

# ARTIFACT OF THE MONTH

The distinctive fizzy carbonation and sugary sweet taste of soft drinks make them a refreshing treat that has been enjoyed by children and adults alike for generations. Perhaps the most iconic American soft drink is Coca-Cola, invented in 1886 by Dr. John Stith Pemberton and named by his partner Frank M. Robinson (MOAS).

Like many other soft drinks, Coca-Cola was originally sold in pharmacies and was marketed as a medicinal beverage. Today, it is the most widely consumed soda, both within the U.S. and internationally (World Population Review).

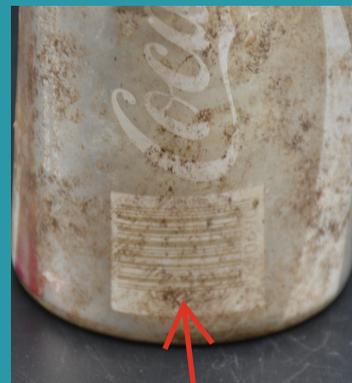
By the late 1960s, however, the Coca-Cola Company had branched out from its original bottle and now also began selling their product in aluminum cans, like this month's artifact, pictured below.

Cans with this design were produced through the 1970s and early 1980s. Due to the presence of a bar code on the can – bar codes were not implemented in goods sold in stores until 1974 (Datacor) – we can assume that this can was not produced before this time, making 1974 the earliest year the can could have been produced in. However, it is more likely that the can was produced in the late 1970s, as that is around the time that bar codes started to become more widely used in the production of Coca-Cola cans (Can Museum).



**The Coca-Cola Company**

Coca-Cola sets itself apart from other soft drinks, using unique branding techniques to make it instantly recognizable among other brands. The classic contoured Coca-Cola bottle design was born from this effort to make the product as easily distinguishable to consumers as possible (The Coca-Cola Company).



*Close-up image of the can showing the bar code*



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Works Cited

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