

The book was found

Coca-Cola Collectible Santas: Official Coca-Cola Collectors Series



Synopsis

The Coca-Cola Santa is a familiar figure at Christmastime. This wonderful book features a history and current secondary market pricing for these traditional holiday collectibles. Includes Coca-Cola Sundblom art, print advertising, trays, bottles/cans, signage, figures, pins, plush and much more.

Book Information

Hardcover: 160 pages

Publisher: Beckett Publications; 1st edition (September 15, 2000)

Language: English

ISBN-10: 1887432930

ISBN-13: 978-1887432931

Product Dimensions: 0.5 x 8 x 10.8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 6 customer reviews

Best Sellers Rank: #2,444,126 in Books (See Top 100 in Books) #39 in Books > Crafts,

Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola #2291 in Books > Crafts,

Hobbies & Home > Antiques & Collectibles > Antiques Care & Reference > Reference

#4830 in Books > Reference > Encyclopedias & Subject Guides > Antiques & Collectibles

Customer Reviews

I was a bit disappointed that a lot of items were calendars and cardboard cut-outs. Items from the 1990s included plates and mugs. Only a few items were from the late 90s. I don't believe it was clear that this book was printed in the year 2000. My suggestion would be to make the publishing date clear. I have many items past the year 2000, - nearly a 16 year gap, which I cannot reference.

Coca-cola Santa images are the best vintage images around and if you like that the book is the book to buy. My only disappointment is that there are 2-3 pictures per page so the pics are smaller. This 'official guide' should have had full page pictures of their Santa posters. Chapters include painting (posters?), advertising, cutouts, calendars, figures and other Santa collectables (all great classic stuff). This book is better than Icons Christmas Vintage Holiday Graphics.

Helpful book

A valuable resource guide!

Great book that will bring back a lot of memories if you are a baby boomer! Great photos and historical data.

How refreshing to see a beautifully produced collector's book. From my experience publishers that cover this market don't seem to bother with book design, strange really because it costs no more to design well as badly. This lovely book has hundreds of Coke Santas all presented as cutouts with a drop shadow on every picture to give the impression that they are floating on the page. Haddon Sundblom created the Coke Santa and every one is included, pages eighteen to forty-two show his paintings from 1932 to 1964, also including the variations he did for some years. The rest of the book has examples of how his work (and others) was used to sell the drink each Christmas season. Chapters are devoted to store cardboard cutouts, advertising, calendars, figurines, dolls and finally miscellaneous Santa collectibles. All the pictures have captions, with a date and a dollar value. Amazingly some of the store free-standing cutouts from the thirties are valued up to \$1500, not surprising I guess because how many managers would bother keeping a piece of cardboard promoting a fizzy drink for Christmas. This book is much better than a previous one I reviewed, 'Dream of Santa' by Barbara Charles, it featured the work of Sundblom and had a well printed picture for each year (except 1941, 57 and 63) but no other advertising material. If you collect Coke Santas or just like to look at the great man you will enjoy this book.

[Download to continue reading...](#)

Coca-Cola Collectible Santas: Official Coca-Cola Collectors Series Coca-Cola Collectible Cars & Trucks (Collector's Guide to Coca Cola Items Series) Coca-Cola Collectible Polar Bears (Collector's Guide to Coca Cola Items Series) Petretti's Coca-Cola Collectibles Price Guide: The Encyclopedia of Coca-Cola Collectibles, 12th B. J. Summers' Guide To Coca-Cola (B J Summer's Guide to Coca Cola Identification) B.J. Summers Guide to Coca-Cola Seventh Edition (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Petretti's Coca-Cola Collectibles Price Guide - 9th Edition; The Encyclopedia of Coca-Cola Collectibles Coca-Cola: The Collector's Guide to New and Vintage Coca-Cola Memorabilia Coca Cola Commemorative Bottles (Coca-Cola Commemorative Bottles: Identification & Value Guide) Petretti's Coca-Cola Collectibles Price Guide (Warman's Coca-Cola Collectibles: Identification & Price Guide) Summers Pocket Guide to Coca-Cola (B. J. Summers' Pocket Guide to Coca-Cola) B J Summer's Guide to Coca-Cola (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Petretti's Coca-Cola Collectibles Price Guide: The Encyclopedia of Coca-Cola Collectibles 12th (twelve) edition Text

Only B.J. Summers' Guide to Coca-Cola: Identifications, Current Values (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Coca Cola: Identifications, Current Values, Circa Dates. (B. J. Summers' Pocket Guide to Coca-Cola) Vintage Coca-cola Machines a Price and Identification Guide to Collectible Coolers and Machines Wilson's Coca Cola Price Guide (Schiffer Book for Collectors Series) Commemorative Coca-Cola(r) Bottles: An Unauthorized Guide (Schiffer Book for Collectors) Collectors Guide To Coca-Cola Items: Vol. II (Volume 2) Wilsons' Coca Cola Price Guide (Schiffer Book for Collectors)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)