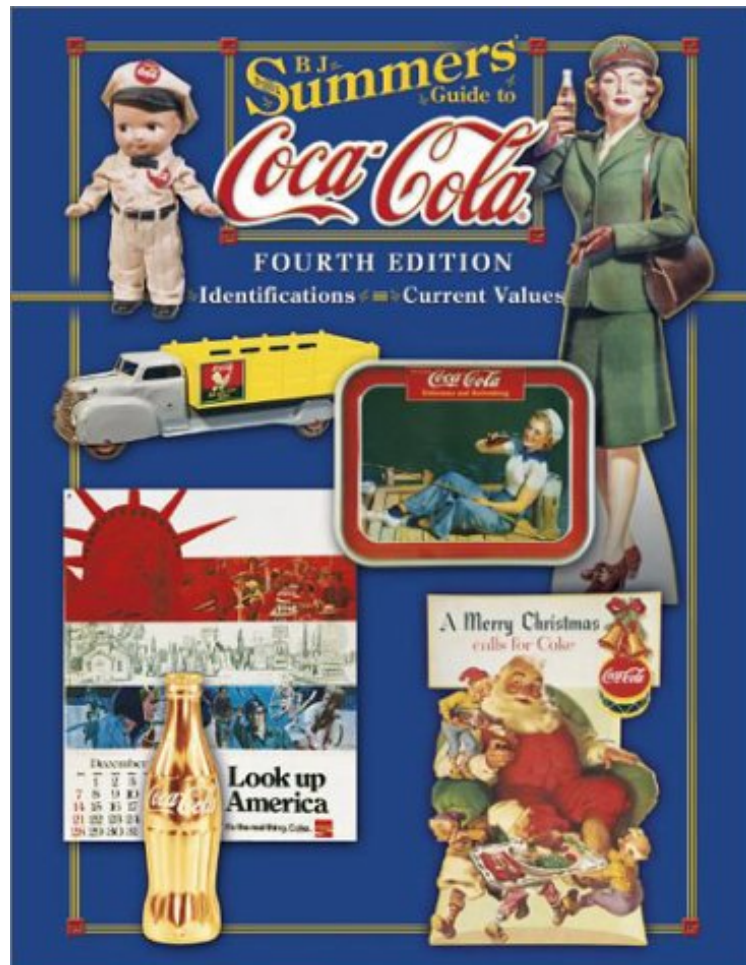


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0 of 0 people found the following review helpful. Good book and fun to flip throughBy Suzanne - severe addict!!I want to sell off some of my Coca-Cola collectibles and needed to find their value, The book has nice descriptions and good

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of 0 people found the following review helpful. Didn't seem to be as clear as some othersBy TalltimbersmdI gave it as
a gift so the recipient should really be writing a review. I am sure it has value for certain things a person is looking at.3
of 4 people found the following review helpful. OK, but could be greatBy Bluesy200*****April 2005 UPDATE:
"Could be great" but after seeing the 5th edition, the publisher has taken a book with great potential and flushed that
potential down the toilet. What they did was gloss up the paper and make it look old-fashioned (it doesn't work for me,
but maybe it will for others), but the huge mistake is that they actually dropped a significant number of items from the
book and went overboard hiking up the price values! If you are a serious collector, browse through the 5th edition at a
bookstore, before buying it. END UPDATE*****This guide has great potential, but somebody should do some
usability studies on it to make it better. It's a chore finding a specific item. For example, collector trays: I still can't
figure out what logic was used to arrange/order them in the book. By title? By name? The index at the back of the
book is incomplete and often worthless. For example, there's a whole section on blotters in the front index, but try
finding "blotter" in the back index.Prices are conservative. Unrealistically low in many cases.There are items that
aren't found in other guides, and the color pix are exceptional. I really like this guide, but it has design flaws that need
to be fixed.

Two new features, titled 'My Hometown Bottler,' and 'My Favorite Coke Collectible,' have been added to this fourth
edition. Both of these features include superb color photos with related articles. Collectors can submit information
about their favorite collectible or bottle for possible future inclusion. Over 1,600 color photos and updated listings;
snippets of information are interspersed throughout the book, giving the collector not only values, but also facts relating
to their favorite collectible. Each listing is keyed to allow the collector an insight into the origin of a value.
AUTHORBIO: B.J. Summers continues to compile essential references for advertising and Coca-Cola collectors. His
popular books include Pocket Guide to Coca-Cola, Summers' Guide to Coca-Cola, Soda Pop Memorabilia, Antique
Contemporary Advertising Memorabilia, and Value Guide to Gas Station Memorabilia. His books have become
standard references in their fields. REVIEW: Aside from being all color and very beautiful to look at, this book allows
collectors to get estimates for items they couldn't find anywhere else. Just because certain items have been produced in
the past 30 years, it doesn't mean that some of them are not extremely collectible, as Summers demonstrates. Any
serious Coca-Cola collector needs to add this book to their library to be able to round out their references. -John P.
Williams