

PEPSI-COLA COLLECTORS CLUB



EXPRESS



Volume 12 Issue 5

November-December 1995

PCCC 12 YEARS OLD

Congratulations to the Pepsi-Cola Collector's Club! November marks the 12th anniversary of the start of the club. Pepsi-Cola collecting has become a very popular hobby over the past years. It has been thrilling to be a part of this growth. Above all else, the countless new friends made through Pepsi collecting is by far the best part of being a Pepsi collector.

With the holiday season upon us I would like to take this opportunity to wish everyone a joyous and happy holiday. May this be your best Christmas ever! Hopefully I'll see everyone at Pepsi Fest '96 to celebrate the 10th anniversary of this fabulous event. All information for Pepsi Fest '96 is included with this newsletter, so make your reservation as soon as possible as the hotel will be sold out by March!

Normally we hold Pepsi Fest West in the month of July, which is a good vacation month, but not in Las Vegas! Over the past couple of years the temperature has been over 115 degrees outside which has hurt the attendance for this event. In an effort to revive the Fest West, we moved the event to November which normally has milder weather during this month in Las Vegas. The move was a success, with cooler weather outside but an equally hot Pepsi time going on inside. Pepsi Fest West '95 was held at the Debbie Reynolds Hotel & Casino/Hollywood Museum. The hotel did an excellent job of keeping

PEPSI FEST



Pepsi Fest '96
Mar. 21-23, 1996

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the group together which made room hopping and socializing especially fun. The Hollywood memorabilia and motif decorating the facility made us all feel at home. Changing the date of Pepsi Fest West seems to have worked out well with record attendance this year.

This year's World Series was the most exciting ever with the beautiful Pepsi-Cola advertising on the Indian's scoreboard. Jacob's Field in Cleveland, Ohio is one of the few major league parks that serve Pepsi-Cola.

Pepsi has announced plans to open a 15-story video globe and interactive cultural museum to be completed by next summer. The \$40 million structure will be built in Atlanta, GA, hometown of that other cola! The 170-foot-diameter spherical structure will contain five theatres and more than 3,600 computer-controlled video projectors that will show programs with environmental perspectives. The "GeoNova" will also contain a museum and a live theatre and nightlife.

As the countdown to the 100th anniversary continues, we need to focus on the club's participation in the 100th celebration. One way the club will participate is to hold our 1998 Pepsi Fest in New Bern, NC. It is our plan to make the New Bern Fest '98 the only club event for 1998. We would like to have your comments.

CLUB NEWS

THE FIRST FEST

Pepsi Fest has become an important event among Pepsi collectors and Pepsi enthusiasts alike. The reputation of this event has spread far and wide. Pepsi Fest is the place to find Pepsi collectables, meet other Pepsi collectors, and have a great time!

Pepsi Fest began purely by chance. In the fall of 1985 I was driving across the country making my usual effort to stop at as many flea markets and antique stores as possible. A little dismayed because I had been delayed by a snow storm the night before, I decided to make a flea market at the state fairgrounds in Indianapolis my destination for the day. Fortunately the weather had cleared and the snow was melting. I arrived at the fairgrounds not knowing what to expect. It was pretty much your typical flea market. I began going booth to booth asking that all too familiar question - "do you have anything Pepsi?" About two thirds of the way through the flea market I still asked the question and got the usual "sorry" in response. As I turned to go to the next booth I heard a voice ask if I'd ever heard of the Pepsi-Cola Collector's Club.

"Sure" I said.

"Do you know Bob Stoddard?" he asked.

"I'm Bob Stoddard" I replied.

The voice was that of Bill Vehling who was at that time getting ready to put out his first book on Pepsi collecting. Bill and I began corresponding over the next year on Pepsi related subjects. At one point he suggested that we have a convention in Indianapolis. My first thought was - who goes to Indianapolis? After looking at a map I realized that this

would be a central location for a lot of club members. Bill also told me that if we had a convention at the same time as the ad show, there would be plenty to do for all attendees. This made sense and I knew that we needed to have a national Pepsi Cola Collector's Club get together. Bill and his co-author Michael Hunt talked to Sheraton Hotel who said they would be very interested in hosting our event.

I felt that this event had to be more than a club convention. I wanted some kind of name that symbolized fun and light-heartedness, so I decided to call this event Pepsi Fest, combining the wonderful name Pepsi with a festival atmosphere.

After some negotiations it was set. The first Pepsi Fest would be held March 28, 1987.

After two days of room hopping, socializing, and buying Pepsi memorabilia, everyone knew Pepsi-Fest was going to be something special.

Our original Pepsi Fest was attended by approximately 70 people. Last year's Pepsi-Fest had over 700 participants. Since the first Pepsi Fest we have had a number of collectors that have attended every Pepsi Fest. The following is a list of those people:

Warren Arndt
Carole & John Browne
Lewis & Chris Carr
Cynthia & Doc Cunningham
Dan & Judy Durbin
John Hantz
Bruce & Sonia Jacobs
Russ & Betty Kimbler
Dale & Juanita Merritt
Jack & Linda Polson
Pat & Dutch Richardson
Bob & Sheri Stoddard
Todd Warner
Jerry Wright

If we have left anyone off the list, please let us know!

LOCAL BOTTLES

The non Pepsi-Cola, Pepsi-Cola bottles. Sound confusing? It is. From the earliest days, most Pepsi-Cola bottlers bottled drinks other than Pepsi-Cola. Some bottled popular drinks such as Orange Crush. Others bottled their own brands or regional favorites. It is these local or regional drinks that cause all the confusion. Many eager Pepsi collectors in hot pursuit of that elusive "great find" come across these bottles marked "bottled by Pepsi-Cola Bottling Company."

The mystery begins. What is this bottle for? Is this bottle a prototype? Is it for test marketing? A new flavor? In most cases this unusual bottle was a drink offered by the local Pepsi bottler and not by the national Pepsi-Cola Company. Over the years most Pepsi-Cola bottlers have given up on bottling these other flavors. This makes these bottles a very special part of the Pepsi-Cola story. Here are some of the names used for these flavored drinks sold by local Pepsi bottlers that are no longer offered

Hebbelers - New Haven, MO
Bagby's - Sedalia, MO
Smith - Columbia, MO
Good Drink - New Bern, NC
Sunnybrook - Suffolk, VA
White Rose - Greensboro, NC
Big Nickel Drink - Exmore, VA
Pilot - Durham, NC

THE TEN CENT BOTTLE

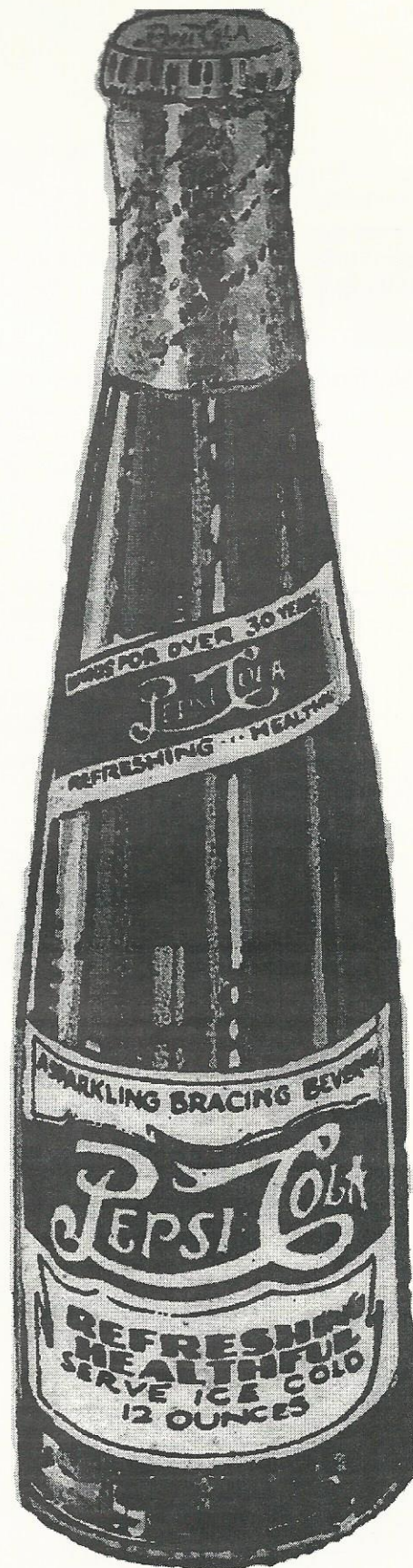
Pepsi-Cola revolutionized the soft drink industry with the twelve ounce bottle for five cents. Prior to this time most soft drinks were sold in a six ounce bottle for a nickel. Most Pepsi collectors are well aware of this fact. A lesser known fact is that just before Pepsi went to 12 ounce for 5 cents, they had offered 12 ounces for 10 cents. The ten cent bottle was only available for a brief time and very little is known about it.

What we do know is that Pepsi was first developed as a fountain drink. Then in 1904-1905 Pepsi-Cola was sold in six ounce bottles. This continued through the bankruptcy in 1923.

The Pepsi-Cola Company was reorganized in Richmond, Virginia, where once again Pepsi was sold in six ounce bottles for five cents. This continued until the second bankruptcy in May of 1931. At this time Charles Guth of Loft Inc. bought the Pepsi-Cola trademark and formula. Guth's original idea was to use Pepsi-Cola to replace Coca-Cola at soda fountains in Loft's chain of candy stores. It seems that Guth had no interest in bottled Pepsi-Cola at this time but records show that there were still a few of the original bottlers offering Pepsi-Cola in bottles.

No one is really sure when or why Guth decided to try and actually market Pepsi-Cola in bottles but it is believed that it was sometime in 1933. At first he considered selling the six ounce bottle for three cents but for some reason he decided to sell Pepsi-Cola in a twelve ounce bottle for ten cents. Some believe the twelve ounce bottle idea came from a used beer bottle dealer who suggested that he could give Guth a good deal on used twelve ounce bottles. So at some point in 1933 Pepsi-Cola was offered in a fancy twelve ounce bottle for ten cents. Sales were overwhelmingly bad - this was unmitigated failure.

Towards the end of 1933 it was decided to offer Pepsi-Cola in a twelve ounce bottle for five cents. No one is sure whose idea it was to drop the



COLLECTOR INFORMATION

price. One story suggests that the ten cent twelve ounce Pepsi bottle was being sold in a department store. In an effort to reduce unsold inventory the price was cut in half. Almost overnight the Pepsi-Cola disappeared. What an idea! This could be big - a twelve ounce bottle for five cents!

In march of 1934 the twelve ounce bottle for a nickel was test marketed in Baltimore. The answer came back quick. Pepsi was a big hit and as they say - the rest is history.

WHAT IS A PEPSI COLLECTOR?

First of all, Pepsi collectors are not made, they are born. The world is divided into two groups - the collectors and the non-collectors. Collectors are people who can't own one of something - they must have a series, a set, an assortment, etc. It usually starts when you're young with rocks, marbles, buttons, or whatever. The non-collectors are the people who throw everything away. Thanks to these people many of twentieth century collectables have become extremely rare and valuable.

Within the group of collectors known as Pepsi collectors there are two types. The collector who happens to collect Pepsi-Cola

memorabilia as something to collect, and the Pepsi lover who collects Pepsi stuff because they have to. This second group normally has a romantic connection with the beverage known as Pepsi-Cola that has evolved into a need to collect the memorabilia.

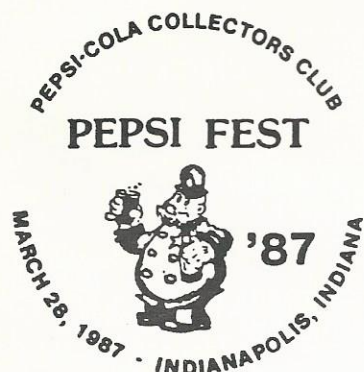
The first group likes to be organized trying to collect within categories such as bottles, glasses, signs, matchbooks, and so on. The Pepsi lover-collector is obsessed. They have to have it all - from the magnificent early Pepsi collectables to a Pepsi envelope postmarked yesterday.

Both of these types of collectors make up the Pepsi-Cola Collectors Club - and that is probably why it is such a fun group.

I would call myself a Pepsi lover-collector and I'm proud to be one. Which one are you?



FIRST 9 PEPSI FEST LOGOS



ROAD SIGNS



Top: Fortoleza, Brazil

Center: Jacobs Field
Cleveland, OH

Bottom: Budapest, Hungary

WELCOME NEW MEMBERS

Paul Rumsey Philadelphia, PA	George Benoit Coventry, CT	Todd & Julie Anderson Mankato, MN	Melissa Stinson Ontario, CA
Jules & Ann Ricard Loveland, OH	Paul Crews Mt. Pleasant, IN	Sherwin Greenburg Wheeling, IL	Jane Whitehill Holt, MI
Steve Rash New Castle, IN	Thomas Briscoe Unalakleet, AK	Cathy & Gary Davis Corcoran, CA	John Hale Gainesville, GA
Jean Pillar Bel Air, MD	Deborah Tuesley Portage, MI	Joseph & Sophie Dalton Bogart, GA	David & Kim Lopez Lowell, IN
Charlene Horner Cedar Rapids, IA	Robin Paige DeTore Sacramento, CA	Debra Barber Unionville, PA	Franklin Park, IL
Joe Newman Boynton Beach, FL	Max Honeycutt Dunn, NC	Lance Seybold Pittsburg, KS	Kaoru Fukunaga Berkeley, CA
Gary Wendt Fond du Lac, WI	Glen & Lora Glass Niceville, FL	Cindy & Robert Miller Newton, KS	Frank Avent Florence, SC
David Irby Hammond, IN	Jean Ireland Sunnyvale, CA	Doug Vigil Denver, CO	Marge Keesen Chicago, IL
Becky Wilcox Lawrence, KS	Rena Sheffield Sunrise, FL	Marc Berger Rockford, IL	Carl Gilman Dodgeville, WI
Don & Anne Repan Gilbert, AZ	Fatih Uludag Wesel, Germany	Jennifer Ryan Syracuse, NY	Diana Perry Hot Springs, AR
John Stanley Durham, NC	Tina Taylor Cambridge City, IN	Margaret & Bill McDivitt Prather, CA	Joe Schield LaPorte, TX
Douglas Ward Dawson, PA	Stephanie Harris Edmonton, KY	Fred Clifford Ashland, VA	Carole France Jackson, MI
C.E. McGee Florence, SC	Dave Bernards Salem, OR	Bob Hoffman Santa Clara, CA	Amir Einav Israel
Lori Yulanavage Nazareth, PA	Kevin Gray Clemson, SC	Bob Jackson Woodland, CA	
Laney Coley Kannapolis, NC	Judy & Chuck Braden New Knoxville, OH	Mary Ann Hall Defiance, OH	
Anne Smith Greenville, DE	Shelly Taylor Montezuma, IA	Elaine & Ted Hunthrop Sherwood, AR	
	Floyd & Stephanie Yager		

COLLECTOR MARKET PLACE

FOR SALE

For Sale: 18" Pepsi Cap Exc. + Cond. \$300; 1930's Menu Board Bigger Better \$175; 18 x 48 1950's Tin Sign Bottle w/cap \$275; 1950 Thermometer Light Refreshment \$150; Double Cola Thermometer N.O.S. 1950's \$175; NuGrape Pam Clock w/Bottle \$325; Nesbitt's 18" Cap Exc. + Cond. \$190; 1945 Pepsi Calendar (American Artists) \$100. Contact: Dan Graves (803)652-3096 EST. Free Photos.

For Sale: Vol. I #58 Toothpick Holder (mint) \$550; #96 (4) 6 pack carrier (n.mint-excellent) \$10-15; Close like #147 Pam Clock (N.Mint) \$400; Like #541 but 7-Up Truck w/o box, very unusual (N. Mint) \$250; #547 Sm. truck (n. mint) \$75; #564 Gullwing bank (Decal n. mint & body Escel. small hole back) \$125; #720 Compact (mint) \$150; Vol II #795 Playing card box (mint) \$85. Vol III #813 Ashtray (n.mint) \$100; #824 Ceramic Ashtray (Ex) \$120. All shipping & handling & insurance paid. Contact: Gary Craig, P.O. Box 177333, Irving, TX 75017.

For Sale: Pepsi-Cola diecast trucks & cars. Send SASE to Jim Dyer, 1111 Oak Ridge Dr., Roseville, CA 95661. (916)783-2022 after 6 p.m. PST.

For Sale: Restored 1940's Heintz Gullwing \$1000. Restored 1940's water cooled General Electric Standard \$1000. Contact: Cory Machande (319)242-0569 after 6 p.m.

For Sale: Rare/unique cardboard bottle topper. French Canadian. Circa 1940. Best offer. 1948 Pepsi throw-away bottle. Double dot script \$95. Contact: Bill Derrick, 424 N.W. 97th Terr., Gainesville, FL 32607. (904)332-0315.

For Sale: Selling my collection, send name and address for list to Gary

Schroeder, 1405 10th Ave. S.E., Rochester, MN 55904-5369.

For Sale: Pepsi-Cola Floor Mats, 1987 logo, Stoddard Book, 35-1/2" x 24", red, white, & blue. \$60 with shipping. Solid rubber; 1995 Pogs, Pepsi Pogs 70 count set, white, \$46 with shipping included, also have silver & white pogs for trade. Contact: Joe Sheahan, 456 Whitebirch Way, Hazelwood, MO 63042. (314)838-0683

For Sale: Pepsi I Promo Cards 2 card set \$10; Pepsi II Promo Cards 3 card set \$12; Both sets I and II for \$20; Pogs: anyone trying to complete sets of the Pepsi pogs I have 100's to trade - let me know what you have to trade. I also have many Pepsi sports cards for sale. Send for list. Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702.

Collect Bottle Openers or Corkscrews? Join "Just for Openers" for \$20 a year. Dues include a quarterly newsletter with an opener auction. Learn about the history and value of openers. Contact: John Stanley, 3712 Sunningdale Way, Durham, NC 27707.

For Sale: Set of 70 standard issue "Big Slam" pogs. \$35.00 + \$3.00 Shipping. Contact: Mike & Jo Ann Vath. (612)432-2074.

For Sale: ERTL #3589 Pepsi 1925 Kenworth Truck Bank (Van). Made in November, 1993. Factory error, rejected by licensee. Entire production destroyed except one case of 12 and 9 of these recently became available to the public. I have 2 for sale at \$350.00 each. Call for description of bank and other details. Will consider trades for older or foreign Pepsi trucks. Contact: Charles Lambe at (319)686-4229 before 10 p.m. Central time.

For Sale: Pepsi-Cola Trading Cards Series I or II. \$15 each ppd. Special until the end of 1995; Both sets (Cards 1-200) in Pepsi white binder, cards in plastic sheets, \$39 ppd. Ready to look at and enjoy! Great X-mas gift. Contact: Barry Linde, 319 9th Street N.E., Clarion, IA 50525 (515)532-3952

For Sale: 1940 Pepsi-Cola Cooler made by Universal Cooler in Marion, Ohio. Has Double Dot raised letters on top. Asking \$300. Contact: Frank Himler, 5140 Ashley Rd., Cardington, OH 43315. (419)864-3177

For Sale or Trade: I have over 500 Pepsi cans, 20-30 Pepsi glasses, at least 5 different placemats, openers, carriers, and magazine ads. I am looking for Pepsi items I don't have. Your list for mine, or tell me what you're looking for. Contact: Debbie Rose, 3500 Beechgrove Rd., Moraine, OH 45439.

For Sale: Rare tear drop shaped bottle opener for Pepsi-Cola Gullwing Ice Box embossed version, new chrome \$125 - Pepsi VMC 33 Soda Machine restored \$2800 - soda machine restorations available. Pepsi-Cola single dot neon sign red and blue 10" x 18" not old \$250. Contact: Alan E. Willms, 137 W. 40th Ave., San Mateo, CA 94403.

For Sale: Miss Pepsi, 1951-52 National Hydroplane Champion, depicted on a first gear 1951 Ford Dry Goods Van. 1,500 pieces produced with a total of 202 pieces remaining. Those who purchase this truck will be given priority to purchase the Miss Peps U, 1947 National Hydroplane Champion truck due out late 1996. Contact: G & J Collectables, 28780 Front Street #A9, Temecula, CA 92590-2848. \$35 each plus \$4 UPS, CA residents 7-3/4% tax. m/card or Visa.

COLLECTORS MARKET PLACE

For Sale: Pepsi-Cola toy trucks and cars. Incredible list which includes many hard to find. Send SASE for list or call (914)737-2639 after 6:30 p.m. EST. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501.

For Sale: Pepsi Banks - trucks - cars - airplanes. (50 different Pepsi banks in stock). Pepsi Bottles - commemorative & longnecks. Lots of Misc. For list send SASE to Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.

For Sale: Hanging Pepsi 1 Dot early fifties light 17 in. dia. with 14 ft. brass chain. \$250; 10 color Pepsi magazine ads 1950's as Stoddard 1014-1018 \$3 each. Pepsi rulers 1970's new \$5 each. Plus freight. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, SC 29609. (803)232-5206.

For Sale: Plate #2-828 M\$110; Clock #1-142 NM \$225, Stock certificate #1-887 M\$25, Trays: #1-6 NM \$40, #1-10 NM \$95, #1-19 EX\$20, #1-21 M\$25, #2-798 M\$18, Sets w/glasses: 1973 MIB\$55, #1-21 MIB \$38, Indiana Jones Backpack set M\$75, Bingo Card-SD Ex\$15; cup lid #1-111 NM+\$20, Signs: #1-398, NM\$50, #2-583 NM\$60, #3-863 EX \$35, #1-429 M\$20, List 200+(SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612. (717)675-6302.

WANTED

Wanted: I collect Pepsi decks of playing cards, bookmatches, and cigarette lighters - old & new from around the world. I will buy, sell, or trade. I know I'm not the only collector of these items! I support the PCCC and would

like to hear from other members. Contact: Gregory J. Quina, 3942 Hwy. 297-A, Cantonment, FL 32533. (904)477-5031.

Wanted by dealer! Michael Jackson/Pepsi-Cola items. Will buy in quantity. Send descriptive list to: Nostalgic Americana, 3067 E. El Monte Way, Fresno, CA 93721. FAX: (209)268-6235

Wanted: Amber Pepsi bottles, Pepsi Hutchinson Bottle, old unusual Pepsi bottles. Call or write: Steve O'Connor, 2500 N. Main St., High Point, NC 27262. (910)884-1744.

Wanted: Pepsi sports and non sports trading cards, let me know what you have for sale or trade. Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702. (813)577-1423.

Wanted: #49 first day issue pog (silver). Have some traders. Contact: Mike & Jo Ann Vath (612)432-2074.

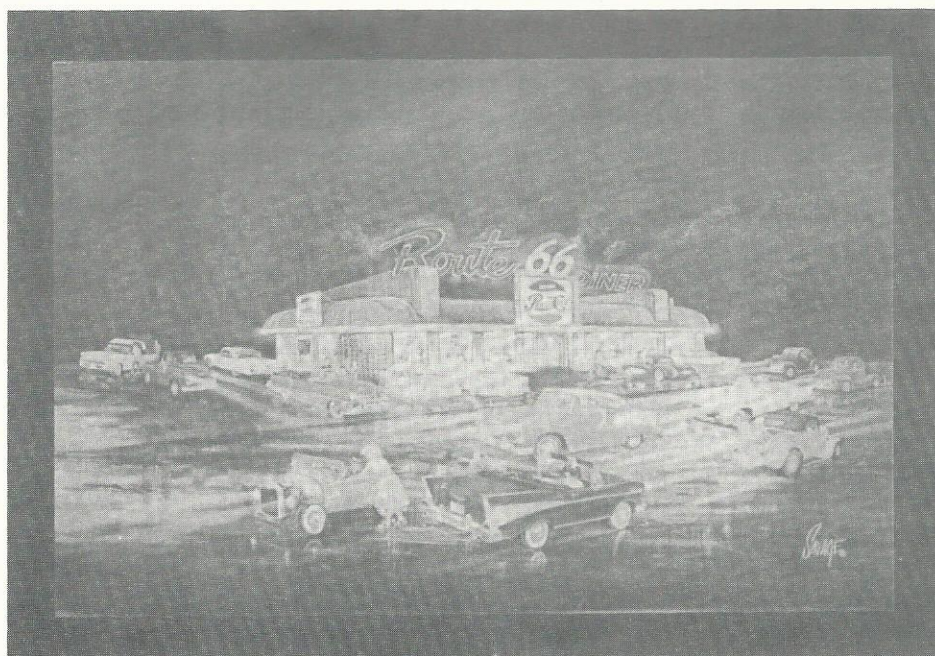
Wanted: I am looking to collect names & addresses/phone numbers for antique/collectible stores anywhere in the USA or Canada that carry a nice selection of Pepsi or Coke items. Can you help? I will gladly reimburse your postage. Contact: Brian Lownsbrough, 4614 Mission Ridge Court, Kelowna, B.C., Canada V1W3B1.

Wanted: Need 1930's vertical tin push plates in excellent or better condition. Chero Cola items wanted. Contact: Dick Shay, 13900 Southampton Drive, #3003, Bonita Springs, FL 33923. (947)941-8155

Wanted: Pepsi-Cola point of purchase lite up bottle sign 7" x 14" other flavors also desired. Contact: Alan Willms, 137 W. 40th Ave, San Mateo, CA94403

New Generations Presents Savage Art

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\$75.01 - \$100.00	\$7.75
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ITEM NUMBER	SIZE	QUANTITY	DESCRIPTION	PRICE EACH Set, Pair, Etc.	TOTAL PRICE

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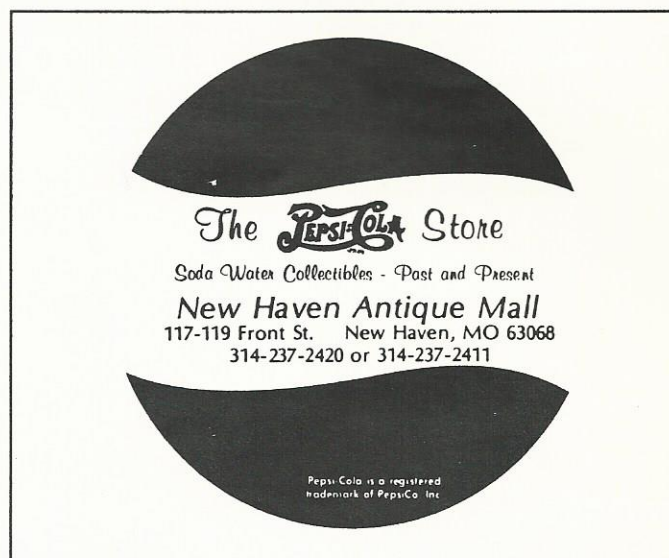
TOTAL

**Pepsi-Cola Collectors Club
name badges now available!**

**To order a badge with your
name and State on it, just send
\$6.50 to PCCC, P.O. Box 1275,
Covina, CA.
91722.**

**The badges are white with blue
engraving.**

**Please PRINT your name and
State exactly as you want it to
appear on the badge.**

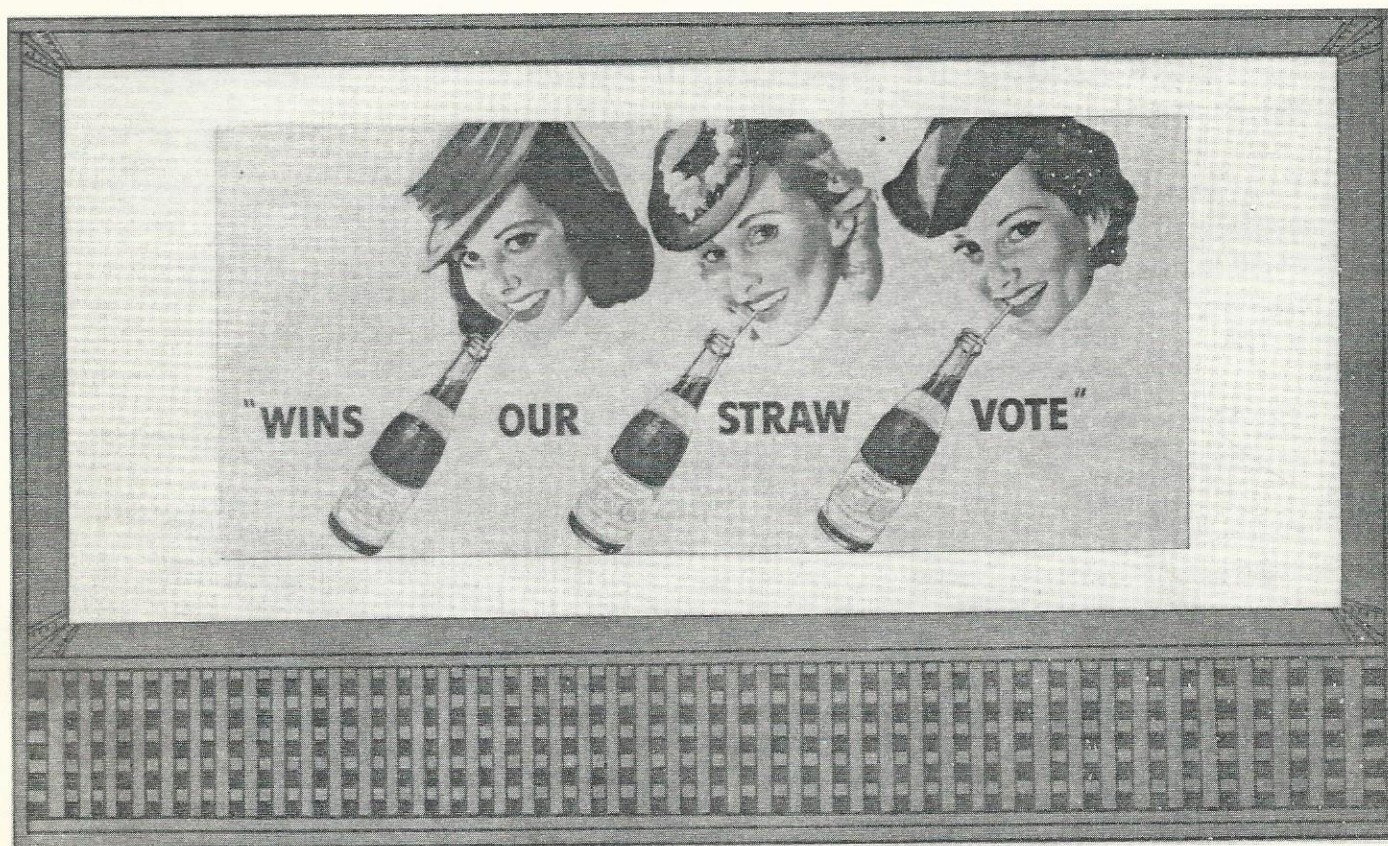


The **Pepsi-Cola Collectors Club Newsletter** is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA. 91723.

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over **50** words include a 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.

Advertisings 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.



PCCC EXPRESS

Pepsi-Cola Collectors Club
P.O. Box 1275
Covina, CA 91722

First Class Mail
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Homewood IL 60430
usa

Inside This Issue

*First Fest
Ten Cent Bottle*

PEPSI-COLA COLLECTORS CLUB



EXPRESS



Volume 12 Issue 6

JANUARY-FEBRUARY 1996

PCCC 12 YEARS OLD

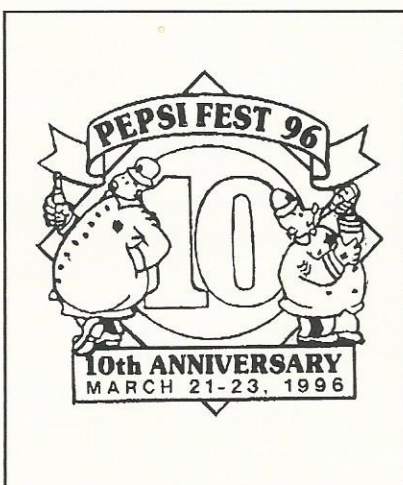
Happy New Year! It is hard to believe it is actually 1996 - only two years away from Pepsi-Cola's 100th anniversary. This will be an exciting two years for Pepsi collectors and enthusiasts.

The dates for the 1996 Fest events are set barring any unforeseen occurrences - Pepsi Fest is March 21-23, 1996 in Indianapolis. Pepsi Fest East will be August 9-10, 1996 in Charlotte, NC. Pepsi Fest West will be November 1-2, 1996 in Las Vegas, Nevada.

Pepsi Fest '96 registration forms were sent out with the November/December newsletter. If you haven't registered yet please do so as soon as possible. Having an accurate count of club members who will be in attendance will help us to make appropriate plans. If for some reason any club member has not received a registration form, please call us at (909)946-6026 and we will mail you one immediately. Because this is the 10th anniversary of Pepsi Fest we want to make this event extra special! So please register early!

Remember that your Pepsi Fest registration is made directly to the Pepsi-Cola Collector's Club, while your hotel reservations have to be made directly with the Ramada Hotel at the Indianapolis Airport. The phone number for the Ramada is (317)244-3361. Be sure to advise the hotel that you are with the PCCC. The hotel rooms are completely reserved for club members!

With the increase in postal rates



1996 fest logo

Pepsi Fest '96
Mar. 21-23, 1996

over the last several years it has become necessary to increase our membership dues. We have always believed that the newsletter would be sent using first class mail service rather than the cheaper but less reliable bulk rate. This increase will enable us to continue sending the newsletter using first class mail. Effective March 1, 1996, membership dues will be increased to \$18 per year. Thank you very much for your understanding and support. Therefore, when renewal cards are sent out beginning with March 1996 renewals, the \$18 rate will be reflected. As always, you will receive a renewal card just prior to your renewal month.

We have surveyed other organizations comparable to ours and found that \$18 annual dues seem to be an average rate for bi-monthly newsletters.

The "for sale" and "wanted" section of the newsletter is designed for individuals and should not be used by businesses. Those businesses wishing to advertise in the newsletter must use the display ad rates and provide us with camera ready copy. Space is allocated on the basis of availability.

The March-April 1996 newsletter will begin the 13th edition of the Pepsi Express. For this 13th year we plan to make some rather dramatic changes in the appearance of the newsletter.

We would also like to make sure that the articles that are included in the newsletter represent the interest of our club members. Let us know what subjects you'd like to see covered!

Inside This Issue

Pepsi Fest '96 Info

1939 P.O.P.

Mail Auction Info

PEPSI FEST '95 AGENDA

Thursday, March 21st

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

Friday, March 22nd

9:30 A.M. Show & Tell - Questions
 11:00 A.M. Oral Auction Check-In
 12:30 P.M. Oral Auction Starts
 6:00 P.M. Pizza Party & Meeting (Included in Registration Fee)

Saturday, March 23rd

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 Approx. 2-1/2 Hours
 7:00 P.M. Fest Farewell Dinner

Schedule subject to change. Please verify at registration check-in.

Recently I came across this poem
 which was attributed to the "Laverne
 and Shirley" television sitcom from the
 1970's. You may recall Laverne's
 fondness for mixing milk with Pepsi!

If in heaven we don't meet

*Hand in hand we'll face the
 heat*

And when the going gets too hot

Pepsi-Cola hits the spot!

Pepsi Recipes

Country Ham

1-year old country ham. Wash &
 scrub, then soak overnight in water
 with 1 cup vinegar. Rinse and place
 ham in large roaster. Add as much
 water as possible. Combine:

32 ounces of Pepsi
 1 cup brown sugar
 1 cup honey
 1 cup wine
 1 apple, cut in half
 1 orange, cut in half
 3 or 4 bay leaves

Pour over ham in roaster. Cook at 190
 -200 degrees for 10 to 12 hours.

Cherry Pepsi Salad

1 cup pie cherries
 3/4 cup sugar
 2 cups water
 2 boxes Cherry Jell-O
 10 oz. Pepsi
 1 small can crushed pineapple
 1/2 cup chopped nuts

Bring cherries, sugar, Pepsi and water
 to a boil. Pour over the 2 boxes of
 cherry Jell-O. Chill. Add crushed
 pineapple and nuts.

*Interview
with
Bob Stoddard*

The following is an interview with Bob Stoddard, author of Introduction to Pepsi Collecting.

Question - How long have you been collecting Pepsi-Cola memorabilia?

Bob - I began sometime in 1977. My first item was an Ideal 55 vending machine.

Question - What got you started collecting?

Bob - Like many other Pepsi collectors, I consume vast quantities of Pepsi-Cola. So, one day I decided to buy an old Pepsi Machine to keep my Pepsi cold. The machine, an Ideal flat-top, was wonderful. It kept my Pepsi ice cold, which is the best way to drink Pepsi! The Pepsi vending machine seemed lonely sitting there all by itself, so I decided to get a sign to hang above it. I found a nice crown (bottle cap) sign which fit perfectly.

Question - Did you start out to have a large Pepsi collection?

Bob - No, I thought I'd just buy a few more signs and that would be the end of my Pepsi decorating. After I bought a few more I was hooked. I began going to all the flea markets and swap meets to buy anything with Pepsi-Cola on it. Now, eighteen years later, I have over two thousand items in my collection.

Question - Was it hard to find Pepsi items during this period?

Bob - In those days very few dealers even thought there were any Pepsi collectables - let alone Pepsi collectors to buy them! It seemed hard then, but looking back it was actually much

easier than today. There weren't as many people looking for Pepsi collectables and prices were very cheap compared to now. I could buy Pepsi and Pete cardboard signs for \$25 to \$50. If a dealer had Pepsi stuff he was much more eager to make a deal. There just weren't a lot of Pepsi collectors out there.

Question - What made you start the Pepsi-Cola Collector's Club?

Bob - I just thought that if there was a way to bring Pepsi collectors together it would make collecting easier and more interesting. At first I tried having a meeting. For two weeks I passed out fliers at all the local antique stores and flea markets. On the day of the first meeting, only three people showed up. At that point I realized that I would have to find another way to bring Pepsi collectors together. I began collecting addresses for what would become the first issue of the Pepsi-Cola newsletter.

Question - How many members are in the club today?

Bob - We have over 2,000 members in the United States, Canada, and several foreign countries.

Question - When you first started did you ever think the club would be this large?

Bob - No, I really didn't think about it. At that time I was only concerned about meeting other Pepsi collectors. I really had no thoughts about where the club would be in 2, 5, or 10 years.

Question - Are you happy with the way the club has progressed?

Bob - Yes, I am very pleased with the way the club has evolved. For the most

part, the club has become an adhesive that holds together a very diverse group of Pepsi enthusiasts. With the addition of our Pepsi Fest events, it has given people an opportunity to make a lot of new friends - in some cases, friends for life.

Question - What is your favorite Pepsi collectable?

Bob - I'm not sure I could pick out one particular item in my collection and say it is my favorite. I am very fascinated with the history of the Pepsi-Cola Co. Because of that, I am very drawn to the paper collectables. That is, the historical documents and other paper items that help to understand the history of the Pepsi-Cola Co.

Question - How does the history of the Pepsi-Cola Co. fit into Pepsi collecting?

Bob - When collecting Pepsi memorabilia, you are actually collecting pieces of Pepsi's history. The written history is what gives the memorabilia significance. The fact that Pepsi had such a tumultuous past with two bankruptcies only adds to the mystique of Pepsi collectables.

Question - Do you have any favorite memories of Pepsi collecting?

Bob - Yes, I have many favorite memories but a few stand out more than others. I'll never forget finding my Pepsi festoon. (#1736 in Introduction to Pepsi Collecting). Sometime around 1981 I was checking out one of the local antique malls which usually had more junk than good stuff. I was about half way through the mall when I looked into one of the side rooms. My eyes were sweeping the room when I spotted the festoon. My heart began to pound so hard I thought I was going to stop breathing! A Pepsi festoon hanging there just waiting for me to buy it! It

was \$135 and I had to put it on layaway!

Another memory that is very special to me is the first Pepsi Fest. Scared to death of what would happen when we got to Indianapolis, I wondered if anyone would even come. I wondered if everything would work out. My fears were misplaced. We had a great turnout of Pepsi collectors. Plenty of Pepsi memorabilia was available for sale or trade. We thought we were in Pepsi heaven!

Question - Over the years you have met many fascinating people involved in the world of Pepsi. Is there anyone who particularly captured your interest?

Bob - Yes it's true, I have met many fascinating people in the Pepsi World - presidents of Pepsi-Cola, past and present Pepsi-Cola bottlers, and members of the Bradham family. My biggest thrill was to receive a letter from Walter Mack inviting me to meet with him in New York! I knew Walter Mack had been the president of Pepsi-Cola from 1939-1950 and that he had been instrumental in developing Pepsi and Pete and the Pepsi jingle, but I did not know he was still alive! So, when I received the letter I knew I had to get to New York and see him! I called him right away and made plans to visit him in New York. What a memorable experience that was - sitting in the office of Walter Mack and listening to him talk about his days with Pepsi-Cola. His recollections of people and events that shaped Pepsi's history fascinating to hear. I just could not believe that I was getting this information directly from the person responsible for making it happen. This event was pivotal in creating a desire in me to research further the history of Pepsi-Cola.

Question - Has your collection ever

been on display for the public to view?

Bob - Yes, I have displayed some of my collection at various events, such as the Los Angeles County Fair, the Winter Carnival in Minneapolis, MN, the opening of the Pepsi-Cola regional office in Pittsburgh, PA, at Pepsi-Cola Headquarters in Somers, NY, the Flagstaff, AZ Pepsi's 50th Anniversary party, and at several Pepsi bottler conventions.

Question - Do you have everything there is to collect Pepsi?

Bob - No. That is the exciting part of collecting Pepsi memorabilia. No one really knows what is out there. There are a number of things I am still looking for, but in the process of looking I find things I never knew about. That is probably what keeps me searching.

Question - Do you ever think about selling your collection?

Bob - Although my collection has appreciated in value over the years, the financial aspect is meaningless to me. I collect Pepsi-Cola because I love it. As long as I am enjoying it, I will continue to collect it!

Question - You have written one book on Pepsi collecting. Are there any plans for another?

Bob - Yes, I am currently working on a second book on Pepsi-Cola memorabilia. This book should be completed before summer of this year. I hope to make this book the most comprehensive book ever done on Pepsi collectables. It will be a hardback book in full color. Also, I am working on the history of the franchise bottlers of Pepsi-Cola. I am in the process of researching and gathering information for this book. This is

scheduled to be completed by 1997.

Question - Do you have any advice for the collector starting out today?

Bob - This is a very tough time to start collecting Pepsi memorabilia. Over the past five years prices have skyrocketed. This makes it difficult for the new collector to begin. However, if you really love Pepsi memorabilia, then I would suggest to collect only what you like. Don't buy what people tell you that you ought to have in your collection. Buy the best quality item you can afford. Be patient - it takes a long time to build a good collection. It will happen if you stay with it! Be careful who you do business with. There are a lot of unscrupulous antique dealers out there. Learn who the good ones are - they can be of great help to you in building your collection.

Question - What do you foresee as the future of Pepsi collecting?

Bob - The future of Pepsi collecting looks very exciting. As we approach the 100th anniversary of Pepsi-Cola, the demand for Pepsi-Cola memorabilia will become greater than ever. This increase in demand will bring about new finds of previously unknown Pepsi artifacts. Unfortunately, with increase in demand comes increase in prices.

Question - What are your goals for the Pepsi-Cola Collector's Club in 1996?

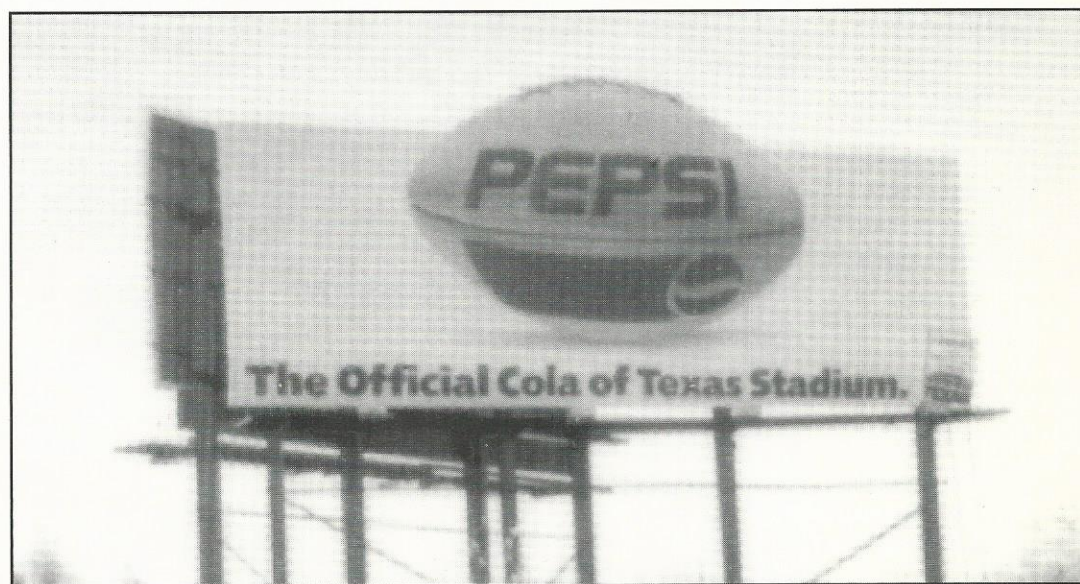
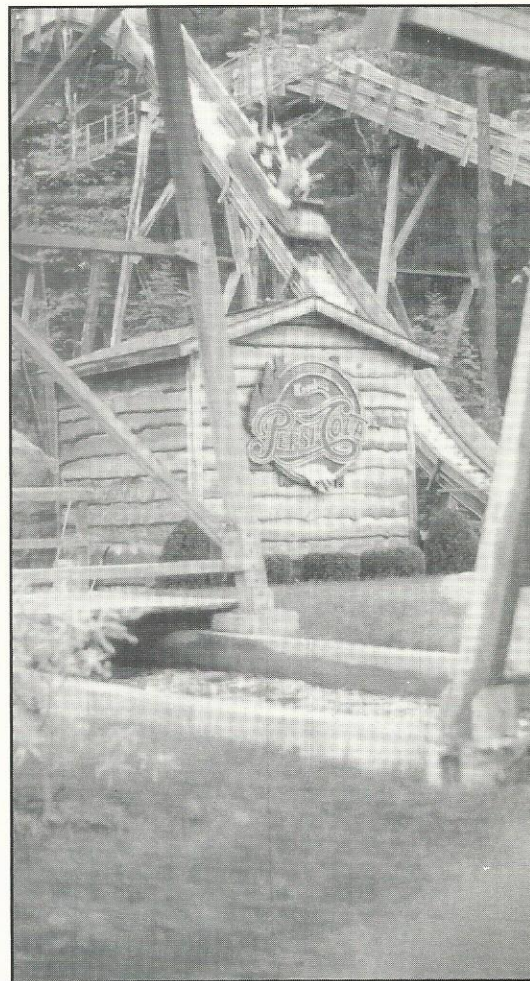
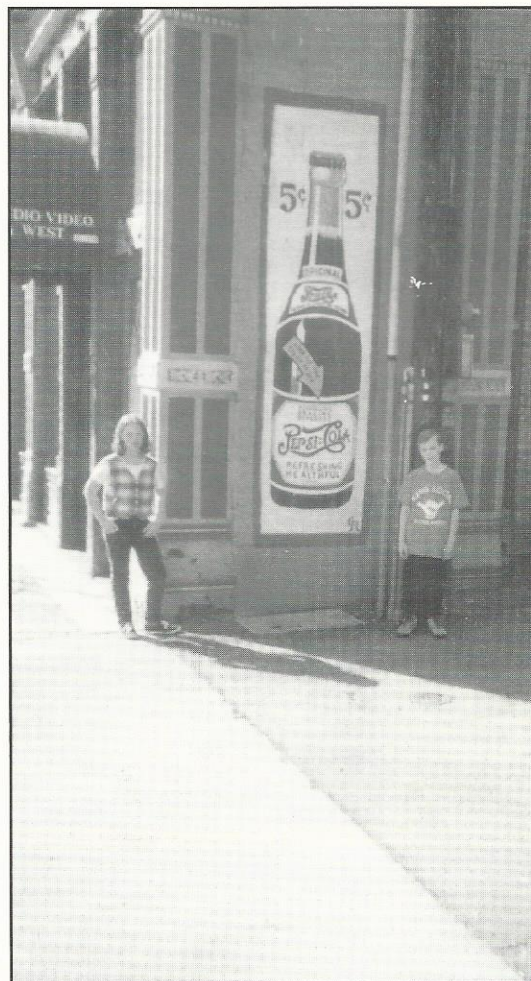
Bob - At the top of my list is improving the newsletter. I hope to make The Pepsi Express more attractive and more informative.

1939 P.O.P.

One of the most exciting things about being a Pepsi collector is finding items you never knew existed. Here are two items that I've never seen before. These are from 1939 flyers to bottlers introducing new point of purchase display items. To the right is a "Three Bottle Window Display". It stands 12" x 16". Below is the "Twelve Bottle Fan Style Display". Its dimensions are 21" x 25".



ROAD SIGNS



Top Left: Lewiston, Idaho

Top Right: Elysburg, PA

Bottom: Dallas, TX

WELCOME NEW MEMBERS

Thomas Gabriel
New Castle, PA

Rita Visger
Stockton, CA

Valerie Brokus
Bel Air, MD

Bill Avery
Belleville, MI

Rachel Hallock
Roadhouse, IL

Barbara & Earl Grubbs
Malden, MO

Jamie Weber
Mansfield, PA

Bob Tedesco
Pittsburgh, PA

Jacqueline Kohler
Hazelwood, MO

Barbara & Paul Helsel
Duncansville, PA

Debbie Stark
Rochester, MN

Kevin & Candie Orch
Stockton, IL

Dickie Cates
Churubusco, IN

Kathy Irvin
Sebring, OH

Judy Lightner
Petersburg, PA

Leda Levine
Brockton, MA

Mitch & Donna Miller

Ronks, PA

Darrell & Kim Schmidt
Newton, KS

Jacqueline Cowles
Springdale, PA

E.B. Selfridge
Forked River, NJ

Chris Ryder
Huntington, WV

Crystal Mingus
Sturgis, MI

Dennis Larison
Oceanside, CA

Donna Plunkert
Littlestown, PA

Mrs. Pat Donahue
Brockport, NY

Steven Link
Seneca, SC

Ronald & Vicki Janes
Houston, TX

James Cureton
Columbus, GA

Tricia Low
Vacaville, CA

Michael & J.D. Ware
Everett, WA

Tami & Mark Spaulding
Fair Oaks, CA

Phil Moore
Jefferson City, MO

Noella Dufour
Coventry, CT

Karen Smith Family
Shakespeare, ONT

Michael Young
Bourbannois, IL

Kelly & Daryl English
Sharptown, MD

Bryce & Hazel Tippings
Tustin, CA

Sean Ripp
Sacketts Harbor, NY

Elmar Stolzenburg
Wesel, Germany

Robin & Randy Kell
Greencastle, PA

Darrel & Barb Bowman
Erie, MI

Elaine Green
Hartsell, AL

Jo Ann Gensler
Temperance, MI

Monica Liagre
St. Clair Shores, MI

Dennis & Judy Rohr
Ludlow Falls, OH

COLLECTOR MARKET PLACE

FOR SALE

For Sale: 1978 7-Up Commemorative Major League Baseball All Star Game Bottles; Thailand 7-Up Bottles; Thailand Pepsi or Pepsi Max Bottles \$11 each. Contact: Gene Gong, 211 N. Valencia, Woodlake, CA 93286. (209)564-3690.

For Sale: 18 inch stuffed X-mas Carolers Book 3 (1)#868, (1)#870, (2)#869 Book 1 (1) #524 or will trade 1 for Book 2 20" #756 stuffed snowman. Contact Steve after 5 p.m. CDT (402)593-7252.

For Sale: New Cond. Pepsi logo 1973 Warner Bros. glasses. Foghorn Leghorn, Cool Cat, Petunia Pig, Speedy Gonzales, Tasmanian Devil. Contact: Nova Versch, P.O. Box 113, Bird City, KS 67731. (913)734-2249.

For Sale: 10 different Pepsi & Pete colored ads from Sunday comics. \$7 each postpaid. Contact: Mike Layton, 121 W. 175th St. South, Caldwell, KS 67022. (316)845-6688.

For Sale: 1971 Dallas Cowboys Pepsi bottles. \$10 each plus shipping. 10 or more & 7.50 each. 50 or more \$6 each. Delivery available to Pepsi Fest. Contact: Darrell Lahr, 806 Ballard Rd., Seagoville, TX 75159. (214)287-4624.

For Sale: Pepsi Metal 1950's fold-up chair, The Light Refreshment, E, \$135. 1950's Pepsi bottle carriers, E+ \$40; Pepsi Double bubble clock, 1950's. Contact: Walt Dillon, 853 Mudham Rd., Wendell, NC 27591. (919)365-3611 after 6 p.m.

For Sale: 50 different Pepsi banks, trucks, cars, airplanes. Pepsi bottles commemorative + longnecks. Lots of misc. For list send SASE to Bob Schoonover, 2343 S.E. 108th St., Run-

nells, IA 50237. (515)966-2809.

For Sale: America's largest auction house for cartoon, character, and sports glasses will be offering one of the finest accumulations of over 1000 glasses in its January auction beginning January 15 and ending February 3. (Over 150 different Pepsi glasses in every auction). Send \$3.50 for the January issue or \$10 for the next three issues to: Tom Hoder, 444 S. Cherry, Itasca, IL 60143.

For Sale: List of 500+ Pepsi/Pepsi product items for sale. Please send 78 cents in stamps with your name/address to Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455-2953.

For Sale: Pepsi-Cola toy trucks and cars. Send SASE for incredible list. Many rare and hard to find. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501. (914)737-2639 after 6:30 ET.

For Sale: Chicago Navy Pier misprint can \$5. Albuquerque 1995 Balloon Fiesta longneck \$3 shipping included. Contact: Larry Woestman, 14750 Karlov, Midlothian, IL 60445. (708)385-0646.

For Sale: Pepsi-Cola Bottles. Contact: Milt Johnson, 903 Stewart St., Fuquay-Varina, NC 27526. (919)552-1022.

For Sale: Vol. II #761 Pepsi Baseball Glove Cards. Complete 72 Glove Card Set \$165. 25 different Glove Cards \$35. 50 to 2000 mixed Glove Cards \$1 each. Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702. (813)577-1423.

For Sale: Pepsi Magazine Ads, 1941-1969, 153 ads total 24 of those are duplicate - \$600. 1955 Neon Clock Stod. #1272 - \$700. Contact: Kevin Knight,

Bloomington, IN (812)332-9235.

For Sale: "Rare" 1950's drugstore sized Pepsi-Cola bottle vending 10 cent machine cooler shaped with vending coin box on top. 40 x 18 x 28. Vending mechanism missing from hopper + machine was painted pale yellow by original owner - no rust. Cold compressor works fine. Nice Cond. Will sell for \$700 b/o. Contact: Gary - (610)459-0450.

For Sale: Update - "Guide to Magazine Advertising 1940-1970 for Pepsi: Cola". This guide covers 1,400+ Magazine ads (100% increase). New Format makes collecting easier — \$18.95 + \$3 postage. Bottles: Drum NM \$85, Pinch NM \$85, embossed amber NM \$150, ACL #1-5000 NM \$22, Mountain Dew Throw-away M \$18, Fountain syrup: Jug S2051 NM \$30, Bottle M\$25, Carriers: Stadium vendors cup NM \$85, EX \$55, '60 Stock Certificate #1-887 NM \$18. List (SASE) Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612. (717)675-6302 after 7 p.m.

For Sale: New 50's nostalgia Pepsi memorabilia. Pepsi straw dispenser with straws - 11" Glass w chrome lid. \$24. Pepsi napkin dispenser 7-1/2" tall chrome & blue dometop \$24. Refill napkins \$8.75. Pepsi sugar dispenser 6" tall glass w chrome lid \$9.95. Pepsi mini straw dispenser 6-1/4 tall glass w/chrome lid \$12.95. Pepsi salt & pepper shakers tall glass & chrome. \$9.95. Pepsi toothpick dispenser - chrome holds lots o' pics 4-1/4" tall. \$19.95. Credit card orders call 1-800-968-4993. Contact: Steve Mumma, 124 5th St., West Des Moines, IA 50265. Iowa orders add 5% tax. All orders add \$3 shipping. Money Back Guarantee.

COLLECTORS MARKET PLACE

WANTED

Wanted: Hutch bottle, Escambia straight side bottle, tall-short ambers (any cities), cone top can, Mountain Dew 28 oz. ACL, Pepsi Light, Teem, or Patio 32 oz. ACL, Evervess 7 oz. ACL, sugar free Teem Bottles (any size).

Also looking for the following crowns: Aspen, Tropic Surf, Devil Shake, Evervess, Sugar Free Teem, Skandi. The above items need to be in excellent condition. Please contact: Michael Noll, 553, Poppy Lane, Santa Maria, CA 93455-2953.

Wanted: Pepsi Light-up Signs, working or not, also Double bubble clocks. Contact: Walt Dillon (919)365-3611 after 6 p.m.

Wanted: For a 50's Restaurant we need signs, cardboard, clocks, neon, tin, porcelain, light-ups, motion displays, anything from the 1940's, 50's, or 60's. Prefer nice condition. Please send photos to A Okay Antiques, 124 5th St., West Des Moines, IA 50265 or call (515)255-2525.

Wanted: Michael Jackson/Pepsi-Cola items wanted by dealer for resale. I buy in small/large quantity. Contact: Aram Azadian, 3067 El Monte, Fresno, CA 93721.

Wanted: Pepsi lapel pins of any type, as long as the pin has Pepsi or the Pepsi logo on it. Please send the description of the pin or your phone number to Brian Nicholson, 6521 Driscoll, Long Beach, CA 90815. (310)596-9790.

Wanted: Would like to contact Pepsi collectors from the Wichita area. Call before 2:30 p.m. or leave message.

Contact: Tom Coriell, P.O. Box 3883, Wichita, KS 67201. (316)687-9154.

Wanted: Pepsi pogs and Pepsi sports

and non-sport trading cards. Let me know what you have for sale or trade.

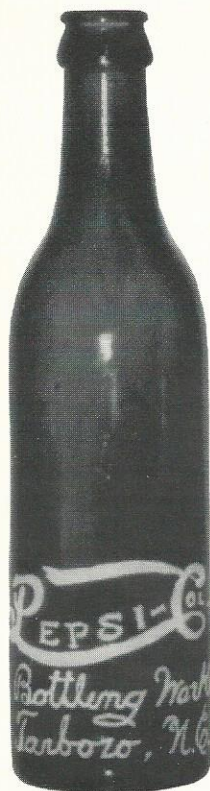
Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702. (813)577-1423.

Wanted: Old cir. 50's very, very rare Norman Rockwell decks of playing cards. I have 3 different season scenes, mint & sealed from the Pepsi-Cola Bottling Co. Inc. I'm looking for deck I'm missing, if you have all 4, a zerox would be appreciated, so I'll know what I'm missing. Buy, sell, trade playing cards & matches. Contact: Greg Quina, 3942 Hwy. 297-A, Cantonment, FL 32533. (904)477-5031.

Wanted: Pepsi cans, old or new. Also any Pepsi product cans. I buy single cans to entire collections. Let me know what you have. Buying, selling, trading cans only. Please contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

Wanted: Vertical tin push plates in 8.0 or better condition. Chero Cola & Moxie items. Contact: Dick Shay, 13900 Southampton Dr., #300, Bonita Springs, FL 33923. (941)947-8155.

Wanted: Pepsi-Cola doubloon, a 1949 cone top can, a back bar bottle, and a "take the Pepsi challenge" or "cola wars" advertisement. Contact: Brenda Sweet, 2308 Sanford St., Muskegon Hts., MI 49444.



No. TAR3

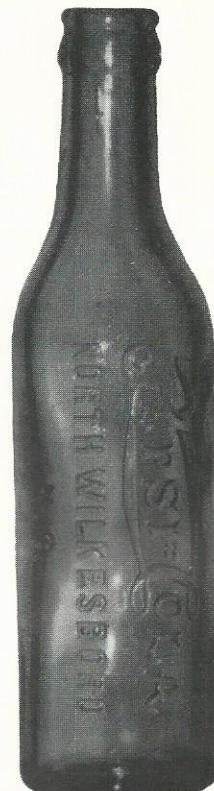
Special Note –

Paying **\$1000.⁰⁰** ea. for the following bottles: Williamston, N.C. No. WILL1 and any pre-1930 embossed amber **not** listed in the collectors guide below. Bottles must be in nice condition. To learn more about those and the two bottles pictured here plus hundreds more, order your copy today.

If you enjoy **Pepsi** collectibles, you will love this addition to your **Pepsi library**.

PEPSI : COLA BOTTLES COLLECTORS GUIDE

BY: JAMES C. AYERS



No. NOR2

The best and most complete book to date. A truly exciting and in-depth bottle guide to one of America's favorite soft drinks. **Over 530** bottles listed – Many rare and unusual styles – **Entire book** (148 pages) in **full color** with many enlargements. Each bottle listed with ID#, complete description, date, rarity scale and price guide. **An absolute must for every soda bottle collector or dealer.** Everything you have wanted in a bottle guide and more. Only **\$29.50** per copy. Send payment to:

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**Pepsi-Cola Collectors Club
name badges now available!**

**To order a badge with your
name and State on it, just send
\$6.50 to PCCC, P.O. Box 1275,
Covina, CA.
91722.**

**The badges are white with blue
engraving.**

**Please PRINT your name and
State exactly as you want it to
appear on the badge.**



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

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over **50** words include a 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.

Advertisings 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.

The Great Pepsi-Cola Collection Mail-In Auction of 1996

Presented by Double Dot Enterprises and Bob Stoddard

The Cline Collection will be auctioned off by mail. This auction has accumulated for over 20 years. There will be over 1000 items offered ranging from common to very rare. There is something in this auction for everyone from the novice to the advanced collector. The auction catalog will be mailed February 15, 1996. It will close Saturday, March 30th, 1996. If you want to participate send \$6.50 for your catalog. Submit to:

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

PCCC EXPRESS

Pepsi-Cola Collectors Club
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Inside This Issue

PEPSI POEM