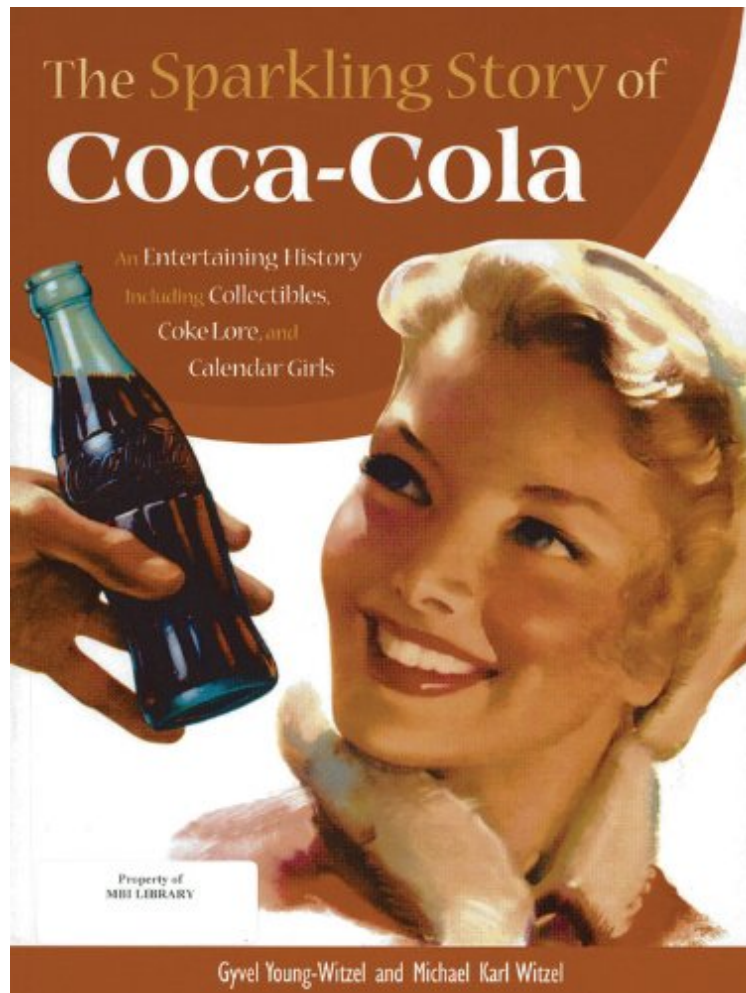


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## **The Sparkling Story of Coca-Cola: An Entertaining History including Collectibles, Coke Lore, and Calendar Girls**

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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.

"An entertaining history . . . complete with . . . advertising material, calendar girls, Coke lore, vintage photos and even its legal battles." -- The Tampa Tribune, 12/15/02  
About the Author  
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.