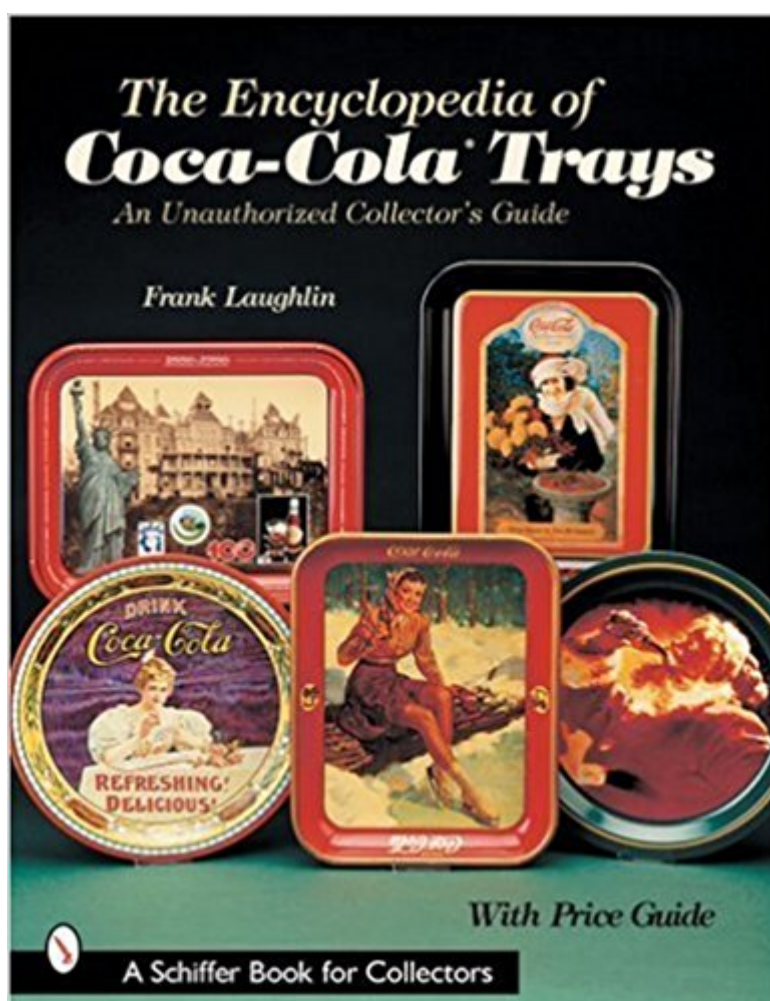


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# The Encyclopedia Of Coca-Cola Trays: An Unauthorized Collector's Guide



## Synopsis

Beautifully illustrated and extensively researched, this is the most complete guide ever published on this popular area of Coke tray collecting. Classic trays from 1897 through the 1960s are here, as well as recent trays from the 1970s through 1999, many never before published. In addition to over 370 trays from the United States, there are over 80 Canadian trays, over 60 Mexican trays, and over 60 trays from Italy, Germany, and several other countries. Also, over 45 trays feature the wonderful Haddon Sundblom Santa Claus ads, shown with additional photos of the original magazine ads. In all, 517 Coca-Cola trays are pictured, with 65 more identified and described. Each tray description provides the name; issue date; shape and size; origin of the tray image; manufacturer, distributor, and quantity produced where known; country of issue; dollar value, and more. The book's unique price guide incorporates up-to-date expert pricing as well as final sale prices from over 5,000 Internet auctions of Coke trays. Destined to become the "classic" volume on Coke trays, this book is a must for all collectors of Coca-Cola memorabilia.

## Book Information

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## Customer Reviews

Frank Laughlin is a long-time avid collector of Coca-Cola items. He is a retired corporate executive and currently resides in Manhattan.

I just started collecting Coke trays and quickly discovered I knew nothing about them. Picked up this book and now I don't look at buying a tray without looking it up in this book. It is a must have!!

good reference book

This book meets my needs well. A good set of pictures and information. I will be able to get use from it.

I purchase this book to take to auctions and garage sales. It really helped me find some good deals on some trays. The pictures are very accurate and easy to find.

I love this book. I am a collector of the old trays. A must have.!!!

I have been looking for a book to help me with coca cola trays. This one is great. There are trays there that I haven't seen before. The information given for each tray is great. It details the origin and date it was produced and the amount made. This book is well worth getting.

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