



# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 8 NUMBER 5

NEWSLETTER

NOVEMBER-DECEMBER 1991

### Catch That Pepsi Spirit

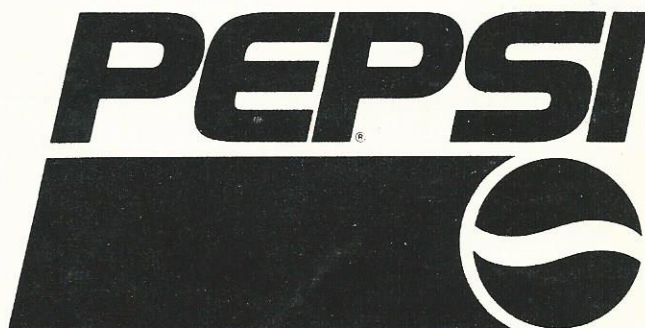
The world is changing every-day; the Soviet Empire collapsing, peace talks in the Middle East and yes, a new logo for Pepsi-Cola. To bring you up to date on this historic event the following is quoted directly from Pepsi's news release dated September 23, 1991.

"Somers, NY, Sept. 23, 91 - Pepsi-Cola Company announced a dramatic new change in logo and package designs for Pepsi, Diet Pepsi and their caffeine free versions. The bold new graphics will be incorporated into all company communications from packaging to the flag flying outside headquarters.

"This new look is the culmination of four years of intense design activity supported by ongoing consumer research," said Craig Weatherup, president and chief executive officer, Pepsi-Cola North America.

"These graphics are designed to take our logo into the twenty-first century and to strengthen our position as the soft drink for today and tomorrow. The look is different; the great tastes of Pepsi and Diet Pepsi remain the same."

In the new graphics, Pepsi's bull's-eye logo has evolved into a distinctive, contemporary design, to begin rolling out across America this December.



1991-92

**IN THIS  
ISSUE:**

NEW PEPSI LOGO    PEPSI FEST 92 INFORMATION  
PEPSI COLLECTION ON DISPLAY IN MUSEUM



The new sleeker, more streamlined look -- the eighth time Pepsi's logo has evolved this century and the first permanent change since 1973-- is a response to listening to consumers who always expect change from Pepsi, Weatherup said.

"Leading marketers know it takes great products, superior advertising, and eye-catching packages to drive sales," Weatherup said. "Consumers research shows that the new logo design looks more youthful, more refreshing, and that it has twice the shelf impact compared to the competition."

In addition, Pepsi's most loyal users prefer the new look over the current graphics by a three-to-one margin, Weatherup added.

The new contemporized designs also link sister brands Pepsi and Diet Pepsi more closely than ever before. The graphics communicate a sense of movement through modern italic typeface, which appears vertically on cans and horizontally on bottles. They incorporate a streamlined version of Pepsi's famous blue and red "swirl", first introduced as Pepsi's "bottle cap" logo in 1943.

The visual changeover begins in October in Providence, R.I., a demonstration market chosen to provide operational experience and to ensure a smooth transition for distributing the new packages to retailers nationwide. Vending machines, fountain outlets, trucks, and point-of-sale materials showcasing the new designs will be introduced throughout 1992. The new look will also bow in international markets in 1992."



Pepsi can with new graphics

The 1992 Pepsi-Fest information has been included with this newsletter, we generally run out of rooms and packets so make your reservations soon.

I need to correct an error in the last issue of the newsletter; the rate for the Sheraton Northeast is \$49.00.

We now have a fax number for those wishing to place ads or send information to the club. The number is (714) 593-0100.

We keep getting letters requesting information on advertising in the newsletter. Once again that information is in the back of the newsletter below "Places to find Pepsi".

Starting with this issue we are beginning a new feature called "Pepsi Road Signs". Simply put you see a Pepsi road sign on a building, billboard, etc. that looks interesting, send a photo of it to us. We will include your photo and name in the newsletter.





Road Signs: On the left, a Pepsi sign painted on a building in Bisbee, Arizona. Photographed by Terry Lunt. On the right, storage tanks painted as Pepsi and Diet Pepsi cans from Green River, Utah. Photo by Pepsi & Pete.



### **Pepsi-Cola\* Neon Clock & Original Drive In Speakers**

This nostalgic design Pepsi-Cola Neon Clock will add a soft glow to any game room, den, office, etc... Collectors pay \$1000.00 or more for original neon clocks built in the 30's. This handcrafted quality replica offers the same design and nostalgia at an affordable price. (Limited Quantity)

1. Impressive 16" diameter x 5" deep.
2. Chrome band outlines aircraft quality .125 Lexan face cover.
3. Cold rolled 16 gauge steel case construction. Powder coated case fired at 400 degrees to form a durable porcelain like finish.
4. Hand formed neon tube. Transformer, polarized line cord, in line on/off switch... UL approved.
5. Quality clock mechanism, alkaline battery provided.

\* Pepsi-Cola is a licensed™ of PepsiCo, Inc. and is used under exclusive license.

**\$189.00 plus \$10.00 S.H.I.** (Mfg. Suggested \$269.00 + -)

Original DRIVE IN SPEAKERS from the 50's in limited quantities. Refinished and rebuilt in "stereo" using Sanyo, 8 ohm, full range speakers. Use with all home, patio and car audio systems. Mounted on an impressive custom base. Speakers are weather resistant.

**\$179.00 plus \$10.00 S.H.I.** (Mfg. Suggested \$239.00 + -)

**WHY PAY MORE... BUY DIRECT AND SAVE \$\$\$\$!**  
**ORDER TODAY!!! (313) 773-5000 • FAX: (313) 772-6224**

**MAX MARKETING - NEON**  
**PLACE YOUR HOLIDAY ORDERS EARLY!**  
**19807 Sussex Drive • St. Clair Shores, MI 48081**

We do not accept any charge cards. We will ship UPS, C.O.D., cash or certified check only! On C.O.D. orders add additional \$3.75. Michigan Residents add 4% Sales Tax. (Allow 3 to 4 weeks for delivery.) Additional stock designs available upon request.

**CRAFTED WITH PRIDE IN THE UNITED STATES**

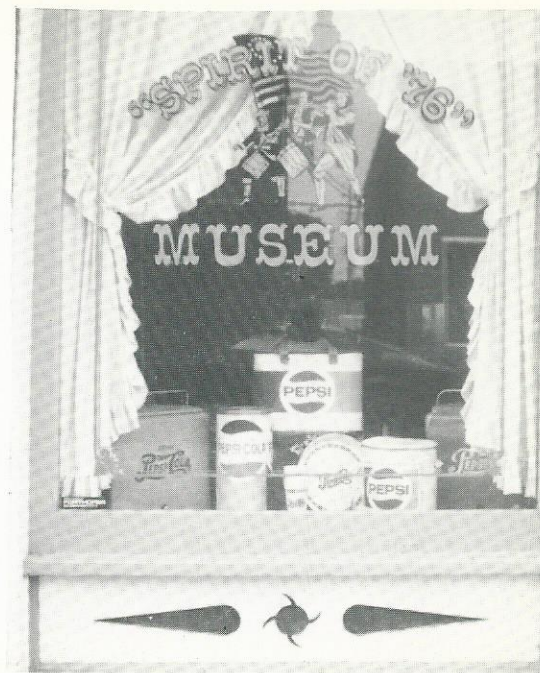


## Collectors' Spotlight

The "Spirit of 76" museum in Wellington, Ohio caught the "Pepsi Spirit" this past July. PCCC members Maxine Jordan and Ben Sickles put their collections on display at the Wellington museum. The over 600 people who visited the museum not only got to see some great Pepsi items but also were given a pinback button made exclusive for the event.

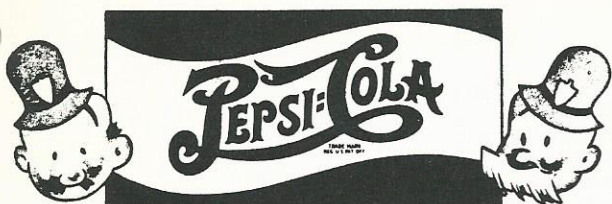
In keeping with the "Pepsi Spirit", the Pepsi-Cola Company of Elyria donated Pepsi and Diet Pepsi that was served to the visitors.

According to Maxine and Ben the collection was quite a hit with the many spectators who attended the event. Maxine and Ben asked me to pass on their thanks to the club members who stopped by to see the display.





## Dear Pepsi & Pete



Dear Pepsi & Pete:

I would like to know the difference between a primary member and an associate member?

Dear TK:

A primary member pays an annual membership fee of \$15.00 which entitles that person to all membership rights and the newsletter. An associate member would be a part of the family of the primary member and is entitled to all membership rights EXCEPT they do not receive a newsletter. The fee for an associate member is \$2.00.

Dear Pepsi & Pete:

Does properly draining a special Pepsi can ALWAYS enhance future value? I keep all of my cans unopened and in a controlled 70 degree environment 24hrs., 7 days a week, 365 days a year so this way I don't have a problem with exploding cans. Does this decrease the value?

Dear DH:

I do not advocate that draining cans enhances the future value of the can. What I have said is that more often than not stored full cans will leak. So to avoid this problem drain your cans from the bottom so as not to detract from the value and appearance.

Dear Pepsi & Pete:

Could you tell us the age and value of this syrup can?

Dear JF:

First of all your can or barrel was used to carry Pepsi concentrate from the Pepsi-Cola Company to the Pepsi bottler, where it was turned into Pepsi syrup. The container held 10 gallons of pure Pepsi concentrate. Your barrel is from the early 1940's. These barrels usually sell in the \$60-80 range depending on condition.



1940 Concentrate Container

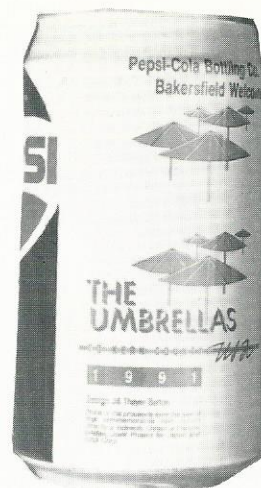
Martha E. Battle, Registrar for the North Carolina Museum of History has asked for the help of our members. She asked that members be "on the lookout" for porcelain dispensers, ice cream parlor chairs, pre-1940s delivery trucks, clocks, banks, and any other pre-1950 advertising souvenirs. For further information contact: Martha Battle, No. Carolina Museum of History, 109 E. Jones St., Raleigh, No. Carolina 27611 or (919)733-7305



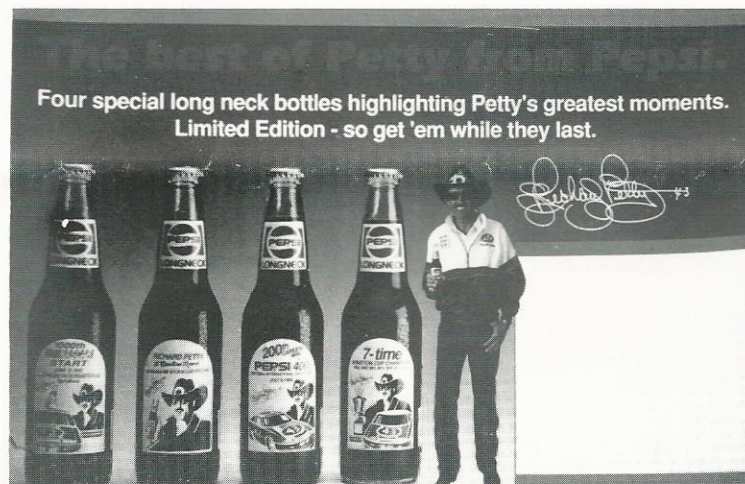
## Collectors' Information



Display pack of new test market flavors; Tropical Chill, Strawberry Burst and, Raging Razzberry.



Pepsi can from Bakersfield welcoming the Umbrellas (Cristo) to Kern County.



POP sign displaying the four different Richard Petty bottles.

## THE MUSEUM of BEVERAGE CONTAINERS and ADVERTISING

### Thousands of Soda Bottles on display

The World's LARGEST collection of Soda and Beer Cans... Over 28,000

- Soda and Beer Advertising • Large, well stocked Gift Shop.
- A Collectors Dream Place with something for everyone.
- Just 15 minutes from downtown Nashville, TN

1055 Ridgcrest Dr.  
Goodlettsville, TN 37072

Phone: (615)859-5236 FAX (615)859-5238





1937 Pepsi Delivery truck from Mike D. Dimich Sons  
Pepsi-Cola Bottling Co. of Billings

#### PEPSI-COLA COLLECTIBLES VOL#1

with revised 1989 prices  
by Bill Vehling & Michael Hunt  
148 pages with over 900 items  
illustrated and priced.

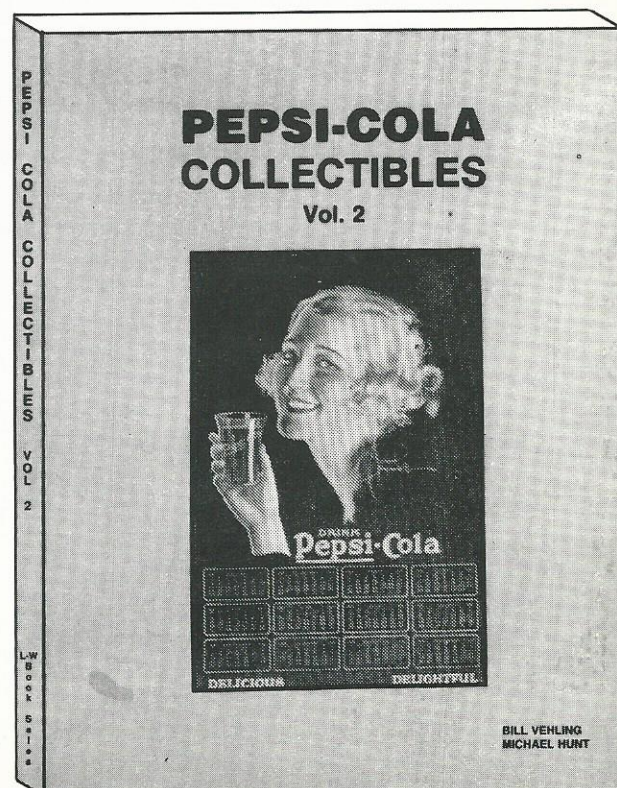
Price: \$14.95 + \$3.05 postage  
= \$18.00 per book.

#### PEPSI-COLA COLLECTIBLES VOL#2

200 pages with over 800 items  
pictured and prices. No  
duplications from Volume 1.

Price: \$17.95 + \$3.05 postage  
= \$21.00 per book.

ALSO AVAILABLE: 1989 price  
list to update 1986 printing  
of Volume #1. Price: \$3.00ppd.  
Send order with payment to:  
Bill Vehling, P.O. Box 41233  
Indianapolis, IN. 46241.





## Collectors' Marketplace

### For Sale

The following items are available from:  
Pepsi-Cola Bottling Co. of New Bern  
P.O. Box 2036 New Bern, N.C. 28560.

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
9. Birthplace of Pepsi letterhead .15
- Birthplace of Pepsi cigarette lighters 2.50
- Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00
- Birthplace of Pepsi emaoryboard nail file .35
- Birthplace of Pepsi wooden nickels .50

Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

The **PEPSI-COLA** Store

Soda Water Collectibles - Past and Present

New Haven Antique Mall

117-119 Front St. New Haven, MO 63068  
314-237-2420 or 314-237-2411

Pepsi-Cola (double dot) A Sparkling Beverage-Refreshing Satisfying. Unused 12oz. bottle labels - Pepsi-Cola Albany Bottling Co., Inc. Menands, New York. \$5.00 each postpaid. Photocopy for SASE. Contact: Bob Wilkerson, 1141 So. 30th Ave., #9, Omaha, NE 68105

\*\*\*\*\*  
Pepsi-Cola and other major brand bottles, paper cups, glasses and other related items. Please write for complete list. Also send me your list of pre 60's bottles etc. you have for sale. Contact: Robert J. Diwar 9551 Patterson Rd., Richmond B.C. V6X1P8, Canada or call (604) 278-3062.

\*\*\*\*\*  
1930's Paper label amber beer bottle shaped Pepsi bottle, #496 Vol.#2, Socorro, New Mexico, Illinois Brewing Co. \$55.00. Contact: Bryan Pinnick, 604 W. 8th St., Bicknell, IN. 47512 or call 812 735-3340.

\*\*\*\*\*  
Baltimore Orioles Pepsi collectors can series; #1 through 7, each Pepsi can has a different scene. Get them now for Christmas. \$22.00 UPS, bottom drilled. For free photo flyer, send a SASE. Contact: Don Harper, VXN-8 NAS, Patuxent River, MD. 20670 or call 301 737-4532.

\*\*\*\*\*  
Pepsi list. New winter issue. Over 250 different items. Old new, bottles and paper. Will be mailed Dec. 1. 91. Send .75 cents in stamps to: W.R. Miller, Box 413, Fair Oaks, CA., 95028.

\*\*\*\*\*



Pepsi straws-blue bookend  
 logo 100/\$6.00 or 1000/\$24.00  
 Russian Paper label bottle  
 (empty) \$30.00 . Russian  
 T-shirts (white) designs on  
 both sides, large only \$35.00  
 UPS included. Send SASE (.58)  
 for list. Contact: Michael  
 Noll, 1647 La Salle, Santa  
 Maria, CA. 93454-1553.

\*\*\*\*\*

1992 Pepsi Collector's  
 Personalized Calendar/Planner  
 with your photo on the cover.  
 Cute illustrations, room to  
 list events. Send \$15.00,  
 your favorite snapshot to be  
 enlarged (i.e. you with your  
 collection) to: Jim Clark  
 Clark Custom Calendars,  
 P.O. Box 701994, Tulsa, OK.  
 74170-1944. Allow 4-5 weeks,  
 photo returned.

\*\*\*\*\*

Pepsi logo pierced earrings  
 \$10.00pr.; Pepsi stainless  
 steel knife & money clip  
 \$17.00; Pepsi plastic piggy  
 bank \$5.00; Pepsi golf ball  
 \$4.00; Pepsi shot glass \$7.00;  
 Pepsi logo pins \$9.00dz.  
 Pepsi toothbrush \$5.00; Pepsi  
 mini 6 pak w/liquid filled  
 bottles \$18.00. All items  
 are new. Add \$2.00 shipping  
 Contact: R.L. Peck, 6001  
 Canyon Rd., Harrisburgh, PA.  
 17111.

\*\*\*\*\*

Set of (4) Richard Petty long  
 neck commemorative Pepsi-Cola  
 \$28.00 set.  
 S.C. 50th Anniversary 12oz.  
 Pepsi-Cola bottles-Florence-  
 Myrtle Beach \$7.00ea.  
 12oz. flat top cans Myrtle  
 Beach "Myrtle Waves" promo  
 Pepsi-Cola \$3.00ea.  
 12oz. flat top cans Myrtle  
 Beach "Water Wheel" promo  
 Coca-Cola \$3.00ea.  
 UPS charges \$3.00 per order.  
 Contact: Marjorie Miller  
 P.O. Box 301, Darlington,  
 S.C. 29532

\*\*\*\*\*

New - "The Guide to Magazine  
 Advertising for Pepsi-Cola  
 1940-1970", special PCCC  
 members intro price \$11.95  
 plus \$1.75 postage.

For list of 200+ Pepsi items  
 send SASE to: Thomas S.  
 Rosing, 15 Glendalough Rd.,  
 Dallas, PA. 18612 or call  
 717 823-4433.

\*\*\*\*\*

Pepsi glasses, cans, bottles,  
 signs etc. send for free list.  
 Also, antique soda can auction.  
 One of the better collections  
 in existence being sold.  
 Prime opportunity for collec-  
 tors or investors in antiques.  
 Auction closes December 16, 91.  
 Send for extensive listing.  
 Contact: Soda Mart, Ridgecrest  
 Drive, Goodlettsville, TN.  
 37072 or 615 859-5236.

\*\*\*\*\*

1000 cartoon, character, and  
 sports glasses offered in  
 mail/phone auction each Oct.  
 Jan., and April. Always at  
 least 150+ Pepsi glasses.  
 Send \$3.50 for current booklet  
 or \$10.00 for next 3 booklets.  
 Contact: Tom Hoder, 444 S.  
 Cherry, Itasca, Il. 60143  
 or 708 773-2635. We are  
 always looking to buy, sell  
 or trade.

\*\*\*\*\*

## Wanted

Pepsi-Cola toy trucks and  
 cars wanted. Old or new.  
 Top dollar paid for models in  
 near mint or mint condition.  
 Contact: Charles Ehlers, P.O.  
 Box 1186, Yonkers, N.Y. 10702.  
 \*\*\*\*\*  
 1960-1970 12oz. Pepsi-Cola and  
 Mt. Dew tin cans in good  
 condition, full or empty from  
 the U.S., no Diet Pepsi cans.  
 Contact: Jeffrey S. Costa,  
 145 F Spring St., Portland,  
 ME. 04101.

\*\*\*\*\*



Paying top \$ for Pepsi  
porcelain enamel signs,  
cardboards, neon clocks,  
Pepsi & Pete signs, & signs  
with early Pepsi bottles  
pictured, lite-up signs  
from the 30's, please call  
me for signs. Contact:  
Robert Newman, 10809 Charnock  
Rd., Los Angeles, Ca. 90034  
or call 213 559-0539

\*\*\*\*\*  
Pepsi-Cola bottles, carriers  
or cases, reasonably priced.  
Contact: Nate Williams, 6915  
Prairie Dr., Middleton, WI.  
53562.

\*\*\*\*\*  
1950's and earlier tin signs  
and cardboard items, trolley  
car signs, and frames. Also  
interested in buying out  
whole collections. Contact:  
Tony Llamas, 1142 W. Porter  
Fullerton, CA. 92633 or call  
714 870-7178

\*\*\*\*\*  
Commemorative Pepsi cans from  
everywhere. I have foreign  
and domestic Pepsi and coke  
cans for trade or will buy  
what I need. Contact: Debbie  
Rose, 3500 Beechgrove Rd.,  
Moraine, Oh. 45439.

\*\*\*\*\*  
Any soda trays, picnic  
coolers, thermometers, door  
pulls, cassette radio's or  
any other small soda memor-  
abilia. Send info with prices  
to: Lois Wildman, 175 E. Chick  
Rd., Camano Island, WA. 98292.

\*\*\*\*\*  
Pre 60's Pepsi-Cola Aprons,  
chair, and metal bottle signs  
(any size) die cut, mint or  
near mint only. Contact: Gary  
& Riccia Craig, 2177 Pinehurst  
Lane #2085, Mesquite, Tx.  
75150.

\*\*\*\*\*

## Places to Find Pepsi

So. Pasadena Mercantile Co.  
1030 Mission St. So Pasadena CA

Old Main St. Antiques  
203 E. Vista Wy, Vista CA

Sign of Good Taste  
269 E. 2nd St., Pomona CA

The Pepsi Parlor  
On the Square, Lynchburg TN.

The Gallery/Pepsee Lady  
1302 Hwy 98, Daphne AL.

The Gasworks/Pepsee Lady  
818 N, McKenzie, Foley AL.

The Silk Mill Antique Centre  
18 Forrest St., Wilkes-Barre PA

Evie's Country Store  
4005 S. 65Hwy, Sedalia MI.

Sandy's Curiosity Shop  
Glenstone at Chestnut, Spgfld MO.

Webb's Antique Mall  
200 W. Union, Centerville IN.

Pepsi-Cola Memphis Bottling  
520 E. Grand Ave., Memphis MO.

The Neon Lady  
1950 Cherokee St., St. Louis MO.

Bev's Oldies & Goodies  
1186 Meyerland Plz. Houston TX.

The **Pepsi-Cola Collectors Club Newsletter** is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA 91723.

Ads in the PCCC Newsletter are free to members; non-members pay 25¢ per word. Ads over 50 words include a typesetting charge of \$7.00. Ads will be run once unless otherwise stated. Please note whether your ad is "for sale," "wanted," or "trade."

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling and trading of items advertised herein. The Editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The DEADLINE for ads is the 15th of the month preceding the one in which the ad is to appear.

**Advertising Information**—Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera-ready. All ads subject to the discretion of the Editor.



## From the Local Chapters

Green Country PC Club  
Ron Nickens  
21413 E. 33rd St.  
Broken Arrow, OK. 74014

Mile High PC Club  
Brent Hinton  
6511 W. Elmhurst Ave.  
Littleton, CO. 80123

No. Shore of Ohio PC Club  
Jim Wolfe  
2315 Ross Dr.  
Stow, OH. 44224

Old Dominion PC Club  
Scott Kinzie  
P.O. Box 916  
Chester, VA. 23831

Central VA/DC PC Club  
Richard Hertzler  
6110 Yates Ford Rd.  
Manassas, VA. 22111

Lone Star PC Club  
Robert Keys/Lawrence Cook  
4988 Thunder Rd.  
Dallas, Texas 75244

Minnesota Chapter PC Club  
Roy Bernick  
Box 1184  
St. Cloud, MN. 56302

So. Calif. PC Club  
Tony Llamas  
1142 W. Porter  
Fullerton, CA. 92633

Phenix Benton, National  
Director of Chapters. You  
can contact him at: 4949  
So. 94th E. Pl., Tulsa  
Ok. 74145.





# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



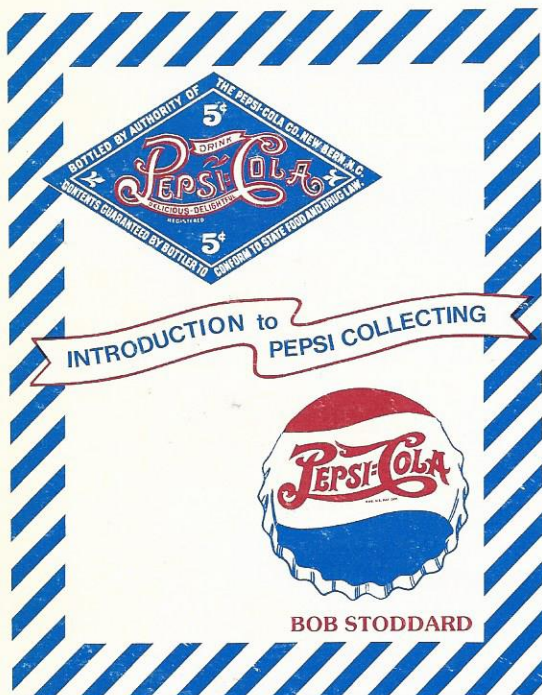
FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722  
Permit No. 173

Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430  
USA



## "INTRODUCTION TO PEPSI COLLECTING" BY BOB STODDARD

BRAND NEW!!! Just released April 25th, 1991. This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs, over 1100 Pepsi collectibles.

The price of the book is \$19.95 plus \$3.00 for postage (for each add'l book add .50¢ for postage). As an introductory offer for Pepsi club members only, the price is \$16.95 plus \$3.00 postage. This introductory offer expires July 31, 1991. If you would like the book autographed please indicate to whom.

Send to: Double Dot Enterprises, P.O. Box 1548,  
Pomona, CA. 91769,





## COLLECTORS CLUB

VOLUME 8 NUMBER 6

NEWSLETTER

JANUARY-FEBRUARY 1992

### Catch That Pepsi Spirit

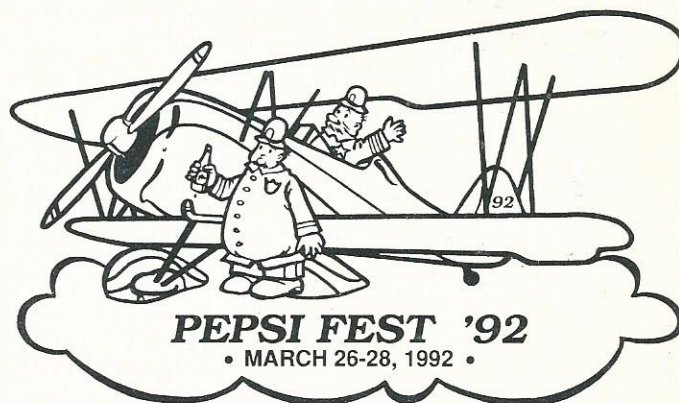
HAPPY 1992! 1991 was a great year for the PCCC. We've added alot of new members, we've started some new chapters and made some improvements to the newsletter. We hope to have even greater success this year. Some of the goals we have, include making Pepsi-Fest even better than it already is. Re-vitalizing Pepsi-Fest West and making the newsletter more informative and interesting.

We think we are going in the right direction with Pepsi Fest by adding the luncheon and Plant tour. If you have any other suggestions please let us know. Remeber we need your participation to make anything we do successful.

After many years of struggling to make Pepsi-Fest West as exciting and fun as Pepsi-Fest we decided the answer is a new location for the event. There fore we have made plans to hold the 1992 Pepsi-Fest West (July 17-18) in Las Vegas,

Nevada. The response to this move has been very positive so far. We will have information on which hotel we'll be using in the next newsletter.

This year I will try to develop more articles on Pepsi history and Pepsi memorabilia. But again, I need your help! If there's any subjects you would like to have information on please let me know. Also we need more questions for Pepsi and Pete.



### IN THIS ISSUE:

PEPSI-FEST '92 SCHEDULE

PEPSI LOOKOUT TOWER

PEPSI AND PETE TALK ABOUT PEPSICO



The key to making this a great year for the PCCC is your involvement. Have a great year!

Speaking of Pepsi-Fest, it looks like we are going to have a great one this year. Reservations are running ahead of last years, so be sure to make your room reservation as soon as possible. The Sheraton is only holding rooms until Feb. 27, 92 or until sold out. Again the hotel is the Sheraton North-east in Indianapolis, Indiana, phone (317) 897-4000.

It gives me great pleasure to announce that the President and CEO of Pepsi-Cola, Mr. Craig Weatherup will be attending Pepsi-Fest 92. Along with Craig Weatherup will be his wife, Connie who is a Pepsi collector. This will be the Pepsi-Fest you don't want to miss, so make your plans to be with us March 26-28th, 1992 in Indianapolis, Indiana for PEPSI-FEST '92.

#### Brief Schedule Outline

##### Thurs. Mar. 26th

3:00 Chapter Meeting  
7:00 Get Acquainted  
Reception & Display

##### Fri. Mar. 27th

9:00 Pepsi Plant Tour  
12:00 Luncheon & Show & Tell  
5:00 General meeting & Pizza  
Party

##### Sat. Mar. 28th

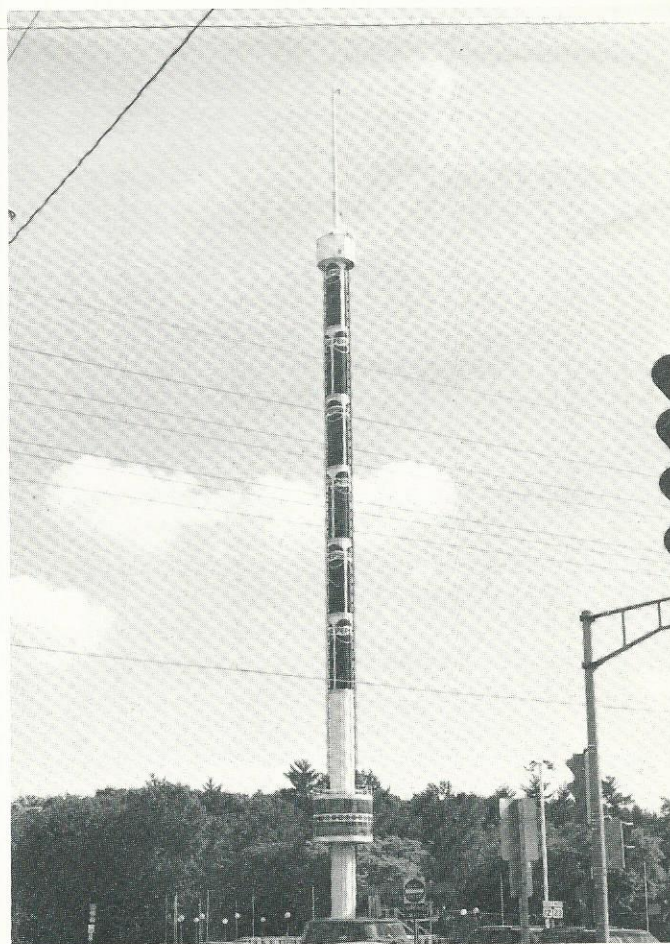
1:00 Silent Auction  
4:00 Swap Meet  
7:30 Oral Auction

During the month of March, PCCC member Phillip Dillman will be displaying a portion of his collection in the lobby of the Homewood Public Library in Homewood, Illinois. This will coincide with Pepsi-Fest '92.

Anyone wishing to view the display, the library is located at 17917 Dixie Hwy., the hours are Mon-Thur 9:30-9:00, Fri.-Sat. 9:30-5:00 and Sun. 1:00-5:00.

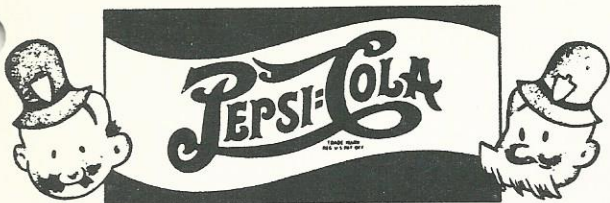
#### ROAD SIGNS

Rotating "Lookout Tower" in the Wisconsin Dell, June '91.  
Picture by Phillip Dillman.





Dear Pepsi & Pete



Dear Pepsi & Pete:

What is the difference between Pepsi-Cola and PepsiCo?

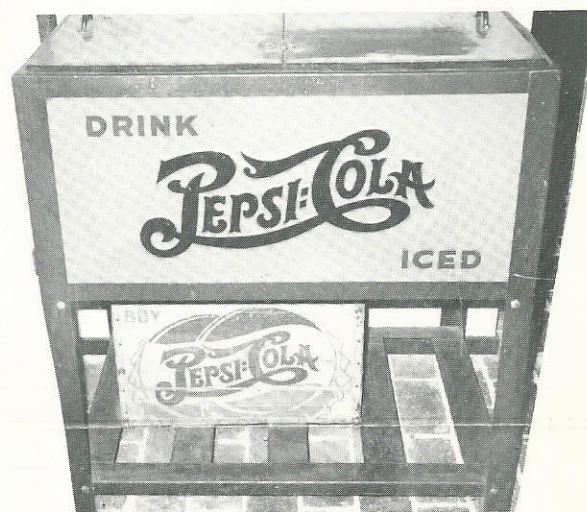
Dear DK:

In 1965 the Pepsi-Cola Company and Frito lay merged to form PepsiCo. Pepsi-Cola is one of several companies that PepsiCo owns. The other companies are; Frito Lay, Pizza Hut, Taco Bell, and Kentucky Fried Chicken. Incidentally the use of the PepsiCo trademark is a great way for dating new Pepsi items. Any item bearing the PepsiCo trademark can't be any older than 1965.



Dear Pepsi & Pete:

Could you tell me the age and value on my floor model Pepsi cooler? It is yellow with blue trim and in very good condition, 32" tall x 30" wide x 21 1/2" deep. It holds about 80 bottles, cooled by ice and lined with galvanized metal.



Dear MT:

We can't give you a precise date but I would estimate mid 1930's to early 40's. The problem with dating and pricing your cooler is that it is Canadian. Typically you would find the word "iced" on Canadian items. To the best of our knowledge the phrase "drink Pepsi-Cola iced" was never used for advertising in the United States. Generally foreign Pepsi collectibles do not command as much value as American items do.



Dear Pepsi & Pete:

I have a question on this ceramic music box. It's a reproduction and plays the Pepsi tune. The Pepsi lady is on the top in very detailed painting. I was told it was a gift at a Pepsi-Cola convention several year ago. Do you know anything about the item?



Dear SM:

We can't say whether or not this was given away at a Pepsi Cola convention but we're sure it wasn't made just for the convention. If it were it would have some information about the convention, (when and where) printed on it some place. Our opinion is that this was part of the excellent

"reproductions" that were produced for Pepsi-Cola's 75th anniversary in 1973. Many of these items were made for the exclusive use of the Pepsi-Cola Company and the Pepsi-Cola Bottlers.

Dear Pepsi & Pete:

This past summer I bought this Elgin pocket watch in Denver. I would like to know where it came from, if it was an employee or customer giveaway and it's value. A watch repairman found a repairman's initials on the inside back cover and the year 1946. Can you tell me anything about it?



Dear RB:

Judging from your photograph the 1946 date is very accurate. Because of the rareness of this watch I would guess that is was never made available to the public. Most likely it was a presentation item for sales or service achievement.

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Original DRIVE IN SPEAKERS from the 50's in limited quantities. Refinished and rebuilt in "stereo" using Sanyo, 8 ohm, full range speakers. Use with all home, patio and car audio systems, Mounted on an impressive custom base. Speakers are weather resistant.

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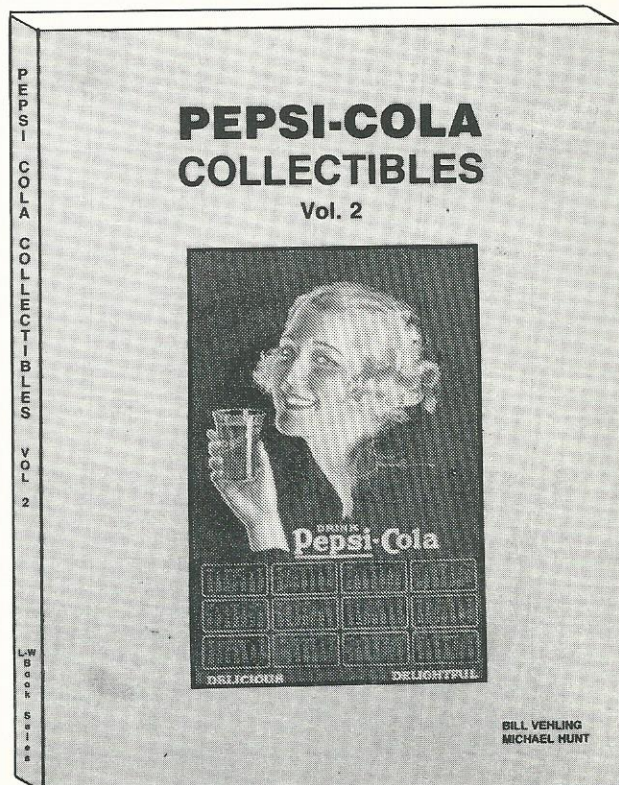
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 Bill Vehling, P.O. Box 41233  
 Indianapolis, IN. 46241.





## Collectors' Spotlight

David Palmer has been collecting Pepsi memorabilia for 9 years. He lives in Roxboro, North Carolina where he works for the local Pepsi bottler. David started out just collecting Pepsi bottles then eventually became interested in anything bearing the Pepsi name. Some of his favorite pieces are; his commemorative bottles and Pepsi & Pete signs.

For Bruce Williams of Williams California, a gift from his grandmother started his collecting. The gift was a 1950 Pepsi bottle still sealed. He has been collecting for 3 years and prefers items with the old Pepsi script. Both collecting and drinking Pepsi has become part of his lifestyle.

In Ness City, Kansas, Sue Fehrenbach proudly displays her Russian Pepsi bottle along with her other Pepsi items. But she says that collecting Pepsi started as a joke as her sister-in-law collects the c-cola stuff. Now her Pepsi collecting is very serious, interesting and FUN!! Sue is also serious about her Pepsi drinking; "my day just isn't complete without a Pepsi".

After 20 years of collecting Barbara Peters of San Diego, California still remembers her first item. It was a keychain with a Pepsi bottle hanging on it, given to her by her son. Barbara seems to prefer smaller Pepsi items; paperweights, earrings, lighters and a tiny bone china bell. Diet Pepsi is her favorite drink.

Dave Moffatt of Richmond, B.C. Canada, says "I liked the product and it seemed to follow that collecting some of the advertising items would be fun, especially the older material. The history of the company makes collecting even more interesting." Dave has been collecting for 10 years. His collection includes toy trucks, push bars, writing instruments many other items. He drinks on the average a half gallon of Pepsi a day.

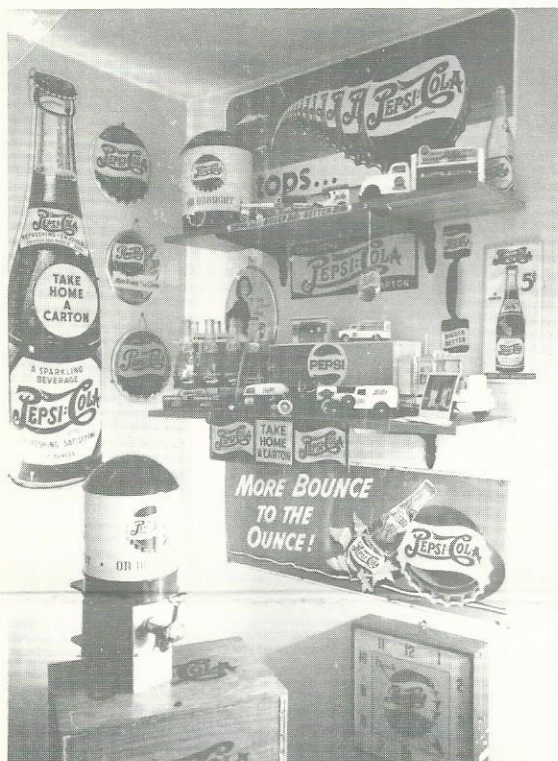
Larry Woestman considers himself a Pepsi-holic because he would rather have a Pepsi and donut for breakfast than coffee and a donut. He became a Pepsi collector because Pepsi memorabilia wasn't as easily found as some of the other soft drink collectibles. One of Larry's favorite items is a Pepsi silver airline cooler. Larry is from Midlothian, Illinois.

Chris Squire is a route driver for Pepsi in Charlotte, North Carolina. Chris is not only addicted to Pepsi drinking but is also hooked on Pepsi collecting. He loves the excitement of finding Pepsi collectibles old and new. A favorite item for Chris is the Richard Petty commemorative bottle set.

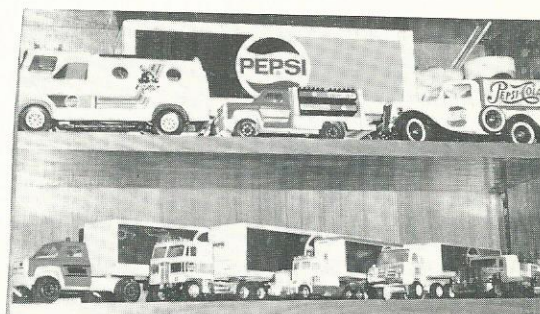
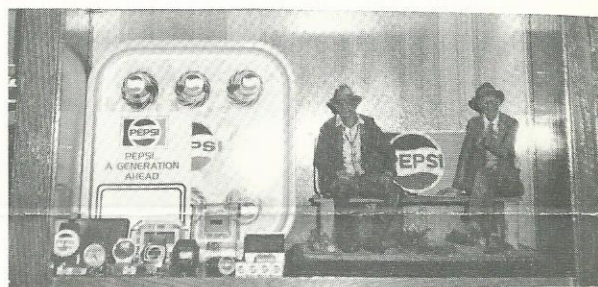
Mary Stout has been an exclusive Pepsi drinker since 1957. Her three daughters actually started Mary collecting by giving her Pepsi items. Thirteen years after she received her first Pepsi collectible, Mary is still out hunting for more items to add to her collection. Mary is from Baltimore, Maryland.



David Salerno of Warwick, Rhode Island has been collecting Pepsi memorabilia for 5 years. His first piece was a 1940's clock he paid \$5.00 for. David says that before he bought that clock he never imagined he would become a Pepsi collector. Below is a photo of David's collection.



The collection shown here belongs to Richard Moniz of Texas. Richard has been employed by Pepsi for the past 30 years and is a long time club member.





## Collectors' Marketplace

### For Sale

The following items are available from:  
Pepsi-Cola Bottling Co. of New Bern  
P.O. Box 2036 New Bern, N.C. 28560.

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
9. Birthplace of Pepsi letterhead .15
- Birthplace of Pepsi cigarette lighters 2.50
- Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00
- Birthplace of Pepsi emeryboard nail file .35
- Birthplace of Pepsi wooden nickels .50

Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

*The* **PEPSI-COLA** *Store*

Soda Water Collectibles - Past and Present

**New Haven Antique Mall**

117-119 Front St. New Haven, MO 63068

314-237-2420 or 314-237-2411

3000-Collector commemorative pop bottles. 10oz. thru 32oz. Pepsi, 7UP, Coke, RC, Dr. Pepper and NSDA plus more. Send 42.00 for list to: Maxine Jordan, 143 Jones St., Wellington, OH. 44090.

\*\*\*\*\*

1000 cartoon, character, and sports glasses offered in mail/phone auction each Oct. Jan., and April. Always at least 150+ Pepsi glasses. Send \$3.50 for current booklet or \$10.00 for the next 3 booklets. Contact: Tom Hoder 444 S. Cherry, Itasca, IL. 60143 or call 708 773-2635. We are always looking to buy, sell or trade.

\*\*\*\*\*

1992 Pepsi Collector's Personalized Calendar/Planner with your photo on the cover. Cute illustrations, room to list events. Send \$15.00, your favorite snapshot to be enlarged (i.e. you with your collection) to: Clark Custom Calendars, P.O. Box 701944 Tulsa, OK. 74170-1944. Allow 4-5 weeks. Photo returned.

\*\*\*\*\*

New - "The Guide to Magazine Advertising for Pepsi-Cola 1940-1970", special PCCC members intro price \$11.95 plus 1.75 postage. For list of 200+ Pepsi items send a SASE to: Thomas Rosing, 15 Glendalough Rd., Dallas, PA. 18612 or call 717 823-4433.

\*\*\*\*\*

New Pepsi list. Items for sale or trade. Please send .58 cents in stamps to: Michael Noll, 1647 La Salle, Santa Maria, CA. 93454-1553.

\*\*\*\*\*



Virginia Presidents Comm.  
Virginia State Seal Comm.  
bottles, \$4.00 each empty,  
postage included. Contact:  
David Palmer, Rt.3, Box 205  
Roxboro, N.C. 27573.

\*\*\*\*\*

Shelf edge sign #250 V&H vol.

#1 \$45.00

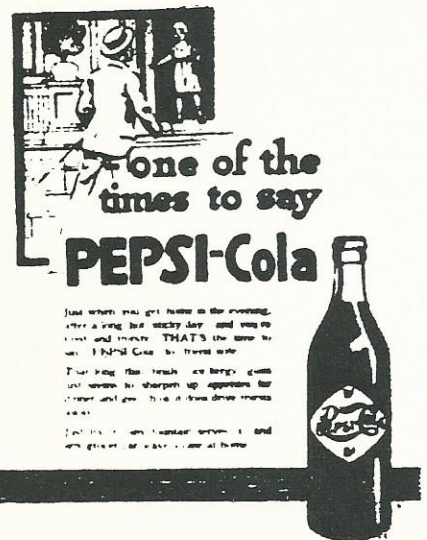
Money clip #237 V&H vol.#2

\$30.00

1900's pocket mirror #775 V&H  
vol.#2 \$2,750.00 or best  
offer.

I will trade for other Pepsi  
items. Contact: Lee Kloes,  
4819 83rd Ave. SE, Everett  
WA. 98205 or 206 334-1672.

\*\*\*\*\*



## Wanted

Drum for VMC 33 and coin entry  
plate for vendo 39. Contact:  
Jim Dougan, 828 Butler Ave.,  
New Castle, PA. 16101 or call  
412 652-2351 evenings.

\*\*\*\*\*

1950's and earlier tin signs  
and cardboard items, trolley  
car signs, and frames. Also  
interested in buying out  
whole collections. Contact:  
Tony Llamas, 1142 W. Porter  
Fullerton, Ca. 92633 or call  
714 870-7178.

\*\*\*\*\*

Hutchinson Pepsi bottle, St.  
Louis Arch bottle, Pepsi  
seltzer, Everess bottle.  
Send price to: David Palmer  
Rt. 3, Box 205, Roxboro, N.C.  
27573.

\*\*\*\*\*

Paying top \$ for Pepsi and  
Coke tin. Cardboard and  
porcelain enamel signs, neon  
and lighted clocks, especially  
pieces with early bottles or  
Pepsi n Pete. Contact: Robert  
Newman, 10809 Charnock Rd.,  
Los Angeles, CA. 90034-6606  
or call 310 559-0539.

\*\*\*\*\*

Pepsi pin-back or lapel type  
buttons. Also, looking for  
unique/antique Pepsi memora-  
bilia. Willing to purchase or  
trade for these items. Send a  
list or description to: Frank  
Diener, 400 Graham St.,  
Pittsburgh, PA. 15136 or fax  
to 412 331-6742.

\*\*\*\*\*

Devil Shake, Aspen, Teem,  
Patio, Diet Patio, Tropic Surf,  
Everess, Pepsi Light, Jakes -  
P.O.P., signs, bottles, cans,  
carrys, crowns, serving trays,  
etc. Contact: Michael Noll  
1647 La Salle, Santa Maria,  
CA. 93454-1553 with condition  
and price.

\*\*\*\*\*



## From the Local Chapters

Green Country PC Club  
Ron Nickens  
21413 E. 33rd St.  
Broken Arrow, OK. 74014

Mile High PC Club  
Brent Hinton  
6511 W. Elmhurst Ave.  
Littleton, CO. 80123

No. Shore of Ohio PC Club  
Jim Wolfe  
2315 Ross Dr.  
Stow, OH. 44224

Old Dominion PC Club  
Scott Kinzie  
P.O. Box 916  
Chester, VA. 23831

Central VA/DC PC Club  
Richard Hertzler  
6110 Yates Ford Rd.  
Manassas, VA. 22111

Lone Star PC Club  
Robert Keys/Lawrence Cook  
4988 Thunder Rd.  
Dallas, Texas 75244

Minnesota Chapter PC Club  
Roy Bernick  
Box 1184  
St. Cloud, MN. 56302

So. Calif. PC Club  
Tony Llamas  
1142 W. Porter  
Fullerton, CA. 92633

Phenix Benton, National  
Director of Chapters. You  
can contact him at: 4949  
So. 94th E. Pl., Tulsa  
Ok. 74145.

## Places to Find Pepsi

Mesa Antique Mart, sp #39  
114 W. Main, Mesa AZ.

So. Pasadena Mercantile Co.  
1030 Mission St. S.Pasadena CA.

Old Main St. Antiques  
203 E. Vista Wy., Vista CA.

Sign of Good Taste  
269 E. 2nd St. Pomona CA.

The Pepsi Parlor  
On the Square, Lynchburgh TN.

The Gallery/Pepsee Lady  
1302 Hwy 98, Daphne AL.

The Gasworks/Pepsee Lady  
818 N. McKenzie, Foley AL.

The Silk Mill Antique Centre  
18 Forrest St. Wilkes-Barre PA.

Sandy's Curiosity Shop  
Glenstone at Chestnut, Spglfd, MO.

Pepsi-Cola Memphis Bottling  
520 E. Grand Ave., Memphis MO.

The Neon Lady  
1950 Cherokee St., St. Louis MO.

Bev's Oldies & Goodies  
1186 Meyerland Plz., Houston TX.

The **Pepsi-Cola Collectors Club Newsletter** is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA 91723.

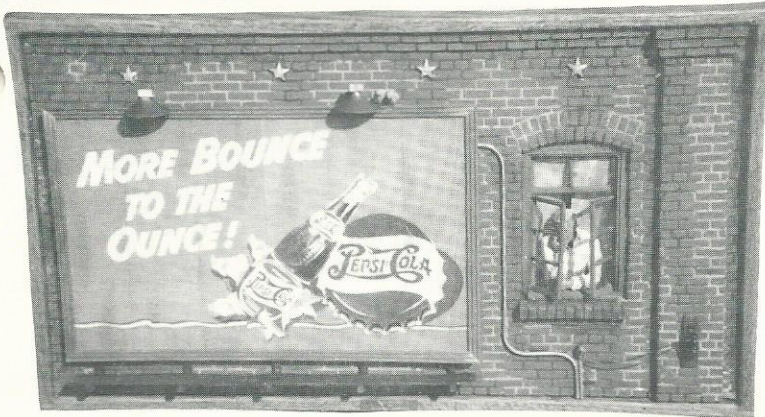
Ads in the PCCC Newsletter are free to members; non-members pay 25¢ per word. Ads over 50 words include a typesetting charge of \$7.00. Ads will be run once unless otherwise stated. Please note whether your ad is "for sale," "wanted," or "trade."

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling and trading of items advertised herein. The Editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The DEADLINE for ads is the 15th of the month preceding the one in which the ad is to appear.

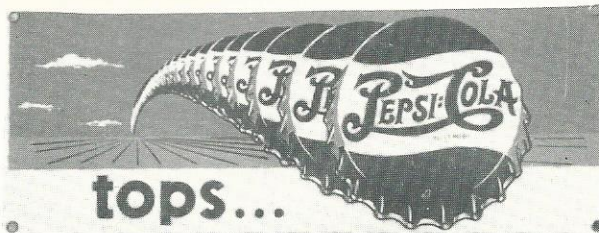
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## For Sale



When the art of sculptor Michael Garman is combined with the nostalgia of Pepsi-Cola exciting things happen. Like this new billboard made exclusively for Double Dot Enterprises. This billboard features solid wood frame and is designed to be used either as a unique wall unit or table top display. The billboard comes complete with AC plug for the realistic light up look. This beautiful work of art is 36"wide by 24"tall. Each billboard is custom made per order. Please allow 4 weeks delivery. MG1001 \$390.00 plus \$15.00 shipping.



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SG2007  
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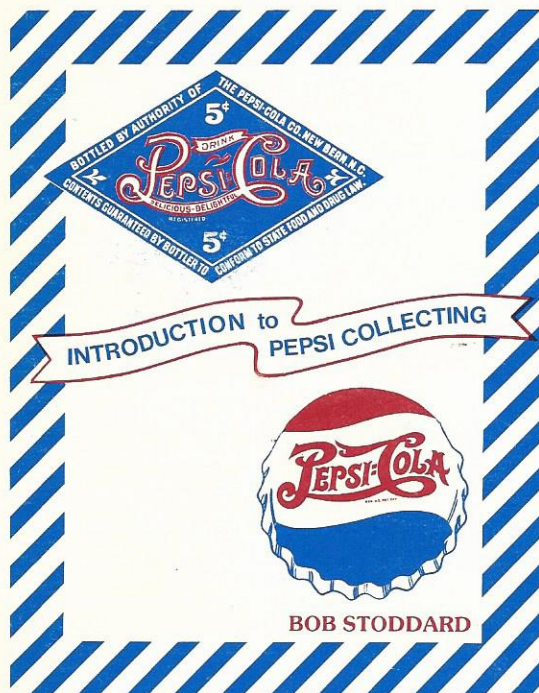
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This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs, over 1100 Pepsi collectibles. The price of the book is \$19.95 plus \$3.00 for shipping and handling (for each add'l book add .50 for shipping and handling).