



"It's the real thing." ~1971 Advertisement Slogan for Coca-Cola



Lone & friend John on a Hobie Cat at Diamond Beach, late 1970s. Perhaps the red bathing suit and red hobie were premonitions of lone's fascination with the red & white Coca-Cola labels. ☺

LONE'S "ALWAYS"

Coca-Cola

COLLECTION

by Lone Laffey of Wildwood Crest, N.J.



One of the oldest bottles in lone's Coca-Cola collection. (Above) Her remodeled kitchen features a customized vinyl logo on the floor.



Lone Wenrich worked at Diamond Beach in the Crest for 10 years as a lifeguard and activities director during the 1970s. This is about the time when lone's obsession with Coca-Cola began.



When launched in Atlanta, Georgia in 1886, Coca-Cola's two key ingredients were cocaine (benzoylmethyl ecgonine) and caffeine. The cocaine was derived from the coca leaf and the caffeine from kola nut, leading to the name Coca-Cola (the "K" in Kola was replaced with a "C" for marketing purposes)



The above 1972 advertisement featured Coca-Cola apparel, like these Beach Pants that lone got for just \$2.98 with proof-of-purchase.



<In the early 1930s, in an effort to increase sales in the winter time for their soft drink, Coca Cola turned to a talented illustrator Haddon Sundblom who created Coca Cola's most iconic advertising campaign of all of Santa Claus drinking Coca Cola.

I have always been a collection kind of gal. Magnets, frisbees, rubber ducks, you name it. The recent chance to remodel my kitchen has allowed me to put the largest of my collections - Coca Cola memorabilia - on display.

My Coke collection first appeared over thirty years ago when I started acquiring Coke keepsakes from flea markets while in college. Soon family and friends found me easy to shop for and I quickly received Coke gifts. Now that vintage is in, it is difficult to keep all of my collectibles in the house, as my daughter's apartment is already host to a giant Coke ice box and wooden Coke bottle carrier case. Her favorite item in my collection epitomizes the 1970s, a pair of bell-bottom Coke beach pants that sold for \$2.98 with proof of purchase.

From salt and pepper shakers to place mats, I can eat an entire meal using only Coke knickknacks. Hobble skirt Coke bottles from the 1900s, with green raised lettering, are one of the many kinds to adorn my kitchen shelf. Perhaps the most impressive aspect of the kitchen is the floor, as red tile has been laser cut into white to show the famous Coca-Cola logo.

While growing up in Wernersville, PA, I remember a man at the drug store pouring the Coke syrup into a small cup and then adding the carbonation. Costing only a nickel, this fountain Coke remains as the best soda I have ever enjoyed to this day. Once Coca-Cola began changing its formula back in the 1980s, I found that it no longer tasted as good as the original. Although Coke is my collection and to this day the best fountain soda I have ever had, you will not find a can of Coke in my refrigerator. It is currently Pepsi that tastes like "the real thing" to me.



Lone's Coca-Cola decor shows the evolution of the can, glass, and plastic containers that vary in size and shape.



This can display shows one of the earliest tab top cans on the far left as well as the first New Coke can introduced in 1985 when Coca-Cola changed its formula to include high fructose corn syrup.



Lone's extensive Coca-Cola collection includes miniature keepsake items such as matchbox trucks and a 6-pack 'Desk Set' featuring pencils, pencil sharpeners and other desk accessories underneath the bottle tops.