

# История рекламы Coca Cola



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1 ПО К-1



DRINK DELICIOUS REFRESHING **Coca-Cola** Soft Drink 5¢

A vintage advertisement for Coca-Cola. A woman in a bright orange dress and matching hat sits in a horse-drawn carriage. A waiter in a white uniform stands behind her, holding a tray with a glass of Coca-Cola. The scene is set in a brightly lit, possibly outdoor or semi-outdoor, area. In the background, other people and a building are visible.

**DRINK**  
**Coca-Cola**

At all Soda Fountains 5¢  
and  
Carbonated in Bottles

**THE IDEAL BEVERAGE FOR DISCRIMINATING PEOPLE**

*IT ADDS TO THE PLEASURE OF TOBACCO  
ON A WALK BY BRIGHTENING AND REFRESHING  
"THE FACULTIES"*

**IT IS A CHARMING  
HEALTHFUL DRINK  
THE MOST REFRESHING  
DRINK IN THE WORLD.**



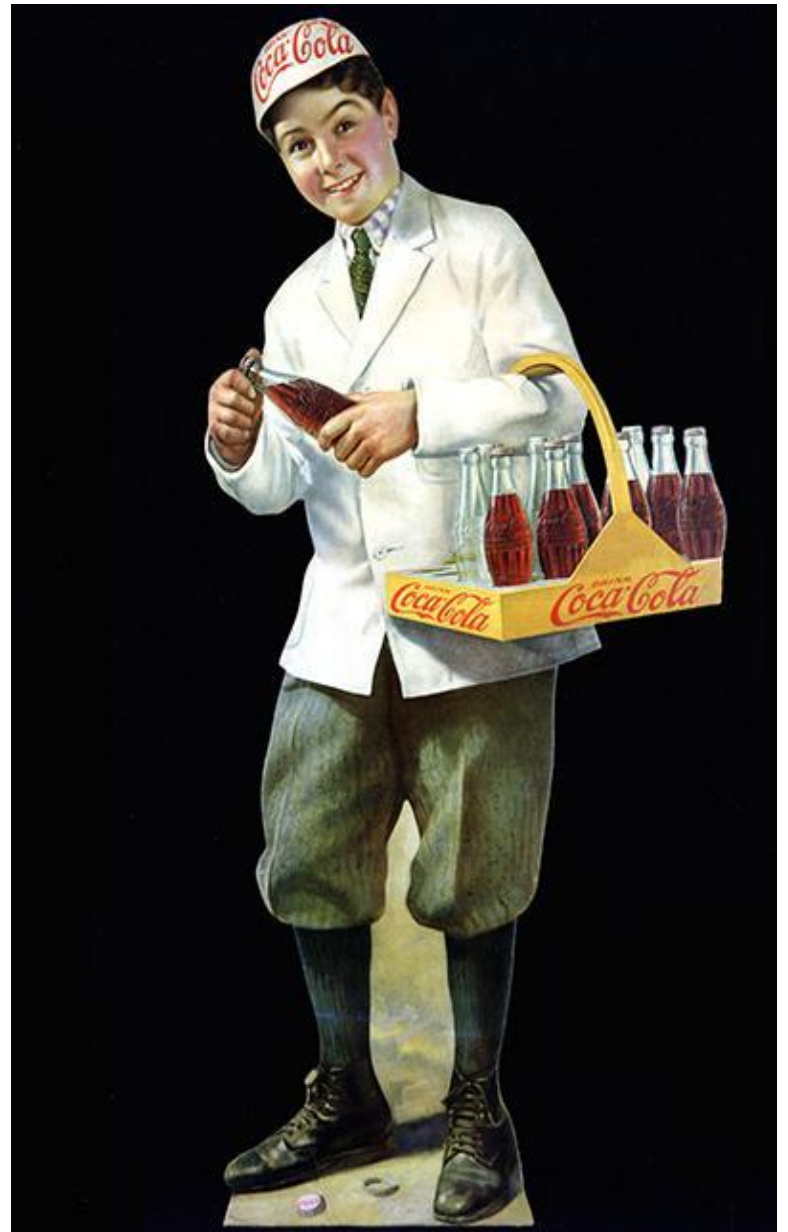
Hot Dog!



DRINK  
**Coca-Cola**  
*Delicious and Refreshing*

Copyrighted THE COCA-COLA COMPANY MADE IN U.S.A.

The advertisement features a hot dog in a bun and a glass bottle of Coca-Cola with a straw, both resting on a white napkin. The text "Hot Dog!" is written in a large, stylized font at the top. Below the illustration, the word "DRINK" is in a simple font, followed by the iconic red "Coca-Cola" script logo. Underneath the logo, the phrase "Delicious and Refreshing" is written in a smaller, elegant font. At the very bottom, there are two small lines of text: "Copyrighted THE COCA-COLA COMPANY" on the left and "MADE IN U.S.A." on the right.





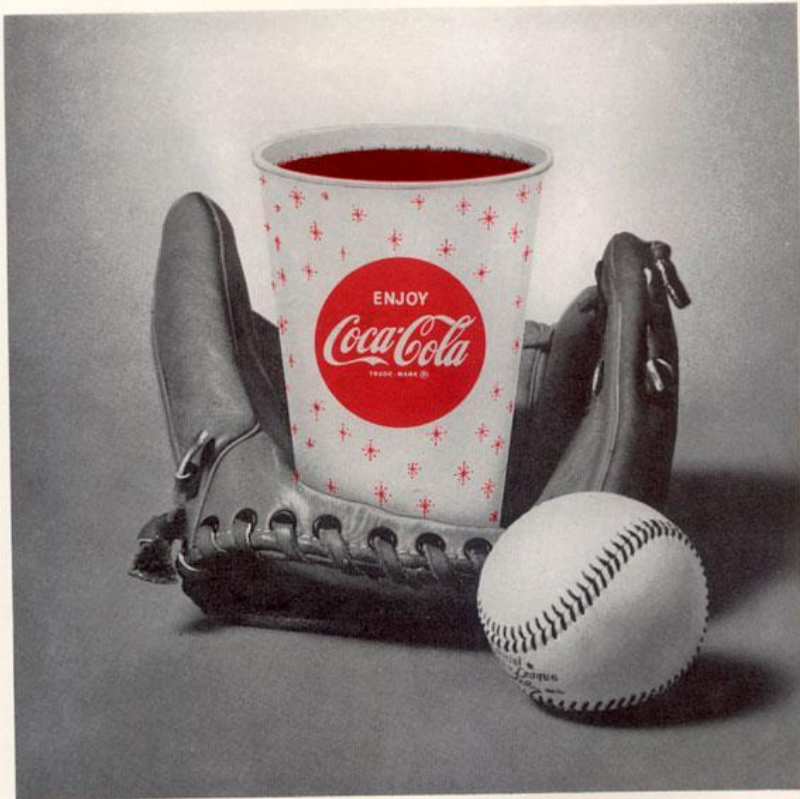
*"My hat's off to  
the pause that refreshes"*



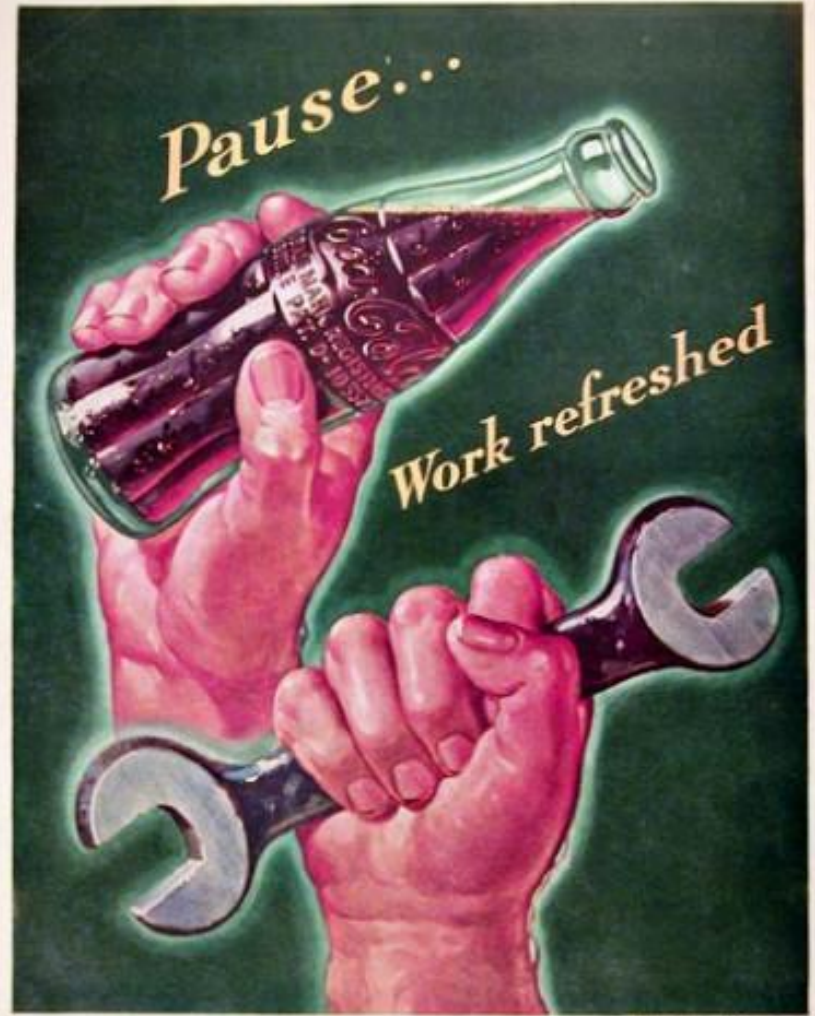
*Get the feel of  
wholesome refreshment*

When days are hot—Coca-Cola is cold, ice-cold. When weather is depressing—Coca-Cola is refreshing, so refreshing. Get the feel of wholesome refreshment with an ice-cold Coca-Cola, and you'll make your own weather prediction: fair and much cooler.

ICE-COLD EVERY DAY IN THE YEAR  
5¢



things go  
better  
with  
**Coke**  
TRADE MARK





# TIME

THE WEEKLY NEWSMAGAZINE



## WORLD & FRIEND

Love that pizza, that tea, that siskey, and that American way of life.





BE REALLY REFRESHED... AROUND THE CLOCK!



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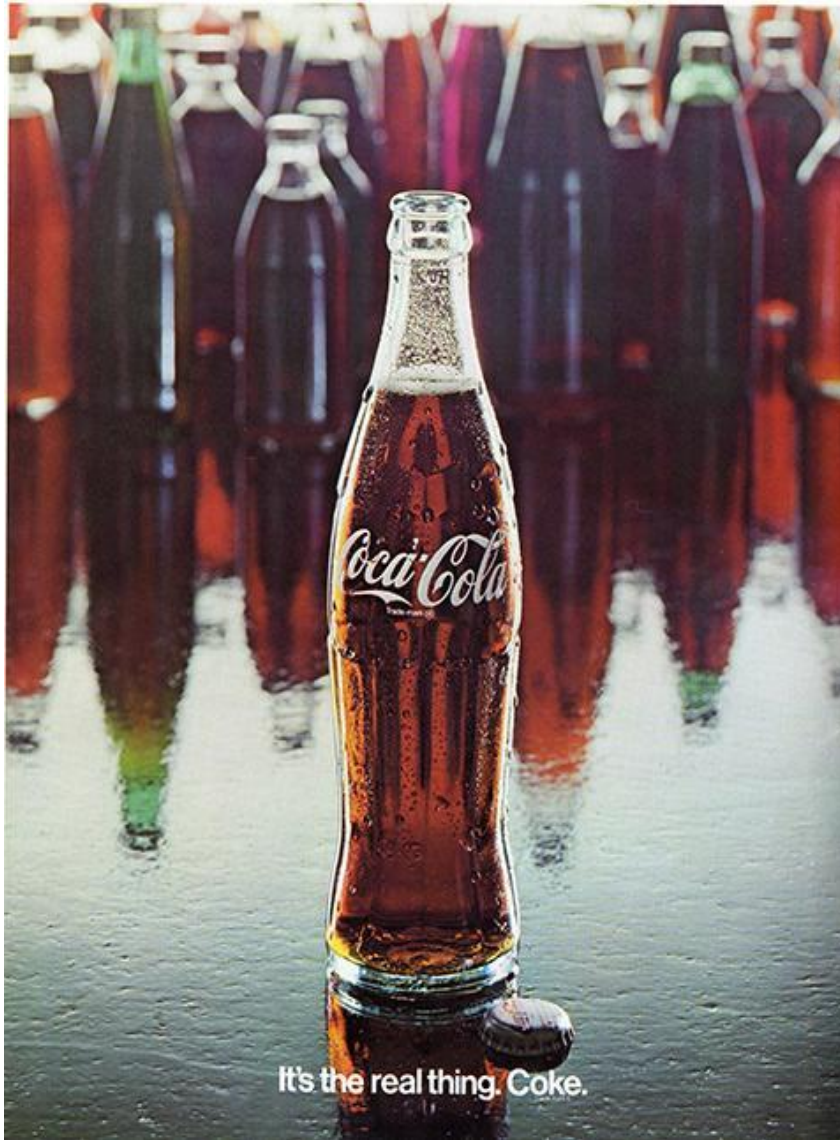
At cook out time...serve these Extra-Fancy Franks with King Size Coke and be really refreshed! Only Coca-Cola gives you that cheerful lift... that cold crisp taste that brightens any bite. **Sign of Good Taste**



Be really refreshed! Cool off with Coke! Only Coca-Cola gives you the cheerful lift that's bright and lively... the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!



FOR THE PAUSE THAT REFRESHES





**Columbia Pictures  
Television**

A UNIT OF THE *Coca-Cola* COMPANY

**Coca-Cola**  
Trade-mark ®

One Thing  
The World  
Will Always  
Share...  
A Taste  
For  
The Best.

Games of the 2004th Olympiad Los Angeles 1984

**Coke is it!**

This advertisement features a large, condensation-covered Coca-Cola can on the left. A gold Olympic medal hangs from a ribbon in the foreground, with the text 'Games of the 2004th Olympiad Los Angeles 1984' and the Olympic rings logo. The background is a dark blue gradient.

**Coca-Cola**  
Trade-mark ®  
**CLASSIC**

**RED · WHITE · & · YOU**

This advertisement shows a man in a blue shirt sitting on the hood of a red Jeep, drinking from a Coca-Cola can. A dog is lying on the hood next to him. The background is a weathered blue wooden wall. A red banner at the bottom contains the text 'RED · WHITE · & · YOU'.

© 1957 THE Coca-Cola COMPANY



## REFRESHING NEW FEELING

Now—for that  
...the brace-you-up sparkle of ice-cold Coke! Sip (slowly). Enjoy the taste that brightens, livens! Zip (refreshed) right back to the fun. Zing-o! Have a Coca-Cola right now—it refreshes you best!



© 1957 THE Coca-Cola COMPANY



## REFRESHING NEW FEELING

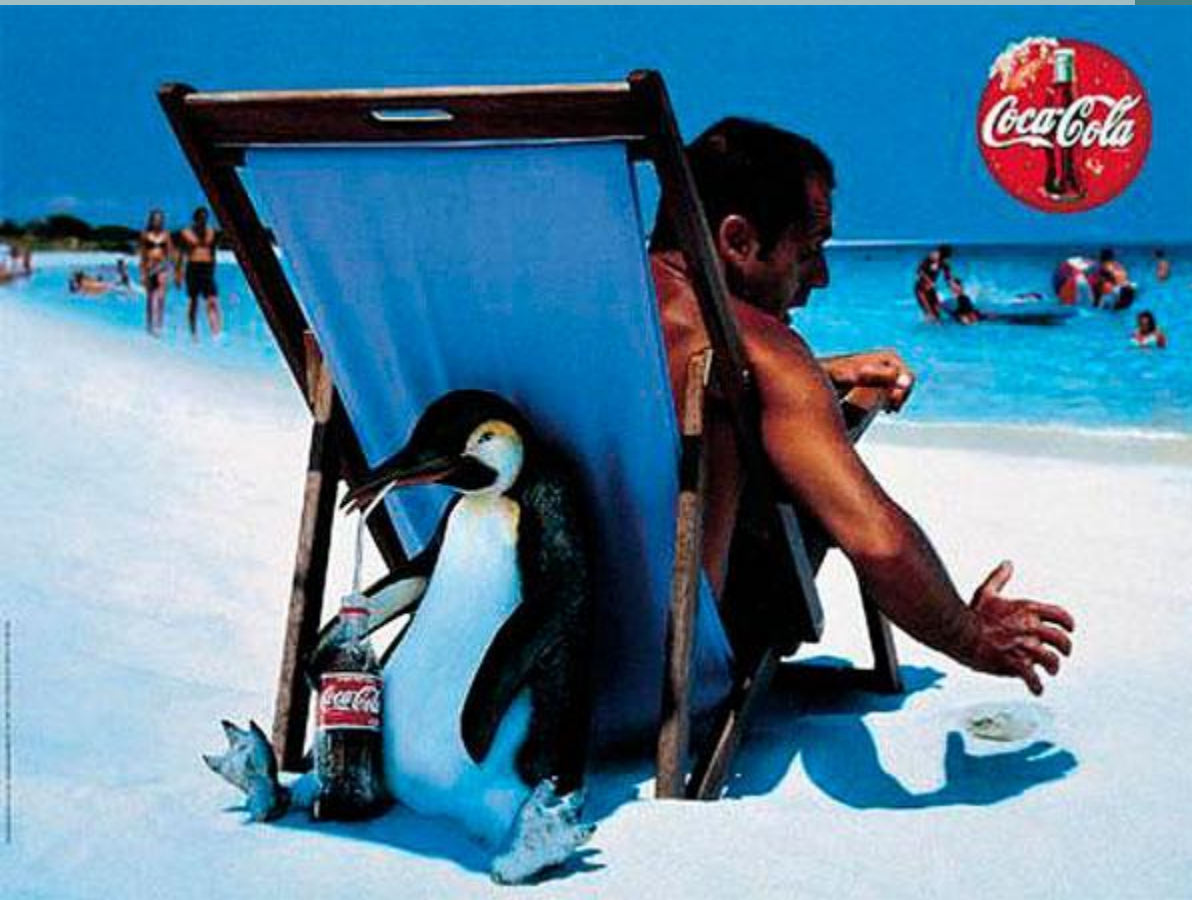
Only Coke gives you that  
...that tingling zing...bracing as a cooling swim. Enjoy the cold, crisp taste of sparkling Coke...the lively life it gives. Sip and zip!  
Coca-Cola refreshes you best!



ALWAYS COOL



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*A classic never goes out of style.*





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The Coca-Cola logo, featuring the brand name in its iconic red script font.

ОФИЦИАЛЬНЫЙ ПАРТНЕР

