

# Local men search for 'the real thing' : Coke memorabilia

By LISA TALLYN  
Staff writer

It's hard to miss. In one corner of Rick Patenaude's kitchen stands a human-size plastic Coca-Cola cooler in the shape of a bottle. Patenaude doesn't use the cooler to keep his Coke cans cool, he's converted it into a decorative shelf to display what else but Coke memorabilia.

To say Patenaude is a Coca-Cola collector is an understatement, although he claims his collection is tiny compared to others. Despite its diminutive size, Patenaude has devoted one entire room off the kitchen to his Coca-Cola treasures.

Coca-Cola earrings and key chains dangle from the ceiling. The wall is covered almost entirely with signs, trays, pictures, clocks and calendars emblazoned with Coke or Coca-Cola. The shelves are lined with new and old Coke bottles, radios inside Coke cans, more Coke trays and countless other Coca-Cola memorabilia.

Patenaude's collection has actually spilled into other areas of his home. A display case filled with trays and Coke Christmas ornaments has a prominent location in the kitchen. A radio encased in a

replica Coca-Cola cooler plays oldies from a kitchen shelf. Coke signs and trays dominate the stairwell and Patenaude has scattered some of his favorite Coke items upstairs in his living room.

"I started collecting about four years ago," said Patenaude. "I'm not sure how many items I have, I lost count after about 400." He offers an estimate of about 500.

**Adcock's extensive collection includes more than 100 Coca-Cola trays dating from 1912.**

Like Patenaude, Georgetown resident Tom Adcock, is a fan of Coke collectibles. He has been a collector for about nine years.

Adcock keeps much of his collection prominently displayed in his basement; his wife Karen won't allow it beyond the stairs, but she did find a Coca-Cola wallpaper border to use on the entrance to the basement. She has also consented

to Coca-Cola inspired art prints in the living room and some Coca-Cola bears in their bedroom. Adcock's extensive collection includes more than 100 Coca-Cola trays dating from 1912 to today, many of which hang from magnets stapled to the walls in his family room.

"I actually started collecting for a friend of mine," said Adcock. "What really got me started were 1957 Coke trays, (1957 was the year he was born)."

Coke signs and flanges have caught Adcock's interest recently.

"The flanges are quite rare and very hard to come by," said Adcock.

Patenaude's prize item in his collection is a 1905 Coke art plate. He figures it's worth between \$850 and \$1,000.

Adcock is partial to some of his signs including a very rare 1954 tall tin sign he owns.

This fascination for all things Coke is not isolated to Adcock and Patenaude.

The Ontario Cola Collectors club, of which Patenaude and Adcock are members, has more than 100 members that get together about four times a year. The national club boasts about 7,600 members.

Each year the national club holds a convention which attracts



Georgetown resident Tom Adcock has been collecting Coca-Cola memorabilia for about nine years. Much of his collection is prominently displayed in his basement, including several Coke trays. Lately Adcock has become most interested in Coca-Cola signs and flanges and plans to focus on collecting them in the near future.

collectors from across North America. The '94 event is set for Atlanta, Georgia. Attendees will take in swap meets, and silent auctions in search of Coke treasures. Patenaude plans to head down to Atlanta in search of collectibles, with Petrette's Coca Cola Collectibles Price Guide (the coke collectors bible) tucked under his arm.

Both Adcock and Patenaude also hunt for finds at flea markets, garage sales and auctions.

"That's when you get the best values. I usually go out every week scouring for stuff," said Patenaude. He looks at his collection as his retirement nest egg.

Coca-Cola has a long history. Atlanta pharmacist John Pemberton is credited with inventing Coca-Cola in 1885. He concocted the brew in a three-legged pot in his backyard and heralded it an "Ideal

Nerve and Tonic Stimulant." At the time it was said to have contained cocaine, along with wine and a few other ingredients.

Pemberton changed the formula and added caffeine and extract of kola nut for flavor. The name was changed to Coca-Cola and it was peddled by traveling salesmen as a cure for hangovers and headaches.

In 1889 Pemberton sold the sole rights for Coca-Cola to Georgia businessman Asa Candler, and the rest is history.

Of course, Adcock and Patenaude are avid Coke drinkers.

There doesn't appear to be any end in sight for their collecting habits. Patenaude wants to get his hands on more Coca-Cola signs and Adcock is in hot pursuit of a Vendo 44 (Coke bottle machine). Anyone with Coke items they would like to sell can contact Adcock at 873-2604 or Patenaude at 875-4350.

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### Who May Apply?

Anyone with professional or practical experience in dealing with environmental issues and who is prepared to devote several hours per week for meetings, field work, and the review of technical documents is encouraged to apply. Individuals with a background in environmental science or resource management disciplines such as environmental planning engineering, botany, ecology, fish and wildlife biology, environmental education, and hydrogeology are particularly needed to complement the current membership.

### How To Apply?

Application forms are available from the Halton Planning and Development Department at the address below. A letter and resume outlining the applicant's environmental background, activities and interests should also be attached. All applications should be submitted by Friday, May 27, 1994.

Lynne Simons  
Planning and Development Department  
Regional Municipality of Halton  
1151 Bronte Road  
Oakville, ON L6M 3L1

For further information please contact Lynne Simons at extension 7215 or Suzanne McInnes at extension 7214 at:

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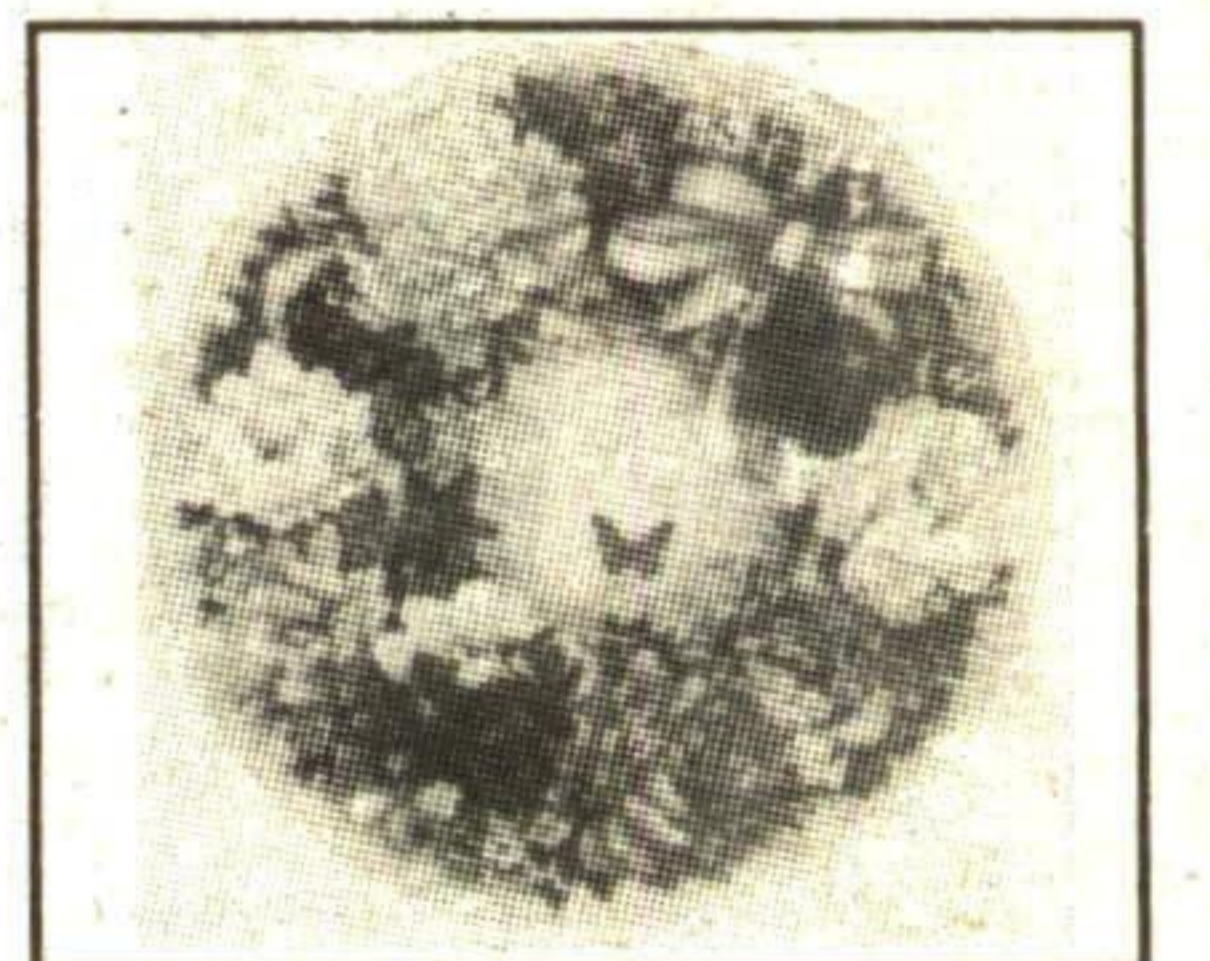
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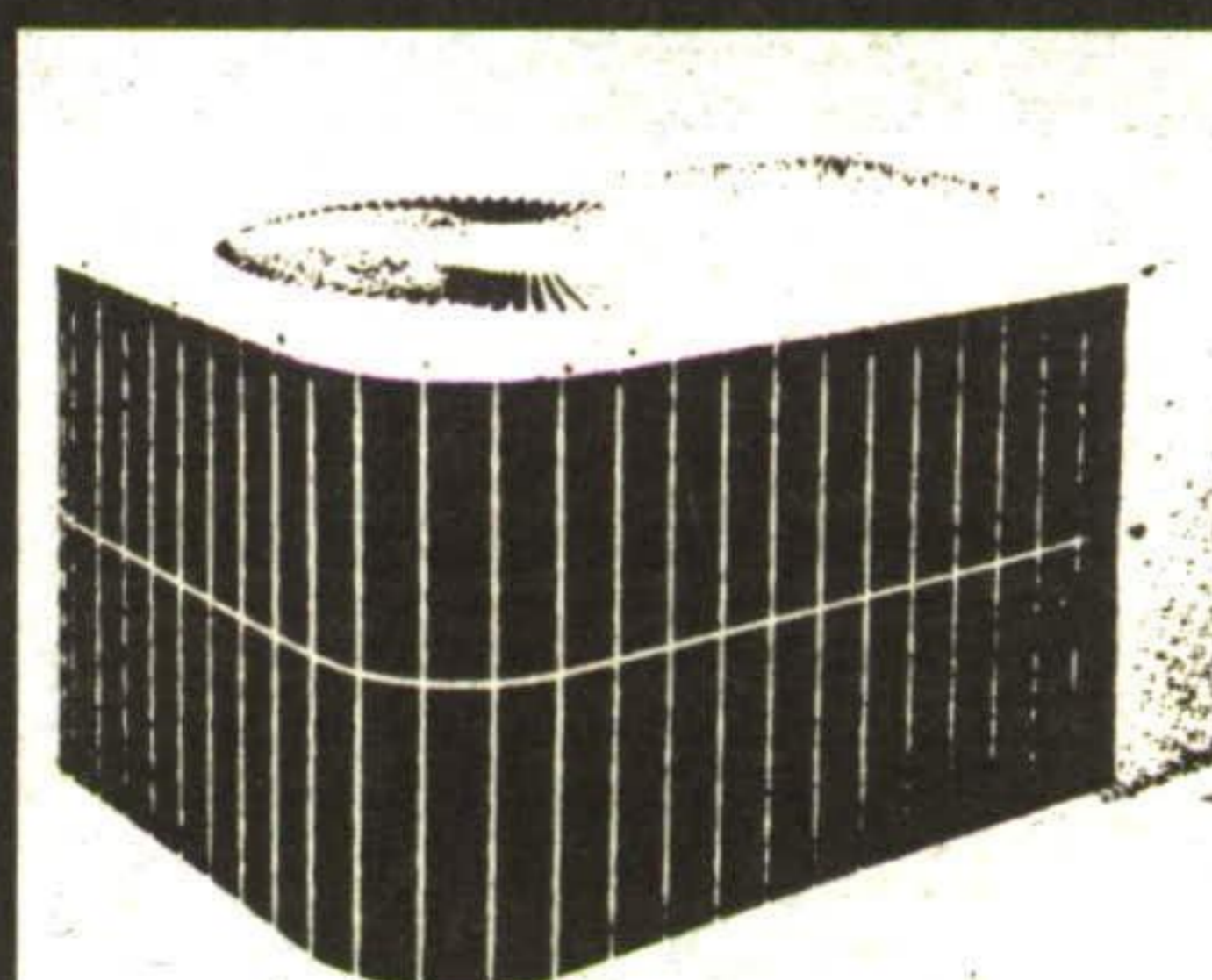
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