



Coca-Cola Trays (A Schiffer Book for Collectors)

William McClintock

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Ever since 1897, when the first "Delicious and Refreshing" glasses of Coca-Cola were poured, Coca-Cola trays have become magnificent pieces of advertising art. The evolution of American popular culture is found in their images. From ribbons-and-lace girls of the late Victorian era through Roaring Twenties flappers, World War II war brides, and the working women of today, Coca-Cola has called upon images of glamour girls and girls-next-door to sell Coke. Warm family scenes, baseball, and children at play are also favorite tray illustrations. A price guide is included. Through the 260 color photos, including several new to this edition, you will come to understand the charm and appeal of these trays. The price guide is also newly revised to reflect today's market.

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