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B J Summers

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B J Summers : B.J. Summers Guide to Coca-Cola Seventh Edition (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) before purchasing it in order to gage whether or not it would be worth my time, and all praised B.J. Summers Guide to Coca-Cola Seventh Edition (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates):

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In this day of real-time internet and spontaneous around-the-world communications it's difficult to believe that any product has an effective life of more than a few years. But Coca-Cola is still alive and strong at a hundred years plus. This book, which gives its readers the value of Coke memorabilia but also snippets of information about Coke and its history, is once again revived and refreshed. Collector Books has had a winner with B. J. Summers' Guide to Coca-Cola since the mid-nineties. This new seventh edition has hundreds of new color photographs. It is also crowded with information to help both the beginning and advanced collector to become better informed. As always, the informed collector is the one at the head of the line. For the collector who desires better results, the answer is simple. This book is a winner--and you can be too! 2009 values.

...Aside from being all color and very beautiful to look at, it 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. I believe that any serious Coca-Cola collector needs to add this book to their library to be able to round out their references....-John P. Williams
About the Author
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.