



Pepsi-Cola Collectors Club NEWSLETTER

post office box 1275 covina, california 91722

VOL. 2 NUMBER 3

JULY-AUGUST

NEWSLETTER NOTES

We apologize that we were unable to complete the PCCC Directory in June as promised, we hope to have it finished soon.

As of now there isn't a meeting planned for the Cola Clan Convention Aug. 6-9, 1985. This may change before the convention time, so if you get to the convention contact Dick Hertzler for information on any club activity.

Thanks to all those members who have sent in newspaper clippings, we will reprint as many as possible and as soon as possible. In the meantime, keep sending them in.

CLUB NEWS

The Southern California Chapter of PCCC is holding a Picnic/Potluck on Sunday, July 14th, 85 at 11:00a.m. at Cortez Park, Covina, CA. Anyone visiting Los Angeles area at that time is invited to attend, there will be a swap meet, (buy, sell, & trade). Cortez Park is located east of Los Angeles. Take the I-10 (San Bernardino Freeway), exit at Citrus Ave. go south approx. ¼ mile, the park is on the right.

A full scale effort to organize local chapters will begin after the PCCC Directory is finished. All persons interested in helping please let us know.

IN THIS ISSUE

Sterling Mann of Virginia is in the Collector's Spotlight.

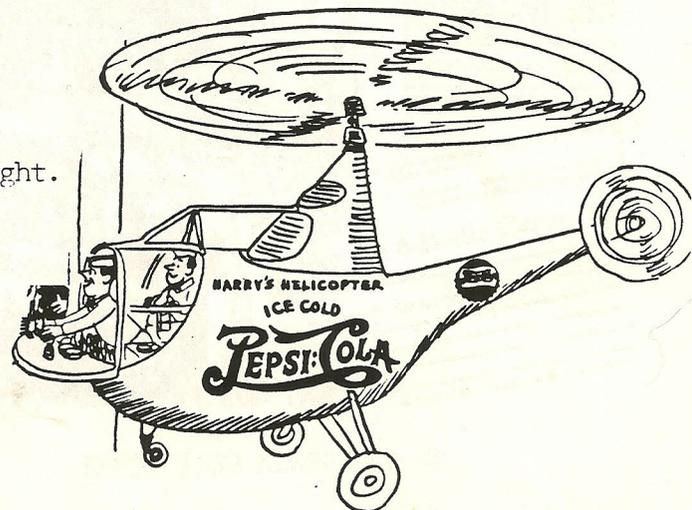
More information on commemorative bottles.

FREE JERSEY OFFER!!

Information on new Pepsi-Cola toy.

A 1939 Pepsi-Cola Newspaper ad.

Information on playing cards.



COLLECTORS SPOTLIGHT

In this issue of the Collectors Spotlight we feature Sterling Mann of Chester, Virginia.

Once the bug bites you..... you're caught forever. Over the past two years, I've gone places and done things I never imagined I would do....just in pursuit of a Pepsi-Cola memorabilia.

My first memory of Pepsi-Cola takes me back to my dad's country store in Eastern North Carolina, only 22 miles from New Bern, the birthplace of Pepsi-Cola, besides being my favorite drink, was the least of my interests. It wasn't until twenty plus years later that I caught this incurable challenge to help preserve a part of Pepsi-Cola history.

Why Pepsi? Margaret, my wife, deserves the credit, she came home with a Pepsi-Cola (double:dot) cap sign. Next, came two local, straight sided bottles (Richmond and Petersburg, Virginia). Researching their history was interesting and the more I learned, the more fascinating the Pepsi-Cola story became, especially local history.

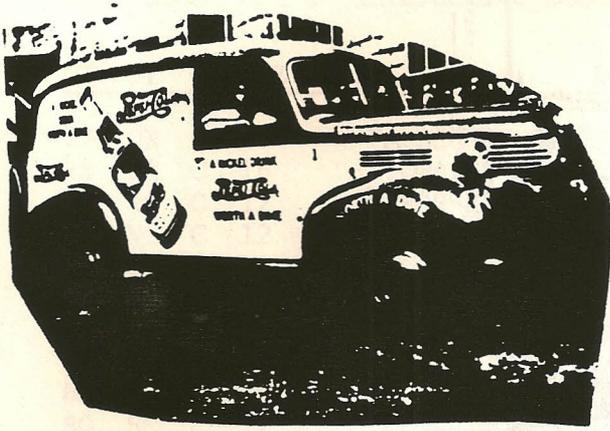
Now, my collection consists of many memorabilias.....each with a different story. Like many other collectors, I have started to specialize in those items displaying the double:dot logo. Bottles are perhaps my favorite. Virginia and Carolina, especially.

Some of my more recent finds are:

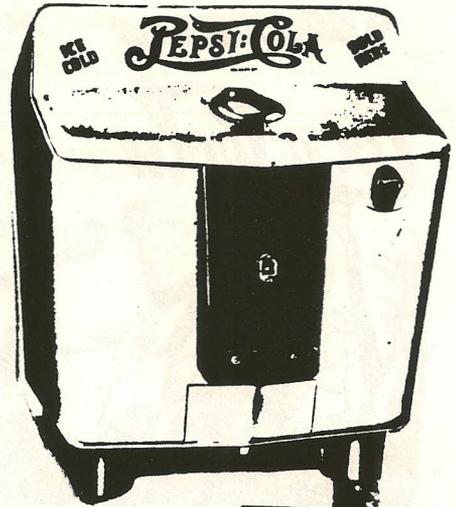
1. A Pepsi-Cola advertisement stamp (early 1940's), used to advertise Pepsi-Cola in the newspaper.
2. A complete box (50) of early 1940 matchbooks.

It's good to know there are others that share our enthusiasm for Pepsi-Cola history. I feel that we're helping to tell the story of an excellent American product as my stamp says, "Pepsi:Cola A big O.K. from the U.S.A.".



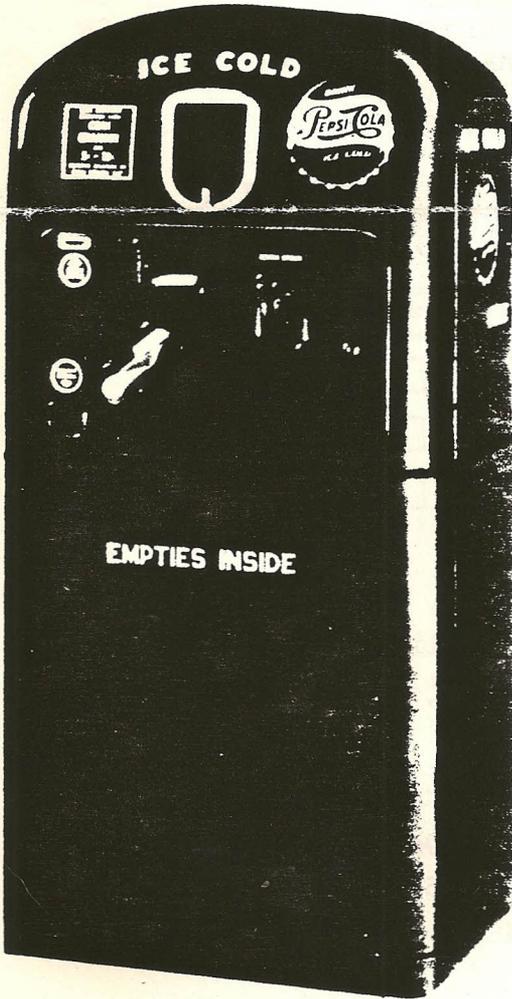


LATE 1930's DELIVERY PANEL TRUCK



EARLY 1940's COOLER

Manufactured and Sold by
UNIVERSAL COOLER CORP.



1955 VENDING MACHINE

WIN \$500⁰⁰ FIRST PRIZE CASH!

SECOND PRIZE \$250⁰⁰ CASH • THIRD PRIZE \$100⁰⁰ CASH



289 CASH PRIZES
and for everyone entering the contest, a handsome little gift

You've got a good chance to win because **THIS CONTEST IS LIMITED TO METRO. POLITAN AREA ONLY.**
(within 25 mile radius of New York City)

ENTER THE BIG PEPSI-COLA CONTEST NOW!

Here's one of the easiest and shortest contests you ever saw! No long letters to write—no tricky puzzles to solve.

No Sir! All you have to do to be eligible for one of the \$50 Cash Prizes is to fill in the dotted lines on the entry blank below, writing, in 30 words or less, why you like the Pepsi-Cola 6-Bottle Family Carton. Simple, isn't it? Just write

up to 30 words and you may win \$500.00 CASH! And that's not all! Pepsi-Cola has a special attractive gift for everyone entering this contest—something you'll really want and use! Here's one contest in which everybody wins!

This big contest is being held to get you acquainted with the great bargain carton of Pepsi-Cola—6 bottles for 25¢—6 big 12 oz.

bottles of delightful Pepsi-Cola. Think of it—enough for 12 genuine drinks. Hardly more than 2 cents a drink. Where else can you buy such a delicious beverage for so little? How else can you give your family such real pleasure for only a quarter?

Get set for this contest—read the rules below—tear out the blank and let's go!



LET'S GET INTO THE BIG PEPSI-COLA CONTEST!

TEAR OUT THIS FLAP FROM CARTON AND MAIL IN WITH ENTRY

6 BOTTLES

PEPSI-COLA

BIGGER - BETTER

JOIN THE SWING TO

ENTRY BLANK

(Be sure to enclose the red and white handle flap from the 6-Bottle Pepsi-Cola carton.)

"I like the 6-Bottle Carton of Pepsi-Cola because _____"

BOTTLES THAT IS GOOD!

Name _____

Address _____

THE PEPSI-COLA CO.
P. O. Box 1000, General Counsel
Ames, New York, N. Y.

FOLLOW THESE SIMPLE RULES

1. Fill in the blank form with 30 words or less in the ENTRY BLANK.
2. The ENTRY BLANK will be stamped for your convenience with the contest expiration date and time of closing. Use an address label on EACH entry.
3. The contest will be open to all persons who are at least 18 years of age at the time of entry.
4. The contest will be open to all persons who are at least 18 years of age at the time of entry.
5. All entries must be received by the contest closing date.
6. All decisions of the judges will be final. Disputes or appeals will not be considered.
7. The contest is open to all persons who are at least 18 years of age at the time of entry.
8. The contest is open to all persons who are at least 18 years of age at the time of entry.
9. The contest is open to all persons who are at least 18 years of age at the time of entry.
10. The contest is open to all persons who are at least 18 years of age at the time of entry.



PEPSI-COLA FACTS

In Metropolitan New York During 1938



1. **OUTSOLD** All Other Bottled Cola Drinks Combined
2. **OUTSOLD** Any Other Cola Drink in Bottles By More Than 50%
3. **SOLD** Over 180,000,000 Bottles-

PLACES TO FIND PEPSI-COLA

- Palmetto Collectables Warehouse: Highway 321, Norway, S. Carolina.
Stodel's Antiques and Collectables: 212 S. "L" St., Livermore, CA. 94550
Signs of the Times: 110 N. Citrus Ave., Covina, CA. 91723
Elbo Antiques: 5605 W. Glendale Ave., Glendale AZ. 85301
Country Corner Collectables: 233 Pomona Mall East, #93 Pomona CA.
Surrey Antiques & Collectables: 280 Exchange St., Crete Il. 60417
Orange Crate Mercantile: 140 N. Glassell, Orange CA. 92666
Ralph's Collectables: 322 Elm Ave., Long Beach CA.
Pink Elephant Antiques: 274 La Habra Blvd., La Habra CA.

Members: Please send us the name and address of merchants where you've found Pepsi-Cola items.

PEPSI-COLA COLLECTABLES

Listed below is the continued list of known commemorative Pepsi-Cola bottles from Soda Mart's "Interactive Books" Collectables Data Base.

DT	ST	C	SIZ	DESCRIPTION
77	OK	C	16	"A DECADE OF PROGRESS- 12,000,000 CASES"
78	IA	C	16	"IOWA VS IOWA STATE"
79	SC	C	12	"1939 REUNION" Clemson Univ. 40th Anniversary
80	NC	C	12	"CHARLOTTE 75th ANNIVERSARY
80	SC	C	10	"ANDERSON JC'S ENERGY"
80	SC	C	10	"COLUMBIA JC'S ENERGY"
80	SC	C	10	"CHARLESTON JC'S ENERGY"
80	SC	C	10	"GREENVILLE JC'S ENERGY"
80	SC	C	10	"SPARTANBURG JC'S ENERGY"
80	SC	C	12	"CONWAY JC'S ENERGY"
81	WV	C	16	"BIG M" Marshall Univ. VS Army-Huntington
82	GA	C	16	"BAINBRIDGE HIGH" State AAA Champs
82	OK	C	16	"SAPULPA HIGH SCHOOL" Booster Club
83	CA	C	16	"DEDICATION DAY-MAY 27, 1983" Fresno, CA.
83	GA	C	?	"BAINBRIDGE GEORGIA"
83	IN	C	?	"INDIANA UNIVERSITY"
83	IN	C	12	"CONNERSVILLE HIGH" State Basketball Champions
83	VA	C	16	"75TH ANNIVERSARY" New Prod. Plant, Charlottesville
84	IL	C	16	"UNIVERSITY OF ILLINOIS" 1984 ROSE BOWL
?	MO	C	16	"CENTRAL MISSOURI STATE UNIVERSITY"

100% Cotton Jersey Order Form

I have enclosed 5 proofs of purchase (5 cash register receipts) from either Diet Pepsi, Pepsi Light, or Diet Pepsi Free for each jersey ordered. Mail to: Pepsi-Cola Jersey Offer
P.O. Box 725, Dept. 757
Lubbock, Texas 79491

Name

Address

City State Zip

Circle size and indicate quantity of each size ordered:

	Small (34-36)	Medium (38-40)	Large (42-44)	Extra Large (46-48)	Allow 4-6 weeks for delivery.
Qty	Qty	Qty	Qty		

Total number of jerseys ordered

A thank you to Rick Russell for sending us this free Jersey coupon. We're always happy to reprint any Pepsi-Cola merchandise offer. Many times offers of this type are made in one area of the country and not in others. So keep your eyes open for offers of this type.

New Pepsi-Cola toy available:

The ERTL Company has recently put out a new Pepsi Challenger Stock Car made of die cast metal. This is an excellent replica of the Pepsi Challenger. I purchased mine from K-Mart, but they should be available at many toy stores.

PEPSI COLA PLAYING CARDS

To follow is a list and pictures of all known Pepsi playing cards from Soda Mart's "COLLECTABLES DATA BASE". If any members have any cards not shown, please run a copy on a copy machine and send to: Paul Bates, Ridgcrest Dr, Goodlettsville, TN 37072.



1



2



3



4



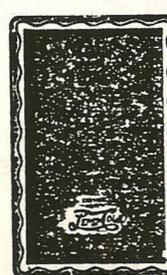
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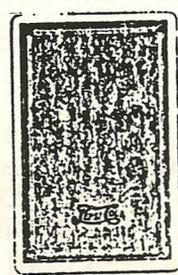
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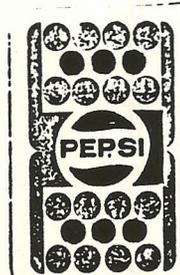
10



11



12



13



14



15



16

- (1) Woman in Oval-White Scroll Edge
- (2) Woman in Oval-Black Scroll Edge
- (3) Woman w/Feather Glasses & Btl-Yellow Bkg
- (4) "JOHNNY BENCH" w/Picture
- (5) "JOE MORGAN" w/Picture
- (6) "PETE ROSE" w/Picture
- (7) Plant Picture-"CINCINNATI BOTTLING CO"
- () Same- (??) Color Variation
- (8) "DRINK" + Logo(B)-Green Background
- () Same-Blue Bkg
- (9) Blue Name(B)-Gold/White Inner Border-Red Bkg
- () Same-Black/White Inner Border
- (10) Bottle Cap(M)-Yellow Bkg
- () Same-Blue Bkg
- (11) Bottle Cap + Large "DRINK"(M)-Grey Bkg
- () Same-Blue Bkg
- (12) Bottle Cap + Small "DRINK"(M)-White Bkg
- (13) Multiple Dots(T+B)-Name in Circle(M)
- (14) Multiple Names and Circles-Pale Blue Bkg
- () Same-Mustard Yellow Bkg
- (15) Can Shaped Card-"PEPSI"(T)
- (16) Can Shaped Card-Angled "PEPSI FREE"(M)

COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay .25¢ per word. 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.

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 .12
- 3. Mural (13"x7") 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
- 8. Pepsi-Cola can piggy banks .50
- 9. Birthplace of Pepsi letterhead .15
 - " " " Cigarette lighters 2.50
 - " " " Hand fan with Gibson Girl on silk screen 4.00
 - " " " Key Ring 1.00
 - " " " Enamoryboard nail file .35
 - " " " Wooden nickels .50

Please include postage for shipping. 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.

40's Pepsi label brand new old stock found in closing printing co. \$6.00p.p. U.S. or 2 for \$10.00 U.S. contact:J.C. Labrecque, Box 246 Montreal, Quebec, Canada H2X-3M4.

Pepsi commemorative bottles, opening of New Fresno Pepsi-Cola plant, May 25, 1983. full, \$6.00 ea. Contact: Tom Nodzak, 4709 W. Laurel, Visalia,CA. 93277.

"INTERACTIVE BOOKS" for Pepsi Collectors, latest updates on items including: Bottles, cans, drinking glasses, matchcovers, playing cards, coasters, openers, & patches. Send today for : Pepsi Generations...\$7.00 ea. plus 1.50 for postage. Visa & Mastercard accepted...(615) 859-5236. OR send for our free brochure to: Soda Mart, Dept. P, Ridgcrest Dr., Goodlesttsville, TN. 37072.

FOR SALE

The following is a list of items that Joe Kennedy is selling. Please add postage, for orders over \$75.00 Joe will pay postage. Forward all orders to: Joe Kennedy, 3840 E. 13th St., Indianapolis IN. 46201.

Trays:

1. Reproduction - new cond. 3 different Gibson girls \$9.00 ea.
2. Reproduction - large rectangular Gibson girl \$16.00
3. 1950's "Pepsi on the beach" \$20.00
4. Bicentennial tray with cardboard attachments "flag mobile" \$20.00
5. Early 1940's double dot, music notes with flowers have one near mint \$35.00
Have one with a little paint wear in one corner \$30.00

Plastic Cups:

1. Kennedy space center with shuttle pictured, mint condition \$3.00 ea.
2. Superman II, 1980 B.C. comics, mint \$3.00
3. Scream Machine with rock group YES & PETER DINKELBAUM \$3.00 ea. near mint
4. Thermo-serv cup near mint \$3.00

Glasses:

1. 1973 Flair glass reproduction (2), \$9.00 ea. mint
2. 1983 Krager 100th anniversary with Gibson girl, \$2.00 mint.
3. 16oz. "Coke" flair glasses \$3.00 ea. mint
4. Coke fountain glass \$2.00, near mint
5. Pepsi goblets, \$2.00 ea. near mint
6. Same as above with bronze tint \$3.00
7. 12 glass set, 12 days of Christmas, mint \$15.00
8. Dr. Pepper glasses with chrome? or stainless steel? handles, set of 4 very nice small glasses, 10.00 for mint set.

Bottles:

1. Brown, circa 1905, near mint Birmingham, Alabama approx. 7oz. rare, \$75.00
2. Yorktown, PA. 16oz. embossed mint. \$4.00

Signs-cardboard:

1. "Have a Pepsi day" 15'x8' gold background, has cap embossed \$10.00
2. "Be Sociable" 10'x24' edges a little beat. \$12.00
3. "The light refreshment" edges a little beat. \$12.00
4. Poster, May 16, 1970 grand opening of plant in Sedalia, Missouri w/Joan Crawford pictured on front. Very good \$15.00
5. "Refresh without fulling" lady pictured on front 12' oblong water spot on front. \$10.00
6. Pepsi, its got a lot to give in metal frame, some scratches. \$18.00

Signs-Metal:

1. Large plastic insert from 60's machine, near mint \$10.00
2. Door signs "Ice Cold" Pepsi-Cola double dot red, white, and blue \$18.00 some scratches.
3. Red, white, and blue 24'x30' very good 1960's \$15.00
4. 36' double dot disk, has fading and wear two-sided, and heavy metal double dot. \$30.00
5. 30' red, white, and blue script, cap made into lock, near mint \$55.00
6. "Have a Pepsi" yellow background with script writing, corner rusted off, same wear on edges. \$12.00
7. Lighted yellow background with script cap, works good, approx. 10'x12' \$15.00

Miscellaneous:

1. Single dot ads from 1950's (9), \$5.00 ea.
2. Double dot ads form 30's , \$8.00 ea.
3. Cone top cans, 1 double dot very good \$60.00 & 1 single dot, nm \$60.00
4. Records, all Pepsi, mint \$5.00 ea. "Music to watch girls by", "Pepsi Man", Pepsi tunes in good condition.
5. Ashtrays, double dot sticker on bottom, nm \$10.00
6. Pepsi cartons, \$5.00 ea., 16oz 1960's & 6½oz. 1950's 1 blue & 1 yellow "Be Sociable".
7. "Catch that Pepsi spirit" buttons (3) \$2.00 ea.
8. Script juice jars \$4.00 ea.
9. Double dot ad in 6½x9½ frame featuring Ray Bolger, Constance Moore, Benney Venuta, & Ronald Graham. "When big hits get together" All drinking Pepsi-Cola \$12.00

WANTED

Pepsi miniature trucks from other countries like Spain, Bulgaria, Italia, Russia, Czechoslovakia, Spanish, Mexican. Send price and details to: J.C. Labrecque, Box 246 Montreal, Quebec, Canada H2X-3M4.

Old Pepsi-Cola cardboard carrier and/or wood carrier. Old Pepsi-Cola bottles, paper label bottles. Also, want the following bottles: Drum Bicentennial-Embossed Eagle Bicentennial-Embossed, Yorktown Bicentennial-Embossed, 1,000,000 Case of Pepsi-Ft. Wayne, 13 Star Flag Bicentennial-Embossed, Tampa Rownies large label, All of the Clemson Bottles 1974, Dallas Cowboys & Dallas Cowboys w/NFL & 1971 reversed, P.C.M.I Management Institute painted white, & 75th Anniversary paper label serial numbered. Contact: Tom Hall, 1430 Stelmo N.E., Canton OH. 44705

Pepsi calendars, cutout signs, straw holder. Contact: George Yanollo, 2333 So. 3rd St., Allentown, PA. 18103. Home phone (215) 797-3337.

Serious collector needs contact to supply old embossed Pepsi-Cola bottles. Early 1900's - 1940's. No painted labels. Top prices paid. Contact: Jim South, P.O. Box 672, Drexel, N.C. 28619 or call (704) 437-5563.

Pepsi-Cola items, anything with Pepsi on it. Contact: Jerry Wright, 5964 Southwest St. Louis, MO. 63139.

Looking for a Pepsi-Cola 1gallon syrup jug with Pepsi-Cola embossed on the glass. Contact: P.R. Trimboli, 2209 Stanton Rd., Kinston N.C. 28501.

TRADE

Many Pepsi cans to trade. Want to correspond with others interested in collecting cans. Contact: Carr M. Suter, 111 W. Woodbury, Garland TX. 75041.

COLLECTORS INFORMATION

ATTENTION Soda Can Collectors, interested in a monthly newsletter on cans and other soda collectibles - send 3 stamps for sample copy and information on the club to : NPCC, dept. PCC, 3014 September Dr., Joliet IL. 60435.

PEPSI-COLA COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722



EXP 3/86

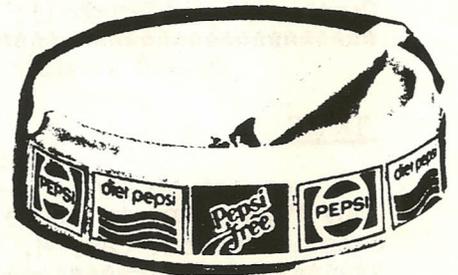
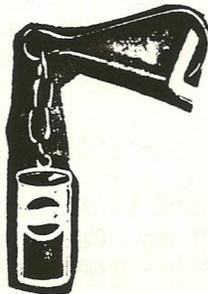
JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46322

ANNOUNCEMENTS

Past issues available for only a \$1.50 each. Please indicate which issue(s) you want and enclose a S.A.S.E. Send to the PCCC Newsletter.

The Pepsi-Cola Collectors Club Newsletter is published by the Pepsi-Cola Collectors Club. Publisher and Editor is Bob Stoddard.

Membership in the Pepsi-Cola Collectors Club is \$12.00 a year. Membership includes the Newsletter every two months, free ads in the newsletter and information on club activities.



Available from the PCCC: New playing cards with double:dot Pepsi logo, \$3.50ea. ppd., Key chains in shape of Pepsi-Cola can (new) \$1.50ea. ppd. Pepsi brands plastic ashtray, \$3.50ea. ppd. Make checks payable to: Pepsi-Cola Collectors Club, attention newsletter address.



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL. 2 NUMBER 4

SEPTEMBER-OCTOBER 1985

NEWSLETTER NOTES

It is with great sorrow that we announce the passing away of Doug Cline, he died of a severe heart attack on July 16, 1985.

I first met Doug at the 1984 Cola Clan Convention in Sacramento, CA. , from our first meeting it was evident that Doug had a great love for Pepsi-Cola memorabilia and Pepsi collecting. Since that time Doug became a friend and an advisor. He shared with me many of his dreams and ideas for the Pepsi-Cola Collectors Club. One of those dreams was our own national convention. Many times I turned to Doug for advise on club problems and always received helpful solutions.

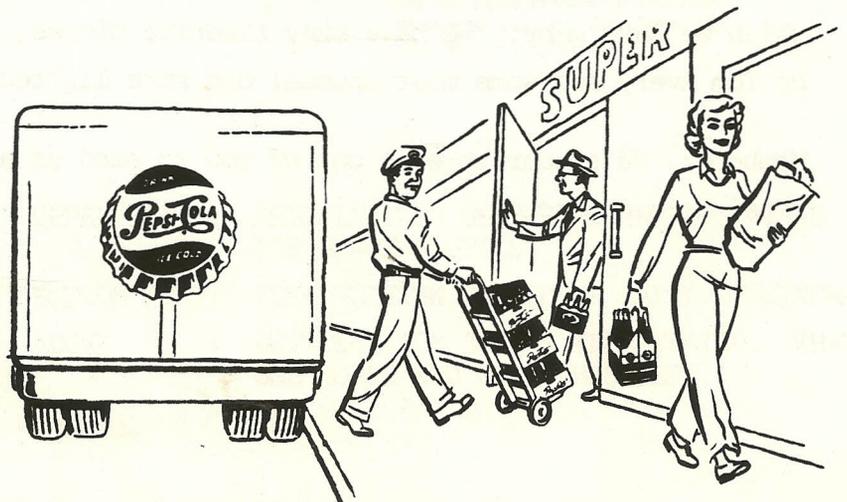
Through the years Doug and his wife Theresa had put together one of the most outstanding Pepsi-Cola collections in the country. For the present Theresa has stated she will keep the collection intact as a reminder of the hobby her husband loved so much.

This issue of the newsletter is dedicated to the memory of Doug Cline. We are re-running the collectors spotlight done on Doug & Theresa in the Jan/Feb. issue.

The family requests that in lieu of flowers that donations be sent to the American Heart Association.

IN THIS ISSUE

A POEM BY CAROL CUNNINGHAM
SIXTEEN FRUIT FLAVORS IN PEPSI
PICTURES OF COLLECTABLES



COLLECTORS SPOTLIGHT

In this issue of Collectors Spotlight we feature Doug & Theresa Cline of Coburg, Oregon.

We were brought into the world of Pepsi-Cola in the 1950's at which time Theresa became an employee of the local Pepsi-Cola bottling company. Theresa was employed there for 20 years between the 50's and the conclusion of the 75th anniversary year, at which time she retired. When she first began her employment with Pepsi, everything in the plant was double-dot, the tiffany style lamps were solid glass, and the business was very, very slow.

We began our collection with Pepsi items that were either discarded and/or worn out... however, in the beginning, there were few of these items available as the company was so poor it could afford to discard little and permit nothing to wear out.

Then, in the late 50's came the "big bang". Swirl bottles were introduced, and, to finance this expensive change, all old bottles had to be broken and the glass sold. Nothing escaped the "hammer", including the beer bottles and catsup bottles the company had used as Pepsi bottles during World War II. Pepsi paper labels were affixed to the main part of the bottles and the various neck labels contained both threats and plea's to return the bottles to the bottler. History was indeed destroyed.

A new advertising campaign then began. The purpose was to introduce the swirl bottle and the new single dot logo's. As the new advertising materials were distributed, the old double-dot stuff was replaced and then discarded. It included signs, clocks, dispensers, and a myriad of fountain items such as glasses, syrup containers of all kinds. We could have had as many of these items as we wanted, but seldom bothered to pick them up because "there was always tomorrow". The conclusion of this story is a sad lesson we learned and desire to forget.

Our collection consists of about 1800 items not including glasses and bottles, of which we have many. We have many favorite pieces, including a 24 carat gold crown made by Tom Avery and some most unusual and rare lighted signs and clocks.

Members: We encourage each one of you to send us an article about yourself as a Pepsi-Cola collector.

On tap for Challenger: Soft drinks, Milky Way

By Michael Mechem
USA TODAY

CAPE CANAVERAL, Fla. — A few days of countdown continued Thursday for today's planned liftoff of space shuttle Challenger — the USA's 50th manned space mission.

On board is Spacelab 2, which NASA and astronomers hope will unlock secrets of the sun, the Milky Way galaxy and the rest of the universe.

"It's very possible that the results of this mission will (give) enough additional understanding of the turbulent life of the sun to permit us to ... harness (its) energy," said NASA's Dr. Eugene Urban.

Also on tap: Coke and Pepsi, extending the cola war into space. Astronauts will test experimental cans designed by both companies.

The seven-member crew will work round-the-clock in 12-hour shifts. They'll pay particular attention to the sun, testing for ways to harness its energy.

They'll also test a \$80 million Instrument Pointing System — to be used to observe Halley's comet next March.

Liftoff is scheduled for 4:30 p.m. EDT — the latest ever of the 19 shuttle missions. The timing is dictated by experimental requirements.

Weather conditions are expected to be good.

Cable News Network will



Illustration: Coca-Cola Co., PepsiCo Inc., Shaw Group Inc., Electro-Sperry Systems Div. By Dan Glasgow, USA TODAY

provide live coverage; the other networks will cut into regular programming only if there's a problem.

If the mission stays on schedule, Challenger will land at 3:42 p.m. EDT July 19 at Edwards Air Force Base, Calif.

The presence of Coke and Pepsi is somewhat overshadowing the shuttle's science mission. NASA says the astronauts

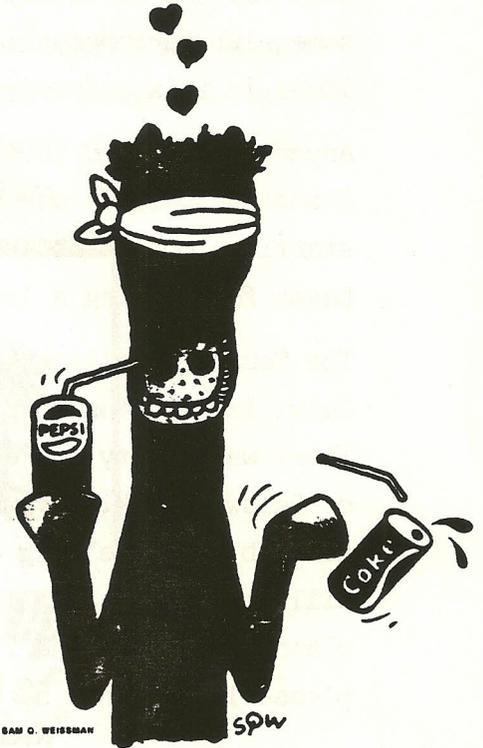
will not conduct any taste tests but will take still photos to prove the cans were tested.

Pepsi officials Thursday handed out T-shirts declaring, "One giant sip for mankind." Said official Angenette Duffy: "If there are going to be bottles on Mars some day, we want them to be Pepsi...."

Cola wars, 1B, 2B, 6B

A HORSE OF A DIFFERENT COLA

Star Legend couldn't care less about new Coke vs. Coca-Cola Classic. The 3-year-old pacer, who runs out of Scioto Downs in Columbus, Ohio, prefers Pepsi and isn't about to switch. Last fall the colt began sticking his head over the stall door as the barn crew had dinner. When offered Pepsi, he would gulp it down. But he'd turn up his nose at Coke or any other soft drink. Now he's given a bottle of



Pepsi every day, except before races, when it might affect his urine test.

Last month a local TV station gave Star Legend the Pepsi Challenge. He chose Pepsi over new Coke three out of three times. But the test wasn't exactly scientific—the bottles were clearly marked. "I think that's where we cheated," says Jack Howell, Star Legend's owner and breeder. "He read the labels." No way, argues his trainer, Bill Hartman. "I once put Coke in a Pepsi bottle," he says. "He spat it right out."

THE ONE THAT WON!!!!!!!!!!!!!!!!!!!!!!

Pepsi is the drink for me!

It's PERFECTION! Try --you'll see!

Took the CHALLENGE! Chose the ONE!

Chose the ONE, THE ONE THAT WON!

No need to change OUR recipe!

We're the WINNERS! Feelin' Free!

So HAVE a Pepsi! Drink some FUN!

It's Pepsi NOW! Coke's on the RUN!

UPPER LEFT : ARTICLE FROM USA TODAY ON PEPSI CANS FOR SPACE SHUTTLE

BOTTOM LEFT: POEM WRITTEN BY MEMBER CAROL CUNNINGHAM

ABOVE : ARTICLE FROM SPORTS ILLUSTRATED. THAT'S ONE HORSE WHO KNOWS HIS PEPSI!

Carol
© 1985

CLUB NEWS

The first ever P.C.C.C. directory is finished and in the mail. Any suggestions for improvement and/or comments regarding the next directory would be appreciated.

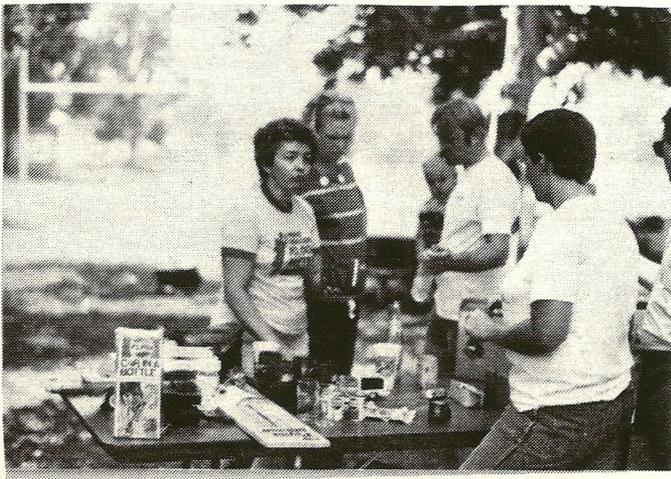
P.C.C.C. membership cards are ready and included with your newsletter. All subscribers, (primary member), will be issued one membership card, if there is more than one member per subscription, (associate member), please send \$2.00 for each additional card, please include the associate members name. This will give us an accurate accounting of members.

Now that the directory and membership cards are completed we'll begin developing some club paraphernalia such as T-shirts, bumper stickers, lapel pins, ect. Any ideas in this endeavor are not only welcome but encouraged!

Anyone interested in starting a local chapter of P.C.C.C. please contact Bob Stoddard. It is our belief that the P.C.C.C. Directory will aid members in starting local chapters. Getting to know other members in your area can be the bases for forming a local club.

The Southern California Chapter of P.C.C.C. held their first annual picnic in July, (see photos in picture section). We felt the picnic was a big success! There was plenty of Pepsi-Cola to drink, thanks to Pepsi-Cola Bottling Group of Baldwin Park, CA. who supplied the Pepsi. Plenty of Pepsi collectables available for selling and trading, which made everyone happy. The next picnic will be held in July 1986. The Southern California Chapter of P.C.C.C. are planning a party the first part of December, all those interested in attending please let us know so we can forward more details to you.

PEPSI-COLA PICTORIALS

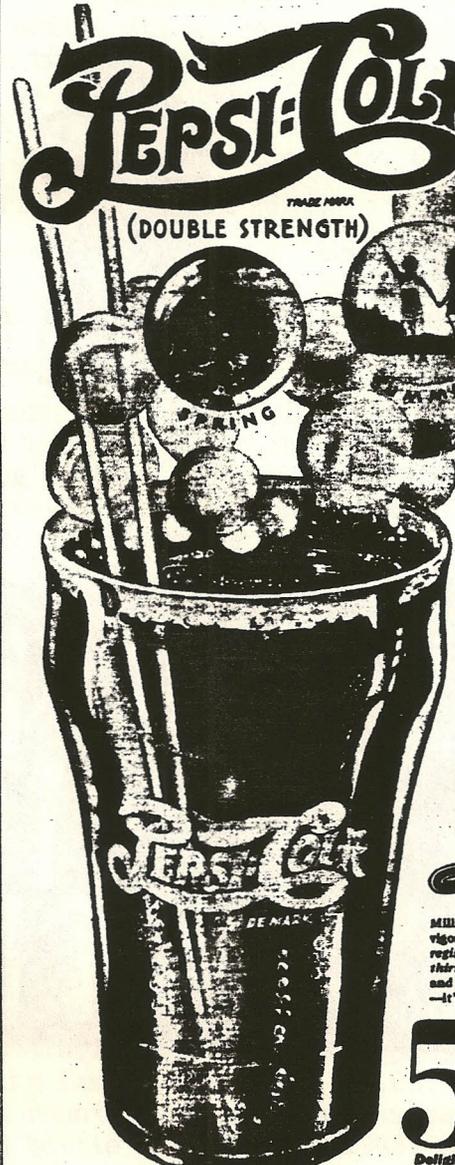


The newspaper advertisement below came from the New York Times 1933. The company advertising Pepsi-Cola in this ad is Loft Inc., a candy store chain in New York City.

Two years prior to this advertisement, Loft President Charles G. Guth had purchased Pepsi-Cola out of bankruptcy when Coca-Cola refused to give Loft a jobbers discount on Coca-Cola syrup. When Loft began serving Pepsi-Cola in place of Coca-Cola the Coca-Cola Company sent out spies to the Loft candy stores. These spies observed Pepsi-Cola being served to patrons who asked for coke or cola, this caused Coca-Cola to file suit against Loft.

Loft Inc. began the first efforts to have consumers ask for Pepsi-Cola by name rather than Coke, note in the ad: Do this - Step in any Loft store ask for Pepsi-Cola by name don't ask for cola or any name except Pepsi-Cola. The ad also mentions sixteen fruit flavors, this was before the 12oz. bottle.

You'll say "It's The Best Cola Drink"



PEPSI-COLA
TRADE MARK
(DOUBLE STRENGTH)

Bucks You Up!
- Like a Cup of Strong Coffee!

Sixteen different delicious fruit flavors—including the stimulating ingredient of Coffee—richly blended into this healthful, refreshing beverage. The first sip of Pepsi-Cola is a revelation and a delight—Pepsi-Cola is, in our opinion the outstanding Cola Drink—Double Strength—that's why it puts real "PEP" in you. A large 8-ounce glass for 5 cents.

3,500,000 DRINKS OF
PEPSI-COLA
Were Served during 1932 at

Loft SODA FOUNTAINS

Millions of New Yorkers know the bracing, appealing and invigorating qualities of Pepsi-Cola, which trade mark name was registered in the United States Patent Office in 1903—exactly thirty years ago. All these years Pepsi-Cola has been the tried and true beverage of those who desire "popping-up". Don't forget—it's Double Strength.

5¢ FULL 8-OUNCE GLASS at all Fountains

DO THIS Step into any Loft Store—ask for Pepsi-Cola by name—don't ask for Cola, or any name except Pepsi-Cola. Then if you ever tasted any other five cent drink to equal Pepsi-Cola, please don't pay the check!

(No other Cola drinks are served in Loft Stores)

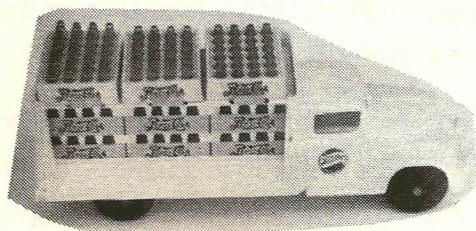
Delightful—Refreshing—Satisfying—Invigorating

138 STORES IN GREATER NEW YORK

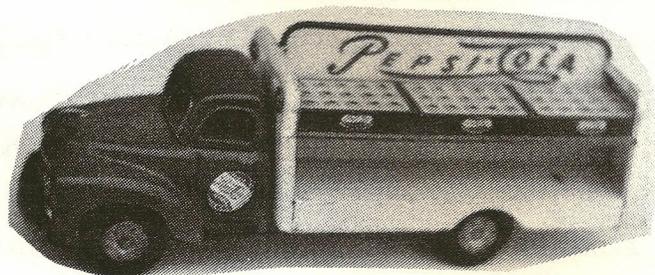
PEPSI-COLA COLLECTABLES



1940'S 12 PACK



PEPSI TOY TRUCK 1940'S



PEPSI TOY TRUCK 1950'S



CONE TOP CANS LATE 1940'S EARLY 1950'S



1940'S DOOR PUSH



BICENTENNIAL SET

18. Menu board, wood frame, new design, mint, \$20.00
19. Hats, many different caps, \$4.00 ea. all used.
20. 1946 & 1947 calendars, complete, some torn corners, \$20.00 ea.

Thermometers:

1. "Say Pepsi Please" script, mint, \$20.00
2. "Bigger Better" double dot, wear, \$18.00
3. Same design as menu board listed above, mint, \$18.00
4. "Gibson Girl" reproduction, near mint, \$16.00
5. "Big Red" some wear, \$15.00
6. "Say Pepsi Please" small, square, \$12.00

Toys:

1. Late 60's early 70's dispenser, some wear, \$7.00
2. Same as above, mint, in box, \$12.00
3. Coin bank, large in shape of can, \$4.00
4. Trucks: (a) 24" metal International some scratches, \$20.00, (b) 16" Tonka, wrinkled label, \$9.00 metal (c) Dr. Pepper tootsie toy 8" very good, \$5.00 (d) Tonka 8" bottle truck, mint, \$8.00 (e) yellow truck w/weebil character inside, near mint, \$8.00 (f) same as (e) only blue, \$7.00 (g) early 1960's script, small metal trucks w/plastic caps, \$8.00ea.

Trays:

1. Red, white, & blue, rectangular, "Pepsi Hits the Spot", minor scratches, \$30.00
2. Black tray w/little yellow caps, "Pepsi cola, Bigger & Better", nm, \$30.00
3. Same as above w/wear, \$20.00
4. Pepsi on the beach, round w/Coney Island setting, nm, \$20.00
5. Same as above with some wear, \$10.00

Reproduction trays- all mint:

1. Oval- girl pictured, I love it's flavor, \$9.00
2. Oval- Gibson girl, lady in bar, \$9.00
3. Large, rectangular tray, same as #2, yellow border, \$14.00

Small Items:

1. Hallmark metal bank, mint, script in shape of old machine, circa 60's, \$18.00
2. Metal ruler, "Be Sociable" a little wear, \$5.00 ea.
3. Oblong button, 1967 Madison, In. Regatta, \$8.00
4. Tip trays, reproduction, two different, mint, \$3.00 ea.
5. Tip tray, Dr. Pepper, reproduction, mint, \$3.00
6. "Have a Pepsi Day" clip on knife, \$6.00
7. Little round "Gibson Girl" tray, mint, \$2.00
8. "Take the Pepsi Challenge" key ring, \$2.00
9. "Try new Pepsi LIght" button, minor scratches, \$2.00
10. "Say Pepsi Please" 6"x2" plate, \$3.00
11. Price labels, 1 script, 1 straight, \$2.00 both
12. "Say the word Pepsi" button, unique, some scratches, \$8.00
13. "Take the Pepsi Challenge" button 5" dia., \$4.00 ea.
14. "Catch the Pepsi Spirit" button, place for name or picture, 3"dia., \$3.00
15. Charm, gold filled in shape of cap, in box, \$12.00
16. "Evervess Sparkling Water" product of Pepsi, scratches & blemishes, \$15.00
17. Cardboard double dot coasters, nm, \$5.00ea.
18. "Sunkist" good vibrations, \$3.00ea.
19. "Take the Pepsi Challenge" patches, \$2.00ea.
20. Gibson Girl playing cards, mint in box, \$6.00ea.
21. 1940's W.W.II record insert Pepsi-Cola servicemans center, some blemishes, \$20.00
22. Ceiling fan "pull" faded, \$5.00
23. Pepsi fountain pen, nm, clip missin, \$30.00
24. Brown bottle opener circa 1945, some wear, \$10.00
25. Bottle pull lighter, paper double dot label, \$30.00

COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay 25¢ per word.

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.

WANTED

I'm collecting Pepsi glasses and companion pieces, such as pitchers, jars, cups. Have over 400 pieces. Please help my collection grow. Send me a list with careful descriptions of what you have to sell or trade. Contact: Viola Dougherty at 1275 S.W. 206th Ave., Aloha, OR. 97006 or call (503) 642-4720.

FOR SALE

(20) wooden and metal carriers with Pepsi bottles in them from 1940-50. Assorted some w/ red, white & blue labels, red & white labels and plain embossed etc. All are in good condition. (1) case m-k beverages (bottled by Pepsi). Would like to sell whole lot at one time. Contact: Melissa Ireland, General Delivery, Vadis, W.Virginia 26445 or call (304) 269-4676.

"Interactive Books" for collectors! Looking for hard to find Pepsi items? Let us lead you to them. Send today for: Pepsi Generations ... \$7.00ea. plus \$1.50 for postage. Visa & Mastercard accepted. Call (615) 859-5236 or send for free brochure to Soda Mart, Dept. P, Ridgecrest Dr., Goodlettsville, TN. 37072

The following is a continued list of items that Joe Kennedy is selling. Please add postage, for orders over \$75.00 Joe will pay postage. Forward all orders to: Joe Kennedy, 3840 E. 13th St., Indianapolis, IN. 46201.

Miscellaneous items:

1. Pepsi & Pete score sheet in holder, \$6.00
2. Bottle radio newer model, \$11.00 in box.
3. Pepsi can lighter very good, Early 60's can , \$10.00
4. Adjustable metal calendar, near mint, \$10.00 ea.
5. Very unique lamp. "Pepsi Cola on Draught", very good condition,DD., \$60.00
6. Menu board "Bigger-Better" near mint, \$50.00
7. Same as above with blemishes, \$25.00
8. Fountain top from 60's, \$5.00
9. Hat - "Take the Pepsi Challenge" w/autograph, "Dan the snake prudhome, \$20.00
10. Bicentennial ad in four sections. Hangs & bicentennial tray incld., mint \$16.00
11. Pot holder, drink Dr. Pepper hat, \$6.00
12. License plate, "Take the Pepsi Challenge" plastic, mint , \$4.00 ea.
13. Manicure set "Have a Pepsi day", 60's mint in box, \$10.00
14. Scheaffer pen set, "Have a Pepsi day", in box, \$15.00
15. Pepsi case and checker board, mint, in box, \$17.00
16. Syrup barrels, both have wear, \$15.00 ea.
17. Bottle carriers: (1) metal,d.d. some wear, \$10.00, (1) metal, script single dot blue stripes, \$12.00 (1) metal, 12 bottle carrier some wear, \$20.00 (1) plastic yellow 8 bottle carrier, some wear, \$8.00 (1) plastic blue & white 8 bottle, \$8.00 (1) metal, "Drik Pepsi-Cola" white front w/ red writing. few scratches, \$12.00

26. Sewing kit, double dot, \$10.00
27. Gibson Girl, mirror, reproduction, \$4.00
28. Opener, brass, long, double dot, \$12.00
29. Tip tray, flower, reverse compliments of Pepsi, \$18.00
30. Knife, early reproduction, double dot, \$7.00
31. Small knife, single dot w/loop on end, \$15.00
32. Wall opener, original double dot, no paint, \$10.00
33. "I took the Ppesi Challenge" fold down button, \$1.00 ea.
34. Wall opener, double dot, reproduction, \$3.00
35. Buckel, Pepsi Hits the Spot, reproduction, \$4.00
36. Opener, "America's Big Values" circa 1930's, \$8.00ea.
37. Wall opener, brass, single dot, \$8.00
38. Watch fob, "very rare", Eagle sitting on arrows w/bottle on either side, New Bern, N.C. original double dot, \$60.00
39. 75th Anniversary round knife, 1898-1973, nm., \$12.00
40. Green Pepsi caps., circa 1920, unusal, some scratches, \$5.00ea.
41. Yellow caps., \$12.00ea.
42. Red, White, & Blue, \$1.00ea.
43. Slide on tip for pencil, nm., \$3.00
44. 1940's matchbook covers, \$1.00ea.

PEPSI COLA items for sale by:
 Norman and Sharon Horn
 6544 N.E. Indian Creek Road
 Topeka, Kansas
 66617
 1-913-288-1105

Price plus postage and insurance

Brown Gibson Girl Music Box	35.00
Swirl Bottle Salt and Pepper Shakers	3.00
Metal Hallmark Vending Banks	7.50
Plastic Gibson Girl Tip Trays	7.50
Gibson Girl Pocket Mirrors (White & Black Yellow & White)	2.00
Metal Rose Tip Tray Excellent Shape	15.00
Plastic Swirl Bottle Napkin Holders	10.00
Swirl Bottle Radio	10.00
Plastic Pepsi Can Radio	15.00
Metal Double Dot Blue and White napkin Dispenser with Bottle Cap on side Perfect Shape	90.00
Tyco Train Cars Pepsi, Hires, Canada Dry, Coke	10.00
Round Gibson Girl Belt Buckle	10.00
Blue Swirl Oval Belt Buckle with small logo in center	10.00
Boys "Pepsi Hits the Spot" Belt and Buckle	7.50
White Vinyl Belt with 10 Continuous Pepsi Logos	10.00
HAPD Cube Desk Set	10.00
HAPD Flat Rectangular Sceafer Desk Set	10.00
White HAPD Box Cutter	2.50
Blue HAPD Box Cutter	2.50
White Plastic Throw Away HAPD Lighters with Blue Logo	3.00
HAPD Cube Calendar	10.00
Cricket HAPD Table Lighter	5.00
Zippo HAPD Lighter Silver with White Writing	7.50
HAPD Golf Tee Sets	2.00
Golf Tee Sets with Pepsi Logos	2.00
Golf Ball Sets Large "Drink Pepsi" Logo	
Small "Drink Pepsi" Logo	
Compliments	5.00
HAPD Golf Key	2.00
Set of 4 Bike Reflectors	3.00
*HAPD "Have A Pepsi Day"	

Pepsi and Pete Newspaper Comics Nov. 5, 1939	15.00
Pepsi and Pete Newspaper Comics June 30, 1940	15.00
Pepsi and Pete Newspaper Comics July 21, 1940	15.00
Pepsi and Pete Newspaper Comics July 6, 1941	15.00
Pepsi and Pete Newspaper Comics Aug. 3, 1941	15.00
Pepsi and Pete Newspaper Comics Feb. 1, 1942	15.00
Pepsi and Pete Newspaper Comics March 1, 1942	15.00
Pepsi and Pete Newspaper Comics June 7, 1942	15.00
Pepsi and Pete Newspaper Comics Unknown Date	15.00
Norfolk, Va. Newspaper Ad Oct. 9, 1908 Sharp	20.00
1943 Desk Blotter Calendar	15.00
Pepsi and Pete Score Sheets	7.50
Post Card from Old Plant at New Bern, N.C.	7.50
Art Contest Calendar 1942	17.50
Art Contest Calendar 1943	17.50
Art Contest Calendar 1944	17.50
Art Contest Calendar 1945	17.50
Art Contest Calendar 1947	17.50
Art Contest Calendar 1948	17.50
Art Contest Calendar 1949	17.50
Jewish Art Calendar 1956	15.00
School Calendar 1968	7.50
School Calendar 1977	5.00
School Calendar 1978	5.00
School Calendar 1979	5.00
School Calendar 1975	7.50
Football Calendar Schedule from Marysville, KS 77-78	7.50
Gibson Girl Calendar 1977	7.50
HAPD Calendar 1977	5.00
HAPD Calendar 1978	5.00
HAPD Calendar 1979	5.00
Pepsi People Feelin' Free Calendar 1976	5.00
Bugs Bunny and Roadrunner Calendar 1981	7.50
Single Sheet Calendar 1980	3.00
Single Sheet Calendar 1981	3.00
Catch That Pepsi Spirit Calendar 1981	3.00

Ad's from 1940's	each 6.00	Small Round "Drink Pepsi Cola" Belt Buckle	5.00
Ad's from 1950's	each 5.00	Large Round "Drink Pepsi Cola" Belt Buckle	5.00
Ad's from 1960's	each 4.00	Rectangular "Pepsi Cola Hits the Spot" Belt Buckle	5.00
Ad's from 1970's	each 2.00	Oval with hand holding Pepsi can Belt Buckle	10.00
Ad's from 1980's	each 1.00	Round Pepsi Red, White, and Blue Belt Buckle	5.00
Set of 8 Puzzles	for set 50.00	Plastic Diet Pepsi Pen Holder for Shirt Pocket	3.00
Cast Iron Auto Bus Made in France		Mens Wrist Watch with HAPD Logo on Second Hand	50.00
Paper Logo on one side	25.00	Plastic Throw Away Butane Lighter	
Balloon Bow Tie	5.00	Black with White Logo	5.00
Blue Tie with Logo Covering It	8.00	Clear Plastic Lighter with Logo on Side	3.00
Blue Tie Bottle Cap "Come Alive"	10.00	Plastic Lighter with Logo that Floats Inside	10.00
Can Light No Bulb	4.00	Metal Zippo Lighter with Bottle Cap Logo on it	10.00
Plastic 2 Piece Childrens Tea Set		Plastic Bottle Shaped Ball Point Pen	1.50
"Have A Pepsi Party"	10.00	Blue "Catch That Pepsi Spirit" Can Holder	1.50
Plastic Ash Tray Cracked "Drink Pepsi Cola"	2.00	Plastic Yo-Yo Poor Shape	5.00
Metal Ash Tray Gold Cheap	2.00	Key Chain Plastic Six Pack	2.00
Amber Glass Ash Tray Harold Schneckloth		Hat Pin (HAPD) Can	2.00
Shenandoah, IA.	12.50	Necklace HAPD Drinking Cup With Straw	1.50
Blow-Up Pepsi Bottle 2' Tall	5.00	Necklace Without Chain Drinking Cup	1.00
Striped Blow-Up Can 1' Tall	5.00	(HAPD) Miniature Pepsi Can	1.50
Set of 4 Gold Colored Cast Coasters Beautiful set	25.00	(HAPD) Miniature Glass Plastic	1.00
Set of Anniversary Glasses	100.00	Plastic Thimble With Pepsi Logo	2.00
Large Ice Chest Cooler 1940's	450.00	Miniture Glass Swirl Pepsi Bottles with "Drink Pepsi Cola" Logo	each 3.00
Set of 6 Pepsi Light Steak Knives in Holder	25.00	Large Rectangular Jacket Patch	3.50
Set of 6 Pepsi Steak Knives in Holder	25.00	Pepsi Hot Shot Winner Patches	2.50
White Ceramic Pepsi Syrup Pump	30.00	Plastic Pepsi Logo Keychain	1.00
Canadian Door Push	25.00	Round Plastic Suitcase I.D. Tags HAPD	each 1.50
Large Blow-Up Pepsi Bottle	30.00	Square Suitcase I.D. Tag	1.50
Set of 4 Plastic Monkey Mugs & Wooden Holder	10.00	Small Brown HAPD Manicure Set	5.00
HAPD Bike Seat Cover	10.00	Zippo HAPD Money Clip and Knife	
Navy Blue Tie with Red Script Pepsi Cola	8.00	Silver with White Writing	5.00
HAPD Block Note Pad	5.00	Red Round Plastic Pencil Sharpener	2.00
Plastic Grocery Cashier Divider	5.00	Yellow Round Plastic Pencil Sharpner	2.00
Plastic First Aid Kit	5.00	Yellow "Drink Pepsi Cola" Rectangular Pencil Sharpner	2.00
Plastic Box with Diet Pepsi Stationery	12.00	Clear Plastic Pepsi Pepole Photo Stand	3.00
Metal Desk Top File	15.00	Square Blue Elgin HAPD Travel Clock	10.00
Balloon String Bow Tie	5.00	Red Round Sloan Travel Clock with Gold Logo on Case	10.00
Brown Vinyl Business Card Folder with Plastic Inserts	5.00	Blue Metal Gallon Syrup Can	15.00
Black Billfold with Gold Logo on Inside	5.00	Round Pepsi Pillow Can Design	8.00
Blue Vinyl Route Mans Receipt Holder	3.00		
Brown Address and Telephone Book	7.50		
Black 1977 Route Man Calendar and Notebook	7.50		
Brown 1979 Calendar Book	7.50		
Brown 1979 Calendar Book From Humbolt, Nebraska	10.00		
Plastic Playing Cards Pete Rose			
Johnny Bench			
Joe Morgan	each 10.00		

PLACES TO FIND PEPSI-COLA

Palmetto Collectables Warehouse: Highway 321, Norway, S. Carolina.

Stodel's Antiques and Collectables: 212 S. "L" St., Livermore, CA. 94550

Signs of the Times: 110 N. Citrus Ave., Covina, CA. 91723

Elbo Antiques: 5605 W. Glendale Ave., Glendale AZ. 85301

Country Corner Collectables: 233 Pomona Mall East, #93 Pomona CA.

Surrey Antiques & Collectables: 280 Exchange St., Crete IL. 60417

Orange Crate Mercantile: 140 N. Glassell, Orange CA. 92666

Ralph's Collectables: 322 Elm Ave., Long Beach CA.

Pink Elephan Antiques: 274 La Habra Blvd., La Habra CA.

Members: Please send us the name and address of merchants were you've found Pepsi-Cola items.