

Coca-Cola®



THE ATLANTA JOURNAL.

ATLANTA, GEORGIA, SATURDAY, MAY 25, 1906.

Big News Items of the Day.
 Georgia Seal cigar, five cents,
 ten cent cigars, at Benjamin

S. Webster
 Daily, by Express,
 as Cabbage,
 Squashes,
 Lettuce, Strawberries,
 and and Charleston stock
 prices for Lemons.
 Tel. 254.

Alabama St.
 Your chance to test the
 Dixie Nerve Food, em-
 C. Beerman's Soda
 etc.

THE HATTER,
 North of Straw Hats,
 MUST go.

Notes on Galvanized
 Warlick & Win-
 Collins street.

RECEIVED.
 New style Seersuckers,
 in week.
 Lin, Johnson & Co.

GERMAN LINENS
 even in the most ex-
 Imported Goods,
 D'Oyley, etc., to
 and quality guar-

Lin, Johnson & Co.

NEW CARPETS!
 goods, all widths.
 Lin, Johnson & Co.

Spring Chickens, Eggs, Butter,
 etc., at the lowest prices.
J. B. JACKSON,
 140 Marietta St.

POPE, THE HATTER.
 \$5,000 worth of Straw Hats,
 and they **MUST** go.

Don't think of getting furniture until you
 go to John Neal & Co. Their prices will
 suit you.

IVIE,
 The Photographer.
 PICTURE FRAMES
 MADE TO ORDER.

COCA-COLA.

DELICIOUS!
 REFRESHING!
 EXHILARATING!
 INVIGORATING!

The New and Popular Soda Fountain
 Drink, containing the properties of the won-
 derful Coca plant and the famous Cola
 nuts. For sale by Wm. Venable and Son
 only & Haven.

NATIONAL DECORATION DAY

The graves of the Federal dead will be decorated
 and memorial services held, at the

NATIONAL CEMETERY, MARIETTA, GA.

Monday, May 31st, at 9:30 A. M.

The Front, the Top,
 can be made, done up
 Can be had at our

68 and 70
 Cor.

W. G. R
 55 Peach

FRIERSON & W

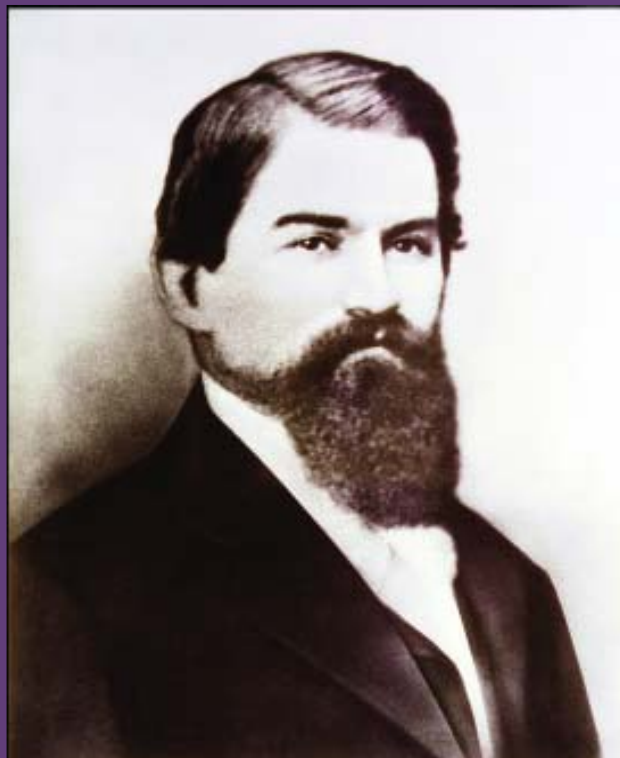
**HO! FOR W
 SPRING**

At Auction Tue

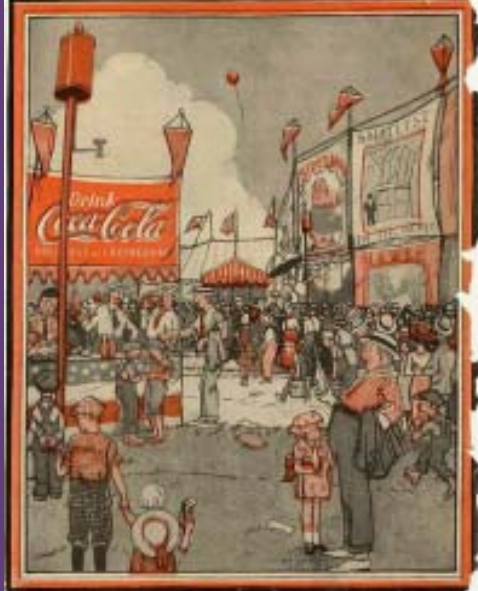
Special Train for
 the W & A.
 North Geor

ROUND TRIP TO

WHITE FATS, AND
 From Atlanta, and
 Georgia produced, is used
 for many years has been
 75 miles from naturally
 iron and sugar. It is
 sold throughout the whole
 South. It is a pure, and
 healthy food, and is
 who is by always kept on
 hand at Hightower's. It is
 a large assortment of
 the products of a variety
 of the best of the world.









Shopper's pause

ALLDAY.RU

Refresh

ALLDAY.RU

ALLDAY.RU

"Refresh!"

ALLDAY.RU

Let's have a Coke

ALLDAY.RU

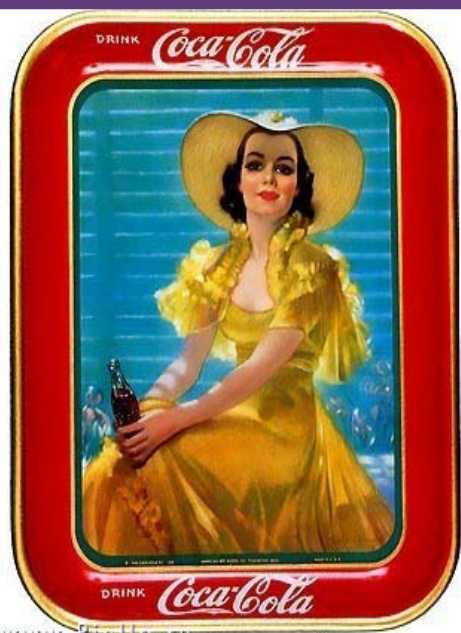
SO DELICIOUS HAVE A COKE SO REFRESHING

ALLDAY.RU

Have a Coke

Coca-Cola

REFRESHING



"Just like old times"



Easy to take home...the six-bottle carton

There are only three steps to take to enjoy the flavor of refreshment, — at home. The first step is to buy the handy carton of Coca-Cola from your dealer. The second step is to pre-cool the bottles in your refrigerator. The third? Just step up and enjoy a bottle yourself.



Experience proves that nothing takes the place of quality. You taste the quality of ice-cold Coca-Cola. Again and again you enjoy the charm of its delicious taste... and its cool, clean after-taste of complete refreshment. There's nothing more.

Thirst knows no season

Quality has its share of popularity. It is prized with the highest of the stars for a million of people. To do better than ever, the business of quality, that has adapted you, comes along to you a new, clean, sense of complete refreshment. There's nothing more.



Even with winter just around the corner, thirst stays out . . . reminding you that around the corner from anywhere there's a soda fountain. There you'll find the warmth of summer . . . companionship . . . and America's "year-round" answer to thirst...ice-cold Coca-Cola. Pause there and be refreshed.

5¢



THE PAUSE THAT REFRESHES



The Coca-Cola Company, Atlanta, G

THROUGH ALL THE YEARS
SINCE 1886

And still the delight of those who first enjoyed its purity and wholesomeness



France, 1945



USA, 1946



USA, 1905



USA, 1924



USA, 1946



USA, 1947

Step into this picture
—wherever you are, the same content and the same refreshment are yours for the asking in a cool, delicious glass of

Coca-Cola

Demand the genuine by full name—
nicknames encourage substitution

Send for free booklet,
"The Romance of Coca-Cola"

THE COCA-COLA CO., ATLANTA, GA.

1928

Drink Coca-Cola
Delicious and Refreshing

Easy to buy
Easy to carry
Easy to keep
on ice—
in the "Six-Pack"

fine—
after housework—
and for your guests

THIS is
the pause that refreshes

Drink Coca-Cola
Delicious and Refreshing

**A hundred thousand cheerful fountains
invite you . . . to make it yours**

Drop in at a cheerful soda fountain—around the corner from anywhere. You relax. And ice-cold Coca-Cola imparts a tingling, delicious taste and a cool, wholesome after-sense of refreshment. Such is the pause that refreshes. You come up smiling and

are off to a fresh start. . . . Coca-Cola is good things from 9 sunny climates poured into a single glass—pure as sunlight. It fills such a natural want and such a natural need, an average for the whole year of over 9 million a day are served. The Coca-Cola Co., Atlanta, Ga.

LISTEN IN
Grandstand Rice — Pe-
nna Sports Champions
Coca-Cola Orchestra,
Every Wed. 10:00 p. m.
Eastern Standard Time
Coca-Cola Coast
NBC Network

OVER NINE MILLION A DAY...IT HAD TO BE GOOD TO GET WHERE IT IS

Drink Coca-Cola
Delicious and Refreshing

The pause that refreshes . . . directed by Lubitsch
as Chevalier and MacDonald finish the famous waltz
in Metro-Goldwyn-Mayer's super picture "The Merry Widow"

You have to be on the set to see one scene that's a part of every picture in Hollywood. It's the pause that refreshes with ice-cold Coca-Cola. When there's more work ahead and need of good cheer and awakened energy, the director himself often commands this pause. And everybody takes part—to be refreshed and feel fit, ready for the next scene.

"It's
what they
want"



Baseball and Coke grew up together

Congratulations to the major and minor leagues of baseball! From sand lots across the nation, young Americans have marched through the years to the green stadiums of love and fortune.

And a legion of players and fans, too, have come to know that all play calls for a pause—the pause that refreshes with invigorated Coca-Cola.



Through 65 years

Inviting you to the pause that refreshes with ice-cold Coca-Cola.



The PAUSE that REFRESHES

Off... to a fresh start

Liberty December 21, 1911



Drink
Coca-Cola
Delicious and Refreshing

"MY HAT'S OFF to the pause that refreshes"

Old hats, busiest man in the world, takes time out for the pause that refreshes with ice-cold Coca-Cola. He even knows how to be good to himself. And so he always comes up smiling. So can you. Whenever you go shopping, you find a cheerful


side companion with ice-cold Coca-Cola ready. You relax and enjoy the singing, delicious taste and its wholesome, cool after-sense of refreshment. . . . That refreshes you. Thus shopping does not tire you out. The Coca-Cola Co., Atlanta, Ga.

LISTEN IN
Standard Radio-Transit
Station, Chicago, Ill., on
Coca-Cola Station
Every Wed. 10:30 p.m.
Specially broadcast from
Coca-Cola Station
N.Y., Newark

NINE NINE MILLION A DAY . . . IT HAD TO BE GOOD TO GET WHERE IT IS

THE SATURDAY EVENING POST 11

5¢



The Coca-Cola Company
Atlanta, Ga.

THE SATURDAY EVENING POST



Drink
Coca-Cola
Delicious and Refreshing

THAT TASTE-GOOD FEELING

Taste that makes you eager to drink - flavor with a delightful after-sense of refreshment.

Over 7 million a day

IT HAD TO BE GOOD TO GET WHERE IT IS



Coca-Cola



DRINK
Coca-Cola
Have a Coke



Have a Coca-Cola = Èto Zdorovo
(HOW BRANDS)



... or making foreign flyers friends

Being Russian and British often it's good to see fighting planes pouring out of Coca plants. And it's good to see the Coca-Cola brand to the outside

poor men religion. Coca-Cola stands for the power that makes - has become a symbol of finality in many lands.







Coke adds life to...
Holiday Fun



Coca-Cola

"And the same to you"



Drink **Coca-Cola**
to enjoy the holidays




...and a Merry Christmas to all!"

Think this about Coke...
"It's my gift for thirst"



Drink **Coca-Cola**



... and now the gift for thirst

Drink **Coca-Cola**



Christmas on the **Coke** side of life

AWAY with a TIRED THIRSTY FACE



Refresh yourself and be alert
Bounce back to normal!

Drink **Coca-Cola**

Of course 100 years, better than the world, has his wacky moments. But he always comes up smiling. He knows how to give and refresh himself with an original Coca-Cola, and around in a happy mood... This gives him the perfect blend of these pleasant, wholesome substances which instantly awaken up the world in morning you to your normal self. It is truly delicious and it will refresh you.

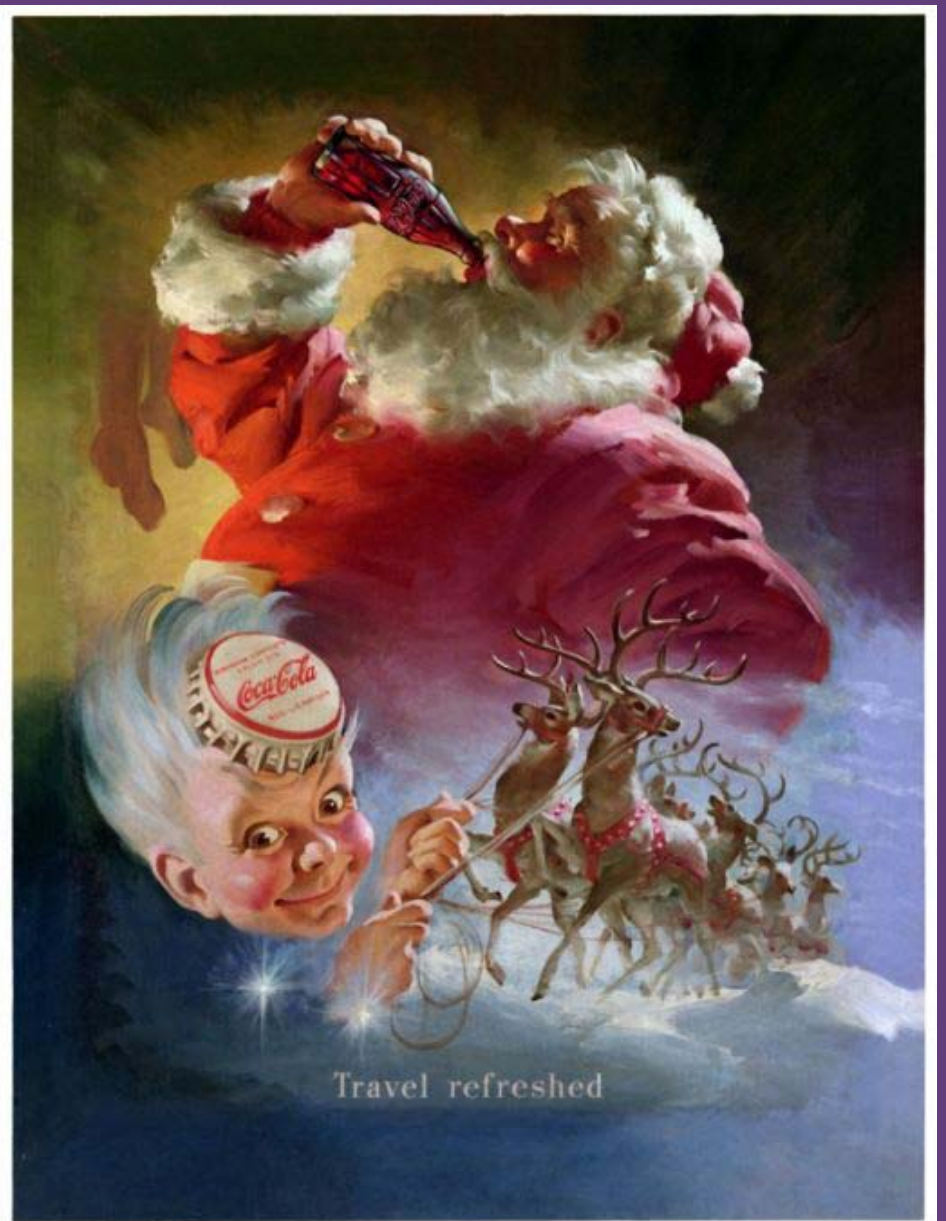




Holidays are coming



Coke





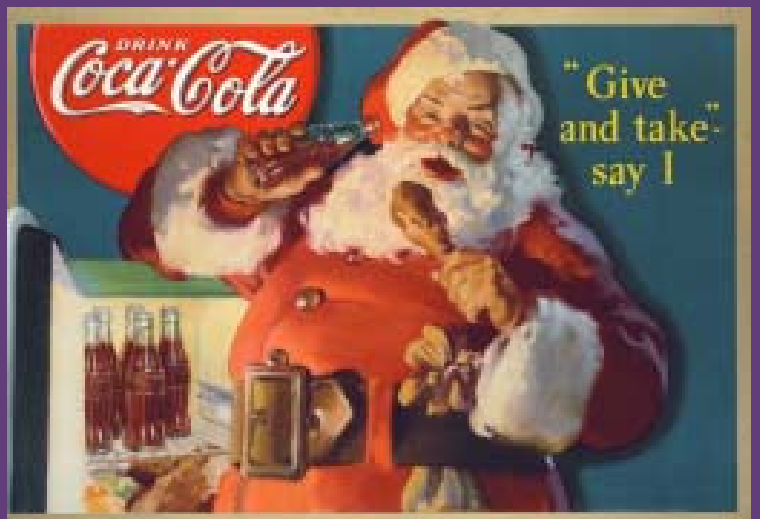


A photograph of Santa Claus in his traditional red suit, holding a glass Coca-Cola bottle. He is smiling and holding a young child. In the top left corner, there is a red circular logo with the text "Drink Coca-Cola Delicious and Refreshing". At the bottom, a grey banner contains the text "Thanks for the pause that refreshes".

A photograph of Santa Claus sitting on a chair with two children. A black dog is sitting on a table next to them. Santa is holding a Coca-Cola bottle. The scene is set in a living room.

Holiday Ideas
in cartons of
Coke

there go better
with
Coke









sergeydolya.livejournal.com

1886
COCA-COLA



During this period, there are dozens of logo variations as the logo is drawn differently for labels, print ads and packaging.



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