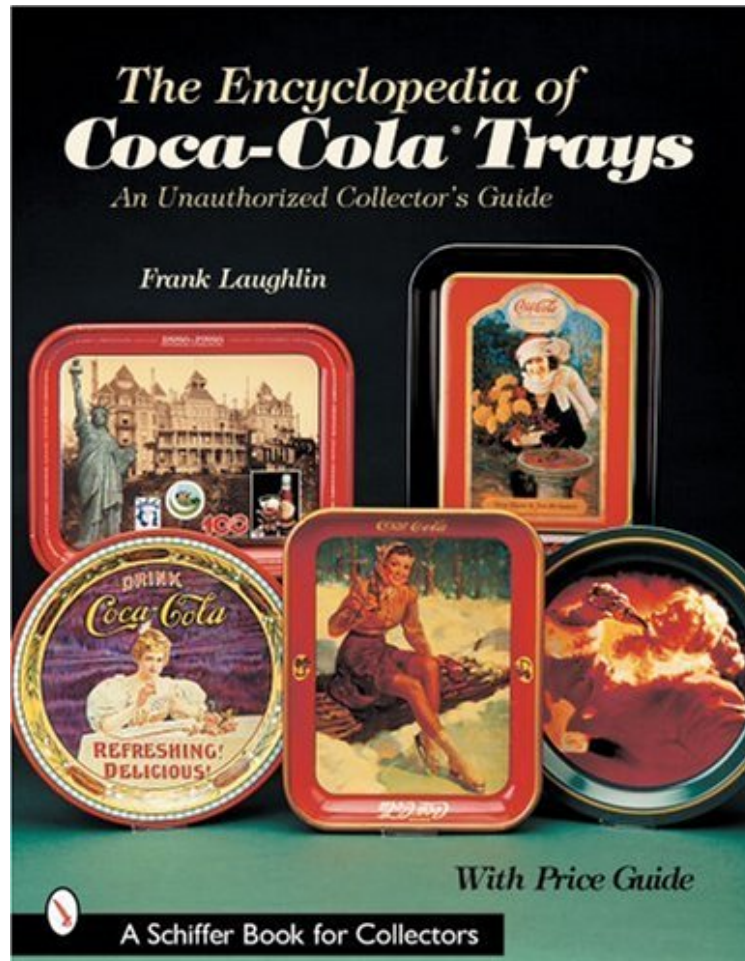


# The Encyclopedia of Coca-Cola Trays: An Unauthorized Collector's Guide

Frank Laughlin

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Beautifully illustrated and extensively researched, this is the most complete guide ever published on this popular area of Coke tray collecting. Classic trays from 1897 through the 1960s are here, as well as recent trays from the 1970s through 1999, many never before published. In addition to over 370 trays from the United States, there are over 80 Canadian trays, over 60 Mexican trays, and over 60 trays from Italy, Germany, and several other countries. Also, over 45 trays feature the wonderful Haddon Sundblom Santa Claus ads, shown with additional photos of the original magazine ads. In all, 517 Coca-Cola trays are pictured, with 65 more identified and described. Each tray description provides the name; issue date; shape and size; origin of the tray image; manufacturer, distributor, and quantity produced where known; country of issue; dollar value, and more. The book's unique price guide incorporates up-to-date expert pricing as well as final sale prices from over 5,000 Internet auctions of Coke trays. Destined to become the "classic" volume on Coke trays, this book is a must for all collectors of Coca-Cola memorabilia.

About the Author Frank Laughlin is a long-time avid collector of Coca-Cola items. He is a retired corporate executive and currently resides in Manhattan.