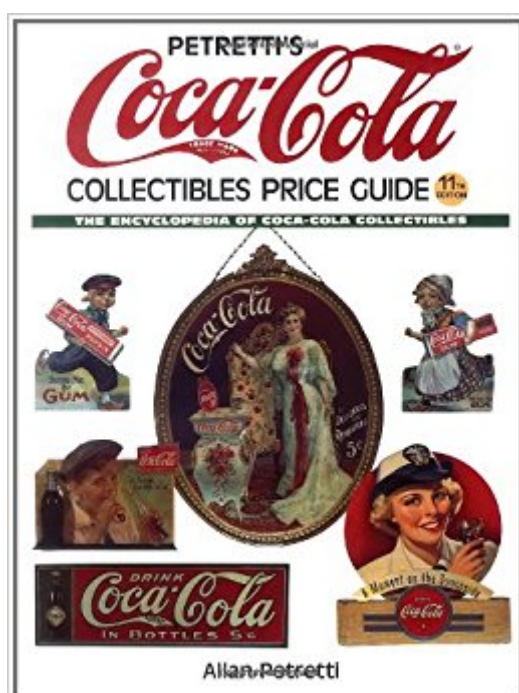


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# Petretti's Coca-Cola Collectibles Price Guide (Warman's Coca-Cola Collectibles: Identification & Price Guide)



## Synopsis

This price guide has been called the 'bible' of Coca-Cola collectibles - and with good reason! This impressive 11th edition of the hobby's standard reference depicts, describes, and values more Coca-Cola Company marketing, advertising, and promotional items than any other published source. The new volume covers items produced from the 1880s through the 1960s, and includes 96 full-colour pages; photographs and descriptions of previously undocumented items; up-to-date pricing information; and revised guidelines for collectors. Features: Current market prices for every item depicted and described; New colour sections featuring trays, calendars, and other highly sought after items; Includes additional, recently found rare pieces not shown in any other collector guide; Contains an expanded and improved bottles section; New chapters include Coca-Cola candy and Coke's 'Diamond Design' from the 1960s; Offers new guidelines for grading and evaluating Coca-Cola items.

## Book Information

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## Customer Reviews

Allan Petretti is the leading expert on market trends and values of Coca-Cola collectibles. He's been collecting, dealing and promoting this collecting arena since the early 1970s. He frequently conducts seminars around the nation, and is a noted appraiser whose expertise is called upon for special collector events at The World of Coca-Cola in Atlanta, GA. He's also been quoted in the Wall Street Journal, New York Times, USA Today, The Robb Report, Ladies Home Journal, and the London

Times. --This text refers to an out of print or unavailable edition of this title.

A little outdated, but still useful for identifying items and their date of manufacture.

This is a top notch book on Coca Cola vintage items. This is probably one of the best books out there and the largest book available. Lists hundreds of items that are not in the other Coca Cola books. Thousands of photos and values on the items in this book. This book is a must have for any Coca Cola collector or antique dealer. Even though this is a older book it is still very valuable to have as the newer Coca Cola books do not have nearly the amount of items in them as this book does. I am sure you will be very pleased with this book. Even though its a older book from 1997, you can still get a good idea of value on the items you have as the values do not vary that much over the years. Buy this book and I am sure you will be pleased with it as much as I am. I buy and sell antique and vintage Coca Cola items and I have found this book to be very helpful. Thank you.

Alan Petretti has done a one up on his last Coca Cola Collectibles Price Guide. Easier to find items, more color pictures and just an overall informative guide. Each guide just gets better and better. These truly are the encyclopedia of Coca Cola collecting.

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. As of January, 2010 - perhaps more than anything the tray market has really suffered. High quality signs seem to have retained their value the most - perhaps since they also have commercial value for restaurants and bars. Some of the best quality and most affordable merchandise can be purchased at Coca Cola collectors auctions where collectors understand the "real" pricing and are in it more for the thrill of the hunt and the history of the item - then trying to turn a fast buck. As a collector with a lot of early pieces - it is a bit disheartening that the value of my collection has really taken a hit - but the thrill of the hobby has returned as the ability to purchase at prices not seen for 25+ years makes me search even harder for that once-in a lifetime piece and that is what collecting is really about. There are great pieces still out there - so congratulations to those of you that love the hobby for the sake of the hobby - our time has returned! For those who were in it for the investment - rest assured prices will continue to rise again but understand that they probably will never realize those prices of the late-90's. Perhaps the best thing that has happened is that everyone has come to realize that the "new" collector pieces are junk and they've become so plentiful that no one wants them. As for the "quality" reproduction sign garbage available on eBay that is meant to "fool" people into thinking they have vintage pieces - why purchase a knock-off when you get the real thing at the lowest prices seen in years and have a real piece that has value not only for its imagery but for its age and collectability. Remember there is nothing like the "Real Thing"....Comments are always welcome so feel free to email me at [conapt@hotmail.com](mailto:conapt@hotmail.com)

Great book on the subject. I was hoping the section on bottles would be more along the lines of Ayers' Pepsi:Cola Bottles, with better descriptions and color photos.

This volume is a super reference for a wide range of Coke collectibles. Has been upgraded with more color photographs and the prices reflect the current market. Lots of additional information helping novice and expert collectors know what is authentic and what is not. There are a number of Coke memorabilia reference books out there, but Petretti's is the most thorough and professionally done.

I am new to collecting Coca Cola items. This book is a must have! It has great pictures and I like the price description for each item is described as either in average or near perfect condition. The down side is that not all items are listed. I understand that if they listed every item ever made you would

have volumes of each category.

Love the product. Helps with collection.

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