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Reagan L. Grimsley
Auburn University

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PROVENANCE

volume XXVI, 2008



**The Coca-Cola Company Archives:
Thriving Where Dilbert, Not Schellenberg, Matters**

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Cover: Courtesy The Coca-Cola Archives. This photograph is of a beverage kiosk near the rowing course at the 1928 Olympic Games in Amsterdam, the Netherlands—the first appearance by Coca-Cola at an Olympic Games. Visitors to the 1928 Games found Coca-Cola on sale at all cafes, restaurants, and small shops called “winkles” and at many kiosks outside and around the Olympic Stadium and the Rowing Course. Men wearing Coca-Cola caps and coats sold the bottled drink to the sporting crowds, while soda fountains near the entrances to the Stadium were available to those who preferred Coca-Cola in the glass. Various advertising pieces were on display, including eight Coca-Cola bulletins above each of the eight entrances to the Olympic Stadium. The Coca-Cola bottler at Amsterdam erected Coca-Cola billboards and secured Coca-Cola painted walls along the main canals and streets of the city.