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B. J. Summers : 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: Identifications, Current Values, Circa Dates:

7 of 7 people found the following review helpful. Very refreshing Coca-Cola bookBy John P WilliamsI was very happy to receive this book. I know many people go only by the Alan Petretti price guides, but I do not think this one should be overlooked. While the Petretti guide has more total info, Alan himself says he ignores certain items and de-emphasizes others simply because he isn't interested in them. I believe that does a disservice to the collectors out there who may have other tastes. That is why I believe that the new Summers book is so important. 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. Thanks again B.J. for another job well done! 2 of 3 people found the following review helpful. Updated 3rd Edition Of The Beautiful Summers Coca Cola Guide By Irvin Goodman This beautiful 304 page hardbound library volume with colorful laminated covers will be a welcome addition to every Coke collector's library. There are more than 1,400 full-color, large, sharp photos, thousands of listings and more than 3,000 up-dated prices. Many of the items included are new to the guide and a joy to look at. Topics range from signs, art plates, mirrors, carriers, radios and clocks to menu boards, door pushes, wallets and dispensers, etc. etc. Sufficient descriptions are provided. It is a treat to see many of the signs, variety of paper goods, and wallets that I never saw before. This is an updated, quality book, Coke collectors are sure to enjoy. Enjoy, Enjoy.

By using only colour photos this guide comes alive and gives the user that reassurance that's sometimes needed. Add to this the thousands of listings and this book becomes a valuable reference in the field of Coca-Cola collecting. This third edition is again full of updated listings and over 1,400 colour photos and is conveniently divided into chapters.