



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL. 3 NUMBER 3

JULY-AUG. 1986

NEWSLETTER NOTES

In case your not counting, this is our fifteenth issue of the PCCC Newsletter. For this issue we've received the most ads ever. Keep those ads coming as they are an important part of the newsletter. Thanks to all of you who've sent articles and information for the newsletter. We're especially glad that so many are now sending in articles for the Collectors Spotlight. Remember everyone is welcome to contribute to the Collectors Spotlight, the article doesn't have to be long, just tell us a little about yourself and your collection.

We're planning on having the new PCCC directory available the first part of 1987. Please let us know what information you feel should be included in the new directory.

We would like to solict from each member a black and white photograph of your collection to include in future issues of the newsletter. Please send attention to the Editor, PCCC, P.O. Box 1275, Covina, CA. 91722.

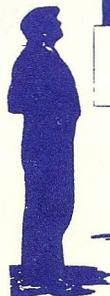
IN THIS ISSUE

Collectors Spotlight featuring John & Louise Johnston of Winnipeg, Canada and Kenneth Skillern of Collinwood, TN.

A salute to Pepsico's first 20 years.

Looking at Pepsi-Cola 1936

2nd Annual So. Calif. PCCC Picnic, July 20th, 1986.



CLUB NEWS

The Southern California Chapter of the PCCC will be holding their second annual picnic on July 20th, at El Cortez Park in West Covina, from 10a.m. to 4p.m. Everyone is invited! T-shirts and collectors pins will be made to commemorate the event. The T-shirts and pins can be purchased by mail (see ad section of the newsletter), club members only.

We're working on getting some local chapters formed in the East and then having some type of get-together on the East Coast.

At the May meeting of the Northern Chapter, Terry Lunt was made acting President and Di Staedel acting Secretary. Terry has scheduled the next club meeting in September at his home in Modesto, CA.

PEPSI FACTS

As Pepsi collectors we focus most of our attention on Pepsi-Cola the soft drink company but, Pepsi is more than a soft drink. Since the merger of Pepsi-Cola and Frito-Lay Inc. in 1965 Pepsi-Cola has become part of Pepsico, a large and very diverse corporation. In 1985 Pepsico celebrated "The First Twenty Years" in honor of this anniversary we'll take a look at Pepsico the Corporation.

PepsiCo, Inc. is a 7.5 billion dollar company with a leadership position in three high growth businesses: Soft drinks, snack foods, and restaurants.

Pepsico, Inc. is the nation's 40th largest company based on 1984 sales.

Pepsico soft drinks are sold in 148 countries and territories in the world; snack foods in 10 major markets, and there are Pepsico restaurants in 35 countries.

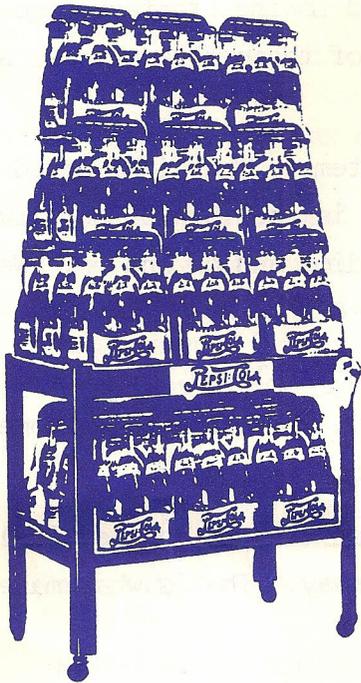
Pepsico is the world's largest soft drink bottler. Every day more than 200 million servings of Pepsi-Cola products are enjoyed by people around the world.

Pepsico was founded by Donald M. Kendall, President and Chief Executive Officer of Pepsi-Cola and Herman Lay, Chairman and Chief Executive Officer of Frito-Lay.

As Pepsi-Cola collectors we tend to have a tremendous amount of loyalty to Pepsi-Cola the soft drink without knowing much about the company behind the soft drink. It is nice to know the Corporation behind the soft drink is as great as the soft drink it sells.



1940s Belt



1940s Display Rack



1940s Ice Cooler



1940s Clock



"Oh boy! Where did you get that!"

1945 Ad

COLLECTORS SPOTLIGHT

In this Collector's Spotlight we feature John & Louise Johnston of Winnipeg, Manitoba, Canada, and Kenneth Skillern of Collinwood, TN.

John & Louise Johnston

I met my wife about 2½ years ago and I couldn't believe how much Pepsi she drank each day. She had a few small items, a mirror clock, a few bottle openers etc. I love to go to flea markets and garage sales and Louise started to go with me. We bought our first advertising sign at one of these flea markets and our collection has snow-balled ever since.

In the last two years we have collected over 20 items. They include advertising signs (our main interest), a 1950's pop machine, which is the talk of our living room!, push bars, kick plates, trucks, cars, trays, radios and on and on. We have found that our house is getting to small!

Since we've been collecting it has sort of changed our lives. We have met so many people (fellow collectors of one thing or another), it's ironic but some of the better pieces in our collection have come from a coke collector.

We've found collecting to become quite an addiction (almost an obsession). We're always looking for that item to take our breath away. That's what makes it all worthwhile.

Kenneth Skillern

I started collecting Pepsi-Cola items in the late 70's. My first item was a key chain, bottle shaped, liquid filled 1950's.

I have been a Pepsi drinker as far back as I can remember, and my wife Doris, daughter Kenya and son Bart are also Pepsi drinkers.

I get most of my Pepsi items at flea markets. I collect anything with the Pepsi logo, but am interested mostly in double-dot items. I have a fairly large collection acquired on a limited budget. I am always looking for old, rare items at a price I can afford.

Some items in my collection are; toy trucks, a mint condition double-dot steel ruler, a mint condition door push (m-20), a door pull (m-19) both are early 40's, a 1930's metal sign, 40's pocket mirror, early 40's deck of playing cards (eagle, stars and stripes), a mint condition paper-mache ice chest and a 50's round ice chest and several embossed bottles.

PEPSI HISTORY

I recently obtained a very interesting Pepsi-Cola collectable; a newspaper put out by the Pepsi-Cola Co. The newspaper was given to those people who attended the 1936 A.B.C.B. Convention in Chicago. The newspaper contains information on the state of the Pepsi-Cola Co. in 1936. Below I've included the highlights from this newspaper.

October 1936:

Pepsi-Cola is bottled in all 48 states, also Cuba, Canada, and England.

Five hundred million bottles of Pepsi-Cola will be made, sold and consumed in 1936.

One billion bottles of Pepsi-Cola will be made, sold and consumed in 1937.

Pepsi-Cola will use more than 40,000,000 pounds of cane sugar in 1937.

Pepsi-Cola manufactures all of it's own crowns (bottle caps).

Pepsi-Cola owns outright, and operates it's own case making plant. More than one million Pepsi-Cola cases will be manufactured and used in 1937.

Pepsi-Cola is the second largest beverage company (non-alcoholic) in the world from the standpoint of production, sales and powerful financial resources.

From it's inception, Pepsi-Cola has never owed a dollar to any bank or financial group. The business has always been kept on a cash basis.

Pepsi-Cola stock is not listed on any stock exchange, and there is none for sale.

Pepsi-Cola is not an interloper, nor an imitation of any other cola drink.

Pepsi-Cola is one of the first and original bottled cola drink in America. The Pepsi-Cola trademark was registered in the U.S. Patent Office June 1, 1903 (33 years ago) and has been in constant use ever since.

Pepsi-Cola is destined to become the largest selling cola drink in the world.

WARNING! There are many imitations of Pepsi-Cola being offered to dealers by unscrupulous bottlers. Every genuine bottle of Pepsi-Cola must have a Pepsi-Cola crown, a Pepsi-Cola body and neck label.

PEPSI IN THE NEWS

Michael Jackson has signed another multi million dollar contract with Pepsi-Cola USA. The contract is said to be somewhere between \$5-\$15 million dollars.

It looks like the FTC is going to turn down Pepsico's attempted buy of 7-UP.

COLLECTOR'S MARKET PLACE

1985 JUN 16

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.

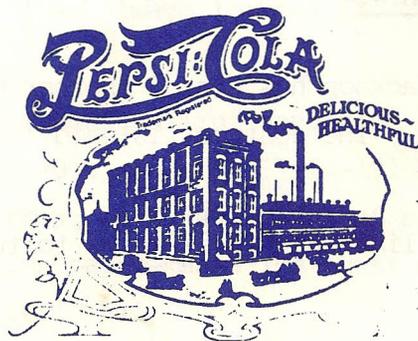
FOR SALE

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
 - " " " Emacryboard nail file .35
 - " " " Wooden nickels .50

NEW ITEM: Offical postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

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

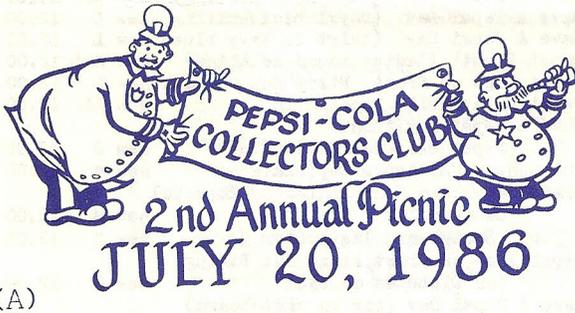


FOR SALE

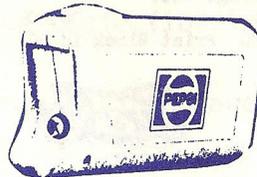
 **WE WANT YOU!!**
IN THE
NATIONAL POP CAN COLLECTORS CLUB
FOR DETAILS CALL OR WRITE US AT:
NPCC
1124 Tyler St.
Fairfield, Ca. 94533
Ph. 707-426-5553



PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost: \$10.00 ea. Also available: 5½x5½ red, white & blue embroidered patch, cost: \$10.00, include \$5.00 for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St., Huntington Bch., CA. 92647 or (714) 842-3161. NO CODS.



(A)



(B)



(C)



(E)



(G)



(H)



(F)



(D)

A) 2nd annual picnic T-Shirt, \$9.00 ppd.
light blue w/dark ink, sizes: S,M,L,XL

C) Pepsi can keychain, \$2.00 ppd.

E) PCCC Pin-back button, \$2.00 ppd.

G) Pepsi Playing cards, \$4.00 ppd.

B) Pepsi Flashlight, \$3.00 ppd.

D) PCCC License Plate Frame, \$4.25 ppd.

F) Pepsi brass magnet, \$3.00 ppd.

H) 2nd annual Picnic collectors pin, this pin will be made once only, \$3.50 ppd.

To order send to: PCCC, P.O. Box 1275, Covina, CA. 91722.

FOR SALE

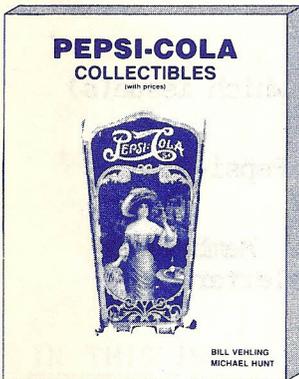


Have a large collection of commemorative coke and Pepsi bottles, coke trays, ect. On request will send a description and price list. Will also trade for newer Pepsi trays. Contact: Ed Bauer, 9424 Treasure Ln. NE, St. Petersburg, FL. 33702

Pepsi commemorative bottle, So. Carolina 50th anniversary, full. \$6.00 ppd. contact: Singleton Bailey, P.O. Box 95, Loris, S. Carolina 29569

Pepsi-Cola basketball uniforms sponsored by the Pepsi Cola Co., possible 1968 Olympics period. Are 100% nylon tank top, shirt is red, white blue, white background, red letters, and player numbers. Blue outline with strips large single dot Pepsi-Cola modified script logo on front. Shorts; white w/ red and blue stripes, black shield shape patch Pepsi in center w/gold leaves. excellent condition, a few spots on uniforms. Limited quantity. Tank tops \$25.00 ea. have 2-lg, 1-med. Shorts \$20.00 ea. have 2-lg. Pepsi-Cola 1943 WWII, G.I. record in original shipping sleeve. "Through courtesy of Pepsi-Cola, script logo, double dot. Brown sleeve, little brittle, rare complete item for \$25.00. 1972 Pepsi-Cola star performer route salesman of the month award. Large bronze medal attached to a walnut wall plaque, approx. 10" for \$20.00 ppd. Electric Clock; "Catch the Pepsi spirit!", large round glass and metal case works for \$28.00 ppd. Contact: Brian Robertson, 422 E. 32nd St., Balto, MD. 21218.

Get your cans together with "CAN TOTES". Holds 48-12oz or 36-16oz. cans. SELF-STANDING STRONG-PORTABLE-EASY ASSEMBLY!! \$20.00 per set of 3, postage paid in U.S.A. VISA/MASTERCARD accepted: 615-859-5236, please specify 12 oz or 16 oz. or order now from: The Soda Mart, Dept P., Ridgecrest Dr., Goodlettsville, TN. 37072



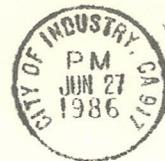
NEW BOOK!! PEPSI-COLA COLLECTIBLES by Bill Vehling & Michael Hunt 160 pages with over 850 items illustrated and priced. 8½"x11", cover price is \$14.95. SPECIAL PRE-PUBLICATION OFFER: PCCC members only! save 2.00, price is \$12.95 + \$1.25 postage & handling for each book.

Please enclose remittance and send to: Bill Vehling, Box 41233 Indianapolis, IN.46241

WANTED

(1) Pepsi playing cards. (2) Bicentennial set trays, cans, glass. (3) old Pepsi-Cola carriers seen in Brad's Drink, about 1940's, any kind. (4) Blue cooler with galvanized lining, 1950's to 1960's. (5) Round red, white and blue tray, 1950's. (6) Red, white blue rectangular tray with large logo and "Hits the Spot", 1940. (7) Old 5¢ plastic covering on metal background sign, 12½ inches high & 5¼ inches wide, 1939-40. Contact: Tom Hall, 1430 Stelmo N.E., Canton, OH. 44705. Or call 216-454-2405.

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



JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323

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.

PLACES TO FIND PEPSI-COLA

Wilson's Collectables: Corner of Hwy 17-92 & Haines Blvd., Lake Alfred, FL. 33850
Mikes General Store: 52 St. Annes Rd., Winnipeg, Manitoba, Canada R2M 2Y3
Judy's Place: 308 Salter St., Winnipeg, Manitoba, Canada R2W 4L2
Framemakers & Antiques: 418-430 E. 32nd St., Balto, MD. 21214
Bob Adam's 7 Mile Antique Mall: 441 So. Highway 41, Caledonia, WI. 53108
Palmetto Collectables Warehouse: Highway 321, Norway, So. Carolina
Stodel's Antiques & Collectables: 221 So. "L" St., Livermore, CA. 94550
Elbo Antiques: 5605 W. Glendale Ave., Glendale, AZ. 85301
Surrey Antiques & Collectables: 280 Exchange St., Crete, IL. 60417
Orange Crate Mercantile: 140 N. Glassell, Orange, CA. 92666
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 Collectors Club NEWSLETTER

post office box 1275 covina, california 91722

VOL. 3 NUMBER 4

SEPT.-OCT. 1986

NEWSLETTER NOTES

Well here it is September and summer is about over, it seems all I've been doing is putting out newsletters and planning the picnic. By the way, the picnic was a BIG success but more about that later in the newsletter.

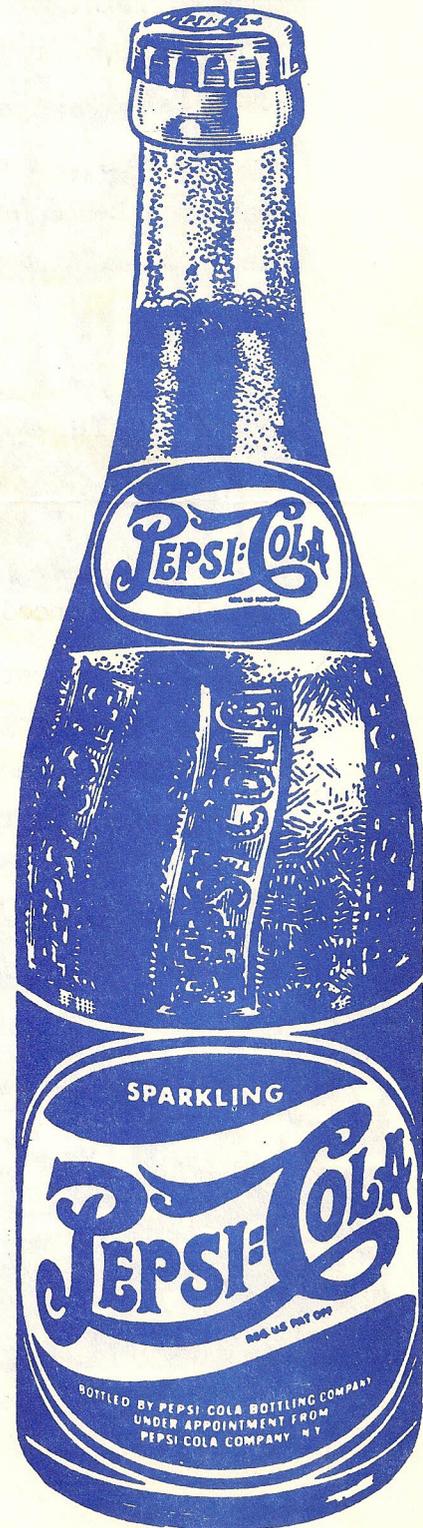
We've added a new section in this issue called "Collectors Showcase". The idea is to show photos of your collection in the newsletter. Collectors Showcase will be a regular addition if we can get enough photos of your collections. All you have to do is send a few black and white photographs of your collection and you'll be included in Collectors Showcase.

We've left "Collectors Spotlight" out of this issue but we will resume that section in the next newsletter. So please keep sending in articles about yourself and how you started collecting Pepsi-Cola. With members in over 40 states the Collectors Spotlight provides the means for us to learn about one another.

The collectors pins for the 1986 picnic have finally arrived, (and if I may say so they look GREAT!). There is a limited supply so get your order in right away. Refer to our For Sale section on ordering your pin.

Some mail orders were delayed in being shipped due to merchandise delays but by now everyone should have received their orders, if not please let us know.

A new membership directory will be out March 1987. Due to numerous requests we will be listing telephone numbers. We do not have phone numbers for all members, if you want to be



NEWSLETTER NOTES cont.

sure your number is listed or you want to be sure it isn't listed please drop us a note as soon as possible. All members will be listed unless a request is made otherwise.

CLUB NEWS

The Northern California Chapter of the PCCC will be holding their fall meeting on September 20th, 86. Terry and Martha Lunt will be hosting the meeting/swap meet from 12p.m. to 6p.m. at their home. For more information contact: Terry Lunt at (209) 576-0223 or write to 3721 Rexford Dr., Modesto, CA. 95356.

The PCCC is currently planning a meeting/swap meet in the Indianapolis, Indiana area March 1987. Anyone interested in attending or helping in organizing the meet please contact ; Bob Stoddard (818) 967-4630 or write to P.O. Box 1275, Covina, CA. 91722.

PEPSI IN THE NEWS

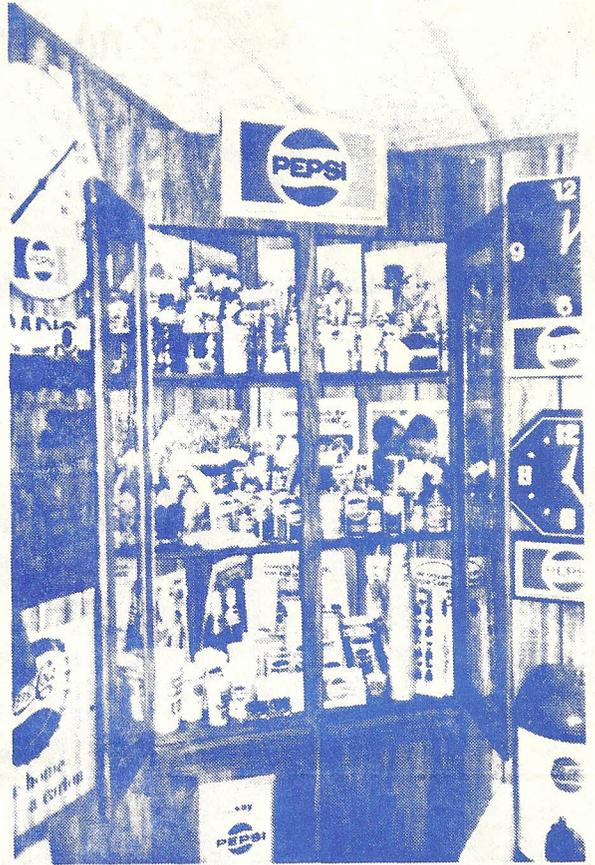
If your local Kentucky Fried Chicken restaurant serves a cola drink that makes you gag your problem may soon be over. PEPSICO (parent company to Pepsi-Cola) announced the purchase of Kentucky Fried Chicken from RJR Nabisco.

Since most of the KFC restaurants serve the other cola we can look forward to a refreshing change at most of the KFC restaurants. With the acquisition of KFC PEPSICO becomes the world's largest restaurant company. The ironic part of this story is that it was Cokes attempt to block PEPSICO from buying 7-UP that led to the purchase of KFC.

That's 1 for Pepsi and 0 for Coke!

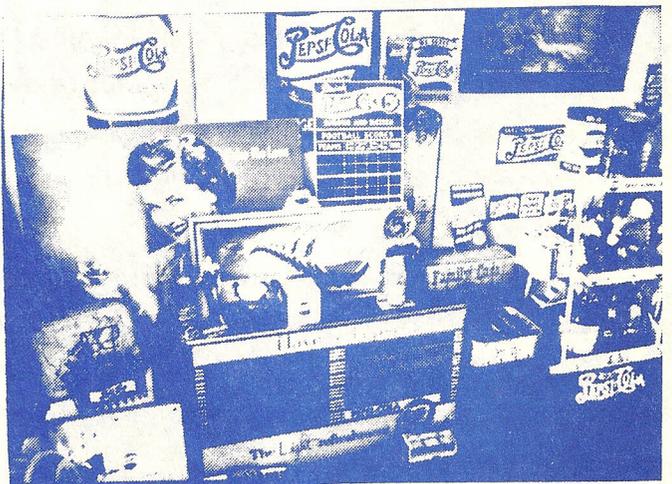


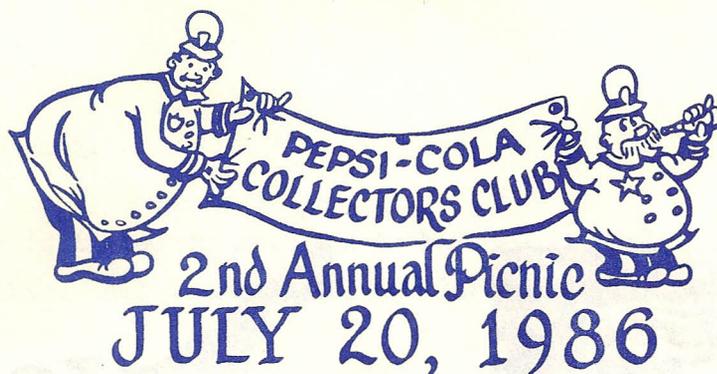
COLLECTORS SHOWCASE



ABOVE : JERRY & CAROL CUNNINGHAMS COLLECTION

BELOW : BOB STODDARDS COLLECTION





PEPSI-COLA
COLLECTORS CLUB
2nd Annual Picnic
JULY 20, 1986

Five A.M. Sunday July 20, 1986. After many months of preparation the day of the picnic is finally here! Five-thirty A.M. I arrive at the park with not a Pepsi collector in sight. That makes me a little nervous even though the start of the picnic is still over four hours away.

Five forty-five A.M. At last the first Pepsi collector has arrived; it's Terry Lunt.

"What can I do?" he innocently asks.

"Well", I said, "I need to get this giant 25 foot Pepsi can inflated."

Terry looked at the hunk of red, white and blue rubber and said "have you done this before?"

"No" I said.

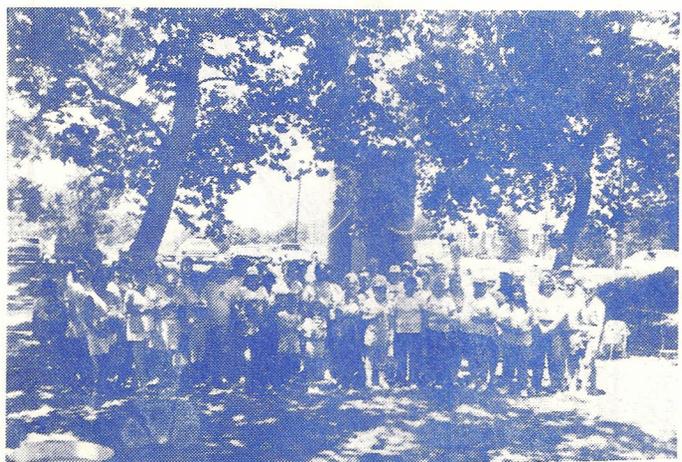
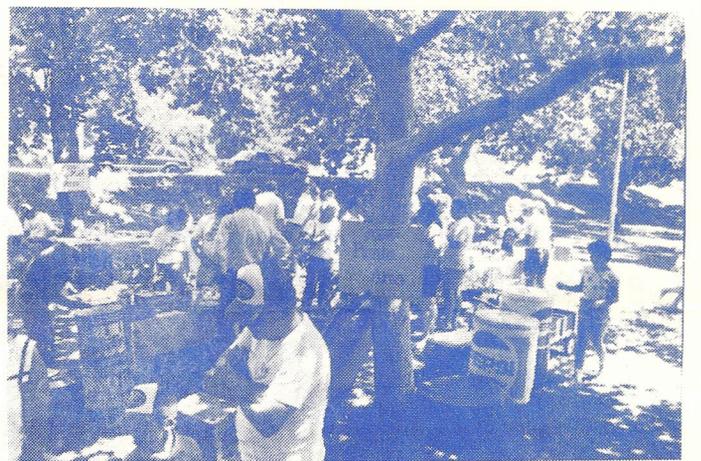
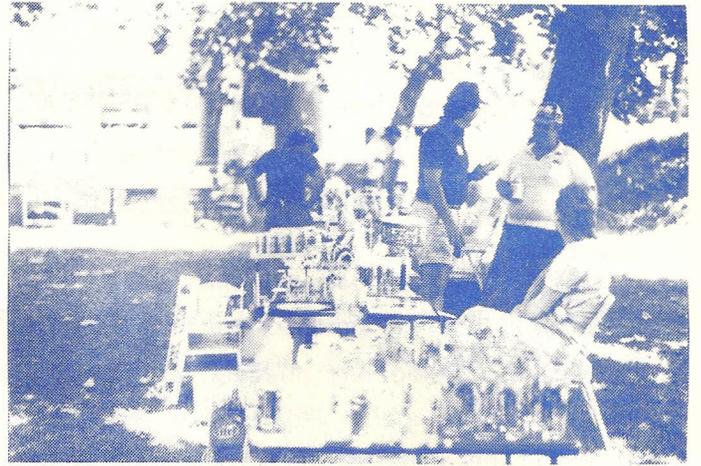
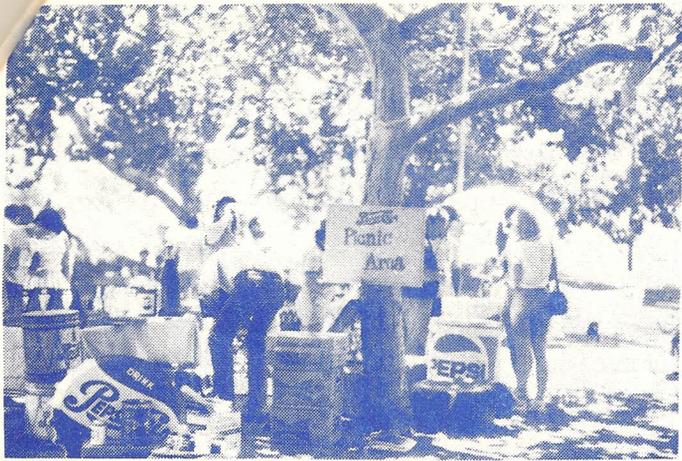
Six-thirty A.M. The giant Pepsi can is fifty percent inflated. Unfortunately I didn't know I had to secure the ropes before inflation. The can falls over on top of me. We deflate the Pepsi can and start over.

Seven A.M. The giant Pepsi can ballon is finally up. Terry and I congratulate each other. More club members arrive to set up the picnic and swap meet area (see photos on next page). Banners are hung, tables are arranged and decorated. Ten A.M. The picnic/swap meet begins.

Four-thirty P.M. The picnic site is deserted, all decorations are packed away till next year. It went so fast but it sure was fun. We had over one-hundred Pepsi-Cola collectors attend from Oregon, Nevada, California and Arizona. The swap meet section was filled with Pepsi-Cola memorabilia for sale and trade. In keeping with the Pepsi spirit, Lays Potato Chips, Fritos, and plenty of Pepsi-Cola were generously donated to the occasion. A raffle was held and door prizes were given away. Everyone went home a winner.

The picnic was an enormous success due to the help of the following people: Mike and Cindy Gordon, Brian Nichols, Darlene Clark, Brad Brown, Terry Lunt, Bob Boston, Dennis Thompson, Linda Ortiz, and Lori Maupin. I'm sure I've left some names out and for that I apologize, but I sincerely thank everyone who helped with the picnic and everyone who attended.

A special thanks goes to the Pepsi-Cola Bottling Group of Los Angeles, Buena Park, and Baldwin Park, Taco Bell, Frito-Lay, The Horn's, and Mike McClure.

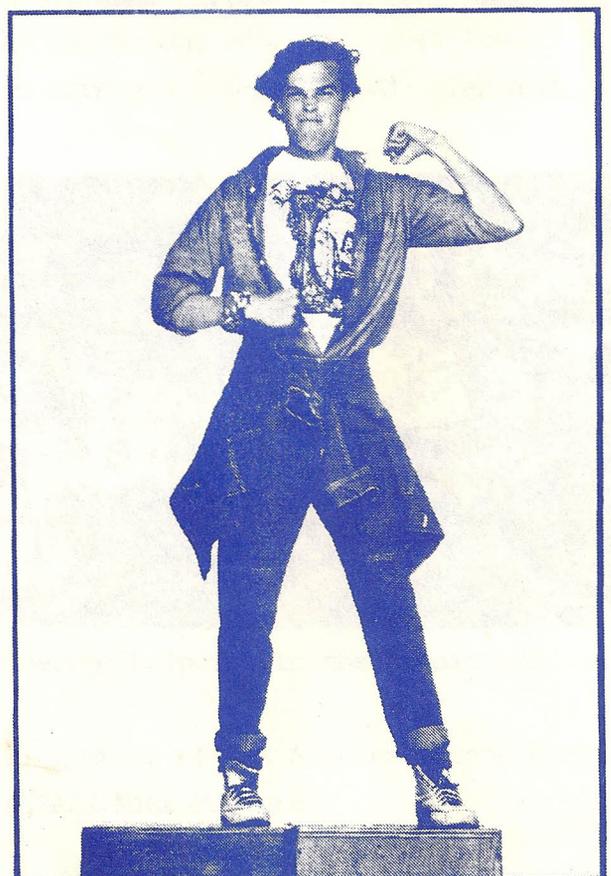
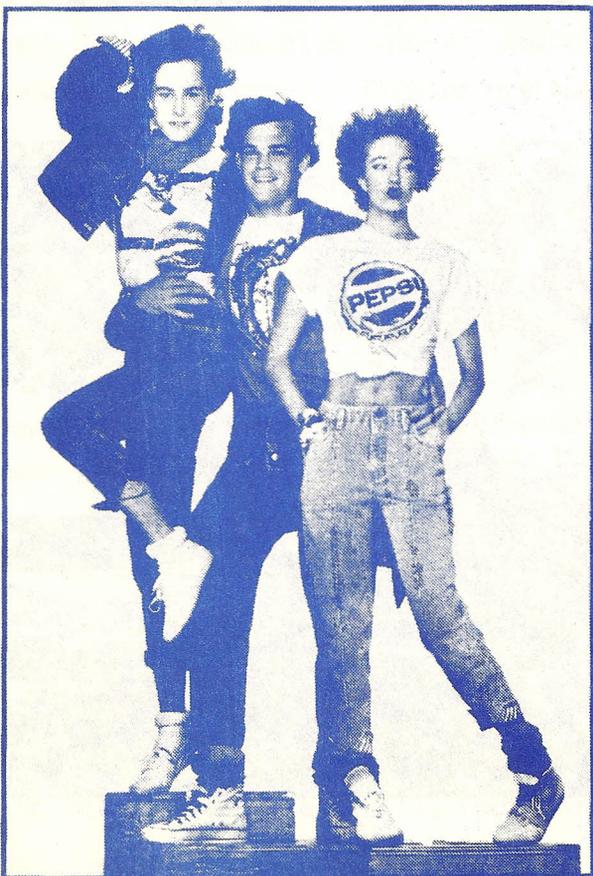


CATCH THAT PEPSI SPIRIT

VF Corporation introduced Pepsi Apparel America - the first apparel line to carry the Pepsi-Cola name. The distinctive sportswear was introduced to the press and buyers in a multi-media fashion presentation, heralding "Pepsi Apparel America - the look of a new generation."

At a news conference prior to the line presentation, VF Corporation's President, Robert E. Gregory, Jr. joined Roger A. Enrico, President and Chief Executive Officer, Pepsi-Cola Company. According to Gregory, "We are delighted to join with Pepsi to market an exciting line of apparel products under one of the most well-known and admired consumer brands in the world. Pepsi-Cola has captured the "new generation," and we expect Pepsi Apparel America to follow suit. And we are delighted that the entire line is American made." Roger A. Enrico added that "Pepsi-Cola is undertaking this venture because it gives us the chance to provide consumers with a quality product, increase Pepsi's visibility and show our support for the American textile and apparel industries."

VF Corporation approached Pepsi-Cola with the idea of Pepsi Apparel America, and the licensing agreement was signed on May 1, 1986. Pepsi Apparel America is an extensive sportswear line, aimed at consumers between the ages of 12-24. The line consists of a group of related sportswear for juniors, young mens, girls, and boys and is the fashion equivalent of Pepsi-Cola's "new generation" spirit. And it incorporates the distinctive Pepsi logo in diverse ways, with oversized Pepsi designs in ingeniously subtle ways. The line's first shipment to stores is September, 1986.



"FOR PEPSI-COLA COLLECTORS DOUBLE DOT HIT'S THE SPOT"

BY

BOB STODDARD

To the average person double dot has little or no meaning, but mention double dot around a Pepsi-Cola collector and you'll get an instant response. To a Pepsi-Cola collector double dot represents the dividing point between the older and newer Pepsi collectables.

From the very beginning until sometime in 1950 the famous Pepsi-Cola script had two hyphens between Pepsi and Cola. But in 1950 an effort was made to give Pepsi a more modern image and part of that effort was a new logo; the single dot script.

By 1951 the new script was starting to appear on Pepsi-Cola bottles and Pepsi-Cola advertising.

Many Pepsi collectors have put an emphasis on obtaining double dot items. Although in some cases the age difference between single dot and double dot may be less than a year. In fact, I have an item in my collection that was made so close to the change from double dot to single dot that they used both the single and double dot script on this item.

There are many other ways of dating Pepsi-Cola memorabilia but the easiest and quickest is single dot or double dot with double dot representing Pepsi memorabilia made before 1950 and single dot Pepsi memorabilia made after 1950.

Whether double dot is better than single dot is purely subjective based on individual taste. As for myself I'm as proud of many of my single dot items as I am of my double dot items.

Because of age and uniqueness double dot items usually sell for more money than the single dot items. So for the astute collector single dot items can sometimes be quite a bargain.

For more information on Pepsi-Cola collecting contact: Pepsi-Cola Collectors Club, P.O. Box 1275, Covina, CA. 91722.



COLLECTOR'S MARKET PLACE

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FOR SALE

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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 |

NEW ITEM: Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

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



*** OFFICIAL POSTMASTERS OF AMERICA COMMEMORATIVE ISSUE ***

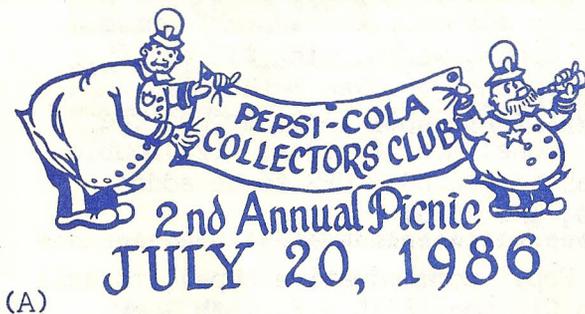
FOR SALE

 **WE WANT YOU!!**
IN THE
NATIONAL POP CAN COLLECTORS CLUB
FOR DETAILS CALL OR WRITE US AT:
NPCC
1124 Tyler St.
Fairfield, Ca. 94533
Ph. 707-426-5553

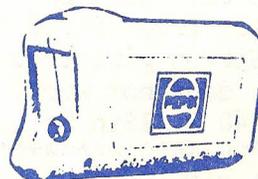


PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost: \$10.00 ea. Also available: 5½x5½ red, white & blue embroidered patch, cost: \$10.00, include for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St., Huntington Bch., CA. 92647 or (714) 842-3161. NO CODS.

FOR SALE FROM THE P.C.C.C.



(A)



(B)



(C)



(E)



(G)



(H)



(F)



(D)

- A) 2nd annual picnic T-Shirt, \$9.00 ppd. light blue w/dark ink, sizes: S,M,L,XL
- C) Pepsi can keychain, \$2.00 ppd.
- E) PCCC Pin-back button, \$2.00 ppd.
- G) Pepsi Playing cards, \$4.00 ppd.

- B) Pepsi Flashlight, \$3.00 ppd.
- D) PCCC License Plate Frame, \$4.25 ppd.
- F) Pepsi brass magnet, \$3.00 ppd.
- H) 2nd annual Picnic collectors pin, this pin will be made once only, \$3.50 ppd.

To order send to: PCCC, P.O. Box 1275, Covina, CA. 91722.

FOR SALE



NEW BOOK!! PEPSI-COLA COLLECTIBLES by Bill Vehling & Michael Hunt 160 pages with over 850 items illustrated and priced. 8½"x11", cover price is \$14.95. SPECIAL PRE-PUBLICATION OFFER: PCCC members only! save 2.00, price is \$12.95 + \$1.25 postage & handling for each book.

Please enclose remittance and send to: Bill Vehling, Box 41233
Indianapolis, IN.46241

P.S. Due to circumstances beyond our control the publication date has been changed to September 30, 1986.

All items listed are Pepsi unless otherwise stated. (1) Menu board "Say Pepsi Please" good cond. \$10.00 (2) 2'x3' script sign "Have a Pepsi" some rust \$5.00 (3) Buddy L truck, missing bottles \$1.00 ea. (4) Buddy L truck, semi, 8", some scratches \$3.00 (5) Plastic inserts approx. 6"x8" "Diet Pepsi" from 60's, gd cond. \$2.00ea. (6) toy forklift truck, no forks or bottles \$1.00 (7) 2 Strombecker bottle trucks, 1 Pepsi & 1 Dr. Pepper, near mint \$2.00 ea. (8) Plastic license plate "Take the Pepsi Challenge" mint \$2.00ea. (9) "Pepsi Challenger" dragster, mint \$3.00 (10) knitted hat, white with Pepsi cans sewn in, near mint \$5.00 (11) knitted sock cap, mint w/tag \$4.00 (12) metal repro of flat door sign, 8"x18", mint \$12.00 (13) Sign, walnut grained plastic about 1"thick, mint, says "We are proud to serve Pepsi-Cola as our only Cola drink" price ? (14) Coney island tray, some rust \$5.00 (15) Plastic clock, works, mint \$12.00 (16) Pepsi pitchers \$4.00 ea. (17) bottle carrier, scratches \$6.00ea. (18) Toy fountain dispensers "Feelin Free" \$4.00 (19) Tray depicting Pepsi logos around the world, mint \$8.00 (20) Gibson girl tray (drug store scene) mint \$7.00ea. (21) Double dot clock w/plastic face, does not work, split in plastic \$15.00. UPS to be added. Contact: Joe Kennedy, 3840 E. 13th St., Indianapolis, IN. 46201

Large collection of Pepsi-Cola glassess (cartoon and Pepsi commemorative type), to sell or trade. For list send legal size S.A.S.E. to : Don Clemson, 5316 N.E. 36th Ave., Portland, OR. 97211.

Pepsi jingle music box soda fountain syrup dispenser, in working order, \$325.00 o.b.o. Sam Sanders, 211 W. 5th, Benton, IL. 62812 or (618) 439-4123

Pepsi tube socks, "Pepsi" in red written vertically on both sides, red & blue stripes around top. \$4.00 ppd. pair, limited supply. Contact: Carole Brown, 515 Sugar Tree Rd., Holland, PA. 18966

Welcome to Pepsi Day, Aug. 1, 1985. ½ price admission Ozark Empire Fair, Springfield MO. I have this same can dated 1986. Pepsi-Cola Bottling Co. Columbia, MO. open house 1935-1985, October 12, 1985 (CAN) \$2.00 ppd or will trade. No Texas Sesq. Pepsi Salutes Central Missouri State University Mules and Jennies 1984 NCAA Champions (Bottle) \$6.00 full, \$3.50 empty ppd. or trade. A poster; Central Missouri welcomes "Miss Joan Crawford" Pepsi-Cola to the grand opening of Pepsi-Cola plant, the "newest" in the world Sedalia, MO. Sat. May 16, 1970. Has picture of Miss Crawford, \$20.00 ppd or trade. All mail must have S.A.S.E. contact: Theo Wells, 1110 W. 7th, Sedalia, MO. 65301.

"INTERACTIVE BOOKS" for Pepsi & Coke Collectors!! Latest updates on many collectables Pepsi Generations....\$7.00 A Little Bit of Everything for the Coke Collector....\$12.00 Include \$1.50 postage. VISA/MASTERCARD 615-859-5236 or for free brochure contact: Soda Mart, Dept. P., Ridgecrest Dr., Goodlettsville, TN. 37072

R SALE cont.

Norman and Sharon Horn
 6544 N. E. Indian Creek Road
 Topeka, Kansas
 66617
 1-913-288-1105
 Price plus postage and insurance

Beach towel - new Catch that Pepsi Spirit (Pepsi logo) 8.00
 Beach towel - new Catch that Pepsi Spirit (2 big cans) 8.00
 Beach towel - new Pepsi logo in center (outlined in blue) 8.00
 Beach towel - new Similar to one above 8.00
 Blue windbreaker -unlined new \$ 25.00
 Dark blue (Have A Pepsi Day) long sleeved sweat shirt L 12.00
 Blue Quilted Winter Jacket new S 50.00
 Lined windbreaker blue new S 45.00
 Barbecue mitt -Feelin Free Balloon's new (trimmed in red) 4.00
 same as above (trimmed in blue) 4.00
 Barbecue mitt & hand towel set (Feelin Free) new 6.00
 Barbecue set (Have A Pepsi Day) mitt, chef's hat, apron new 15.00
 Blue Hooded Sweat shirt new M 15.00
 Blue & White striped routemans shirt used M 10.00
 Light weight denim jacket (Feelin Free Balloon's) new, youth large 15.00
 Girls white blouse -Pepsi can on front, large logo on back new L 10.00
 Frayed leg shorts (Feelin Free) new boys size 18. 10.00
 same as above used 29 waist 6.00
 same as above used lightweight 29 waist 6.00
 Swim suit Feelin Free new boys 14-16 10.00
 Swim suit Feelin Free new mens S 10.00
 Stocking cap red/white/blue new 5.00
 Stocking cap 2 shades of blue Pepsi Cola in red on front 7.00
 2 different scooter skirts-red with white writing used not sure of size on either 5.00 each
 Short shorts -blue/white writing used size ? 4.00
 Hats- some new some used 4.00 each
 White - band (Have A Pepsi Day) XL,L,M,S
 White - Band (Pepsi Presents Run America Run Pepsi Hot Shot Pepsi Public Relations School Assembly M
 Feelin Free & Balloon's all over M,S
 Reversible - blue denim to Feelin Free -bell shaped without a brim no size
 White fishing hat-band (Have A Pepsi Day) S
 Feelin Free fishing hat L,S
 Fishing hat -crown part is blue, brim is red, white writing L
 Ladies Golfers cap - white hat/blue bill & blue pom pom on top

Feelin Free Visor - adjustable band, white elastic
 Feelin Free Visor - adjustable band, Feelin Free fabric
 Sporty cap Pepsi logo's all over S
 Straw fishing hat - trimmed in Feelin Free fabric S
 Ball cap - Feelin free fabric
 Ball cap - white with Pepsi logo
 Ball cap - light denim with Pepsi logo
 Ball cap - blue & white with Pepsi logo
 Ball cap - red, white & blue with Pepsi logo
 Ball cap - mountain Dew - green
 Fan, cardboard, Bigger & Better double dit (Pepsi Cola Bottling Company Martin, Tenn.) crease across middle, but still nice. 25.00
 Small wooden desk file (Say Pepsi Please) 15.00
 Diet Pepsi swim cap 5.00
 Large bottle cap 2 1/2" that reads (the world's largest bottle cap Souvenir 65th Anniversary and open house April 22-26,1958 Pepsi Cola Bottling Co. of Fresno) outside of cap has picture of plant & says (The Finest Pepsi Plant in all the West Fresno, California) nice piece 25.00
 Bottle opener - Drink Pepsi Cola 7.00
 Bottle opener - shape of bottle America's Biggest Nickel's worth 15.00
 Pepsi Light pin - try new Pepsi Light , Lemony taste in, Half the calories out 2.00
 Vinyl beach bag that looks like striped can 2.50
 75th Anniversary commemorative can, plays Pepsi Jingle 25.00
 Miniture sixpack of swirl glass bottles, cardboard carrier (The Light Refreshment) 5 bottles have caps, one without bottles 2 1/2" tall 25.00
 Metal sign (Poor condition) Take Home Six Today, double dit 14"/6" written on one side only 5.00
 Metal sign, double sided, one side really bad, other side fair (Ice Cold Pepsi Sold Here) 14"/10" double dit 9.00
 Shelf trim, metal, (Drink Bigger Better Pepsi Cola) white with red & blue writing, double dit 15"/3/4" 40.00

WANTED

(1) Pepsi playing cards. (2) Bicentennial set trays, cans, glass. (3) old Pepsi-Cola carriers seen in Brad's Drink, about 1940's, any kind. (4) Blue cooler with galvanized lining, 1950's to 1960's. (5) Round red, white and blue tray, 1950's. (6) Red, white blue rectangular tray with large logo and "Hits the Spot", 1940. (7) Old 5¢ plastic covering on metal background sign, 12 1/2 inches high & 5 1/4 inches wide, 1939-40. Contact: Tom Hall, 1430 Stelmo N.E., Canton, OH. 44705. Or call 216-454-2405.

I am looking for anything that plays the 1940's Pepsi-Cola Jingle words and music. Contact: Brent Hinton, 13445 Fitzsimmons Way, Aurora, CO. 80011 (303) 341-5073.

Pepsi-Cola cans; large diamond, 12oz. Also, the 1/2 liter resealable Pepsi and Diet Pepsi cans. Contact: Steve Woodard, P.O. Box 1000, Maggie Valley, N.C. 28751.

75th or 50th anniversary cans. Contact: Rodney Neat, 3527 Hanover Rd., Louisville KY. 40207.

Collector series Pepsi glasses, to buy, sell or trade. Would also like to contact other glass collectors. Contact: John Arbenz, 9239 Bellagio Rd., Santee, CA. 92071.

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

FIRST-CLASS MAIL
U.S. POSTAGE
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Permit No. 173



JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323

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.

PLACES TO FIND PEPSI-COLA

Wilson's Collectables: Corner of Hwy 17-92 & Haines Blvd., Lake Alfred, FL. 33850
Mikes General Store: 52 St. Annes Rd., Winnipeg, Manitoba, Canada R2M 2Y3
Judy's Place: 308 Salter St., Winnipeg, Manitoba, Canada R2W 4L2
Framemakers & Antiques: 418-430 E. 32nd St., Balto, MD. 21214
Bob Adam's 7 Mile Antique Mall: 441 So. Highway 41, Caledonia, WI. 53108
Palmetto Collectables Warehouse: Highway 321, Norway, So. Carolina
Stodel's Antiques & Collectables: 221 So. "L" St., Livermore, CA. 94550
Elbo Antiques: 5605 W. Glendale Ave., Glendale, AZ. 85301
Surrey Antiques & Collectables: 280 Exchange St., Crete, IL. 60417
Orange Crate Mercantile: 140 N. Glassell, Orange, CA. 92666
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.