

News Release  
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## Schmidt auction of Coca-Cola® memorabilia exceeds expectations; "Supersedes any other Coca-Cola sale"

ELIZABETHTOWN, Ky. – Before the auction began, it was touted as the best-ever sale of Coca-Cola advertising art and collectibles. When it was over, it exceeded all expectations.

This past weekend, September 17 and 18, the Schmidt Museum of Coca-Cola Memorabilia in Elizabethtown, Ky., held its first auction. Hundreds attended from around the country bringing trucks and trailers to haul home their newly prized possessions while others placed bids online and on the phone. The two-day event saw more than 650 items go on the auction block, bringing in \$3.3 million.



1920s lead-glass  
globe light

Three items sold for six figures each with another going for \$95,000.



Auctioneer Richard Opfer  
taking bids on 1896 poster

"It's extremely rare to see a piece of advertising art of any type go for more than \$100,000," says Larry Schmidt who organized the auction. "We're extremely happy with the results. This sale shows the power of the Coca-Cola brand and the passion collectors have for Coke memorabilia."

Everything from posters to bottles to real delivery trucks were sold. The highest bid was \$140,000 for a 13" hanging globe light made of leaded glass. This 1920s piece has tiny pieces of cut glass creating mosaic patterns, including Coca-Cola's script logo.

The second highest price – \$105,000 – was for a bright yellow, one-of-a-kind poster from 1896. Considered the showcase of the Schmidt's privately held collection, the poster measures 30" x 40" and features an attractive woman drinking a Coke surrounded by the words "Cures Headache, Relieves Exhaustion, At Soda Fountains, 5 cents."

The other six-figure item, which sold for \$100,000, is an 11½" tall soda fountain dispenser from 1915 with a marble base and a leaded-glass light on top featuring Coca-Cola's script logo.

The piece that went for \$95,000 is a nine-inch serving tray from 1897, considered the first tin lithographed tray used by the Coca-Cola Co.



1915 soda  
dispenser

Allan Petretti, a renowned expert and author on Coca-Cola Memorabilia, has referred to the auction as the Super Bowl for Coke collectors. "We witnessed an incredible phenomenon," he says. "Over the years, the Schmidts took collecting to a new high. And this auction supersedes any other Coca-Cola sale in terms of prestige and quality."



1897 serving tray

The Schmidt family, which ran Coca-Cola bottling operations in Ky. for more than 100 years, also amassed the world's largest privately held collection of Coke memorabilia with 80,000 pieces. Earlier this year, the Schmidts announced plans to close their museum and sell its inventory. The next auction is expected in the spring of 2012. Proceeds from all sales are going into a charitable foundation being created by the Schmidt family.

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