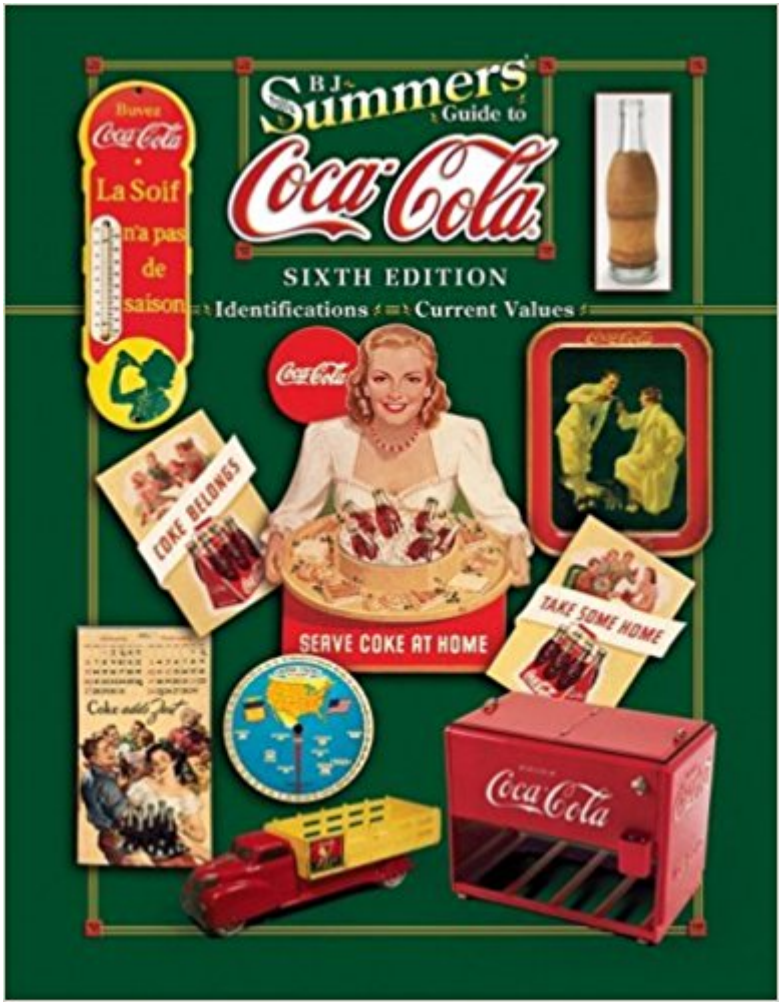
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B J Summer's Guide To Coca-Cola (B. J. Summers' Guide To Coca-Cola: Identifications, Current Values, Circa Dates)



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Synopsis

Our newly updated B.J. Summers' Guide to Coca-Cola will prove that lightning can and does strike twice in the same location. This new encyclopedia of Coca-Cola collectibles will disappear from the book shelves faster than a cold Coke on a hot summer day. It has new chapters that deal with Coca-Cola club collectibles, as well as hundreds of new photos, and of course more snippets of information distributed at key locations throughout the book. It remains the easiest value guide to use on the market for both beginning and advanced collectors. All prices are keyed so the source of each price is quickly determined, allowing the reader to become an informed collector. Many collectible markets have fallen over the years but the Coke market is still holding strong. Another 'must have' for the beginning and advanced collector from expert author B.J. Summers.

Book Information

Series: B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates
Hardcover: 304 pages
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Shipping Weight: 2.8 pounds (View shipping rates and policies)
Average Customer Review: 5.0 out of 5 stars 3 customer reviews
Best Sellers Rank: #3,173,693 in Books (See Top 100 in Books) #50 inÃ Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola #854 inÃ Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Americana #2931 inÃ Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Antiques Care & Reference > Reference

Customer Reviews

Coca Cola has long been heralded as the pause that refreshes. Equally refreshing is the newly revised sixth edition of Summer's Guide to Coca Cola. Included are new chapters covering such things as Coke club collectibles and commemorative. There are 200 new photographs, and a look at 2007 prices on over 1,200 items. 'Coke needs no introduction,' says author B. J. Summers. 'It's as American as both mom's apple pie and baseball.'

B.J. Summers has been a collector all his life. In early childhood he was fascinated with collecting

Boy Scout patches and building models. Later as a telephone linesman, collecting telephone insulators and advertising seemed natural. Since 1994 B.J. Summers has been a proven authority on advertising collectibles, gas station memorabilia, and of course, Coca-Cola. And he continues to produce value guides sought after by advanced and beginning collectors alike.

Fantastic book with tons of illustrations for identification purposes.

got it in good shape

I recently had the opportunity to review another company's Coca Cola collectibles book, they too a well respected publisher of antique and collectibles books and there's no doubt about it, the B.J.Summers Sixth Edition guide has got that one beat hands down. This is a thoroughly beautiful book. Hardcover, thick, glossy stock pages, and fantastic photography highlight this book.The introduction provides legend keys to the condition as well as the source of the item's value which I think is very important. Summers lets the reader know if the value came from a collector, a completed auction, a dealer, or the author himself. The book then presents 46 different item categories, everything from signs, bottles, calendars and trays, to more eclectic items like Jewelry, no-drip protectors, and ashtrays. There's also a miscellaneous chapter for items that don't fit into one of the other 45 categories.I was absolutely fascinated by the number of items pictured in the book. With nearly 300 pages and as many as 10 items pictured per page, there are literally thousands of different Coke items pictured. The signage is simply fantastic, particularly those featuring celebrities such as Eddie Fisher and jazz musician Lionel Hampton. In all there are 82 pages of signs alone. Does it picture EVERY Coca Cola sign ever made? Of course not, but what book does? Still even if you have one that isn't pictured, you should be able to find one similar that you can use as a basis for value.I really enjoyed the section on coolers and those bright, red coolers of days gone by. I remembered the old Coke cooler we used to have back in the early 70's. Like a lot of people, I love the Coke Santa items, especially those great ads by Haddon Sundblom which look great framed and are still very affordable today.The problems are few and minor. The categories could have been laid out in alphabetical order but instead there seems to be little rhyme or reason to the order. That said, it's still a truly wonderful book that will delight collectors or just plain fans of nostalgia.Reviewed by Tim Janson

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