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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

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Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (6 customer reviews)

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Customer Reviews

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.

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?), advertizing, cutouts, calendars, figures and other Santa collectables (all great classic stuff). This book is better than Icons Christmas Vintage Holiday Graphics.

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