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# Petretti's Coca-Cola Collectibles Price Guide (Warman's Coca-Cola Collectibles: Identification & Price Guide)



## Synopsis

Expanded to include 6,000 photos of the most desired Coca-Cola memorabilia, this anniversary edition discusses Coke collectibles as investments, traces the history of advertisements and promotions, describes the evolution of the Coca-Cola logo, and identifies celebrities who have appeared in Coke ads. 6,000 photos, 324 in color.

## Book Information

Series: Warman's Coca-Cola Collectibles: Identification & Price Guide

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## Customer Reviews

This book has excellent pictures and wide range of coverage - more than in any of the prior editions. I did find some inconsistencies in item pricing (Litchfield bottle pg 398 - \$70 and same item pg 400 - \$55, pg 152 item pcs108.000 - \$1300 and same item pcs108.000 pg 87 - \$1000). Given that this book has become the "bible" for Coca-Cola collecting - these inconsistencies can cause some problems...I could overlook some of the pricing errors - heck there's thousands and thousands of items and no one is perfect. But the real problem I have is how high the prices are for all of the items. Let me get on my soapbox for a minute and conclude by saying that I've been collecting 1890's - 1930's Coca Cola items for the past 20 years and have acquired a pretty extensive collection. I have to say that in my humble opinion the prices that are in this book are dangerously overstated - perhaps in an attempt to help us older guys as we approach retirement. After all, we are the ones that acquired the vintage, quality items inexpensively in the early days... In the end I'm not sure it's working -- in fact I think the prices have begun to fall!!! One only has to look

at the prices being realized on auction sites like ebay to see what I mean - even the "near mint" items don't even come close to the prices in the 10th edition, let alone those in the 11th. Many desirable items have no activity because of greedy sellers that set minimum prices that are out of sync with demand. I think the high pricing in guides like this actually harms the market, since most collectors can no longer afford the older, quality items.

OK - so it's been almost ten years since my post on the last edition and a lot has happened to the Coca-Cola collectable marketplace. My ending comments on the market collapsing and the price points being at those of the guides from the 70's has occurred. But that is not all bad, as there has never been a better time for getting in the market as a COLLECTOR and a person that appreciates the heritage and sheer quality of vintage coca-cola memorabilia. A lot of great pieces are surfacing at more affordable prices and hopefully many new people are getting into the hobby. It is a GREAT time to join-in the fun of vintage Coca Cola memorabilia. So jump on in! Now for my thoughts on Allan's latest book. First off - thanks Allan for re-issuing a new guide and helping to keep the vintage market going. This book continues to be the ONLY book on the subject, and Allan continues with his pattern of putting out the best collectors guide on any subject around. Pictures are high quality and the coverage (though a bit less than prior editions) is still incredible. For a reference guide - this is THE book you want. As a price guide - it is another story. Unfortunately - Allan's prices continue to be out of sink with the market - so first and foremost don't rely on them at all. If you have a piece to sell - you'll be a bit disappointed if you think you can get anywhere near the prices in the guide. As always the mint and near mint items continue to maintain their value and in some instance can approach Allan's prices but in general even those items tend to be available at 50% - 60% of the prices in the guide. As for the items below near-mint - those can typically be obtained at 20% - 30% of the guide prices.

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