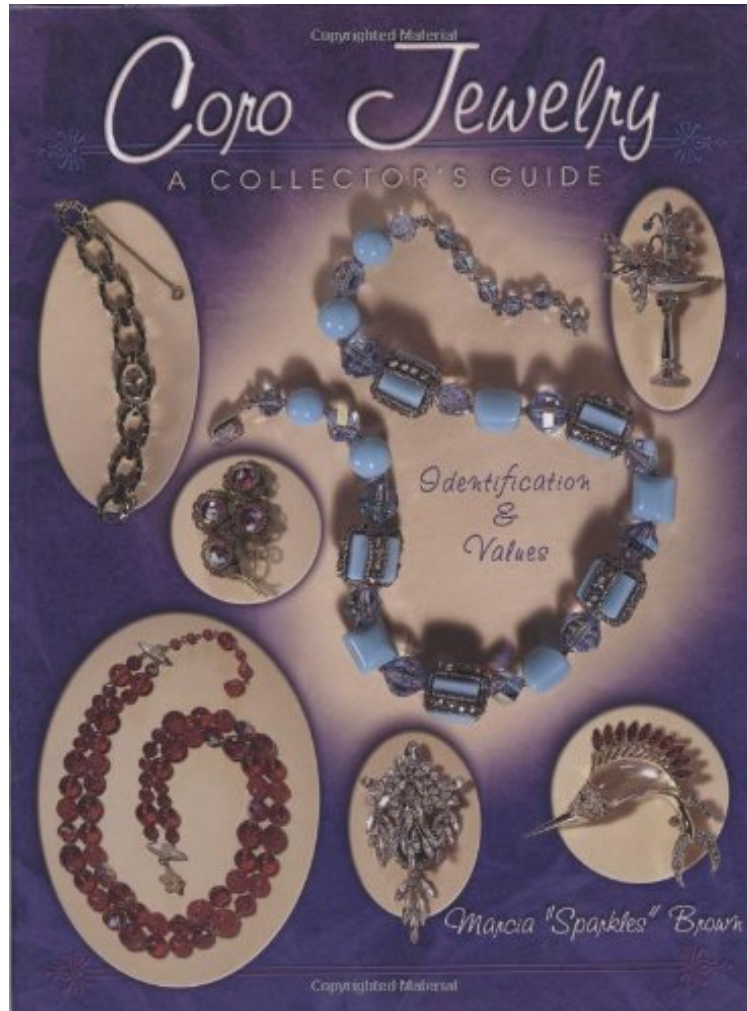


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Coro Jewelry: A Collector's Guide, Identification Values

Marcia Sparkles Brown

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Marcia Sparkles Brown : Coro Jewelry: A Collector's Guide, Identification Values before purchasing it in order to gage whether or not it would be worth my time, and all praised Coro Jewelry: A Collector's Guide, Identification Values:

1 of 1 people found the following review helpful. Sadly not worth the moneyBy chriswickThis book was published a few years ago (2005), so I wasn't looking for jewelry values, but hoped to see some design patents matched to existing pieces, plus the production names of some of the sets. (Like "Daily Double" is the horsehead duette, "Hoots" is the name of the original owl duette, etc.) Some of that information can be found on the internet, but I assumed that a book devoted to Coro jewelry would have additional information. Well, it didn't. Ms. Brown may be an enthusiastic collector, but she's not much of an historian. In her article on Coro head designer Gene Verrecchio, she calls him VerrecchiA, so I guess all the design patents he filed in the 1940's as G. Verrecchio are. . .incorrect? Julia Carroll's

books still remain the most informative comprehensive on the market. 62 of 63 people found the following review helpful. A Big Disappointment By Java Jewels If you're more interested in the company's history than the jewelry they produced, then you will not be disappointed in this book. However, if you're wanting to see the best of Coro and find a way to determine the value of a Coro piece (or what you should pay for it), this book fails to satisfy that criteria. First of all, the book is poorly assembled. Corocraft ends up near the back of the book after Francois and Vendome. The selection is poor; 9 pages of \$10 - \$20 earrings, 40 pgs. of Vendome and only 13 pages of Corocraft and Coro Sterling each. The key Collectible Coro pieces are hard to find in this book and when you find them, the photos are poor, the prices not consistent with the marketplace (some high some low) and some of the best aren't in the book (yet easily found on the internet). You never know which section of Coro you are viewing as every page in the book has the same header. The descriptions don't define which designer produced which piece and with Coro, the designer affects the value. Ms. Brown needs a lesson in photography or someone should buy her a new camera. The colors are washed out, there are far too numerous blurry images and most importantly, the jewelry just does not show well. As the other reviewer said....take a pass on this one!

1 of 1 people found the following review helpful. CORO Jewelry A Collector's Guide-Marcia Sparkles Brown By A. Atkins While I do love the photos in yet another of Sparkles' books, there is still a lack of information. There are NO Dates or date ranges of production or issuance on the pieces. Also, there is a Severe lack of the Coro plastics! Only 2 sets of thermoset, lucite, etc. Plastics were a great part of Coro's lines. Sparkles likes her Rhinestones and that is mostly what is featured in this book. I did like the inclusion of the Coro ads and the history. The figurals were many of the same ones from her other books!

Collector Books is pleased to present this first book of its kind, dedicated to one of the giants in the costume jewelry industry. Coro was in business for 79 years, from 1901 to 1980, was once one of the largest manufacturing plants in the world, and was at one time the maker of half of all the jewelry sold in the world. This book is the first devoted to this pace-setting manufacturer. Well-known jewelry expert Marcia 'Sparkles' Brown, author of *Unsigned Beauties of Costume Jewelry* and two volumes of *Signed Costume Jewelry*, displays over 600 color photographs with identification and values in *Coro Jewelry*. Advertisements spanning the years 1943 to 1961 are included, as well as illustrations of the Canadian, English, and American plants and salesrooms. There are chapters devoted to Coro, Corocraft, Vendome, Francois, Mylu, and the company's international connections, including Mexico. Biographies and photographs of important company officers are featured. An additional highlight is a section on Coro's head designer and his limited edition nine brooches released in 2000. The history in the book spans Coro's legal battles, rags to riches stories of company officers, and Coro's influence in the growth of its Providence, Rhode Island, plant location and the entire jewelry industry. You won't want to miss this book. 2005 values.

Coro Jewelry is an interesting book to read. It covers in detail the history of the company, while at the same time describing what was happening in the costume jewelry business as a whole during the time period. The role of the traveling salesmen, marketing techniques, designing procedures, and brief biographies all give the reader a better understanding of what was involved in producing this jewelry so popular with collectors today.

About the Author Marcia Brown published her first book, *Unsigned Beauties of Costume Jewelry*, in 2000. She is the host and co-writer of the award-winning *Venture Entertainment* books-on-tape series *Hidden Treasures: A Collector's Guide to Antique Vintage Jewelry*. She is a frequent contributor to the *Vintage Fashion Costume Jewelry* newsletter. An antique and vintage jewelry historian, lecturer, and collector, Brown also provides private consultations for many dealers, mall owners, and collectors.