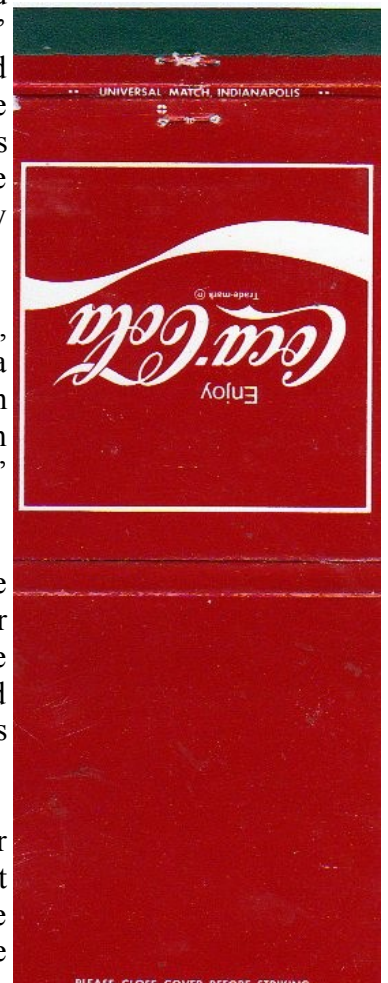
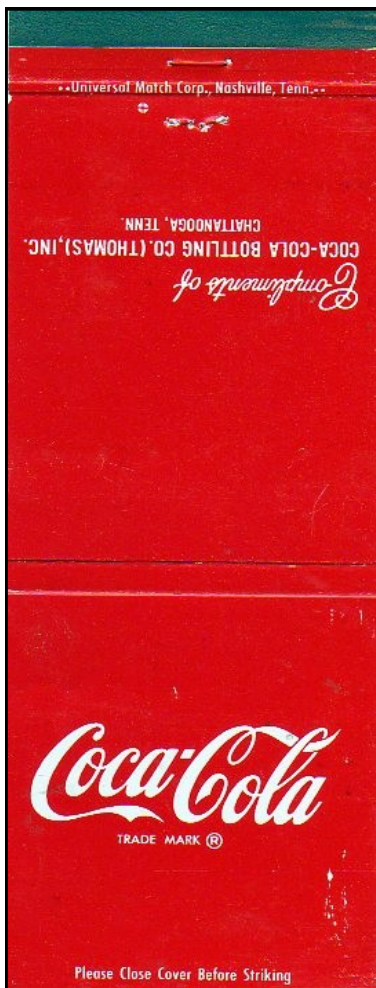
by
Mike Prero

There's the flag, motherhood, apple pie...and Coca-Cola! Not surprising then is many collectors' obsession with Coca-Cola covers. Keeping in mind that this is 'just a soft drink, after all,' you'll be surprised by both the variety of covers and boxes that have been produced over the years...and by the colorful history of Coca-Cola, traditionally America's favorite drink.

John Styth Pemperton, a druggist from Atlanta, Georgia, invented Coca-Cola in 1886, as a headache cure! The carbonation was added by an employee who was too lazy to walk to the fresh water tap. Word soon spread that the "fizzy stuff" was the best!

It was another druggist, though, who made Coke the byword of American refreshment. Asa Chandler bought the rights to Coca-Cola in 1891 for a mere \$2000. He formed the Coca-Cola Company and began emphasizing the drink's refreshing qualities rather than its therapeutic ones. The rest is history!

And History has been good to Coca-Cola cover collectors. In 2001, Wayne Eadie, NY, reported that he had 162 different covers in this category, and the variety to be seen is astounding. Pictured here are



continued on p.3

two Jewels. On p. 15, there is a three-box set from Japan heralding the heritage of the most famous soda in the world. That page also sports, among other types, a Universal XL (Extra-Long or Tall) cover c. 1934, a Diamond Quality, c. 1935, and a dated 50th anniversary cover, 1886-1936.

The restaurant cover from Mexico is a good example of the many conjunctives that the Coca-Cola category provides for the collector. There's at least one Coke cover that is also a World's Fair cover. Speaking of which, did you know that there was a Coca-Cola Tower at the New York World's Fair in the 1960s?

And, you'll notice that through the years the famous Coca-Cola 'signature' has remained the same. The distinctive cursively written title was developed by John Pemberton's bookkeeper, who wrote the name in his bookkeeper's script, and it's been that way ever since.

These are just some of the treasures awaiting the collector who embarks on this nostalgic trek through this popular category. And, modern treasures are still being created, for Coca-Cola covers are still being created, at least overseas.

