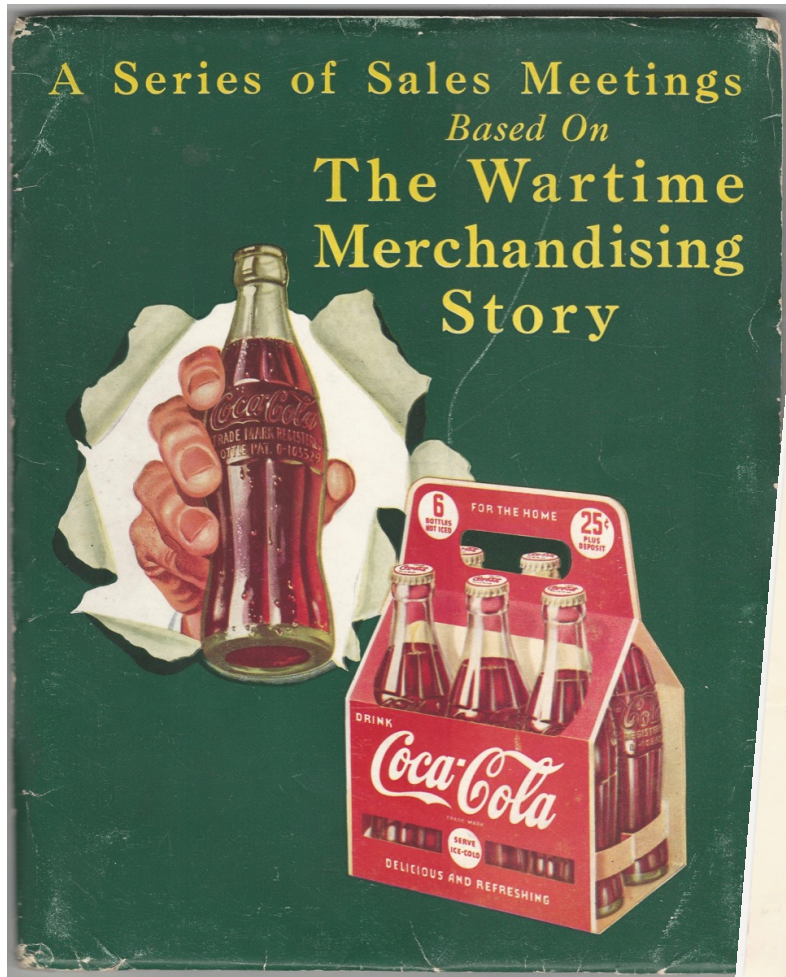


# Merchandising *Coca-Cola* 1920-1970



Catalog 42I

# JOSLIN HALL RARE BOOKS, EPHEMERA, & PHOTOGRAPHS

Post Office Box 49  
Hatfield, Mass 01038

e-mail: [joslinhallbooks@gmail.com](mailto:joslinhallbooks@gmail.com)  
website: [www.joslinhall.com](http://www.joslinhall.com)

Please Email to Reserve Items.

Standard courtesies are extended to institutions and dealers. Postage charges are additional.  
All items may be returned within ten days of receipt.  
Checks, Visa, Mastercard & Paypal accepted.

Join us on Facebook & Twitter !

Member- Antiquarian Booksellers Association of America;  
International League of Antiquarian Booksellers;  
Southern New England Antiquarian Booksellers;  
Ephemera Society of America



**DELUXE MECHANICAL COOLER**

Cooler holds 64 bottles, 66 in reserve. Size 31"x29"x41½" high. Takes all size bottles in two outer channels each side. Necessary to put in warm bottle to get cold one. Simple in operation. Coil beneath bottles. Completely Frigidaire equipped with motor and compressor ready to plug into electric circuit. Frigidaire equipment carries their one year guarantee and free local service. Shipped set up. Shipping weight 418 pounds. **Price \$155.00**

*Manufactured by*  
**GLASCOCK BROTHERS MFG. CO.**  
 Muncie, Indiana



**DELUXE COOLER**

Cooler holds 48 bottles, 66 in reserve. Ice capacity 75 pounds. Size 31"x29"x41" high. Takes all size bottles in outer channels on each side. Necessary to put in warm bottle to get cold one. Simple in operation, rapid cooling, easily cleaned. Packed set up in crate. Shipping weight 245 pounds. **Price \$36.00**

*Manufactured by*  
**GLASCOCK BROTHERS MFG. CO.**  
 Muncie, Indiana

1: 1920s Coca-Cola Deluxe Mechanical Cooler for Stores Advertising Card. The coolers were manufactured by Glascock Brothers in Muncie, Indiana. The firm manufactured coolers and dispensing machines for Coke for decades. Card. 5"x7". Minor soil, light wear, paperclip mark. {54360} \$75

2: 1920s Coca-Cola Deluxe Cooler for Stores Advertising Card. The coolers were manufactured by Glascock Brothers in Muncie, Indiana. The firm manufactured coolers and dispensing machines for Coke for decades. Card. 5"x7". Minor soil, light wear, staples holes. {54361} \$75



**STANDARD PORTABLE COCA COLA COOLER**

Cooler holds 72 bottles, with 3 cases in reserve. Ice capacity 50 pounds. Height 40", length over all 53", width over all 28", 10½" deep inside. Large wheels 20" diameter. Small swivel wheel 8", all ball bearing, 1⅛" rubber tires. Packed in two crates. Shipping weight 235 pounds. . . . . **Price \$30.00**

Manufactured (under license from The Coca Cola Company) by  
**GLASCOCK BROTHERS MFG. CO.**  
 Muncie, Indiana

3: 1920s Coca-Cola Portable Wheeled Cooler for Stores Advertising Card. The coolers were manufactured by Glascock Brothers in Muncie, Indiana. The firm manufactured coolers and dispensing machines for Coke for decades. Card. 5"x7". Minor soil, light wear, paperclip mark. {54362} \$75

**Don't Be An Easy Mark!**

Imitations are made  
 to fool you, not to  
 please you



Would you be satisfied with an Imitation Diamond or Counterfeit Money? Then don't let a dealer palm off something on you he says is "just as good" as Coca Cola. He makes more money on the imitation and you are the sucker.

**Coca-Cola Bottling Works**

JACKSON, TENNESSEE

[4: Imitations] **Vintage Coca-Cola 'Don't Be Fooled by Fakes' Magazine Advertisement.** "Imitations are made to fool you, not please you - Coca-Cola is being imitated"!!! Single sheet. 5.5"x8.25". Minor soil, light wear. {54388} \$12



**5: 1920s Coca-Cola Motion Pictures Advertising Screen Slides Flyer.** A handsome flyer presenting the "A" series of "slides now available for advertising Coca-Cola in bottles" at your local movie theater. Single sheet. 8.5"x11". Some wear, folded, punch holes at the top, light soil. {54390} \$125

**T**HE above illustrations will give you a good idea of the new "A" series of slides now available for advertising Coca-Cola in bottles.

We feel that motion picture advertising, particularly for bottled Coca-Cola, is one of the most attractive, and best "result getters." The moving picture theaters are most generously patronized, and the people who attend these theaters give their undivided attention to anything that is flashed upon the screen. Your name will be neatly photographed into the bottom of each slide, and we are in position to furnish this set of six slides for \$1.50, or 25 cents per slide, postage paid. We recommend, however, that you order full sets.

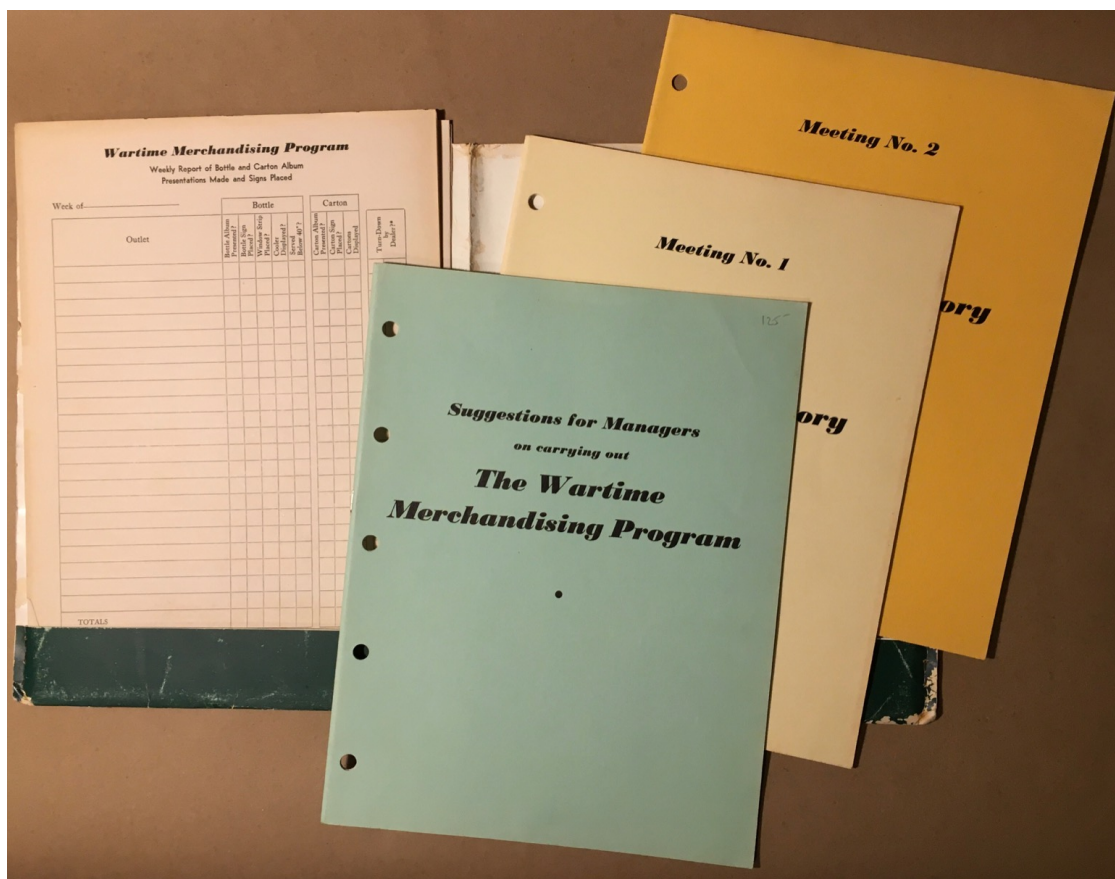
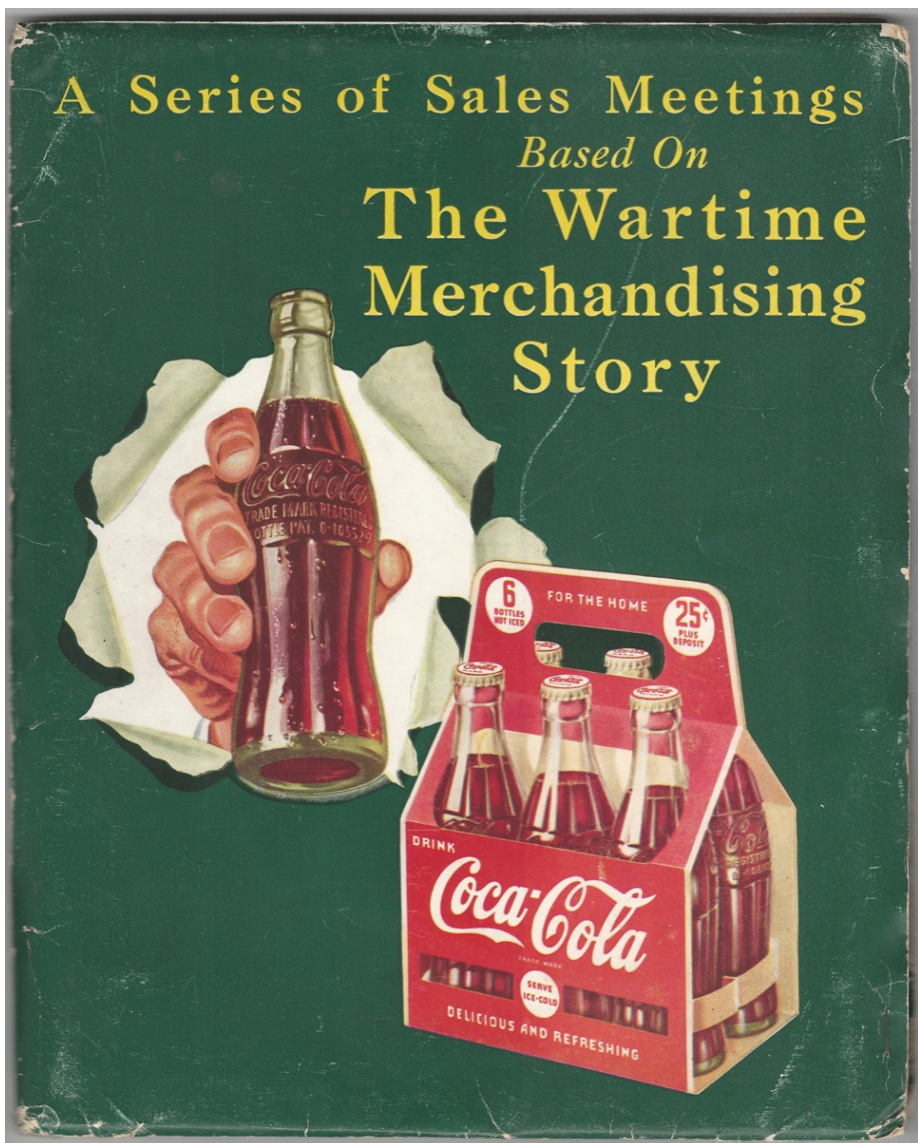
We suggest that you send your requisitions for slides direct to this office, and we in turn will transmit them to the Advertising Slide Company, St. Louis, for prompt shipment.

These slides will be billed to you through your parent bottler the same way in which other advertising supplies are handled.

*Advertising Department*

**THE COCA-COLA COMPANY**  
ATLANTA, GA.

6: **A Series of Sales Meetings Based on The Wartime Merchandising Story.** Published by the Coca-Cola Company; no date, but 1942 or 1943. With wartime restrictions on items such as sugar, the production and merchandising of Coca-Cola became much more complicated. This kit was apparently issued to Route Mangers at the bottling plants to help them help their Route Salesmen introduce Coke's new 3-part Wartime Merchandising Plan to retailers. It includes an introductory booklet and two booklets with scripts for Meeting No. 1 and Meeting No. 2, to get everybody on board. Also included are a number of unused weekly Wartime Merchandising Program compilation sheets. Card pocket folder containing three 8.5"x11" paper-cover booklets of 14, 23, and 9 pages, not illustrated; plus 20 loose tabulation sheets. Folder somewhat battered and worn, booklets with some scattered light soil. {54385} \$125



here's how  
**YOU**  
 can get the complete  
 ★ *salesman*  
 training  
 kit



7: **Here's How You Can get the Complete Salesman Training Kit.** Published by the Coca-Cola Company; no date, but 1940s. A sales brochure describing Coca-Cola's Star Salesman Training Kit for Bottlers of Coca-Cola which will help bottlers turn their on-the-road salesmen (a.k.a. Route Salesmen) into SuperSalesmen. The cost of the kits started at \$95 1940s dollars, so this bit of salesmanship to sell the selling kits was necessary. Stiff paper covers. 8.5"x11", 16 pages with line illustrations, plus 3 order forms in a back pocket. Cover soil and wear, rear cover with adhesion loss along the top and side; pages with minor soil and age-toning. {54380} \$45

*Here's the story* of the  
 complete . . .

**STAR SALESMAN**  
**training kit**  
 for bottlers of Coca-Cola

**CONTENTS**

- I.** "Here's How" Package (emphasizing the PLANNED CALL) Free to all bottlers
- II.** "It's Gotta Be Sold" (Merchandising)
- III.** "What's In It" (Profit)
- IV.** Undercover Man (Stock)
- V.** A Matter of Degrees (Refrigeration)
- VI.** Front and Center (Coolers)
- VII.** The Woman In Your Life (Home Sales)
- VIII.** What's On Your Mind? (Advertising)
- IX.** The Salesman's Opportunity

**I**  
*Planned Call*

**here's how!**

A self-contained package (or junior kit) comprising meeting notes and props for your first meetings.

These meetings are built around the small red book, "Here's How", in which a crack route salesman tells how he does his daily job—in the OUTLET, on the TRUCK, and at the PLANT. It may well become the bible of route selling, since it represents the composite best attributes of profit-producing salesmen throughout the country today. One copy of "Here's How" is contained in the package—your copy. But you will want, and need, additional copies—one for each man in your sales organization. **THESE EXTRA COPIES ARE ALSO FREE.** Use the order-form in the back of this brochure.

In addition to the meeting notes, record, film, book (s), miscellaneous sales aids, and chart pages, the shipping container has been engineered to form a durable easel, or stand, on which to display the charts supplied.

**THIS "HERE'S HOW" PACKAGE GOES FREE TO ALL BOTTLERS**

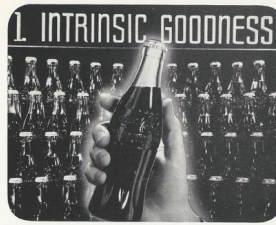




# Product

Property of  
The Coca-Cola Bottling

This guidebook must be returned as directed



First, the intrinsic goodness of the product itself—the quality of every single ingredient that goes into it.

The purity and wholesomeness of Coca-Cola are protected by scientific tests in every step of its preparation.



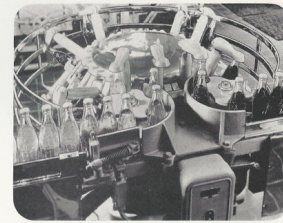
Coca-Cola complies with the pure food laws of the United States and foreign countries.

After first being tested, the ingredients are carefully blended.

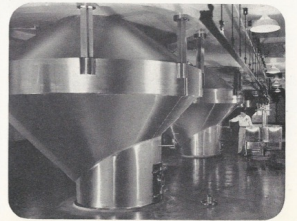


They come down on a moving belt to this machine which adds the syrup. Every bottle gets exactly the same amount.

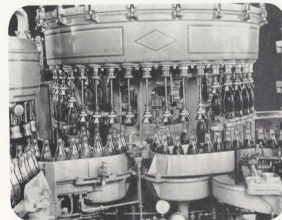
And then the syrup and carbonated water are thoroughly mixed.



utensils touched by less steel ed sugar le syrup ola.

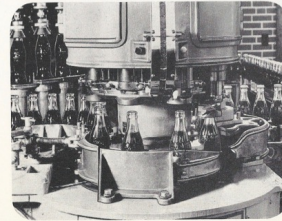


(9)



Next, into the bottle goes an exact measured amount of carbonated water, measured according to a formula which cannot be changed.

Here they are, each bottle filled and sealed and the contents mixed, untouched by human hands.



Now the bottles are crowned, sealing the contents inside, air-tight.

And there goes the truck, taking Coca-Cola to the places where it is sold. Refreshment on the move—refreshment for the thirsty everywhere.



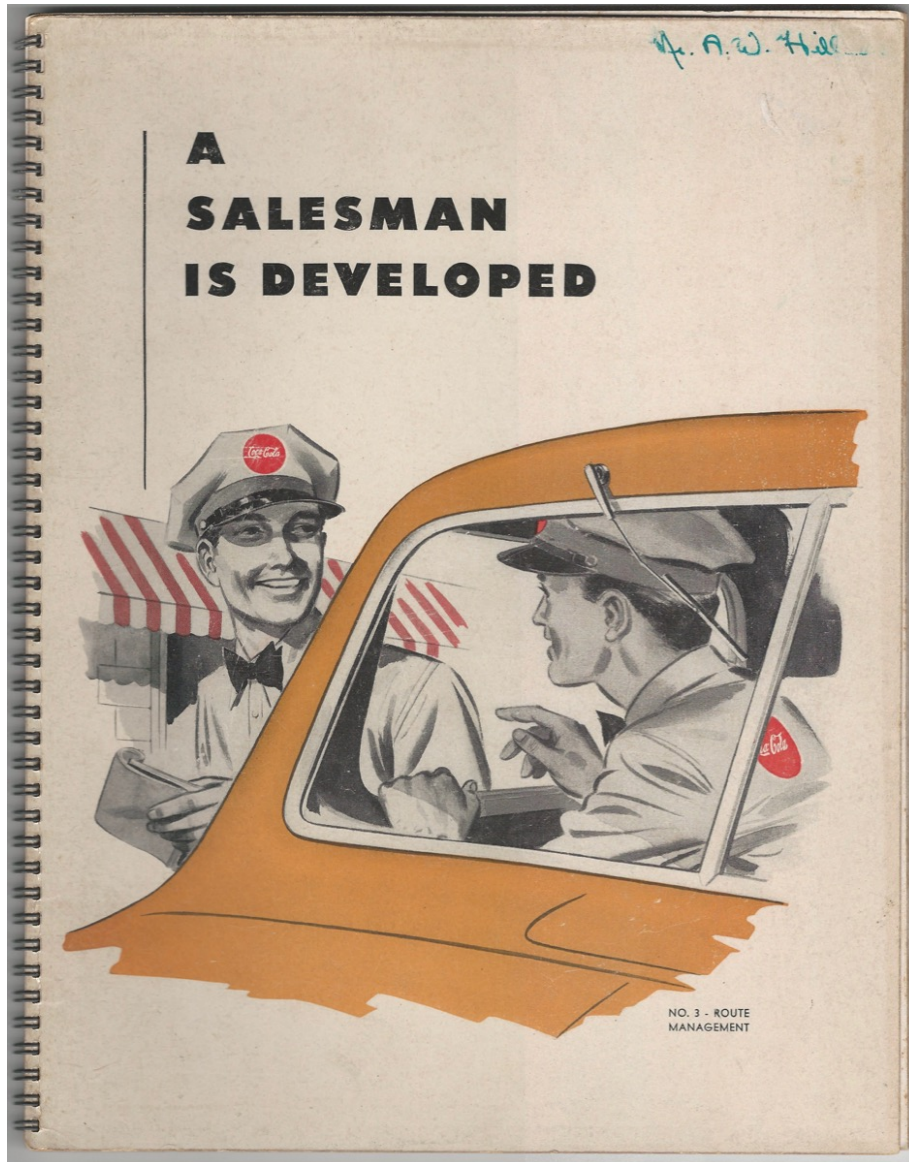
(12)

(13)

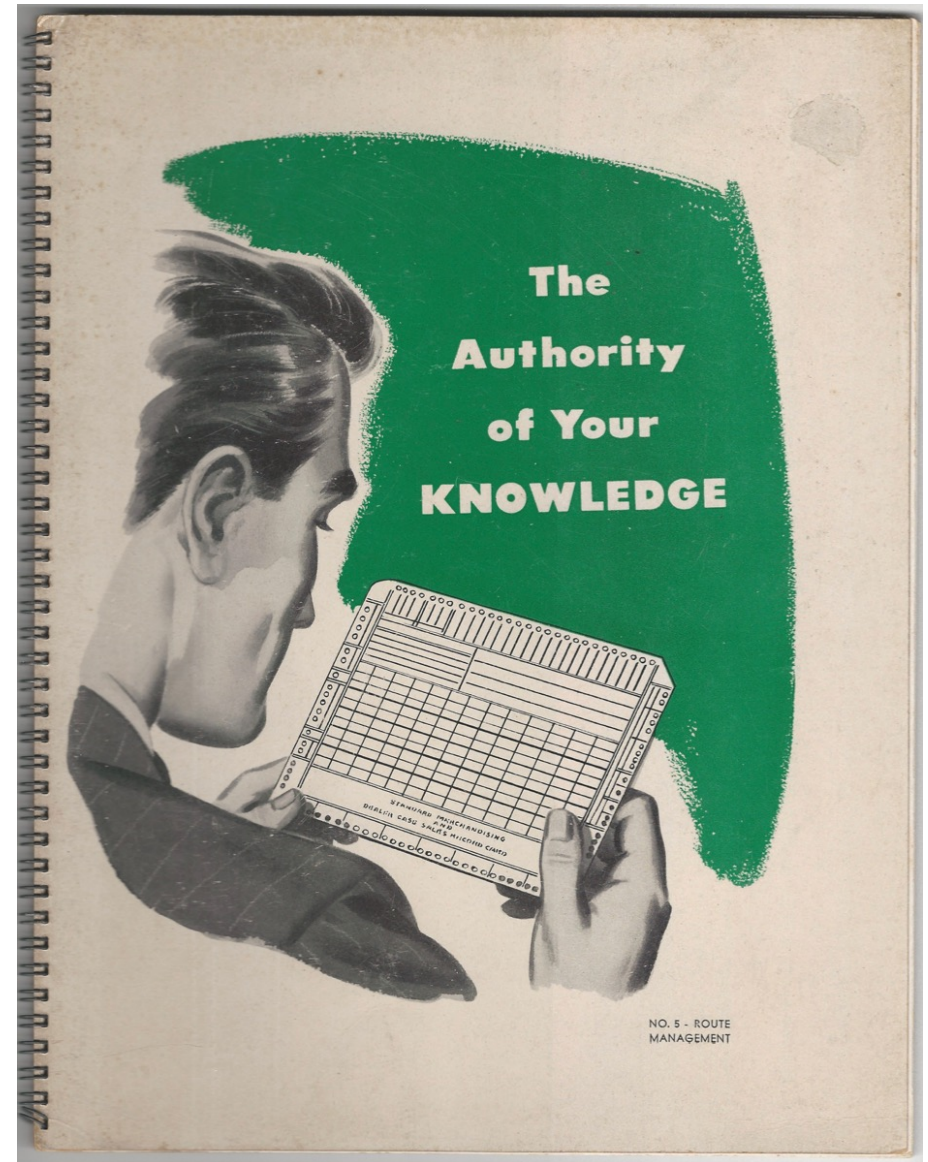
8: **Product. The Pause That Refreshes.** Published by the Coca-Cola Company in 1940. A company publication that provides a short history of Coke and then shows how it is bottled and distributed. The illustrations for each portion of text suggest that this was also a company slide show, here in printed format. Softcover. 8.5"x11", 14 pages, black & white illustrations. Some soil and wear. {54381} \$40



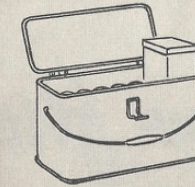
9: **A Salesman is Developed.** Published by the Coca-Cola Company in 1948. The third book in a five-part series designed for Coca-Cola Route Managers, to help them train and encourage their Route Salesmen. Wire-bound softcover. 8.5"x11", 78 pages, illustrated with line drawings. Some soil and wear, first and last pages with some age-toning, name on cover. {54383} \$65



10: **The Authority of Your Knowledge.** Published by the Coca-Cola Company in 1948. "How figures and records can help you increase your sales volume". The fifth book in a five-part series designed for Coca-Cola Route Managers, to help them train and encourage their Route Salesmen. Wire-bound softcover. 8.5"x11", 54 pages, illustrated with line drawings. Minor soil and wear, sticker remnant on the cover. {54384} \$65



**THIS PORTABLE**  
*Cooler*



**WATERTIGHT CONTAINER**  
(GALVANIZED)

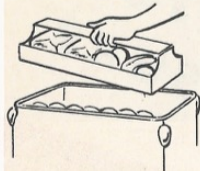
**MODEL No. A2**

OUTSIDE DIMENSION  
18" L x 8 3/4" W x 11 3/4" H

BOTTLE CAPACITY  
WITHOUT CONTAINER  
(Standing Upright)

**21 BOTTLES**

Shipping Wt. 16 lbs.



LIFT OUT  
FOOD TRAY

**MODEL No. A1**

OUTSIDE DIMENSION  
19" L x 13" W x 18 7/8" H

BOTTLE CAPACITY  
(Standing Upright)

**32 BOTTLES**

Shipping Wt. 29 lbs.

*in 2*  
**Convenient Sizes**

PICNICS • VACATIONS • TRAVEL  
HUNTING AND FISHING • SPORTING  
EVENTS • OUTDOOR WORKERS  
OFFICES • AUXILIARY HOME STORAGE  
AND COOLING CHESTS



11: 1940s Coca-Cola Portable Family Picnic or Camping Cooler Flyer. Three-panel brochure. 3.5"x10.25". Minor soil, light wear. {54398} \$40

**12: 1940s Coca-Cola Served by the Bottle in Quality Bars & Taverns Brochure for Bartenders.** Testimonials for serving Coke in bottles from bartenders at places like The Stork Club and leading First Class hotels across the country. It's easy, fast, cheap, and Classy. Classy is the thing being emphasized here, so your bar can be classy too- Paper booklet. 5"x8.25", 12 pages, black & white illustrations. Minor soil, light wear. {54399} \$50



**TIMELY TIPS**  
from  
**Some Good Mixers**



**"The distinctive bottle adds distinction to a bar"**

... Albert Butico, Bartender  
Stork Club  
New York City

*Coca-Cola is the largest-selling beverage in the world. You can add to your profits by having Coke on ice always ready to serve.*



**"Coca-Cola... ice-cold in the bottle... is a complete service by itself"**

... Charles Ketterer, Bartender  
Blackmoor Room  
Miami Beach, Fla.

*Be sure to pre-cool Coke before you serve it. People like Coca-Cola best ice-cold.*



**HERE'S COKE... THE PAUSE THAT REFRESHES**

**Coca-Cola**  
REG. U.S. PAT. OFF.  
**"Coke"**  
REG. U.S. PAT. OFF.

*Ask for it either way... both trade-marks mean the same thing.*

**Two trade-marks—one product**

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which identify the product of The Coca-Cola Company. Calls for "Coke" are calls for Coca-Cola... calls for "Coca-Cola" are calls for Coke.—Two trade-marks for the same famous product. Coca-Cola advertising regularly features both and tells the public to "ask for it either way... both trade-marks mean the same thing."

So, no matter which way your patrons ask for it, serve them Coca-Cola and you will be giving them the quality drink they expect.

azines, in newspapers, on bill-  
radio, Coca-Cola advertising  
every day. That advertising be-  
when you handle Coca-Cola  
*know you have it.*

it's all YOURS

# Just for the Asking

FAIR

PICNIC

DANCE

BALL GAME



if you're planning a

CONVENTION

HORSE SHOW

STORE OPENING

CARNIVAL

CONCERT



or any other type of Special Event, all the

The Special Events Department of-

is at your service!



## 13: 1950s Coca-Cola Special Events Department Advertising Flyer.

"Just for the asking- if you're planning a special event, all the facilities of The Special Events Department of Coca-Cola is at your service!". Folder. 8.5"x11". Minor soil, light wear, paperclip stain. {54389} \$25

### whatever the occasion

Wherever it's going to be, you'll find us ready, willing and eager to help you add that "extra touch" that underlines any kind of human get-together: "The Pause That Refreshes" - with ice-cold Coca-Cola!

For Coca-Cola is ON THE MOVE in our town, with special equipment and SPECIAL SERVICE to bring it to your own Special Event - WHEN you want it, WHERE you want it and THE WAY you want it: ICE-COLD AND READY TO SERVE!

We furnish the refrigeration equipment. We furnish the refreshment stands. We furnish the Coke. We will even bring the ice and do the icing.

### you furnish the time, the place and the people

- Equipment like that illustrated on these pages is yours for the asking, in any size and amount your Special Event requires.
- When we bring the ice, we charge you only its actual cost.
- And as for the Coke, we charge only for what you actually use - at the wholesale price. The profit is all yours.



240 BOTTLE CAPACITY



36 BOTTLE CAPACITY



Coolers... We can furnish you any type and size to meet your needs.

### refreshment stands...

Here's ultra-convenience for serving ice-cold Coca-Cola to gatherings of people, large and small. Refreshment stands are available, to fit any occasion.



### special events trailer...

For outdoors events we can meet the situation with an outdoors refreshment stand or a trailer - full of ice-cold Coke and ready to serve. Just let us know your needs in advance, so we can schedule the proper equipment for your gathering.

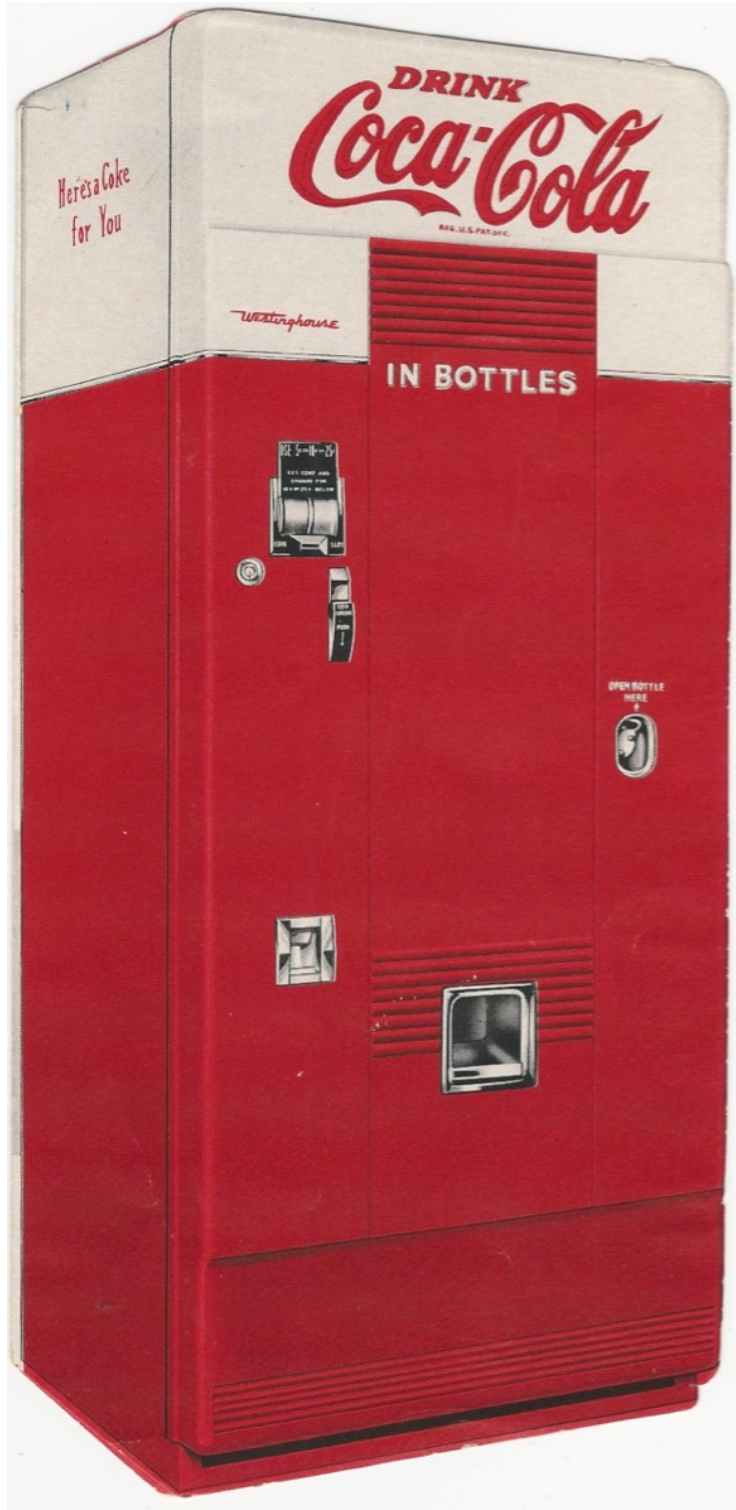


Serving Coca-Cola Ice Cold

will make your event a success!

THIS COMPLETE SPECIAL EVENTS SERVICE IS NOW AVAILABLE TO YOU

Just pick up the phone and give us a call. Ask for Special Events Service and say when, where and how many. Leave the rest to us.



14: 1950s Coca-Cola Westinghouse Refrigerated Soda Machine Brochure. Diecut folder. 3.75"x7.5". Minor soil, light wear, minor rumple. {54365} \$60

**SERVES 240  
ICE COLD BOTTLES**

**... faster than  
YOU CAN  
COUNT THE  
PROFITS**

**LARGE CAPACITY... more profits in less space**  
Uses less than 7 sq. ft. of floor space to cool and vend 10 full cases of Coca-Cola. Eye-catching design and eye-level sign commands attention of every passer-by. *Sells more Coke to turn floor space into sales space.*

**FASTER VENDING... more profits in less time**  
Especially designed for high volume locations — with peak capacity demands. More than 100 people can buy and enjoy ice cold Coke from this vendor in as short a period as a 10-minute break. The fast vending mechanism is *performance proven in thousands of outlets.*

**COLDER BOTTLES... more sales for extra profits**  
The Westinghouse refrigeration system serves "the coldest bottle ever." Finger-tip control will enable you to serve Coke the way your customers like it. You'll please more customers . . . make more sales . . . earn extra profits.

**COIN CHANGER... never misses a sale**  
If your cooler can't change a quarter, you will lose sales! Your customers never have to walk away empty handed from the Westinghouse WC-240T Cooler. Large capacity — good display — fast vending — colder bottle — change-maker — everything you need to *put more profits in your pocket.*

**YOU CAN BE SURE... IF IT'S Westinghouse**

\* "Coca-Cola" and its abbreviation "Coke" are the registered trade marks which distinguish the product of The Coca-Cola Company.

15: 1950s Coca-Cola Refrigerated Westinghouse Cooler for Stores Brochure. Diecut panel-folder. 6.25"x4.75". Minor soil, light wear. {54366} \$60



**IDEAL FOR HEAVIEST TRAFFIC LOCATIONS**

The huge capacity of 516 bottles assures a dry cold bottle of Coca-Cola always available when peak loads keep sales hopping. This cooler is designed with 3 compartments for the full capacity of 516 bottles. However, the compartments can be arranged into seven or more sections! Serving from and refilling each compartment in rotation, you'll sell cold bottles of Coca-Cola 'round the clock.

**516 Cold Bottles of Coca-Cola\* for EXTRA SALES . . . EXTRA PROFITS**

Westinghouse Model WH-22T

**New Economy!**

Super-capacity Westinghouse refrigeration system gives colder bottle than ever . . . with lowest operating costs.

**New Convenience!**

Finger-tip Cold Control, and Automatic Defrosting allows you to dial the temperatures you want . . . to serve bottles as cold as your customers like.

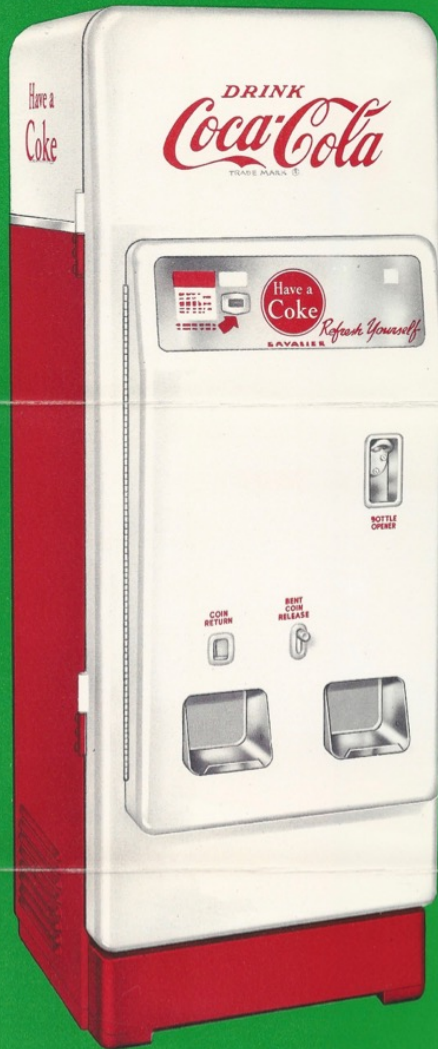
*with the coldest bottle ever!*

**SPECIFICATIONS**

Cooler width 72 $\frac{1}{8}$ "", depth 28 $\frac{3}{4}$ "", height 36 $\frac{1}{4}$ ". Height with lids open 46 $\frac{3}{4}$ ". Super-capacity, hermetically-sealed,  $\frac{1}{3}$ -h.p. refrigeration system, 115 volt, 60 cycles; with single dial control and automatic defrosting.

*Fully Protected by Westinghouse 5-Year Guarantee Plan*

\*"Coca-Cola" and its abbreviation "Coke" are the registered trademarks which distinguish the product of The Coca-Cola Company.



Coke\* sales rise  
when you merchandise

Have a  
Coke

Reg. U.S. Pat. Off.

with  
*Cavalier's New*  
C-124

Powerful sales builder. Big "Have a Coke" invitation flashes on each time a coin is deposited. Attracts attention of bystanders . . . reminds them it's a wonderful time for a frosty bottle!

For large or small Cokes. Vends 124 of the 6-oz. size from one loading. Four column stacking. Easy to refill. Standard equipment spacers adjust easily and quickly for 12-oz. bottle.

- All Famous Cavalier Quality Features
- Equipped To Handle Any Coinage
- Popular Blissfield and Tecumseh Hermetically Sealed Refrigerating Unit



90 Years Of Quality Products

**CAVALIER CORPORATION, Chattanooga 2, Tennessee**

**MAKERS OF COOLERS FOR COCA-COLA SINCE 1935**

\*"Coca-Cola" and "Coke" are the registered trade-marks of The Coca-Cola Company.

16: 1950s Coca-Cola Refrigerated Cavalier Cooler for Stores Brochure. Three-panel folder. 3.75"x8.25". Minor soil, light wear. {54372} \$40

**CAVALIER C-124 VENDOR**  
This Smart New Vendor  
**LIGHTS UP**  
with extra Sales Appeal!



Famous Cavalier quality features. All metal, fully insulated. Stainless steel and chrome hardware and trim. Dupont Dulux enameled finish. Crated shipping weight—493 lbs. 5-year warranty.

Popular 1/4 H.P. Blissfield and Tecumseh hermetically sealed refrigerating unit, 115 volt, 60 cycle AC. Constant cut-in control assures cold product, reduces service calls.

Cabinet Size: 68 1/4" high, 24 1/4" wide, 28 1/2" deep

MADE IN U.S.A.

*Cavalier's New C-124 VENDOR*  
bright new way to boost bottle sales!

Have a  
Coke





**NEW!**  
*Cavalier* **CS-124**

**SELECTIVE MERCHANDISING VENDOR**  
 choice made after  
 coin is deposited!

**17: 1950s Coca-Cola Refrigerated New Cavalier Cooler for Stores Brochure.**

Three-panel brochure. 3.75"x9". Minor soil, light wear. {54374} \$40

**Built-in Merchandising Assistance**

*Builds Sales!*

**Have a Coke**  
Reg. U.S. Pat. Off.

**NEW!**  
*Cavalier*  
**CS-124**  
*everything you want in a Selective Vendor!*

**POST SELECTION**  
 Big invitation "Have a Coke" lights up every time a coin is deposited. Helps the customer make his selection . . . attracts the attention of persons nearby. Powerful incentive to impulse buying!

**POPULAR 3-PRODUCT CHOICE**  
 50% Coca-Cola\* plus 2 Others. Vends 124 6-oz. bottles from one loading, any stacking combination.

**FULLY AUTOMATIC**  
 Positive vending practically hands you the bottle!

**CONVENIENT POST SELECTION**  
 Convenient post selection feature saves your valuable time! Customer decides which product he wants after coin has been deposited. Practically eliminates selection errors . . . and the loss of your time which they entail!

**ALL Cavalier Quality Features.** Easy to load: Convenient rail for resting case while loading; job is done easily and quickly. All welded steel construction. Beautiful new two-tone cabinet. Refrigeration: Efficient, dependable Blissfield and Tecumseh unit with five-year warranty. Constant cut-in control assures cold product at all times, materially reduces service calls.

**Merchandising Assistance**  
 Simple, trouble-free operation. Positive vending. Smooth, quick delivery. Helps promote and maintain a friendly atmosphere . . . safeguards good will.

**Equipped to handle any coinage**

**Vends Little and Big Bottles, too!**  
 Standard equipment spacers adjust easily and quickly to accommodate bottles from 6 to 12 ozs. inclusive in any combination. 6 adjustments for container height, 5 for diameter. Odd sizes and shapes can be handled with special spacers available on order.

**COIN RETURN**  
**REFILL COIN RELEASE**  
**BOTTLE OPENER**

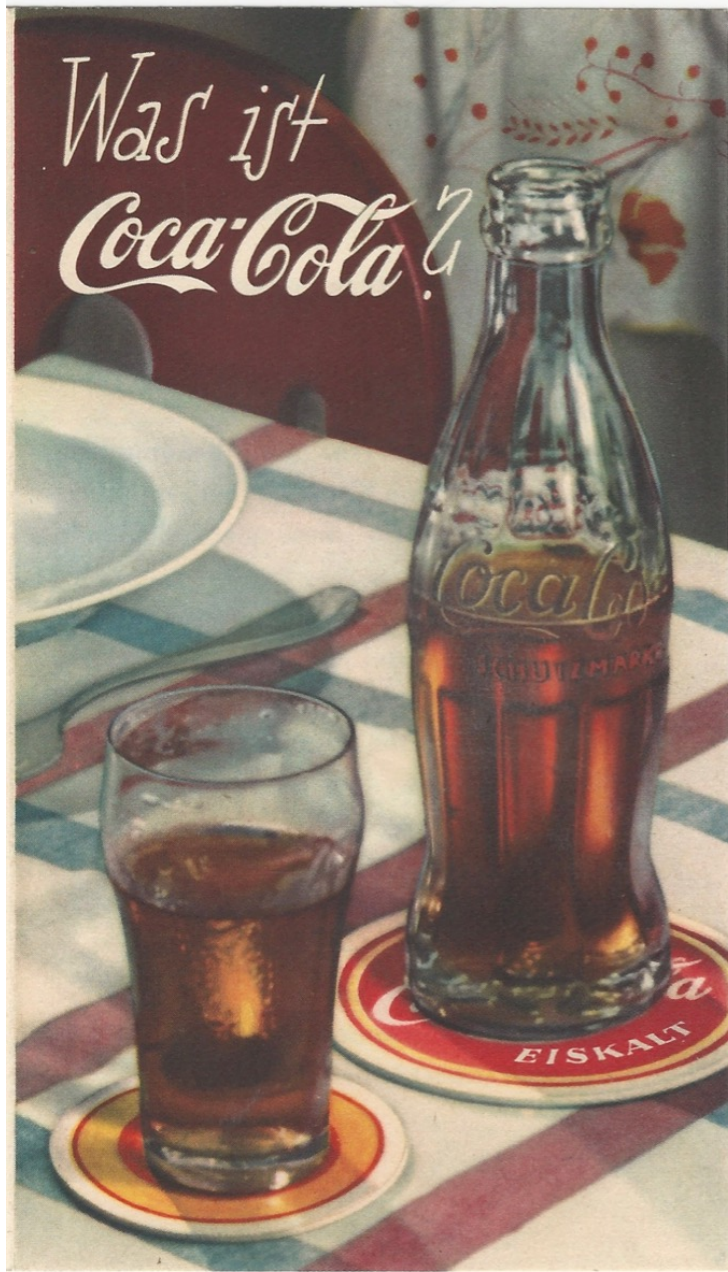
**Cabinet 24 3/4" wide, 28 1/2" deep, 68 1/4" high**

**A product of CAVALIER CORPORATION CHATTANOOGA 2, TENNESSEE MORE THAN HALF A MILLION COOLERS SINCE 1935**

\*"Coca-Cola" and its abbreviation "Coke" are the registered trade-mark which distinguish the product of The Coca-Cola Company.



18: 1950s Coca-Cola German 'Was Ist Coca-Cola?' Advertising Brochure. Paper folder. 3.25"x5.75", Minor soil, light wear. {54402} \$15



19: 1950s Coca-Cola German Advertising 10 Stamp Sheet Block. Sheet of ten stamps measures 2.5"x4.25". Some soil. {54403} \$45

20: 1960s Coca-Cola Refrigerated Dispenser for Stores Brochure. Folder. 3.5"x8.5". Minor soil, light wear. {54370} \$40

...on how to  
make  
**MORE PROFIT**  
from  
your cooler

it's easy ...

**1. KNOW WHAT YOUR CUSTOMERS PREFER**

\_\_\_\_\_ % prefer Coca-Cola  
\_\_\_\_\_ % choose other soft drinks

**2. GIVE THE LEADER PLENTY OF SPACE**

Keep \_\_\_\_\_ rows filled with Coca-Cola  
Keep \_\_\_\_\_ rows filled with other soft drinks

and ...

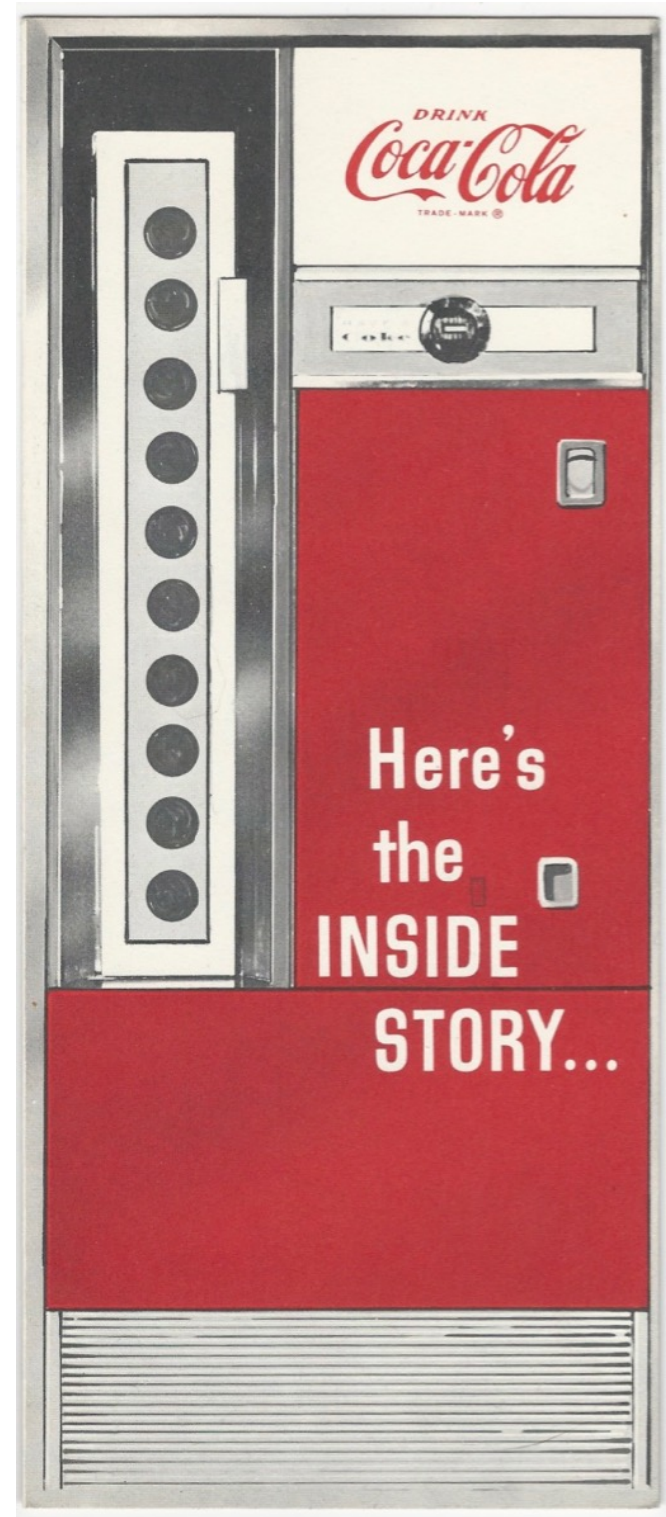
**WITH ENOUGH SPACE FOR YOUR BIG PROFIT-PRODUCERS**

You can count on ...

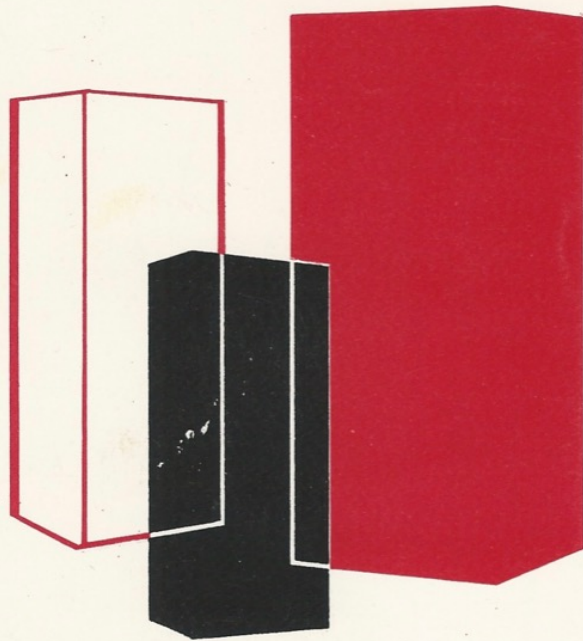
- SATISFIED CUSTOMERS
- REPEAT BUSINESS
- FASTER TURNOVER
- SAVINGS IN TIME
- BETTER REFRIGERATION

Plus  
*Greater Profit*

and now ...



*Cavalier*  
**COOLERS  
 FOR  
 COCA-COLA\***



\* "Coca-Cola" and "Coke" are the registered trade-marks of The Coca-Cola Company.

**21: 1960s Coca-Cola Refrigerated Cavalier Coolers for Stores Brochure.**

Six-panel folding brochure. 3.75"x7".  
 Minor soil, light wear. {54373} \$60



**Cavalier CS-142E Multi-Drink**

**Capacity:**  
 Holds 142 bottles, precools 40. Accommodates 6 oz. to 12 oz. bottles in any combination. Dry cooled.



**Cavalier CS-148E-3 Multi-Drink**

**Bottles or Cans—Also available in Single Drink C-148C**  
**Capacity:**  
 Holds 74 standard size bottles of Coke plus 37 bottles each of 2 other products. Accommodates 10 oz. or 12 oz. by adjusting standard spacers.



**Cavalier CS-244E-4 Multi-Drink**

**Bottles or Cans—Also available in Single Drink C-244D**  
**Capacity:**  
 Holds 121 standard size bottles of Coke plus 41 bottles each of 3 other products. Accommodates 10 oz. or 12 oz. by adjusting standard spacers.



22: 1960s Coca-Cola Refrigerated Glasco Cooler for Stores Brochure. Three-panel diecut brochure. 67.5"x3.5". Minor soil, punch holes. {54375} \$40

**Glasco PRE-MIX VENDOR!**

Check the facts! Ask the operator where any GLASCO Pre-mix Vendor has been installed and you'll discover there is an amazing increase in sales when Coca-Cola is pre-mixed and dispensed in cups. And the same thing happens with other soft drinks. So, YOU can multiply soft drink profits—and more than double sales to new customers—with the new GLASCO 2-Drink Automatic Pre-mix Vendor. And the quality of pre-mixed drinks keeps

customers coming back for more and more! Yet that's only part of the story: With GLASCO you get the utmost in dependable performance to further increase your profit. GLASCO engineers have the "know-how," based on more years of experience. Within the strikingly designed Pre-mix Vendor cabinet the mechanisms are simple and dependable, designed for fast, easy restocking... and all the servicing is handled for you!

Serves 800  
Pre-mixed Drinks  
from One Re-stocking!

**Important PRE-MIX ADVANTAGES**

- Finest quality drinks — pre-mixed to perfection.
- No attendant needed—vendor collects coins, makes change.
- No plumbing required—just plugs into standard electrical outlet.
- Serves up to 800 regular-size or 600 king-size drinks between sales calls!
- Earns extra profits from less than 5 1/2 sq. ft. floor space! 26 1/2" x 30 1/2" x 69 1/4" high.
- Offers customers refreshment, hospitality and friendly service.

All parts in contact with the product are of stainless steel, acrylic plastic or polyethylene—corrosion-resistant.

"Coca-Cola" and "Coke" are the registered trademarks which distinguish the product of The Coca-Cola Company.

**GLASCO CORPORATION**  
MUNCIE, INDIANA  
Available from your bottler of Coca-Cola

**Doubled DRINKS**  
**Doubled PROFITS**  
WITH THIS NEW

PRINTED IN U.S.A. MODEL G 800-C2

**THERMOS**  
FOREMOST BRAND IN OUTDOOR LIVING

LAB TESTS PROVE . . . THESE  
COOLERS for  
*Coca-Cola*  
TRADE-MARK  
NEED ONLY 1/3 the ICE  
HOLD MORE COKE

7786M20

7798M20

**COMPLETE CHOICE OF  
SIZES, STYLES, PRICES**

*Deluxe Line* (STEEL)

These features make the finest, most efficient ice chests ever produced.

- POSITEMP insulation—ultra-efficient foamed urethane.
- Atherlite liner and base—tough, sanitary, leak-proof—will not rust, corrode or chip.
- Enameled steel upper section and lid for rugged durability.
- Cam-Action Latch.
- Chrome plated hardware with attached bottle opener, tray and drain.
- Light in weight, easy to handle.
- New, larger food tray.
- Hold 12 oz. bottles upright.

SPECIFICATIONS						
Model	Length	Width	Height	Cap. 6-oz. Bottles	Ship. Wt.	Frt. Prepaid Price
7786M20	22"	12 1/2"	13 1/4"	34	15 1/2	
7798M20	28"	12 1/2"	13 1/4"	48	19	

No. 90 EMBOSSED ASH TRAY

FREIGHT PREPAID ON SHIPMENTS OVER 200 POUNDS from three convenient locations: Norwich, Conn., Macomb, Ill., Anaheim, Calif.

EMBOSSED ASH TRAY #90  
Perfect for good-will promotions.

"Coca-Cola" and "Coke" are registered trademarks which identify only the product of The Coca-Cola Company.

23: 1960s Coca-Cola Thermos Brand Summer Soda Coolers Flyer. Single sheet. 8.5"x11".  
Minor soil, light wear. {54392} \$35

*Deluxe Line* ALUMINUM  
COOLERS for **COCA-COLA**  
by **THERMOS**

7796M20

7718M20

**RUSTPROOF  
LIGHTWEIGHT**

SAME FEATURES AS STEEL DELUXE LINE EXCEPT RUSTPROOF ALUMINUM UPPER SECTION AND LID.

SPECIFICATIONS						
Model	Length	Width	Height	Cap. 6-oz. Bottles	Ship. Wt.	Frt. Prepaid Price
7796M20	22"	12 1/2"	13 1/4"	34	12 1/2	
7718M20	28"	12 1/2"	13 1/4"	48	15 1/2	

FREIGHT PREPAID ON SHIPMENTS OVER 200 POUNDS from three convenient locations: Norwich, Conn., Macomb, Ill., Anaheim, Calif.

7426M20

*Standard Line* (STEEL)

Handsome styling, quality features and rugged, efficient construction are yours to offer in these standard ice chests. Tough, sanitary, plastic liner cannot rust or corrode. Expanded bead insulated, baked enamel finish.

SPECIFICATIONS						
Model	Length	Width	Height	Cap. 6-oz. Bottles	Ship. Wt.	Frt. Prepaid Price
7426M20	16"	11"	10 1/2"	20	11	
7429M20	19"	11"	10 1/2"	24	13	

FREIGHT PREPAID ON SHIPMENTS OVER 200 POUNDS from three convenient locations: Norwich, Conn., Macomb, Ill., Anaheim, Calif.

**THERMOS DIVISION** • KING-SEELEY **KST** THERMOS CO. • MACOMB, ILL.

600 Pioneer Bank Bldg.  
Chattanooga, Tennessee  
Phone: AM 6-714  
Sales Representatives

New for *Coca-Cola*...

TRADE-MARK ®



**LIFETIME ICE CHEST**  
WITH FOAM-BACKED LID AND BODY

- Super high impact polystyrene shell and liner.
- Super efficiency foamed urethane insulation — holds ice up to three times longer.
- New Cam-Action latch
- All hardware heavy duty steel with deluxe chrome plating.
- Big-capacity food tray, metal drain spout with attached cap, bottle opener on handles.

**SPECIFICATIONS**

Item No.	Capacity	Ship. Wt.	Frt. Prepaid Price
7767M20	40 12-oz. bottles or 70 lbs. of ice	8 LBS	Individually cartoned



SIZE  
14¼" wide  
22" long  
13½" high

7767M20

**LIGHT EFFICIENT  
STYRENE BEAD  
KEG**

**NEW**

- LEAKPROOF VACUUM FORMED HIGH IMPACT STYRENE LINER
- WALL THICKNESS FULL INCH
- CAPACITY OVER 4 GAL.

In a practical, usable size. Perfect as an ice preserver, beverage carrier, or both. Individually cartoned, parcel post mailable.

7690LM20  
16" high, 13" dia  
2½ lbs.

Frt. Prepaid Price



**UNUSUAL . . . ATTRACTIVE**

Patent Applied For

"Coca-Cola and "Coke" are the registered trade-marks which identify only the products of The Coca-Cola Company.

24: 1960s Coca-Cola Thermos Brand Summer Soda Coolers & Keg Flyer.  
Single sheet. 8.5"x11". Minor soil, light wear.  
{54393} \$35

ANOTHER **THERMOS** PRODUCT for COCA-COLA BOTTLERS

FOREMOST BRAND IN OUTDOOR LIVING



A PRODUCT OF THE COCA-COLA COMPANY

- Super high impact polystyrene shell and liner.
- Super efficiency foamed urethane insulation — holds ice up to three times longer.
- New Cam-Action latch
- All hardware heavy duty steel with deluxe chrome plating.
- Big-capacity food tray, metal drain spout with attached cap, bottle opener on handles.

**VIRTUALLY  
INDESTRUCTIBLE**



7767M26

16-OZ. BOTTLES  
FIT UPRIGHT



7767M23

**SPECIFICATIONS**

Item No.	Capacity	Ship. Wt.	Frt. Prepaid Price
7767M26	40 12-oz. bottles or 70 lbs. of ice	8 LBS.	
7767M23	Individually cartoned		

THERMOS DIVISION  
KING-SEELEY **KT** THERMOS CO.  
MACOMB, ILL.



600 Pioneer Bank Bldg.  
Chattanooga, Tennessee  
Phone: AM 6-7114  
Sales Representatives

25: 1966 Coca-Cola Stainless Special Events Ice Cooler Flyer. Issued by the Stainless Ice-Tainer Co. of San Antonio, Texas, in a co-promotion with Coke. Single sheet. 8.5"x11". Minor soil, light wear, folds. {54394} \$25

**SAVE UP TO 50%**

**of your cost  
of handling  
special events!**

**NEW  
ONE-WAY  
SPECIAL  
EVENTS  
CHEST**



**Use it with non-returnable bottles or cans and  
ELIMINATE THE "PICK-UP" TRIP!**

How much does it cost you to handle "special events" calling for delivery of beverage and cooler plus pick-up of cooler and empties? A major southwest bottler conducted an extensive study of his Special Events Department and discovered that he had an average fixed cost of \$14.70 on each order for returnable bottles and cooler. A switch to N/R Bottles and Cans and use of our ONE-WAY SPECIAL EVENTS CHESTS reduced this cost up to 50% by eliminating the pick-up trip formerly required.

- One-piece outer shell is of sturdy corrugated fibre with heavy wax coating.
- White inner liner is of tough, durable polyethylene sheet.
- Chest with liner is leak-proof and has insulation qualities.
- Shipped flat, it is scored for folding, quickly and easily assembled.

**AVAILABLE NOW**  
**CALL COLLECT 512-226-2363**  
F.O.B. P.O. Box 1327 • San Antonio, Texas 78206

Order  
from



26: 1960s Coca-Cola Bottle Cap Wins Case or Carton Contest Advertising Flyer. Single sheet. 12"x9.25". Minor soil, light wear. {54395} \$25



**A CASE OR CARTON**  
of *Coca-Cola*

**LIFT THE CAP AND LOOK UNDER THE CORK  
FOR THE PRIZE WINNING CAP**



**BLACK WINS  
ONE CASE**

**KING SIZE OR REGULAR**

*Coca-Cola*  
TRADE-MARK ©



**RED WINS  
ONE CARTON**



**TAKE YOUR WINNING CAP TO YOUR FAVORITE DEALER  
FOR YOUR FREE COKE! NO PURCHASE NECESSARY!**

**THE CAPS ARE WHERE YOU FIND THEM!**



27: 1967 Coca-Cola Bottler Uniforms for Deliverymen  
**Riverside Flyer.** Two 8"x10.5" sheets. Minor soil, light wear, folds. {54397} \$35



**UNIFORM PRICE INFORMATION  
 FOR BOTTLERS OF COCA-COLA.**

**RIVERSIDE MANUFACTURING COMPANY**

Prices effective August 15, 1967 • Terms: 1% 10 days, net 30 days.  
 FOB Moultrie, Georgia 31768 / Western Division: FOB Salt Lake City, Utah 84116

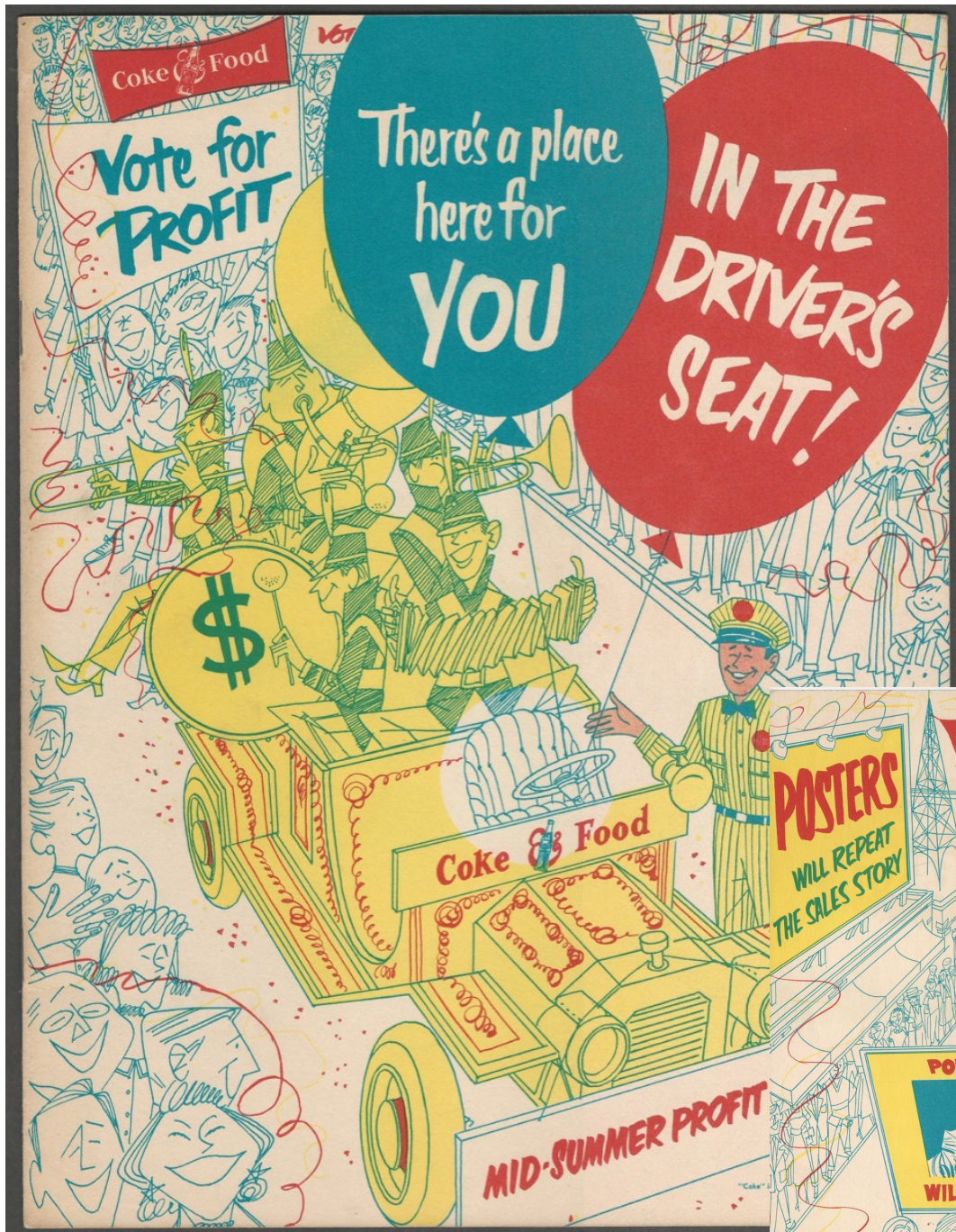
28: Spring Summer 1967 Coca-Cola Bottler Delivery  
**Uniforms Flyer.** Single sheet. 8"x10.5". Minor soil, light wear. binder holes. {54396} \$35



**UNIFORM PRICE LIST for Bottlers of  
 COCA-COLA**

**SPRING & SUMMER 1967**

MASTERBUILT  
**RIVERSIDE**  
 Business Uniforms  
 Moultrie, Georgia 31768



29: 1970s Coca-Cola Summer Profit Parade Advertising Campaign Brochure. The Mid-Summer Profit Parade is in full swing, and you can be In The Driver's Seat if you sell Coke, or want to sell Coke, or ever thought of selling Coke- Paper booklet. 8.5"x11", 6 pages, line illustrations. Minor soil, light wear. {54391} \$20



***That's All, Folks!***

