

# Tipper truck

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Red and green toy rocking truck. Three full-size Coca-Cola bottles are glued into the truck's box. The truck is mounted on a painted wooden base.

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Accession Number 1992.21

Date 1940 c

Materials metal, paint

Measurements 31 x 18 x 57 cm

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## Historical context

This rocking truck is loaded with three small bottles of Coca-Cola, placed in the toy's box by an artist who no doubt had fun imitating similar trucks sold at the time by the famous liquor brand.

The Coca-Cola company was officially founded in Atlanta in 1886 by

pharmacist John Pemberton, who invented a drink made from coca leaves, kola nuts and damiana, which he initially sold in a pharmacy. Pemberton struggled to make his product profitable, however, and sold his formula in 1888 to Asa Candler, who added caramel and chose the bottle format that would make the famous amber drink famous, and which can be seen on this truck.

Thanks to intense marketing, including the manufacture of toys and trucks bearing the company logo, Candler made the Coca-Cola brand a success throughout the United States. From the 1920s onwards, the brand continued to grow, establishing itself worldwide as an emblem of American culture.

Symbolizing this expansion and the brand's success, the Coca-Cola company moved to Montreal in 1929, building its first soft-drink plant at 200, rue de Bellechasse. It remained there until 1973, when the City of Montreal acquired the old plant for office space.

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Photo by Paul Dionne

On display