

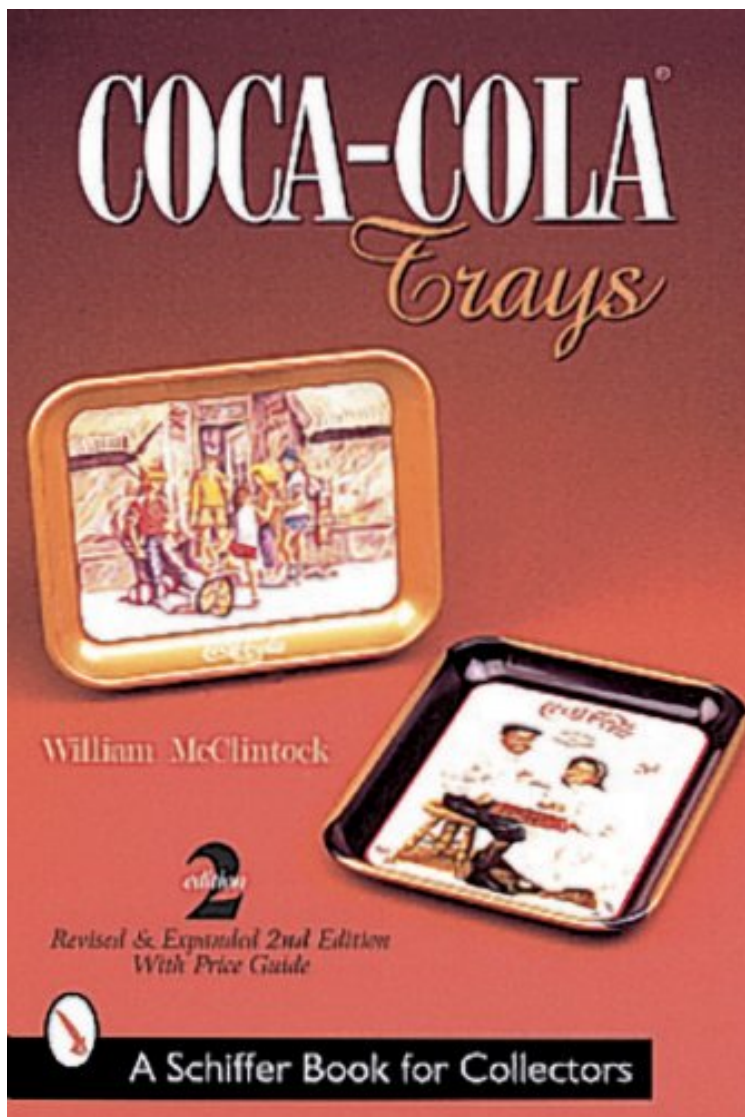
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William McClintock

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[Read now] Coca-Cola Trays (Schiffer Book for Collectors)

## Coca-Cola Trays (Schiffer Book for Collectors)

**William McClintock : Coca-Cola Trays (Schiffer Book for Collectors)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Coca-Cola Trays (Schiffer Book for Collectors):

0 of 0 people found the following review helpful. Good Coke Collector Reference BookBy RickThe 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...0 of 0 people found the following review helpful. Great coke collectible pricing guideBy Steve CorlissThe book provided so e good estimates of market value of collectible trays0 of 0 people found the following review helpful. A must have!By Bob SnyderIf 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.

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.

About the Author Bill McClintock, of Casselberry, Florida, is an avid Coke tray collector who estimates that he has already found 90% of the different tray designs made in the United States and Canada.