



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 14 Issue 1

March-April 1997

PEPSI FEST XI

This is the seventy-ninth newsletter that I've done as editor and publisher. Preparing and writing the newsletter has been a great honor and privilege for me. I hope that over these many years I have imparted to you my love and enjoyment of Pepsi history. This job has been both frustrating and rewarding but to this day I believe that this newsletter has made Pepsi-Cola collectors more informed about this wonderful hobby we share.

As we write this newsletter we are busily preparing for Pepsi Fest '97. This will be our eleventh Pepsi Fest in Indianapolis. This is the club's largest and oldest Fest event. From the very beginning it has been our goal that Pepsi Fest be both fun and rewarding for collectors. This year should be as good as previous Fests have proven to be, but that can only happen if everyone catches that Pepsi Fest Spirit! See you in Indy where we'll all have a Pepsi together.

If you haven't made your reservation with both the club and the hotel yet you

need to do so immediately. There is a registration form for the club included in this newsletter. The hotel reservations have to be made directly with the Ramada Inn. The event will take place at the Ramada Inn, Indianapolis Airport, 2500 South High School Road, Indianapolis, IN 46251. Their phone number is (317)244-3361.

If you have any further questions regarding Pepsi Fest give us a call at (909)946-6026.

PLEASE, PLEASE, PLEASE advise us

when you have moved or changed your mailing address. There have been a large number of newsletters being returned by the post office with forwarding orders expired and we have not been informed of any change. Your help is greatly appreciated!

If you joined the club between November 1983 and November 1984, please write and let us know. We are in the process of reconciling our charter member list and want to be as complete as possible.

Inside This Issue

Superbowl Admeter

History of Pepsi Part VII

The Myth of the Crown

Years Ago



PEPSI FEST '97 SCHEDULE

Thursday, March 20th, 1997

12:00 Noon	Registration
2:00 P.M.	Seminar on Pepsi-Cola History
6:00 P.M.	Be Sociable Party

Friday, March 21, 1997

9:00 A.M.	Pepsi Fest Orientation for First Timers
9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Starts
5:00 P.M.	Club Business Meeting
6:00 P.M.	Pizza Party (Included in Registration Fee)

Saturday, March 22, 1997

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

FUTURE FEST EVENTS

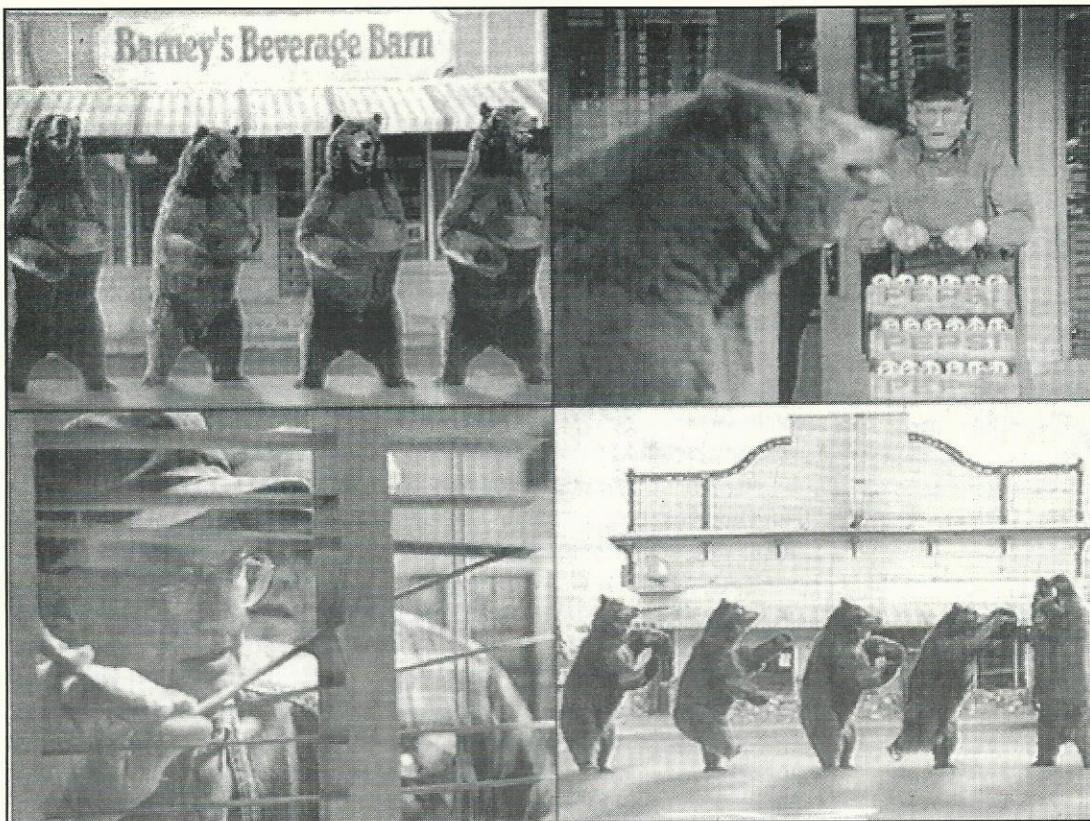
Pepsi Fest '97
March 20-22, 1997
Indianapolis, IN

Pepsi Fest East
August 1-2, 1997
Charlotte, NC

Pepsi Fest West
October 31-November 1, 1997
Las Vegas, NV



FOUR IN A ROW FOR PEPSI



Once again Pepsi-Cola advertising sweeps USA Today's Superbowl admeter. Winning advertisements have been a tradition for Pepsi for a long time. This tradition began long before television. Pepsi began winning awards for their advertisement in the 1940's. Since then they have won numerous advertising awards including several Cleos for their television commercials.

Most recently Pepsi received four of the top ten scores in the Superbowl admeter including the two highest ratings. This is the fourth consecutive year Pepsi has received top honors in the Superbowl admeter survey. This year's winners were the dancing bears. A chorus line of grizzly bears dance to the tune of the Village People's YMCA. The words to YMCA were changed to P-E-P-S-I which helped to make this commercial number one. Other winners for Pepsi included "Supermodel Love

Baby," a commercial featuring models Cindy Crawford, Bridget Hall, and Tyra Banks cooing over a newborn baby while they drink Pepsi. Number four was "Stars with Darth Vader." "Cows Steal Pepsi" and "Pepsi Club Beats Thieves" came in sixth and eighth respectively.

Congratulations to Pepsi-Cola and their ad agency BBDO for a job well done. They once again deliver the quality expected of Pepsi commercials. We can't wait to see what Pepsi has in store for next year's Superbowl commercials.

PEPSI TO SPIN OFF RESTAURANTS

In 1965 Pepsi-Cola and Frito-Lay merged to form PepsiCo. Over the past 30 years PepsiCo has owned a number of other companies including some of the most popular fast food restaurant chains. Unfortunately the restaurant end of the business has been hurting PepsiCo's performance in recent years. To solve this problem and make Pepsi-Cola more competitive world wide, PepsiCo has decided to spin off the restaurant division. Sometime by the end of 1997, Taco Bell, Pizza Hut, and Kentucky Fried Chicken and the other restaurants that PepsiCo owns will become a separate corporation.

COLLECTOR INFORMATION

TEN YEARS AGO

Ten years ago - 1987 - Pepsi was "The Choice of New Generation." This was the advertisement slogan that ran with commercials like "Johnsons." A young boy in a baseball uniform standing between a Pepsi machine and a Coke machine trying to decide which cola drink would be his. As can be expected he chose Pepsi. Also in 1987 Diet Mt. Dew was introduced. This was also the year Pepsi modified their logo by streamlining the letters in Pepsi - most notably the round "E."

Twenty years ago - 1977 - everyone was having a Pepsi day which was the proclamation of the slogan "Have a Pepsi Day." The year 1977 was when the FDA banned saccharin as a sugar substitute. Pepsi introduced a new product called "On - Tap Root Beer" and "Pepsi Light" was reformulated in an effort to increase sales. John Scully was the president of Pepsi-Cola and Donald M. Kendall was chairman of the board.

Thirty years ago - 1967 - most guys were watching girls that drank Diet Pepsi because the ad theme for Diet Pepsi was "Girls Girl Watchers Watch Drink Diet Pepsi" - now that's a mouth full! Tropic Surf was being test marketed. Pepsi ventured into the chocolate drink market with Devil Shake. James B. Somerall was at the helm of Pepsi-Cola as President and Chief Operating Officer.

Forty years ago - 1957 - Herbert Barnett was the president of Pepsi-Cola and Alfred Steele was Chairman of the Board. Pepsi sponsored two of the biggest shows on television that year, "Anni Get Your Gun" starring Mary Martin and "Cinderella" starring Julie Andrews. The six and a half ounce swirl bottle was introduced for the sample drink market and the hostess twen-

ty-six ounce bottle begins to be accepted for the take home market.

THINGS TO COLLECT

The most exciting aspect of collecting Pepsi-Cola memorabilia is all the different categories and sub categories associated with collecting Pepsi-Cola collectibles. If you wanted to only collect signs you could specialize in signs based on age or the material the signs are made from, such as metal, celluloid, or plastic. I know some people who collect only double dot items (two hyphens between Pepsi and Cola.) In the bottle category there are numerous such categories. For example, bottles prior to 1934 - these bottles come in different shapes, colors, and from different cities. This category alone offers a tremendous challenge to the collector. There are also commemorative bottles. These bottles are more recent but fun trying to determine how many different ones were produced. Other bottle categories include paper label, ACL, prototype, test market, non-returnables, etc. In essence, collecting Pepsi-Cola memorabilia is a lot of fun but specializing in some of the sub categories can make it very challenging.

PEPSI WORLD MAGAZINE

Pepsi-Cola World was created as an in house publication of the Pepsi-Cola Company. Pepsi-Cola World made its debut in October 1939 and was published until the beginning of the 1990's. Initially Pepsi-Cola World was designed

as a means for the parent company to communicate with the franchise bottlers. Over the years Pepsi-Cola World has been a source of information on how Pepsi-Cola promotions were doing. What new inventions were being used by bottlers? The magazine included numerous biographies on parent company employees and bottlers alike.

Pepsi-Cola World was produced for over fifty years by the Pepsi-Cola Company with the purpose of keeping the employees and bottlers informed. The Pepsi-Cola World is by no means the first publication ever by the Pepsi-Cola Company directed towards the bottlers. In 1915 the Pepsi-Cola Company produced a publication called "Profit" which was designed to make the bottler aware of promotions and innovations. Then in 1916 a magazine called Pepsi-Cola Bottler was produced again by the New Bern Pepsi-Cola Company. A publication called "Pep" was produced by the National Pepsi Cola Corporation in Richmond, VA. These publications are very rare so if you see one you've got a real find!

THE MYTH OF THE RED, WHITE AND BLUE CROWN

Dating Pepsi-Cola memorabilia is somewhat like being a detective. You gather all the clues you can in hopes of solving the mystery. Throughout Pepsi history numerous different colored bottle caps have become clues in dating Pepsi collectibles. For example, we know that a blue bottle cap was used during the New Bern era. We also know that Pepsi started using a yellow and red crown during the mid 1930's. What we don't know is when they stopped using the blue crown. We also don't know when Pepsi stopped using the yellow and red crown.

It has been reported that the yellow and red crown was replaced by the red, white, and blue cap during World War II. It has been stated that this was done for

patriotic reasons, which without examination would seem right. However when looking at all the evidence this theory becomes unsustainable. The most important factor against Pepsi changing the color of their bottle caps during World War II was the metal shortage. Pepsi had to reuse old bottle caps because there wasn't enough metal to produce new crowns. There was no way Pepsi could have gotten enough metal to change the color of their bottle caps.

For these reasons I believe the red, white, and blue bottle cap didn't exist until 1945. Anyone with a contrary viewpoint please let me know.



The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. 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 \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

For Sale

For Sale: Pepsi Black Leather Jacket X-Large \$120. PPD in USA. Same as shown in Pepsi Stuff 1996 catalog. Contact: Roy Mitcheltree, 1215 N. Brandywine Circle, Batavia, IL 60510 or call (630)879-0017.

For Sale: 1924 Eight Sided, dark aqua, Richmond, VA Pepsi bottle. A four star Mint. \$350. Contact: C.F. Crooke, Jr., P.O. Box 4904, Pensacola, FL 32507. (904)455-9900.

For Sale: First Gear 1/34 scale diecast metal 1951 Ford DGV "Miss Pepsi" \$35. plus \$4. Postage. This unlimited Hydroplane Race Boat, U-99, was the 1951 and 1952 National Points Champion and is still owned by the Dossin Brothers of Detroit, MI. This boat is on permanent display at the Dossin Museum, Detroit MI, phone (313)267-6440. Contact G & J Collectibles, 118 Candora Road, Maryville, TN 37804. Or (423)983-7187.

For Sale: First Gear 1/34 scale diecast metal 1951 Ford DGV "Miss Pepsi V" \$35. plus \$4. postage. This unlimited Hydroplane Race Boat, G-99, was the 1947 National Points Champion. In the 1940's, corporate sponsorship was not allowed in boat racing events, so the owners of this boat, The Dossin Brothers of Detroit, MI, dropped the "i" in Pepsi to name their boat Miss Pepsi V. Contact: G & J Collectibles, 118 Candora Road, Maryville, TN 37804. (423)983-7187.

For Sale: (1) Pepsi Trays, Stoddard Book 2 #1184 \$300. U.S., #1185 - \$100 U.S., 1186 - \$35. U.S. (2) Pepsi pins and Pepsi cartoon glasses and others. For lists send \$1 plus SAE to: Mr. John Johnston, 744 Rossmore Ave., Winnipeg,

Manitoba, Canada, R2V4S4

For Sale: PEPSI "Time In Space" collector phone cards. Only 1500 Numbered collector cards will be produced. Cards are presented in a plastic display case. Only \$20. plus \$4.95 shipping and handling. To order call Paul Burress, toll free at (800)809-3847.

For Sale: Pepsi Straws: 7" or 10" size with new Pepsi logo on paper wrapper, straw is plastic. 100 for \$6. (please specify size wanted) shipping included, also included is my new list. Send to: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

For Sale: 1981 Kaleidoscope (Exc) \$20, Patches: 1960's Pepsi 6" dia. (Exc) \$25, small Diet Pepsi (Good) \$5, small Teem (Good) \$5, Delivery Man's Cap (Exc) \$25, 1970's 3 pack Golf Balls (New) with Box (Good) \$15, Shipping & Handling extra. Contact: Bill Combs, 400 Montemar Ave., Balto, MD 21228-5213.

For Sale: Neon clock replacement parts & mfgs.. decals for octagonal 18" dia. PC Lima clocks (circa 30's & 40's). New! parts now available for PC Pam, Telechron lite-up clocks. Send SASE to: Ed Goralewski, 19807 Sussex, St. Clair Shores, MI 48081. (8100773-5000 or FAX (810)772-6224.

For Sale: Bottles - Durham NC Clear Pepsi script Double Dot V. Good-Exc. \$70, Exmore VA Clear Drum VERY CLEAN (3 little dings on bottom) \$40, 60's applied label 12 oz. (Exc) w/cap (poor) \$25, 60's 28 oz. Green Balto. MD w/paper labels top (ripped) bottom

(V. Good) \$35, 60's 10 oz. Throw-away Exc \$10, and a Full Bottle from Kiev Ukraine w/paper label Exc \$35. Shipping extra. Contact: Bill Combs, 400 Montemar Ave. Balto, MD 21228 (410)744-0816.

For Sale: Pepsi tote bar dispenser straps on vendor's back, metal paper cup dispenser original box and paper work missing tap knob \$700. Cone paper cups "Hits the Spot" \$20 each, Cardboard fan pull \$45 each, menu paper "Hits the Spot or Bigger & Better \$15 each. No drip bottle bags \$20 each, Cardboard Coasters Pepsi \$25 each, celluloid pinbacks yellow Bigger & Better or R/W/B 2-1/4" \$65 each. Evervess Coaster \$50 each, Evervess paper label bottle \$75, fully restored Pepsi VMC 88 dispenser cans or bottles \$2200. Coca-Cola vendo model 81 \$3200., vendo Jr. electric \$2000., unrestored deep freeze \$650, G.E. standard \$750, many other items, bottles, signs, clocks. Dealers welcome and delivery available. Contact: Chris Dimitt, 310 E. 10th, Hutchinson, KS 67501 or call (316)669-8678.

For Sale or Trade: have many Super Hero, Action, and other glasses to trade. All are mint. Several Toys and bottles to trade. Want older Pepsi toys and items. Want to upgrade my 1938 Pepsi wooden truck. List for list or SASE gets my list. Contact: Les Whitman, 121 Skyline Blvd., Oroville, CA 95966 (916)589-0259.

For Sale or Trade: Assorted painted label and embossed soda pop bottles. RC Cola Mustang Pedal Car (mint) \$120, 7-Up ice chest \$70. Send wish list and SASE to S.C. Judy, 32756 N. 650 E.

THE HISTORY OF PEPSI-COLA

This is part seven of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.

The World War II years were indeed tough years for the Pepsi-Cola Company. There were constant shortages of the very essentials needed to operate the company. The bottles were continuously in short supply of everything including sugar, gasoline, and tires. Metal was in such limited supply that bottle caps had to be returned, collected, refurbished, and used again.

Save Your Bottlecaps



Despite the problems brought on by the war Pepsi decided it was time to launch a part of the soft drink business that they had been ignoring. Due to the phenomenal success of the 12 ounce bottle, Pepsi chose to concentrate on the bottle side of the business, disregarding fountain sales.

This changed in 1942 when Walter Mack decided it was time to reenter this extremely important market. Unfortunately this task would be made more difficult by the shortages created by the war. One problem facing Pepsi was how to package fountain syrup. With so many scarcities, getting enough materials for this purpose would be very difficult.

The solution to this problem was sitting right in front of Pepsi - use bottles. Syrup could be put inside the same bottles used for regular Pepsi-Cola. This



1943 Fountain Display

would eliminate the need to develop any new containers or to find the materials to produce them. The idea was brilliant - use the same 12 ounce bottle only mark it fountain syrup. Pour the syrup into a Pepsi-Cola glass with a pre-marked syrup line. Pepsi-Cola was back in the fountain business after their long hiatus. By 1943 Pepsi-Cola fountain syrup was being distributed in 80% of the franchise territories.

With the end of World War II it was time for Pepsi-Cola to resume their effort at becoming the number one cola drink. Although the war ended in 1945 the government did not end sugar rationing until mid 1947. With the end of sugar rationing and other price controls by the government, America experienced post war inflation. Prosperity for America brought problems for Pepsi-Cola because of Pepsi's image as a value drink. Pepsi had always operated on a thin margin offering twice as much cola as their competitors for the same price. Now with sugar and other raw materials increasing in price, Pepsi's profit margin was evaporating.

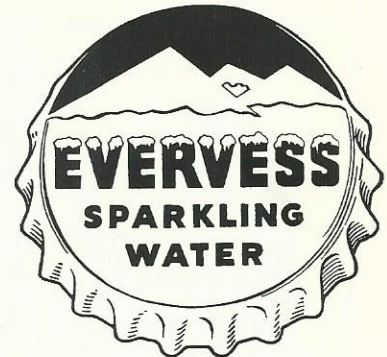
The obvious solution would be to increase the price of Pepsi-Cola. This would be a very difficult task due to the introduction of the 12 ounce bottle for a nickel in 1934. Pepsi had millions of dollars in advertising reinforcing the message of "twice as much for a nickel." Even the famous Pepsi-Cola jingle, which was played constantly on the radio, repeated the claim "twice as much

for a nickel."

Regardless of these problems, Pepsi and the bottlers did increase the price. Some bottlers went to six cents, others went to a ten ounce bottle for a nickel.

The post war challenge for Pepsi-Cola was to create a new image - one of quality rather than price. To do this they changed their advertising to present Pepsi as a good drink that gives you more without reference to price. Even the Pepsi-Cola jingle was changed to reflect this new era. Instead of "twice as much for a nickel too" the new lyrics said "twice as much and better too." The big five cent drink chapter of Pepsi-Cola history was definitely over. The new slogans like "why take less when Pepsi's best" refer to taste and quality which became the new identity of Pepsi-Cola.

Besides entering into the fountain business in the late 1940's, Pepsi also introduced their first non-cola beverage. This new drink was called "EVERVESS" which was first marketed in 1946. Pepsi had hoped that this sparkling water beverage would help with the sagging profits



brought on by the sugar situation. This was not to be. By the early 1950's Evervess had disappeared from most markets.

The changes caused by post war America brought on new problems and challenges for the Pepsi-Cola Company. To meet the challenges and opportunities of the 1950's, Walter Mack was replaced by Alfred Steele as president of Pepsi-Cola. As the 1940's were the Mack decade, the 1950's would be Steele's.

AWARD WINNING TRADITION

During this year's Superbowl Pepsi-Cola once again took top honors for the best commercial shown during the game. Awards for outstanding advertising is a long standing tradition for Pepsi. In 1942 Pepsi received awards for two of their outdoor advertising signs, including the sign above which was in the top ten outdoor advertising signs for 1942. The poster depicts four girls singing the Pepsi-Cola jingle. The advertisements were developed by Newell-Emmett Company, Pepsi's ad agency at the time.

Other early advertising honors for Pepsi were given for Pepsi cartoon advertising. The first awards came in 1940 for the Pepsi and Pete national advertising campaign. The ads were saluted for technical excellence.

Pepsi-Cola also received the Art Director's Club first place award for a black and white cartoon entitled "necktie cartoon" done by Otto Soglow. Artist

Otto Soglow had been associated with Pepsi-Cola for several years during the 1940's. His cartoons have always had a wide following in magazines such as Look, Chick, ColliersS, Popular Mechanics and Popular Science. Soglow is most famous for his "Little King" cartoons which were very popular in the 1930's and 1940's.



SOGLOW CARTOON



1942 OUTDOOR ADVERTISING SIGN

Rd., Potomac, IL 61865.

Collector Glass News - the bimonthly publication for enthusiast of cartoon, fast-food, sports and promotional glassware. Each issue contains articles on new glass issues, feature articles on glass collecting, mystery glasses, the CGN auction, classified ads and much, much more.

Subscriptions are \$15/year or \$29/2 years. All subscriptions include a free 30 word classified ad. We also have the following glasses for sale: 1976 Pepsi Green Lantern DC Comics \$35 each, 1994 Pepsi/Pizza Hut Sea World Monster Marsh Dinosaurs, set of 4 - \$16. All sets plus shipping: \$4 for 1 set. \$7 for 2 - 3 sets, \$9 for 4 or more. We also buy glasses! Collector Glass News, P.O. Box 308FF, Slippery Rock, PA 16057 (412)946-2838 or FAX (412)946-9012.

For Sale: Sign Pepsi-Cola Bottle 1956 12 feet tall \$750, baseball scoreboard from the 40's makes a hit in any league. 60" x 35" \$1200. Must see. Teem Thermometer Book #3 #839 \$150., Bottle Rock Creek Beverages 24 oz. Pepsi-Cola Washington, DC \$150. Teem Bottle 28 oz. \$80. Contact: Fred Bailey, 419 Fairway Ave., Elmira, NY 14904-2403. (607)734-9965.

For Sale: Set of knives with Wooden Rock Circa. 1960, Vehling #829 \$60. Tin 12" Ruler, "You've got a lot to Live" circa Sixties, \$5 each. Pepper mill 75th anniversary circa early seventies \$37 plus freight. Contact L.H. Gregory, Greenville, SC. (864)232-5206.

For Sale: New format - "Guide to magazine Advertising 1940-1970 for Pepsi-Cola" covers 1,400+ ads from 40+ magazines -- \$18.95 + \$3 S & H. Bottle Tester w/pc logo 10 oz, 16 oz, \$16 Each, set/3 \$42, Bottles: 48' rare throwaway embossed script 6 oz. NM \$150, 10' embossed drum Bethlehem, PA EX + \$95, Exmore, VA EX \$60, Pinch #489 NM \$85; Embossed (script) Wilmington EX \$65, Knoxville NM \$80 Birmingham EX \$65, Jessup-Charlottesville EX \$80, R/W/B NM \$22, '50 stadium vendor's cup carrier EX \$85, Tin Sign #1-264 NM \$75 List (SASE) Contact: Tom Rosing,

15 Glendalough Rd., Dallas, PA 18612 (717)675-6302 (After 7 PM).

For Sale: Pepsi porcelain enameled advertising signs authentic reproductions and Pepsi magnets and license plates plus steel embossed street signs. Send SASE with two 32 cent stamps for catalog to: Sherwin Greenberg, 579 S. Custer, Wheeling, IL 60090-5121 (847)394-9657.

WANTED

Wanted: "Evervess", Tropic Surf, Devil Shake. I have many items to trade. Let's talk. (805)937-1622 Mike (Days 10 AM -2PM CA).

Wanted: Pepsi 12" Round Glass front thermometer. Contact: Marvin Tharpe, 2221 Sportsman Lake Rd., E-town, KY 42701. (502)769-2612.

Wanted: Trade, buy, or sell. Pepsi cans. Old or new. All Pepsico products. I would like to hear from anyone who collects cans. Send me your list, or \$1 for my list. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935. Phone Sundays only (412)257-8510.

Wanted: Transistor Radios - "Pepsi Dispenser" Tiffany style (1977) Lamp - Pepsi or other advertising on same style lamp. Contact: John Ross (903)882-1223 Eve. after 6 p.m

Wanted: A new can collector would like to establish links in obtaining worldwide cans. Willing to trade or buy - even collections. Contact: Bill Vandeweghe, RR 1, Blenheim, Ontario, Canada NOP1AO, (519)676-8701;BVANDE@CIACCESS.COM

Wanted: Promotion items with Michael Jackson and other arts, cans and bottles from the 80's (Pepsi-Free; Cherry Pepsi, etc.), Pepsi-Perfect bottle (from Back to the Future II movie), and other Pepsi

items from USA such as die cast cars, glasses, etc. Who can send me a list or catalog? I would like to trade (a lot of stuff from Europe and Turkey). Contact: Fatih Uludag, P.O. Box 100646, D-46466 Wesel, Germany.

Wanted: Pepsi Tin Menu Boards, Nos. 214, 215, 218 & 219 in Vols. 1 & 2 of Pepsi Collectibles. Contact: Jim Hippel, 5002 E. Redfield, Scottsdale, AZ 85254 (602)5063927 days, (602)996-0923 home.

Wanted: Blue Angels Airshow (NC), 30 Years Quality Education Cochise County (AZ), Splash Town (TX), Look Inside for Your Chance to Win Prizes (OR?WA) and other Pepsi Cans. Buy or Trade. Contact: John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962 Phone: (219-845-0311. e-mail JNDN96A@prodigy.com.

WELCOME NEW MEMBERS

Wayne Harvey
Philadelphia, PA

Patty Hekkema
Muskegon, MI

Julie Campbell
Alton, IL

Debra & Randy Pennington
Lawton, OK

Maria Muzyk
Ewing, NJ

Elizabeth & Edward Jones
Roseburg, OR

Ken Pastega
Corvallis, OR

Michelle Eisenbrey
Milford, DE

Gloria Paseka
Etna Green, IN

Teena Ruggles
Peru, IN

Debbie & Rich Teresi
Parma, OH

Tom Weisbach
Bismark, ND

Lisa Medley
Center Pt., IN

Shery Humphrey
Cypress, CA

Kevin Harper
Silsbee, TX

Bernadette Vaughn
Blackshear, GA

Amy Brys
Chicago Hts., IL

Linda & Charles Goll
Milwaukee, WI

Richard Williams
Chesapeake, VA

Jay & Chellie Patterson
Escondido, CA

Steve Bell
Tacoma, WA

Linda Harshman
Jefferson, PA

Lorie Roschen
Lake City, MN

Roger Sanders
Lake City, MN

Staci Clark
Galesburg, IL

Markey McCrae
Daleville, IN

Steven Woll & Sherry
Crawfordsville, IN

Tony Fatseas
Australia

Barb & Todd Gellerstedt
East Moline, IL

Jerry & Patty Bennett
Fresno, CA

Wm. J. Dixon
Methuen, MA

Wendy & Mike Herlein
Denver, CO

Harry & Nathalee Hart
Lawndale, NC

Arnold & Joyce Arends
Ventura, CA

Lois Ogburn
Carbon Cliff, IL

Debbie Westbrook Family
Advance, MO

Walter Miller
Fair Oaks, CA

Don & Carol Kaszolka
Pembroke Pines, FL

Donald Beaver
Seattle, WA

Angela Vigil
Albuquerque, NM

Ross & Kathleen Allen
Canton, OH

Lance Picore
Worland, WY

Tammy Whiteman
Searcy, AR

Patricia Gutzeit
South Lyon, MI

Lillian & Joe Caldwell-Beaman
Edinburgh, IN

Donna & John Pardue
Pell City, AL

Delores & Wm. Evans
New Berlinville, PA

Vince & Jean Trotto
Aurora, IL

Rick & Karen Spohn
Washington, IN

Sharon & Tom Bivens
Central City, IL

Roxanne & Craig Bowers
New Zealand

Dan Mikita
Cahokia, IL

PEPSI-FEST '97 REGISTRATION

If you plan on attending Pepsi-Fest '97, March 20th thru 22nd please complete and return this form as soon as possible - we need to have an accurate count of those attending the various events.

The registration fee of \$6.00 per person includes a Registration badge that **MUST** be worn to all Pepsi-Fest functions. The packet will contain a lapel pin, deck of playing cards and several other items all bearing the Pepsi-Fest logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

SWAP meet tables are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables. All dealers will be listed in the Pepsi-Fest directory.

This year we are offering a directory of all Pepsi-Fest attendees. If you are attending and **DON'T** want your name listed please check the box provided below.

Reservations to stay at the Ramada must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to: PCCC PO Box 817 Claremont CA 91711. Any questions call Bob Stoddard at (909) 946-6026. Please return this form no later than March 14th, 97.

Members Name _____ Phone () _____

Address _____ City _____ State _____ Zip Code _____

Names of persons attending with you: 1) _____ 2) _____

3) _____ 4) _____ 5) _____

DON'T PLACE MY NAME IN THE PEPSI FEST '97 DIRECTORY

☐

REGISTRATION FEE ONLY # _____ @ 6.00ea = \$ _____

—children under 10 free—

PACKET W/REGISTRATION FEE # _____ @ 18.00ea = \$ _____

BE SOCIABLE PARTY 3/20 # _____ @ 6.00ea = \$ _____

—Taco Bar & Pepsi—

PIZZA PARTY 3/21 please fill in! # _____ INCLUDED IN REGISTRATION

FEST FAREWELL DINNER 3/22 # _____ @ 10.00ea = \$ _____

Childs meal # _____ @ 4.50ea = \$ _____

SWAP MEET TABLE(S) 3/22 # _____ X cost (see below) \$ _____

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each addnl table, **ONLY IF STAYING AT THE RAMADA.** Otherwise, \$20.00 for the first table and \$10.00 for each addnl table. Tables must be paid for now in order to reserve.

IF NOT ATTENDING but you wish to order a packet the cost is \$20.00. Complete the above name and address section, packet will be mailed AFTER Pepsi-Fest '97. # of packets _____ @ \$20.00 ea. = \$ _____

The
Complete Guide
To



Collectibles
by
BOB STODDARD



This book is the first full color Pepsi-Cola collectible guide ever written. It contains over 1500 color photographs of Pepsi collectibles ranging from the rare to the interesting. Hardbound for lasting quality, it includes 192 pages of facts, information, and prices on Pepsi memorabilia. Stoddard traces the development of the Pepsi-Cola trademark from 1898 to present. The Complete Guide to Pepsi: Cola Collectibles is a must for any collector from the beginner to the serious

#1096 The Complete Guide to Pepsi: Cola Collectibles by Bob Stoddard \$34.95

Please include \$6 for shipping and handling and remit to:

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711

PEPSI-COLA COLLECTORS CLUB
P.O. BOX 817
CLAREMONT, CA. 91711

First Class Mail
U.S. Postage
Paid
Covina, Ca. 91722
Permit No. 173

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 14 Issue 2

May-June 1997

DATES SET FOR '98

The news that everyone has been waiting for is finally here. The dates for the 1998 PEPSI FEST 100TH ANNIVERSARY PARTY will be April 1 - 4 1998. April 1st and 2nd will be PCCC Fest activities only. April 3rd and 4th will be 100th anniversary activities in New Bern, North Carolina. We have not made a final choice for a hotel yet but that should be taken care of by the next newsletter. I've been told that the PCCC is welcome for the 100th anniversary celebration and that there will be some opportunities for us to participate in some of the events.

The 1998 100th Anniversary Pepsi Fest is a once in a lifetime opportunity to be part of something very special. For that reason we will only have one Pepsi Fest in 1998. We hope everyone will want to be there to celebrate this event with other Pepsi collectors. Make your plans to attend Pepsi Fest 1998. I promise you won't be disappointed.

The information for this year's Pepsi Fest East is included with this newsletter.

Please make your reservations as soon as possible. We will be staying at the Adam's Mark Hotel in Charlotte, North Carolina.

Pepsi Fest '97 was once again an overwhelming success. With record turnout for Fest the Ramada was jammed packed with Pepsi collectors. This year's swap meet had so many people in attendance that for the first 30 minutes we experienced periodic gridlock as people tried to maneuver through the aisles. With over 100 rooms opened for room hopping, there was plenty of Pepsi memorabilia for collectors.

At the Friday night pizza party we consumed 125 Pizza Hut pizzas and what seemed like tons of Lay's potato chips and gallons of Pepsi. If this wasn't enough to put a smile on everyone's face, the pizza party was followed by hours of room hopping.

During the business meeting Friday night it was decided that we would have an advisory committee for each of the Pepsi Fest events. The purpose of the committee is to help make Pepsi Fest a better event.

The committee met on Saturday night and discussed ways we could improve Pepsi Fest. The committee members are Ron Waterman of Michigan, Mary McNamara of Tennessee, Omar Hertweck of Pennsylvania, Kevin Knight of Indiana, and Kristine Kentish of Illinois.

In March Pepsi-Cola signed a multi-million dollar contract with major league baseball. The deal includes various promotions that Pepsi-Cola will sponsor. This should result in some nice Pepsi-Cola/baseball collectibles.

Sometime this month Pepsi will once again offer the Pepsi Stuff campaign similar to the points program they ran last summer. Start looking for those specially marked Pepsi products.

Have a great summer and we hope to see everyone at Pepsi Fest East in Charlotte, North Carolina!

Inside This Issue

Tote Bar System

History of Pepsi Part VIII

Pepsi Fest Photos

New Diet Pepsi Can



PEPSI FEST EAST SCHEDULE

Preparations are being made for Pepsi Fest East which will be held August 1st and 2nd, 1997, in Charlotte, North Carolina. This year's event will be held at the Adam's Mark Hotel, 555 South McDowell, Charlotte, North Carolina, 28204. (704)372-4100. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

Friday, August 1st

1:00 p.m.	Welcome New Members
1:30 p.m.	Show and Tell
6:00 p.m.	Be Sociable Have a Pepsi Party Room Hopping

Saturday, August 2nd

9:00 a.m.	Swap Meet Set Up
10:00 a.m.	Swap Meet Begins
12:30 p.m.	Break for Lunch
2:15 p.m.	Auction Check In
3:00 p.m.	Auction Preview
3:30 p.m.	Auction Begins
6:00 p.m.	Pizza Party

FUTURE FEST EVENTS

Pepsi Fest East
August 1-2, 1997
Charlotte, NC

Pepsi Fest West
October 31-November 1, 1997
Las Vegas, NV

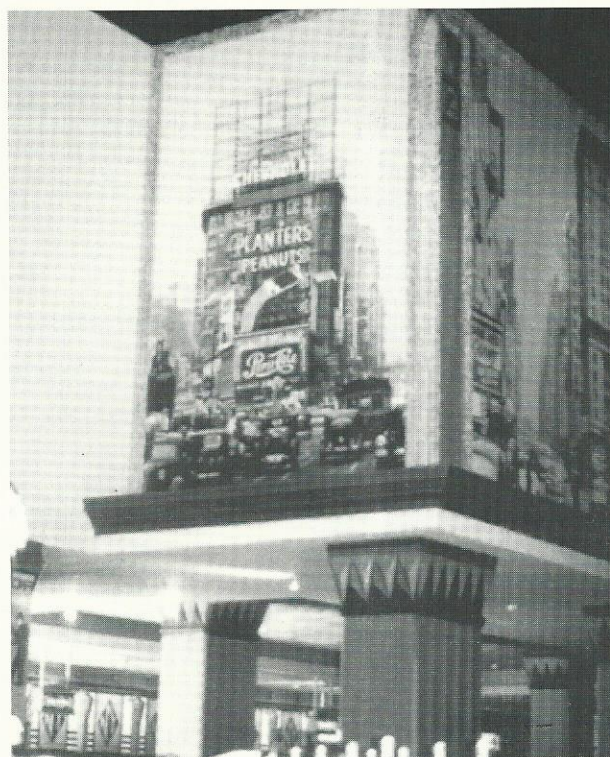
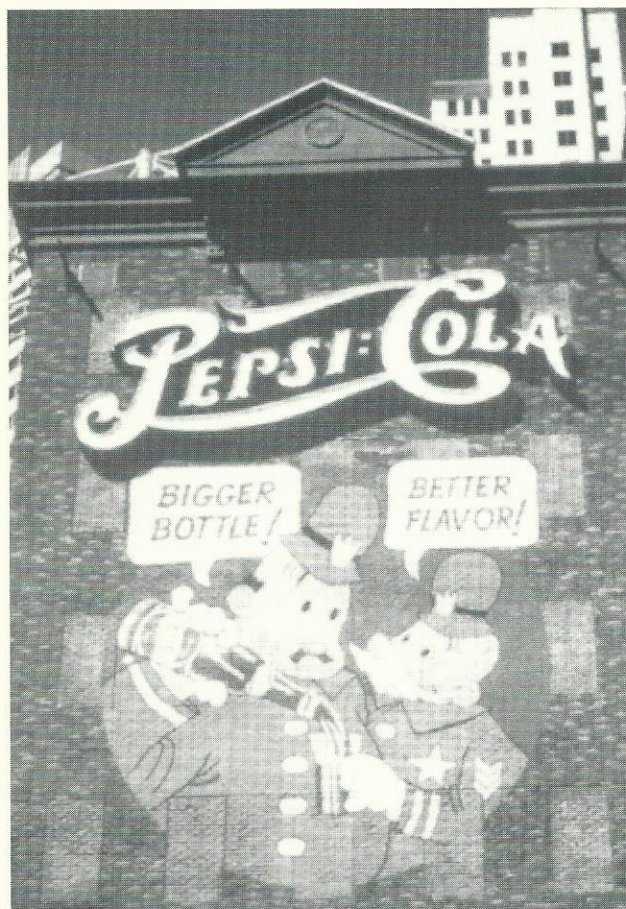
Pepsi Fest '98
April 1-4, 1998
North Carolina

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711

PEPSI IN LAS VEGAS

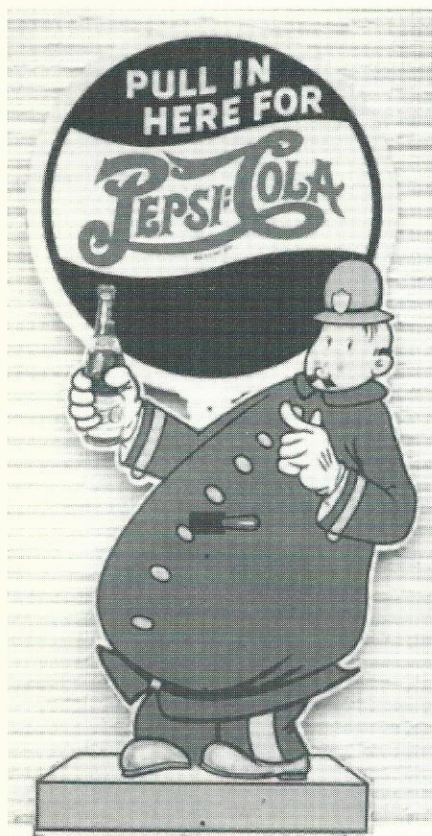


Las Vegas is quickly becoming the fun capital of the world. Last year the 1,149 ft. high Stratosphere Tower opened. It is the tallest free standing observation tower in the USA - and is sponsored by PEPSI!

This year New York, New York Casino opened and is already the place to be in Las Vegas. New York, New York chose Pepsi-Cola as the soft drink to be served throughout the casino and hotel. In addition to serving Pepsi-Cola, New York, New York displays Pepsi-Cola vintage artwork inside and out. The above mural of Pepsi and Pete is painted on the outside wall of New York, New York, facing Las Vegas Boulevard - also known as "the strip." The other mural pictured above features the Times Square Pepsi sign. This mural is located inside the casino.



COLLECTOR INFORMATION



I couldn't believe my eyes. There it was right in front of me! A heretofore unknown 1907 Pepsi-Cola serving tray. How could this be? A tray no one else had ever seen. With great apprehension I asked the dealer how much is it? Two hundred dollars he responded matter of factly. As I reached into my pocket for the money I heard a strange ringing in my ear. Once again I had been tricked by a dream, a dream of a great find of an early unknown Pepsi collectible. I'm sure many of you have had similar dreams, but for Kit Kramer and Connie Gindt, their dream came true this past winter when they made a find of a lifetime for Pepsi collectors. They found a 6 foot die-cut double sided Pepsi cop metal sign from 1940. Although this sign was known of, I don't know of anyone who has ever seen one - especially one in near mint condition!

Like most finds of this type, actually obtaining the sign took many weeks of negotiation. Kit informs us that beside trading some good stuff he also has become an indentured servant to the sign's previous owner. Connie says she has no problem with Kit's indebtedness and is happy to be a part owner of this rare Pepsi sign.

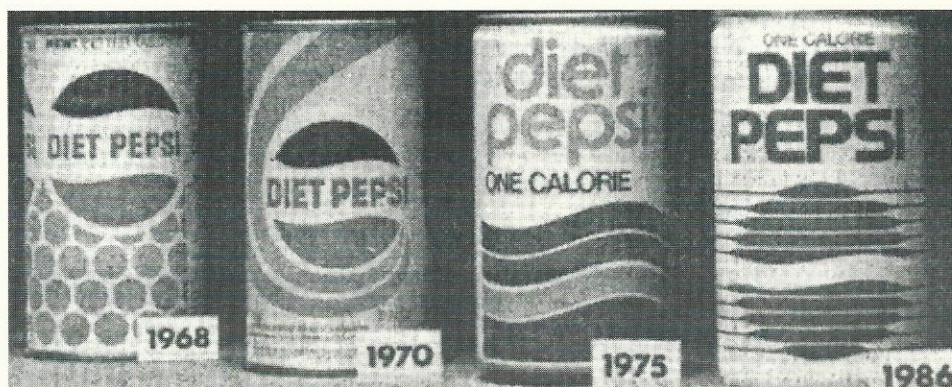
Kit and Connie were gracious enough to bring their great find to Pepsi Fest so everyone could share in their discovery.

If you have a great find of your own and would like to share it with the club, please send your story and a photo.

NEW DIET PEPSI CAN



Diet Pepsi was first introduced in 1964. Shortly thereafter it was made available in cans. Over the past 33 years the graphics on the Diet Pepsi cans have changed numerous times. In 1991 the design received a major makeover resulting in a more modern looking product. Twice since then the Diet Pepsi can design has been modified resulting in this brand new Diet Pepsi can.



THE HISTORY OF PEPSI-COLA

This is part eight of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.

The fabulous fifties was an exciting time in American history with abundant opportunity and prosperity for individuals as well as corporations. Pepsi-Cola was one of the companies that shared in the great economic expansion of the 1950's. Pepsi-Cola experienced unprecedented growth during this decade. Although many contributed to Pepsi's success during the 1950's, one man stood out as the chief architect of Pepsi's post World War II resurgence. The man was Alfred Steele. Experienced in the soft drink industry, he became president of the Pepsi-Cola Company in 1950. Steele brought with him what Pepsi-Cola was desperately in need of - the ability to run a modern soft drink company. Steele stated that "in 1950, not only were sales at a low ebb and on the downgrade, but earnings were practically negligible." The slow sales and low earnings made the task of turning Pepsi-Cola around more difficult.

The most pressing problems facing Steele were Pepsi's image and the fact that Pepsi-Cola flavor was not consistent throughout the country. These problems had to be addressed simultaneously and immediately.

During the great depression and World War II Pepsi had developed a reputation as a bargain drink. This worked well when times were tough, but with increased prosperity people were not as concerned with economy. To solve this problem Steele led an effort to improve Pepsi's image. This included The Light Refreshment advertising campaign, and the development of the "swirl" bottle. With the Light Refreshment advertising campaign, Pepsi once and for all

divorced itself from being associated with a bargain drink. The "swirl" bottle helped to show Pepsi as a modern, attractive product. Another part of the image rebuilding program had to do with how the public viewed Pepsi on a daily basis. A new, more modern logo was adopted in 1951. It was decided that all trucks had to be painted uniformly across the country. No matter where you saw Pepsi, a Pepsi truck, or Pepsi adver-

tory it was beginning to take on the look of a more unified company.

The other big image problem for Pepsi was the inconsistent taste of Pepsi-Cola around the country. In one city Pepsi was too sweet, in another city it was too tart. To solve this problem Steele created a research department that could work on improving Pepsi's ingredients. In addition to the research department, Steele authorized the product control department to send mobile laboratories into the field. By the end of 1951 Pepsi had seven of these mobile labs traveling the country. Each mobile unit would visit a Pepsi plant, test several bottles of Pepsi-Cola, then have the bottler make the necessary changes to make Pepsi-Cola's taste consistent with the other Pepsi-Cola plants.

Image and consistent taste were the two big ingredients to increasing sales but Steele still had a problem with declining profits. Steele believed the solution to this problem was in modernizing the Pepsi-Cola Company and the Pepsi-Cola bottlers. To this end Pepsi began using more modern business procedures and buying better, more efficient equipment. To help the bottlers modernize, Pepsi helped them to get loans to build new plants with better equipment. During this period Pepsi moved heavily into the vending machine business. Realizing that there was great potential in the vending business, Pepsi made an all out effort to go after this previously untapped market. Special promotional allowances were given to bottlers who invested in vending machines to sell Pepsi.

In the next issue of the PCCC newsletter we will go into more detail on the advertising campaigns that were created during the 1950's and their effect on Pepsi sales.

PEPSI-COLA HIGHLIGHTS OF 1950'S

Sales 1950 \$ 25,068,033.

Sales 1959 \$157,769,009.

Advertising Slogans

**More Bounce to the Ounce
The Light Refreshment
Be Sociable Have a Pepsi**

Pepsi-Cola Was Sold In:

8, 10, 12, and 26 Ounce Bottles

Teem Introduced

New Headquarters located at:

500 Park Ave, New York City

Alfred N. Steele, Chairman of the Board of Directors

Herbert L. Barnet, President

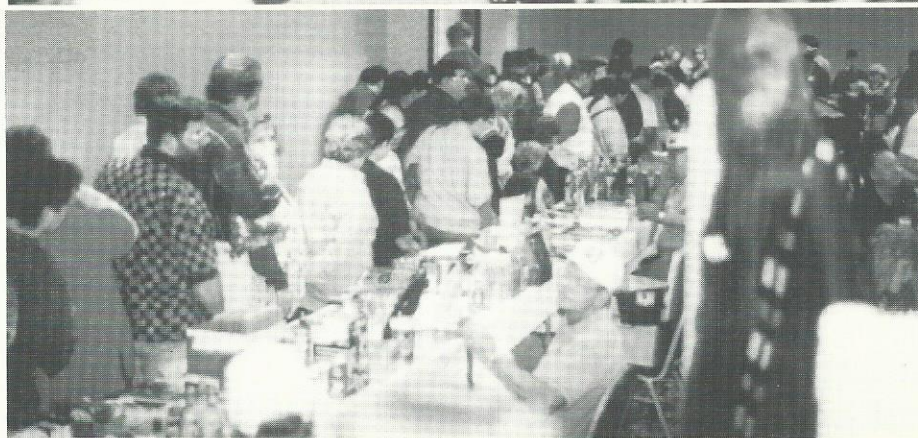
tising, it all had to look the same. This also included route sales people who had not necessarily worn Pepsi uniforms before. For the first time in Pepsi's his-



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'97



PEPSI-FEST EAST REGISTRATION

If you plan on attending Pepsi Fest East - August 1st and 2nd, 1997, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$8.00 per person includes a registration badge that must be worn to all Pepsi Fest East functions. The packet will contain a pin back button and glass bearing the Pepsi Fest East logo. Your cancelled check is your verification of registration. Come to the club hospitality room to check in.

We NEED volunteers! Pepsi-Fest East continues to grow each year, requiring more help from club members. Being a volunteer is a great way to meet other club members and feel a part of the event. Sign up to volunteer in the hospitality room.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Adam's Mark Hotel must register directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to: PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

Names of persons attending with you: 1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE # _____ @ 8.00 ea. \$ _____
Children under 10 free.

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$8.00 for the first table and \$5.00 for each additional table - ONLY IF STAYING AT THE ADAM'S MARK. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet the cost is \$11.00. Your packet will be mailed to you AFTER Pepsi-Fest East.

of Packets _____ @ \$11.00 ea. = \$ _____

PEPSI FEST EAST 1997 REGISTRATION

(Hotel Registration on Reverse)

PEPSI FEST EAST '97 HOTEL REGISTRATION FORM

1-800-444-ADAM

or

1-704-372-4100

Name _____

Address _____

Phone Number _____

Number of Rooms Needed _____

Number of Beds Needed _____

Special Requests _____

Reservations will not be held beyond 6:00 p.m. on day of arrival unless guaranteed with first night's deposit or credit card.

Card # _____ Expiration Date _____

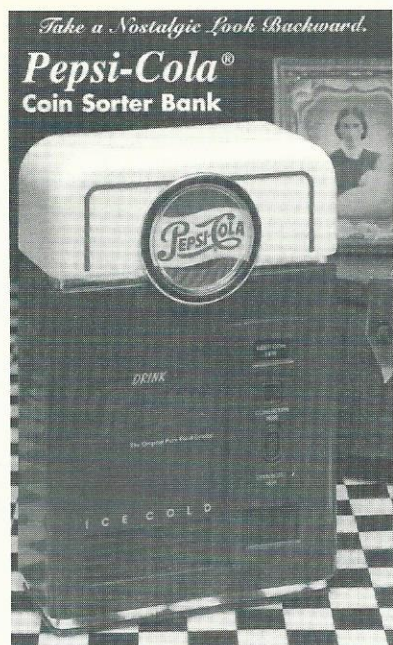
The Adam's Mark Hotel of Charlotte is pleased to host the PCCC Pepsi Fest East on August 1 - 2nd, 1997. To make reservations please call 1-800-444-ADAM or 1-704-372-4100. Please indicate you are with the Pepsi-Cola Collectors Club to receive the special rate of \$65.00.

If you decide not to call, please fill out the information above and return it to:

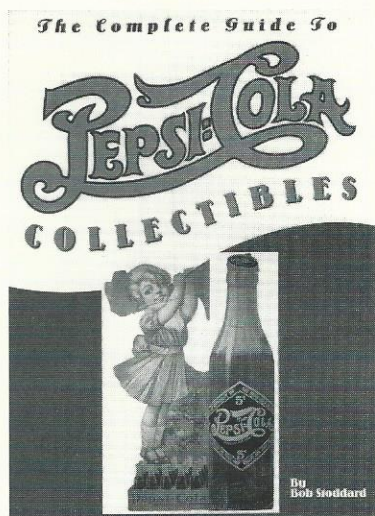
Adam's Mark - Charlotte
555 South McDowell Street
Charlotte, North Carolina 28204

Club Form on Reverse

PEPSI-COLA MERCHANDISE

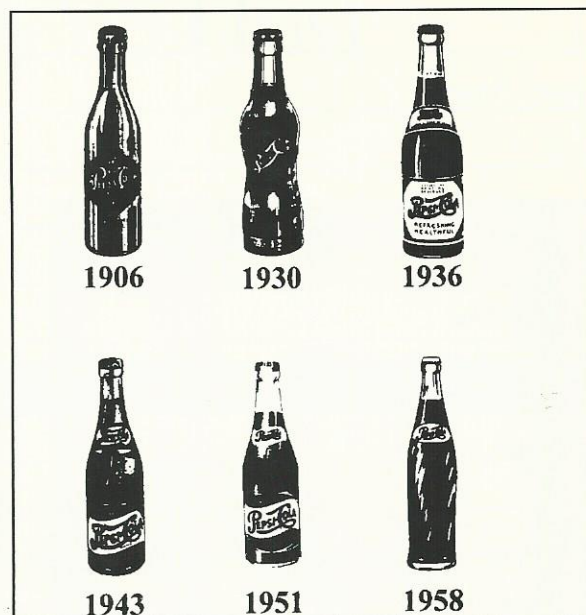


- #3303 Coin Sorter Bank**
This replica of the original Pepsi-Cola vending machine will sort and count your money for you. **\$9.95**



This book is the first full color Pepsi-Cola collectible guide ever written. It contains over 1500 color photographs of Pepsi collectibles ranging from the rare to the interesting. Hardbound for lasting quality, it includes 192 pages of facts, information, and prices on Pepsi memorabilia. Stoddard traces the development of the Pepsi-Cola trademark from 1898 to present. The Complete Guide to Pepsi: Cola Collectibles is a must for any collector from the beginner to the serious

- #1096 The Complete Guide to Pepsi: Cola Collectibles by Bob Stoddard \$34.95**



#9202-PS Pepsi Bottle Pins

For a limited time we are offering our Pepsi Bottles available in a plastic display case. These six pins depict the bottles of Pepsi-Cola from 1906 - 1958. **\$30.00**



- #8001 Clothique Rockwell Santa**
10" Gift Boxed. ~~\$59.95~~

SPECIAL ONE TIME OFFER! Due to manufacturer no longer producing this item, we are able to offer a special discounted price of **\$39.95** - a \$20 savings off the original price! This offer will only be available to PCCC members until June 1st while supply lasts!

Order Form on Reverse

ORDERED BY:		<i>USE ONLY IF DIFFERENT THAN ORDERED BY.</i>	
Name		Name	
Company Name		Company Name	
Address		Address	
City		City	
State	Zip	State	Zip
Phone Number		Phone Number	

ITEM NO.	DESCRIPTION	QTY	MED	LG	XL	XXL	PRICE EACH	TOTAL

SEND TO :		SHIPPING & HANDLING CHARGES		SUBTOTAL	
DOUBLE DOT ENTERPRISES P.O.BOX 817 CLAREMONT, CA.91711 Questions call or fax. Phone (909)946-6026 Fax (909)946-4786		Merchandise Total		ADD:	
		\$25.00 or less		\$5.	
		\$25.01-\$35.00		\$6.	
		\$35.01-\$50.00		\$7.	
		\$50.01-\$75.00		\$8.	
		\$75.01-\$100.00		\$9.	
		Over \$100.		\$11.	
SALES TAX IS APPLICABLE TO CALIFORNIA RESIDENTS ONLY.		FOR AK.,HI.,P.R., add an additional \$8.00		CALIF.TAX 7.75%	
		Rush delivery available on request.		SHIPPING CHARGES	
				TOTAL	

CREDIT CARD NUMBER																EXPIRATION DATE				METHOD OF PAYMENT <input type="checkbox"/> PERSONAL CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMERICAN EXPRESS	
Signature (required on all credit card orders)																					

CREDIT CARD ORDERS CAN BE FAXED TO (909) 946 - 4786

TOTE BAR SYSTEM

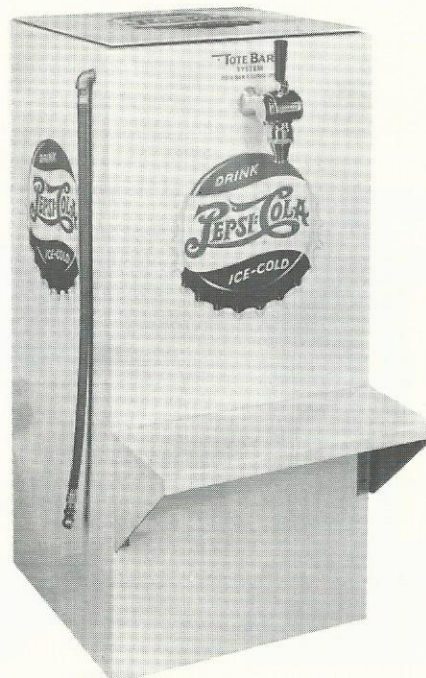


Tote Bar System Model No. 20 - Fills 20 to 25 tote bars per hour.



Tote Bar with Cup Vendor - Capacity 56 ounce drinks.

What in the world is a "tote bar?" That's what I said to myself the first time I saw one of these strange looking contraptions. Actually it is not as weird as it appears. The "tote bar system" is a portable fountain dispenser unit. It was designed to make it convenient to dispense Pepsi-Cola at outdoor activities. Everything from picnics to baseball games could be accommodated with the use of the "tote bar systems." Probably the most interesting of the "tote bar systems" is the one pictured in the above right. This unit is carried on the vendor's back. It was designed to dispense Pepsi to customers sitting at a sporting event. The vendor would walk up and down the aisle calling out "Pepsi-Cola" until a customer signaled he wanted a Pepsi. The vendor would pull a cup from the holder and fill the cup from the hose connected to the "tote bar."



Tote Bar System Model No. 30 - Fills 8 to 10 tote bars per hour.

The Last of the Returnables

One of the great memories of many Pepsi collectors is the taste of Pepsi-Cola from a returnable bottle. Unfortunately the returnable bottle is going the way of the dinosaur and other cherished memories from our past. That is to say extinction. With the high cost of glass and continual loss of bottles due to people not returning them, most bottlers have stopped bottling Pepsi-Cola in returnable bottles.

Pepsi-Cola bottler Michael Maki of Newberry, Michigan is the latest to stop bottling Pepsi in returnable bottles. Maki's father began bottling Pepsi-Cola in 1939. He had purchased a territory in Michigan's upper peninsula from the Dossin family, who at one time had the Pepsi franchises for all of Michigan. Maki will continue selling Pepsi in cans and plastic bottles, but the returnable days are definitely over. Presently there are just a handful of Pepsi bottlers still using returnable bottles. They include Memphis, Missouri, and Florence, South Carolina. Florence bottles 10, 12, and 16 ounce bottles with the 10 and 12 ounce bottles sold to bottlers in North Carolina.

If you know of any other Pepsi bottlers who still bottle returnables please let us know.

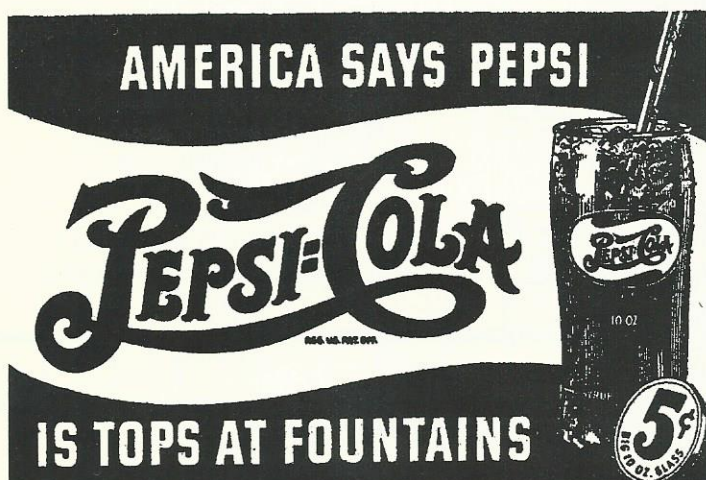
Chapter News

The Pepsi-Cola collectors club was founded in 1983 as a national association of Pepsi collectors. In the ensuing years a number of individuals have formed local chapters in order to create greater ties with Pepsi collectors in their area. Many of these chapters have been very successful, some have disbanded. The national club would like to try to once again invigorate the local chapters. To do this a chapter coordinator will be appointed. This job will have two main objectives. One, to relay information between the national club and the local chapters, and two, to help expand local chapters. In addition to this we will have chapter reports in each newsletter.

We want every chapter to participate by telling us what your chapter is doing. If you are interested in forming a local chapter, please let us know so that we can be of assistance to you. Remember local chapters are just that - local - and should not be set up to compete with the national club.

Wisconsin Chapter(Northwoods)

The Wisconsin Chapter (Northwoods) had its spring meeting on April 5th in Appleton, WI. Pepsi Fest '97 was the main topic of discussion and the good times had by all at Indy. It was agreed that Pepsi Fest '97 is really over and done now, and that we should probably take off our name tags now. It was also agreed that it was well worth the time to pack up the Pepsi & Pete Cop Sign and drag it along, so new members could see how big this sign really is, and also that it is an 8 color sign. Next meeting will be in June. For information regarding the Wisconsin Chapter, please contact Kit Kramer (414)929-9669, or Connie Gindt (414)921-3922.



AMERICA SAYS PEPSI

PEPSI-COLA

IS TOPS AT FOUNTAINS

5¢



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 is a registered trademark of PepsiCo, Inc.

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. 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 \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

For Sale

For Sale: Rare! 1950's Pepsi-Cola patrol boy school crossing guard sign with N.O.S. Correct bottle cap cast iron base embossed "Pepsi-Cola" \$1,400. Restored Pepsi-Cola VMC 81 - have several \$3,900 - \$4,500. 1950's Pepsi-Cola Progress A4 cooler new in box \$350. Contact: J.T. Smith, 7955 N.W. 9 St., Margate, FL 33063 (954)974-0783.

For Sale: Pepsi cans from foreign lands. Many different designs and sizes. Makes nice display for your collection. Send \$1 (Request list #9000) to: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

For Sale: Pepsi-Cola and other major brand bottles and related items for sale. Trades considered. Please write for updated list. Contact: Robert Diwar, 9551 Patterson Rd., Richmond, B.C. V6X1P8. (604)278-3062

For Sale: 16 Year collection of Pepsi cans. Over 500 different. Send \$3 for list to: Mel Weseloh, 109 Fenway Dr., Decatur, IL 62521-5609. (217)425-5753

For Sale: Marvel comic pepsi cards, DC comic/Pepsi cards, Looney Tunes figures w/stage. Bottles, cans, glasses, door pushes, etc. Many at reduced prices. SASE for list. Specify interests. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, CA 91933. Tel/Fax 011/52/617/69989.

For Sale: Signs: Pepsi 18 x 48 with bottle \$295.; Coke 17" Die cut bottle \$195.; Red Rock Cola \$65.; Pepsi calendar pad holder \$65. Clocks: Pepsi 1969 \$70.; Coke lightup \$130.; 7-Up lightup \$175.;

Thermometers: Pepsi 18" Round glass front \$175.; Coke 12" Round T.G.B. \$225.; Coke 17" Bottle \$95. Contact: Marvin Tharpe @ (502)769-2612.

For Sale: Four 1954 Folding chairs as seen on Page 128 #944 in Bob Stoddard Complete Guide to Pepsi-Cola Collectibles. Make offer - mint condition. Contact: Debbie Donahue, P.O. Box 2154, Rocklin, CA 95677. (916)630-0339 Eves.

For Sale: Ex Pepsi-Cola Corporate Manager has been disposing of memorabilia items accumulated over 25 year history with the company. List of remaining items, over 100 pieces, can be obtained by sending SASE to: Robert W. Davis, 3003 Ponderosa Place, Yakima, WA 98902. You will receive list in return mail which gives a brief description, asking price, plus shipping charges. If nothing else I would be interested in hearing from old friends.

For Sale: Pepsi Banks, Trucks, Cars, and Airplanes. Pepsi Cans, Commemorative Bottles, Pepsi Longnecks. For list send SASE to: Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.

For Sale: Mountain Dew items. Please send SASE for my list. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

For Sale: Neon clock replacement parts and Mfgs. decals for octagonal 18" dia. PC Lima clocks (circa 30's & 40's) New! Parts now available for PC Pam. Telechron lite-up clocks. Send SASE to: Ed Goralewski, 19807

Sussex, St. Clair Shores, MI 48081. (810)773-5000 or FAX (810)772-6224.

For Sale: Pepsi Bottles, 8 oz. & 10 oz. Teem full & empty, 8 oz. and 10 oz. Patio, Diet Pepsi sample pak w/bottles full, Christmas store displays, 10 oz. "It'll Tickle Your Innards" throwaways, Pepsi Light 16 oz. bottles full, 16 oz. Pepsi Free, many more - call (616)689-6122 or write for list & prices: B & K Fulton, Box 69, Brohman, MI 49312.

Wanted

Wanted: A new Pepsi collector is seeking sources of cans, domestic & foreign. Willing to consider collections no longer wanted. Contact: Bill Vandeweghe, RR1, Blenheim, Ontario, Canada, N0P1A0. (519)676-8701.

bvande@ciaccess.com

Wanted: Pepsi & Coke Machines & coolers in any condition. Contact Hershey @ (717) 533-7345.

Wanted: Mountain Dew. Need jug radio, hillbilly clock, and old bottles.

Information on whereabouts always appreciated. Contact: Jason Fidler, 316 Barrett St., Burlington, IA 52601. (319)754-7115.

Wanted: 1988 Pepsi Fest Pins (2 maximum). Call Connie at (414)921-3922 (central) after 7:00 p.m.

Wanted: Pepsi-Cola playing cards, decks or single cards. I am especially interested in older decks with the double dot logo. Also interested in Star Wars items. Contact: Bruce Jacobs, 3452 Fernheather Dr., Shively, KY 40216. (502)447-5967.

WELCOME NEW MEMBERS

John Lane Joliet, IL	Scott Parzanese Leesport, PA	A. Blackburn Mansfield, OH
Vincent Bellassai Midlothian, IL	Jack Jardel Santee, CA	Keith and Carole Appicelli Manistee, MI
Peter Milas Cambridge, ONT	John Weng Flint, MI	Vernon Beelen Holland, MI
Donald Haskett Indianapolis, IN	Marvin Tharpe Elizabethtown, KY	Thomas Baumler Minneapolis, MN
The Ronda Dull Family Haviland, OH	Gary & Farrah Hunt Ashboro, NC	Bonnie & Richard Plummer Bartlett, IL
Bob Sandage Mitchell, IN	Gabriel Garcia Phoenix, AZ	James Overmier Family Pickerington, OH
Lisa Vernon Lebanon, IN	Karen Tate Oklahoma City, OK	Karen Hobbs Eaton, OH
Ed Thompson Findlay, OH	Michele Smith Noti, OR	Ray & Florence Goldsworthy Henderson, NV
Pat O'Steen St. Augustine, FL	Larry Fuchs Tallahassee, FL	Tonya Beaver Eu Faula, OK
Richard Aquin Eastpointe, MI	Douglas Withers Rochester, NY	Jeff Vick Golden Valley, MN
Thomas & Kerrell Lewis Visalia, CA	Gavin Downs Portsmouth, NH	Lester M. Herd Jr. Utica, OH
Rosie Joiner Ellinwood, KS	Linda Burgess Fairfax, OK	James and Tracey Armstrong Wildomar, CA
Larry & Marty Acuff Strawberry Plains, TN	Mike Tomaszewski Manistee, MI	R. Jay Gift Chambersburg, PA
Stanley & Linda Hudson Santa Rosa, CA	Mary Sheuf White Lake, MI	Evelyn Eyster Kenosha, WI
Dave Wildes Kingsburg, CA	Joyce Swanson Walthill, NE	David & Sandy Thornton Villa Hills, KY
Ann Hazlett Norton, KS	Linda Schwindt Lenexa, KS	Kathleen Sipes Springdale, PA
Sheri Nidiffer Springfield, VA	David & Sandra Hunsinger Morgan City, LA	Betty & Kandace Carr Dearborn Hts., MI
Rose Fasig Lancaster, PA	Pauline & Edgar Metcalf Lewiston, ID	Tarek El Sakka Dubai, U.A.E.
Lisa Stonick College Grove, TN	Jennifer Bell Zanesville, OH	Robert & Janalyn Nivens Livermore, CA
Carla Eisenhower Holland, NY	Mary Piccinini Antelope, CA	

WELCOME NEW MEMBERS

**Torie Jensen
Lehi, UT**

**Linda Wilson
Sarasota, FL**

**Mary Jaehnke
Houston, TX**

**Becky Brown
Hudson, OH**

**Jane & Allan Burns
Amarillo, TX**

**Samuel Crow
Vallejo, CA**

**Donald & Gail Northway
Hilliard, FL**

**Forrest & Kathleen Longeway III
Cincinnati, OH**

**Janet Lawrence
Washburn, MO**

**Tammy Cooley
Kingsley, PA**

**Patrick Casey
Rancho Santa Margarita, CA**

**Chris Dimitt
Hutchinson, KS**

**Martha Pugh
Lititz, PA**

**Lavern Anderson
Sumner, WA**

**Frances Baus
Massillon, OH**

**Michael & Pat Cosbey
Caraway, AR**

**Harold Barton
Cedar Rapids, IA**

**April & Tim Cummins
Hamilton, OH**

**Fred & Brenda Sloan
Carl Junction, MO**

**Rod Roderick
St. Joseph, MO**

**Diane Assink
Kanawha, IA**

**Janice Pledger
Yucaipa, CA**

**Roxane Pledger
Houston, TX**

**Harold & Venita Haas
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**Rodney & Marilyn Kemp
Connersville, IN**

**Jerry McKinney
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**Jane Burkhalter
Cottontale, AL**

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**Thomas Taylor
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Black Jack, MO**

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**Kamie Glenn
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