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The Sparkling Story Of Coca-Cola: An Entertaining History Including Collectibles, Coke Lore, And Calendar Girls



Synopsis

The Sparkling Story of Coca-Cola, a compendium of America's favorite soft drink, is an entertaining account of the product that helped define the term "pop culture." From the history of Coke's distinctive flavor, the fight for control of the formula, and the early days of advertising to the legal battles, the introduction of vending machines, and the huge demand for Coke spurred on by baby boomers, The Sparkling Story of Coca-Cola presents an overview of this world-famous product and company. With an appealing combination of entertaining text and incredible artwork -- including vintage photos, calendars, and collectibles -- this book is sure to appeal to Coke aficionados everywhere.

Book Information

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Customer Reviews

Australia Country Collections, No. 55, Vol 10, no. 4, Fall 2007 ["An entertaining history, including collectibles, Coke Lore and Calendar Girls | It offers valuable information for collectors."](#)

Michael Karl Witzel and Gyvel Young-Witzel are the authors of numerous books on American pop culture including *Gas Stations Across America*, *The American Motel*, *The American Diner*, *Cruisin': Car Culture in America*, *The American Drive-In*, *The American Gas Station*, and *Soda Pop: From Miracle Medicine to Pop Culture*. Michael Karl Witzel is a writer, photographer, historian and folklorist devoted to American roadside culture. An award-winning author, he has penned several books

including American Drive-In, The American Gas Station, The Sparkling Story of Coca-Cola, Cruisin' Car Culture in America and The American Diner.

Christmas Present for this coming Christmas

I bought this as a gift for my Coke drinking nephew (I'm a Pepsi girl) and I loved the history of Coke in this book. I almost kept it for myself. It shows so much advertising artwork, which I love, that is so vintage. So many decades of Coke ads that are amazing paintings. Love all the slogans through the years also.

as promised

Fun for my mom to look over with friends and family. Bought more as a conversation piece than an informative read, since we have the internet for that!

My title should about cover it. I really enjoy the pictures in this book. Every time I start reading, I end up just flipping through all the pages checking out the photos. Nice hardcover book at a great price I may add....

Great book

Gave this as a gift to an avid Coca-Cola collector who loves vintage Coke items...she loved it....especially loved the vintage ads....

This is a gift to a Coca Cola collector. Hoping she will enjoy it as much as I had picking it out for her.

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