



BETWEEN THE COVERS RARE BOOKS

112 Nicholson Rd, Gloucester City, NJ 08030 (856) 456-8008 betweenthecovers.com



[Promotional Sign]: Match Your Thirst Drink Coca-Cola

[Atlanta, Georgia: Coca-Cola Co. 1956]

\$950



Promotional sign. Stiff cardboard measuring 34" x 18½" in original aluminum frame measuring 40" x 24". Very good only with rubbing, a few puncture holes, dampstain and 3" tear at the bottom center of the image; the aluminum frame is moderately scraped and lacking several of the endcaps. A point-of-sale sign featuring an African-American couple staring into each other's eyes while drinking bottles of Coke. Coke debuted its first "Negro Market" ad campaign in 1953, the brainchild of African-American pitchman Moss Hyles Kendrix, who understood the importance of the untapped black consumer market. The campaign started with ads featuring popular black athletes and celebrities of the day drinking Coke before switching its focus in 1955 to feature "everyday" African-American men and women working, playing sports, young people studying and flirting, and children riding bicycles and playing with friends. These images were a departure from Coke advertisements of the past which portrayed African-American in stereotypical ways or subservient roles; this campaign featured black models acting and doing the same things as their white counterparts. A nice example of a scarce and important early Coke advertisement with its original frame. [BTC#420170]

