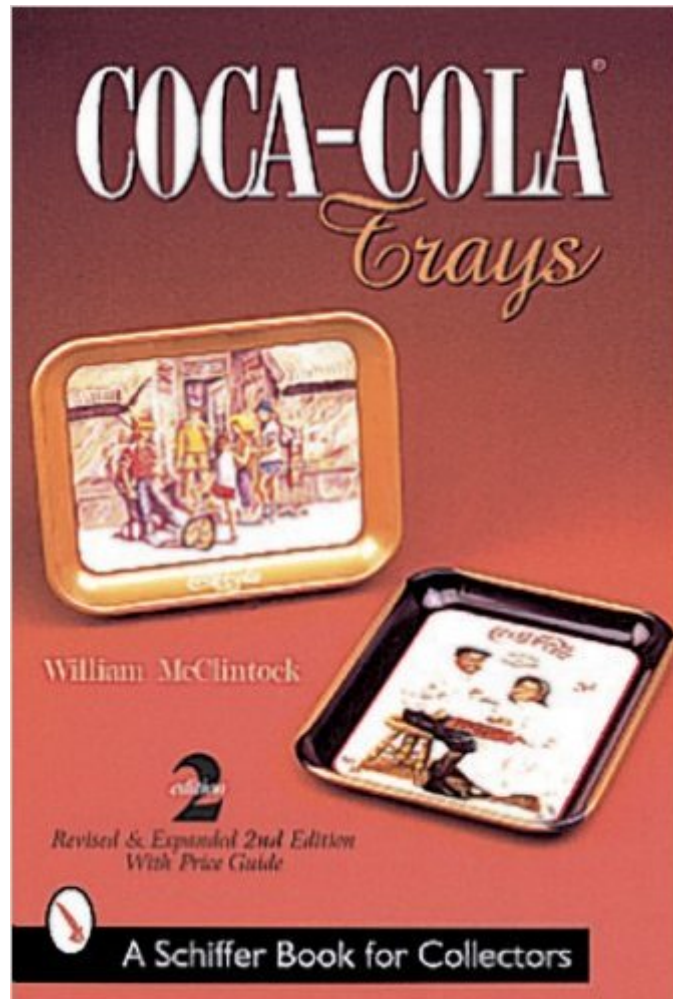


The book was found

# Coca-Cola Trays (Schiffer Book For Collectors)



## Synopsis

Ever since 1897, when the first Delicious and Refreshing glasses of Coca-Cola were poured, Coca-Cola trays have become magnificent pieces of advertising art. The evolution of American popular culture is found in their images. From ribbons-and-lace girls of the late Victorian era through Roaring Twenties flappers, World War II war brides, and the working women of today, Coca-Cola has called upon images of glamour girls and girls-next-door to sell Coke. Warm family scenes, baseball, and children at play are also favorite tray illustrations. A price guide is included. Through the 260 color photos, including several new to this edition, you will come to understand the charm and appeal of these trays. The price guide is also newly revised to reflect today's market.

## Book Information

Series: Schiffer Book for Collectors

Paperback: 127 pages

Publisher: Schiffer Publishing; Enlarged 2nd edition (December 1, 2000)

Language: English

ISBN-10: 0764309846

ISBN-13: 978-0764309847

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars Â Â See all reviews Â (9 customer reviews)

Best Sellers Rank: #135,855 in Books (See Top 100 in Books) #6 in Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola #464 in Â Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems #13005 in Â Books > Arts & Photography

## Customer Reviews

This book contains some wonderful photography and estimates for trays in perfect mint condition. I was let down by the fact that not more trays were represented, and that no apparent scale of grading used trays is given. Also, I was disappointed that not more information was given on how to tell a really old tray from a reproduction. "If you like it buy it," is just not enough of an answer for a serious collector.

I recently purchased and read this book. The photography was excellent. There was only one page where the description of the trays were inverted. The layout was done very well. Any and all

Coca-Cola memorabilia collectors should get and read this book and keep it around when they go on their many tray hunts. Enjoy!!!

If you are going to collect coke trays this book is one of two that are a must have that you need to pick up! It is a good quick reference book even though it only has U.S. made trays. I wouldn't buy a tray without referecing it.

This book contains little informaton about true historical trays, how to properly grade them and tell originals from reproductions. There are much more authoritative Coca Cola tray books out there that provide accurate historical information that will help collectors of original advertising trays produced before 1960 understand how to make good decisions in buying them.

The book is good, however I have found some missing items. The descriptions are brief and could contain more detail. A more up to date edition is needed in that the last decade is not covered....

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