



PEPSI-COLA

COLLECTORS CLUB

VOLUME 8 NUMBER 1

NEWSLETTER

MARCH-APRIL 1991

Catch That Pepsi Spirit

NEW: INTRODUCTION TO PEPSI COLLECTING BY BOB STODDARD

This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs and over 1100 Pepsi collectibles. The price of the book is \$19.95 plus \$3.00 shipping and handling (for each add'l book add .50 for shipping and handling). As an introductory offer for Pepsi club members only the price of the book is \$16.95 plus \$3.00 for shipping and handling. If you would like the book autographed please indicate to whom you want it autographed.

In keeping with our policy of continually trying to improve the quality of the newsletter we have added some color. I hope everyone feels that this has enhanced the image of our newsletter.

Once again I'd like to thank all of you who have sent in pictures and information for the newsletter. We greatly appreciate your effort, keep up the good work! For those of you that haven't contributed pictures or information we invite you to do so.

PEPSI FEST '91: Only a few more weeks to Pepsi Fest and I can hardly wait! I'm looking forward to renewing old friendships and making new ones. If you haven't registered yet I urge you to do so immediately to ensure a room at the hotel (refer to enclosed registration form). AAA Express Shuttle Service charges \$15.00 a person, and then down based on the number of people, contact them at (317) 247-7301. See you at Pepsi Fest.

A reminder to everyone that dues are now \$15.00 a year.

IN THIS ISSUE:

"You've got the right one baby" and other famous Pepsi jingles

Winter Cool Glasses and Popcorn Tin

These pictures are from the exhibit at the Pepsi-Cola employee's party (Mesquite plant), which was held at the info-mart in Dallas, approx. 250 people attended the Christmas party.

The table with the Santa Claus (large), (there are three tables together), contained a portion of Gary Craig's collection, he attended with his wife Ricia and has been collecting Pepsi items with a passion (never misses an antique store or flea market on his days off). For approx. 14 months, he used to work for Pepsi a few years ago and that is how he became interested in Pepsi items. Gary didn't become an avid collector until the last fourteen months and now he can't stop looking for that undiscovered Pepsi treasure.

Lawrence Cook has worked for Pepsi for the last 14 years. he works at the Mesquite location and has been the inventory control supervisor for the last 8 years. He is always interested in learning about Pepsi and the collectibles that are a part of the history of Pepsi. His wife, Lou Ann Cook, attended the Christmas party with him.

Robert Key has been collecting Pepsi items for the last 3 years. He exhibited approx. 150 bottles, out of his collection of 300, 75% of the bottles were pre-1940. The middle table and the table to the right were part of his collection. Part of the bottle exhibit included a Hutch bottle, three brown ambers, a bowling pin (or Pepsi ginger ale bottle), among others.



Pepsi History

The recent Pepsi commercial featuring Ray Charles has become a big success with television viewers. Especially the new jingle "You've got the right one baby, uh huh". This made me think it may be a good time to review the history of Pepsi-Cola jingles.

Of course everyone remembers the first Pepsi jingle, "Pepsi-Cola hits the spot, twelve full ounces, that's a lot, twice as much for a nickel too, Pepsi-Cola is the drink for you". This jingle was introduced in 1939 and was used into the late 1940's in one version or another.

In 1958 Pepsi created the "Sociables" and came up with a jingle for them called "the Pepsi-cola refreshment song, Be Sociable" lyrics as follows "Be sociable, look smart keep up to date with Pepsi, drink lite refreshing Pepsi, stay young n fair n debonair, be sociable, have a Pepsi".

In 1962 Pepsi decided to think young with this catchy tune titled "The Pepsi Song": "The lively crowd to day agrees those who think young say, Pepsi please! They pick the right one the modern light one Now it's Pepsi! For those who think young! The active set that's in the know prefer the cleaner taste and so they pick the right one the bracing bright one. Now it's Pepsi! For those who think young! When you say Pepsi please you're putting yourself among people who like their leisure with Pepsi! the drink that's young. So go ahead and pick the drink that lets you drink young as you think Yes! get the right one!

The light one! Now, it's Pepsi for those who think young!".

To go along with 1967 "Taste that Beats the others cold" theme, Anne Phillips came up with this nice little ditty. "Taste that beats the others cold Pepsi pours it on. Anytime a thirst takes hold Pepsi pours it on. Pepsi's got that special taste created for the cold the cold turns on that Pepsi drive makes Pepsi-Cola come alive Taste that beats the others cold Pepsi pours it on.

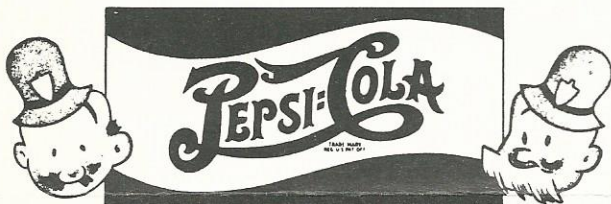
In 1973 Pepsi was "feelin' free" with this Pepsi-Cola song "Feelin' Free": There's a feelin' around, it's America's sound, Pepsi people feelin' free free to choose a new way, free to stand up and say "you be you and I'll be me" When you catch that thirst for livin', then you'll need what Pepsi's givin' a Pepsi lift, the Pepsi gift, for feelin' free Join the Pepsi people feelin' free, feelin' free, join the Pepsi people".

Soon after "Feelin' Free" Pepsi decided that maybe they needed to "Catch that Pepsi Spirit" so here's the way David Lucas thought Pepsi should "Catch that Pepsi Spirit": It's the smilin' shinin' feelin' The light of a brand new day and your're the Pepsi generation you're the spirit of today. There's a feelin' deep inside you a spirit you just can't hide and with every taste of life that's new well that Pepsi spirit shines right through. Catch that Pepsi spirit Drink it in Drink it in Drink it in Catch that Pepsi spirit Drink it in Drink

it in Drink it in It's the
love and the laughter the
taste of life the world is
after Catch that Pepsi spirit
Drink it in Drink it in
Drink it in Catch that Pepsi
spirit Drink it in Drink it
in Drink it in.

These are samplings of the
many songs that Pepsi has
used over the years to get us
to drink more Pepsi-Cola.
Just like the Ray Charles
tune, Pepsi has always
insisted on maintaining a
high level of quality when
advertising with a song or
jingle.

Dear Pepsi & Pete

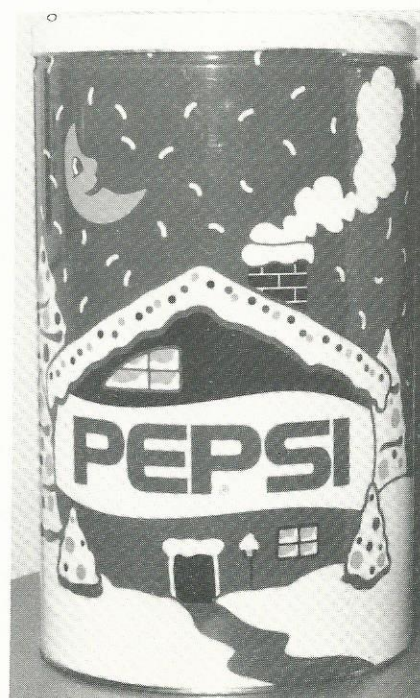
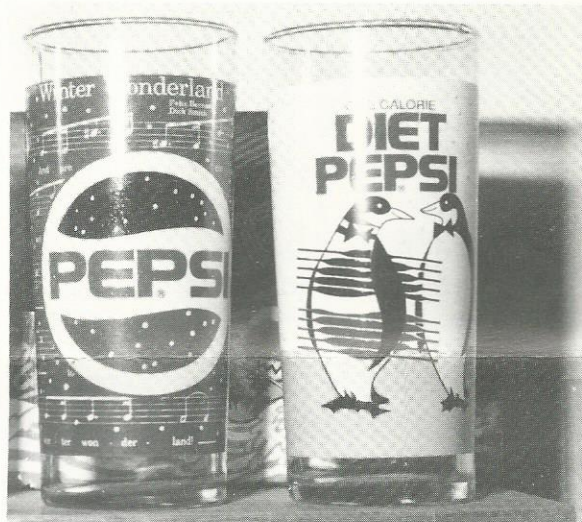
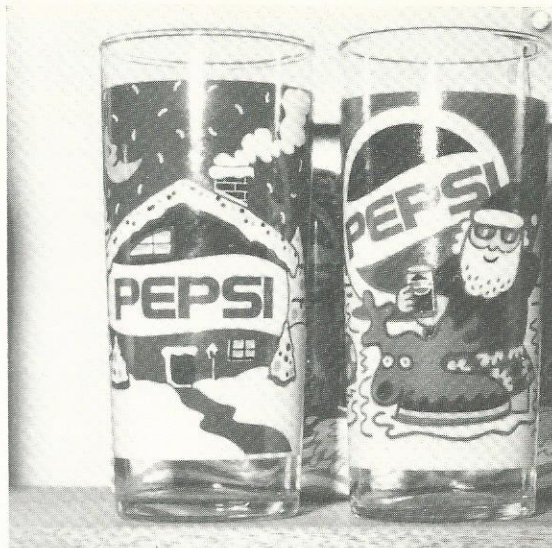


Dear Pepsi n Pete:

If anyone wants to buy the
Bachman freight car that
was shown in the last news-
letter they can contact
Train World, 1 (800) 541-7101
#93251 Pepsi \$19.91.

Dear Pepsi n Pete:

There was a set of (4)
16oz. Winter Cool glasses
produced in limited quan-
tities. And if you were even
luckier you got your hands
on a Pepsi or Diet Pepsi
tin container filled with
popcorn (see photo) . As
for the return of Summer
Cool cans, we'll just have
to wait and see what PepsiCo
has up their sleeves.



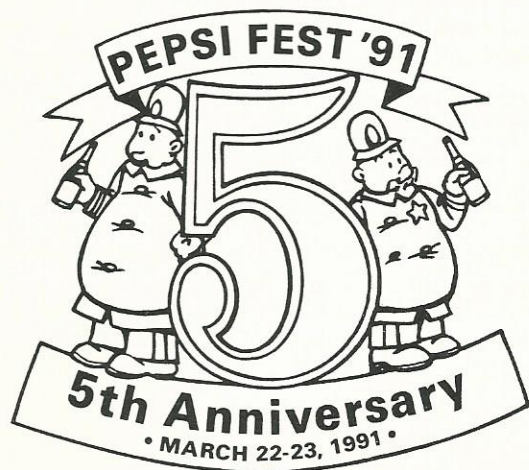
From the Local Chapters

Pizza Hut is becoming the meeting place of choice for local Pepsi-Cola Collectors clubs. And why not, with good pizza, plenty of Pepsi and fellow collectors what else do you need!

The Green Country Pepsi-Cola Collectors Club chapter held their February meeting at Broken Arrow, Oklahoma Pizza Hut.

The Southern Calif. chapter is also holding meetings at their local Pizza Hut. They will be meeting every other month on the second Friday at 7:00pm. The location is the Pizza Hut in Rowland Heights. Dates are: April 12, 91 June 14, 91; August 9, 91; and October 11, 91.

A big welcome to the Dallas, Texas chapter of the Pepsi-Cola Collectors club, (see "Catch that Pepsi Spirit" for story on this local chapter).



SHERATON NORTHEAST
7701 E. 42ND STREET
INDIANAPOLIS, INDIANA
(317) 897-4000
RATES ARE \$45.00 + 10% TAX
RESERVATIONS MUST BE MADE
BY FEB. 22, 91 IN ORDER TO
GUARANTEE ROOM AND RATE.

Local Chapters:

Southern California
Mike & Cindy Gordon
16465 Trisha Way
Riverside, CA. 92504

Colorado
Brent Hinton
6511 W. Elmhurst Ave.
Littleton, CO. 80123

Kansas
Les Walters
706 Lincoln
Coffeyville, KS. 67337

Minnesota
Don Peterson
121 Burk Dr.
Silver Bay, MN. 55614

Ohio
Shawn Dawson
915 Nelbar St.
Middleton, OH. 45042

N.E. Ohio
James Wolfe
2315 Ross Dr.
Stow, OH. 44224

Virginia
Scott & Kim Kinzie
P.O. Box 916
Chester, VA. 23831

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

PEPSI FEST 91
March 22-23, 1991
Indianapolis, IN
PEPSI FEST WEST
July 19-20, 1991
Los Angeles, CA (vicinity)



Sheraton Northeast

7701 EAST FORTY-SECOND STREET
INDIANAPOLIS, INDIANA 46226

(317) 897-4000

PEPSI-FEST 1991 REGISTRATION FORM

Registration fee including packet \$14.50
Registration fee without packet \$ 2.00

If you plan to attend Pepsi-Fest '91 you need to return this form as soon as possible so that we can have an accurate count of those who will be attending.

The registration fee of \$2.00 per person includes a pin-back button that must be worn to Pepsi-Fest functions. If you purchase the packet the pin-back button is included. There is a good chance these packets will sell out before Pepsi-Fest '91 so order yours today. The packet will also contain a lapel pin, deck of cards and several other items all bearing the Pepsi-Fest '91 logo.

Swap meet tables are being sold on a first come, first serve basis, so reserve your space now.

Any questions call Bob or Sheri Stoddard at (714) 593-8750.

Name _____ Phone _____

Address _____ Zip _____

Registration fee with Packet # _____ @ \$14.50ea. = _____

Registration fee ONLY # _____ @ \$ 2.00ea. = _____

SWAP MEET TABLES: \$8.00 for the first table and \$3.00 for each additional table, ONLY IF STAYING AT THE SHERATON NORTHEAST, otherwise, \$16.00 for the first table and \$6.00 for each additional table.

Number of tables: _____ Total cost of tables \$ _____
(you must pay for the tables now in order to reserve them)

If NOT attending but wish to order a packet the cost is \$17.50.

Number of packets _____ @ \$17.50ea. = _____
(packets are mailed AFTER Pepsi-Fest '91 is held)

Send your order to: Pepsi-Cola Collectors Club
P.O. Box 1275, Covina, CA. 91722

Collectors' Marketplace

For Sale

(10) Pepsi & Pete color ads from the Sunday comic strips. 1940's, \$10.00ea or all for \$8.00ea. Contact: Mike Layton R.R. #2, Box 65, Caldwell, KS. 67022 or call 316 845-6688.

Selling off collection:

#484 amber bottle \$85.00
#495 green paper label \$45.00
#497 has #494 label on \$30.00
#485 clear embossed drum \$65.00
#492 green embossed \$35.00
#490 has chip in lip \$20.00
miniature bottle w/#498 labels \$35.00. 1968 Diet Pepsi full w/cap \$5.00
#501 chip on bottom of bottle \$5.00
#99 cardboard 6 pack \$35.00
#100 cardboard 6 pack \$30.00
#830 bottle bag \$30.00
#648 bottle opener \$35.00
#584 matchbook/mint \$7.00
#86 tin carrier, sm. dents \$7.00
#88 tin 6 pack \$10.00
leather shoe brush w/embossed cap \$25.00
#65 book 2 test bottle \$15.00
All items in excellent cond. unless noted otherwise.
Contact: Gary Checkai, 3249 Indiana St. Racine, WI. 53405 or 414 554-0879.

The **PEPSI-COLA** Store

Soda Water Collectibles - Past and Present

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

(1) carton of Pepsi-Cola bottles and carton - blue and white colors. Contact: Frank Strickland, Rt.4, Box 828 Nichols, S.C. 29582.

6 1/2 foot Pepsi-Cola bottle machine w/ vertical skinny door, holds 14 bottles showing on left side as you face the machine. The amount is .25 and is in good condition, needs a little cleaning up. \$350.00 some trading possible. Contact: Chris Paradowski, 4131 A Pennsylvania, St. Louis Mo. 63118, 314 351-4035.

Pepsi 81 machine, just restored \$2200.00, other Pepsi boxes available. Lots of Coke machines too. Pepsi "Gullwing" ice box, needs restoration \$600.00, Pepsi straws from the 50's, red & blue \$1. ea., trays, picnic ice chests and more. Contact: Lee Walters, P.O. Box 3269, Laguna Niguel, CA. 92607 or 714 495-6110.

Pepsi wooden truck bank \$28.00
Pepsi truck ruler \$3.00; Pepsi shoelaces \$4.pr.; Pepsi bottle cap watch \$24.00; Pepsi script playing cards 48.00 deck; Pepsi logo pierced earrings \$10.00p.; Pepsi marble paperweight \$18.00
Pepsi tape measure keychain 46.00; Pepsi 9" round hanging sign \$18.00. All items new and postpaid. Contact; R.L. Peck, 6001 Canyon Rd., Harrisburg, PA. 17111.

Pepsi 3"x3" compact with enameled bottle cap like #720, only cap in center of cover, \$75.00. Contact: Jim Cullen Box 1281, Alpine, Tx. 79831.

Wanted

Pepsi-Cola 1950's ten cent machines: VMC-81 rare excellent condition, no rust works great \$1650.00. VMC-27 table top model w/enclosed base works great \$1200.00. Pepsi boy crossing guard sign, excellent condition \$975.00. Coca Cola V-23 \$495.00, NRW Coca Cola bike \$275.00, restored 1941 Murray pursuit pedal plane \$1950.00. Contact: J.T. Smith, 6270 S.W. 8 Ct. No. Lauderdale, Fl. 33068

Pepsi celluloid #407 N.M. \$65. Pepsi glasses #476 5@ \$20.ea.; Pepsi cardboard box #479 single dot \$35.; Pepsi whistle no decals #522 \$25.; Pepsi pinback #669 \$20.; Pepsi letterhead #807 \$20; Pepsi street safety marker 1920's N.O.S. #828 \$150.; Pepsi mechanical pencil vol. 2 #420 \$50.; Pepsi more bounce to the ounce 16x48 vol.2 #653 M. \$160. Contact: Otto Dorris Rt. 4, Box 272A, Bixby, OK. 74008 or 918 366-6832

Pepsi-Cola and other major brand bottles for sale and other misc. related items. Please write for complete list, also send me your list of pre 1960 bottles you have for sale. Contact: Robert Diwar, 9551 Patterson Rd., Richmond, B.C. V6X1P8 or 604 278-3062.

150 Mountain dew bottles with different names. Bottled by "Ma & Pa", "Tom & Milly" ect. Make offer. Contact: John Hamann, 1834 Vienna Ct., Pekin Il. 61554 or 309 353 2548.

Pepsi chest type cooler 27x32x35, works \$250.00. Contact: C. McMullen from Hershey, PA. 717 533-7345.

Soda collector interested in Pepsi (or other brands) paper photographs, ephemera connected with Texas. Contact: Jim Cullen, Box 1281, Alpine, Tx. 79831.

"cast iron" Pepsi-Cola base for crossing sign. Pepsi "junior" ice cooler w/ single lid. Pepsi "model 44" vending machine. Pepsi "Jacobs" "lite up" vending machine or parts for them. Also, want to buy any literature pertaining to vending machines. Can pay cash or have trade items. Contact: Lee Walters, P.O. Box 3269, Laguna Niguel, CA. 92607 (714) 495-6110.

Old Pepsi machines, model 44, 27, and 33. Also others. Contact: C. McMullen from Hershey, PA. 717 533-7345.

Cartoon and character glasses. Buy, trade, and sell. October, January, April mail order auctions, over 1,000 glasses each auction. \$3.50 for current booklet. Contact: Tom Hoder, 444 S. Cherry, Itasca, Il. 60143, 708 773-2635.

1950's and earlier trolley car signs, and trolley car frames. Also looking for tin signs and any other cardboard items. Contact: Tony Llamas, 1142 W. Porter, Fullerton, CA. 92633 or 714 870-7178.



Michael Jackson Bad Tour/Pepsi jacket. Pepsi World Magazine w/record, Winter '84, Vol. 45, number 1. Also any Jackson keychains, stand-ups, posters, promo items. Madonna, Ringo Starr/Diet Pepsi items wanted. Contact: Melissa Strecker, 1360 N. Sandburg Terr. #1205, Chicago, Il. 60610, or call 312 337-1740.

I would like to buy old soft drink thermometers in good condition for my collection. Any brands especially cola's and root beers. Would also like to correspond, buy, trade with other thermometer collectors. Contact: Robert Thompson, 122 Clarine Drive Goose, S. Carolina 29445 or 803 553-9525.

Door pushes & pulls similar to #171 & #172 in PC book #1. I want any brand of soda as long as it is at least near mint! Price, description and picture if possible. Contact: Terry Lunt, P.O. Box 77631, Modesto CA. 95357-7631.

Pepsi-Cola toy trucks and cars wanted. Old or new. Top dollar paid for models in near mint or mint condition. Contact: Charles Ehlers, P.O. Box 1186, Yonkers, New York 10702.

Pepsi VMC 81D front door, coin mech. handle and cover, would purchase parts machine. Interested in Pepsi 44 and 55 unrestored. Also would like a round glass pepsi clock like #101-103-106-107-108-109, 110 and 112. Contact: Roger Minn 612 435-5250.

Pepsi crowns/bottle caps, especially pre 1940s and early rarities. Send price, description to: C.A. Leppek, 1016 S. Washington, Denver, CO. 80209.

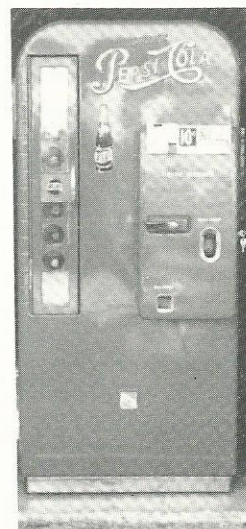
Top quality Pepsi and Coke signs of all types cardboard, tin, lite-ups, neons, neon clocks - top dollar paid.

I'm not looking for bargains, just the best - Pepsi n Pete signs - 1930's & 40's. Contact Robert Newman, 10809 Charnock Rd., Los Angeles, CA. 90034

New collector seeking your list of Pepsi-Cola items for sale. Send list to: Jeffery Costa, 145 Spring St., Portland, ME. 04101.

Dr. Pepper 1976 Bicentennial clock, will pay \$30.00 plus shipping. Contact: Jeff Cummins, 4245 W. Buick Dr. Bloomington, IN. 47404.

RARE! Pepsi-Cola 1956 VCM-81 excellent condition vends 6-8-10 or 12 ounce bottles of soda or beer, gets ice cold. \$1700, can arrange inexpensive shipping. Contact: J.T. Smith (305) 974-0783.



PEPSI FEST '91 SCHEDULE

FRIDAY MARCH 22ND

9:00 AM : Registration - Check in
10:00 AM : Show & Tell Meeting, (we invite all members who specialize in certain Pepsi items, such as bottles, glasses, playing cards to bring a few of those items and share with the group.

3:00 PM : Auction check in
4:00 PM : Get acquainted reception
5:00 PM : Pizza Party
6:00 PM : General Meeting
7:00 PM : Auction
9:00 PM : Room Hopping

SATURDAY MARCH 23RD

3:00 PM : Swap Meet Set-up
4:00 PM : Swap Meet begins
6:30 PM : Silent Auction

BRAND NEW: PEPSI-COLA COLLECTIBLES VOLUME 2 by Bill Vehling & Michael Hunt. 200 pages with over 800 completely different items illustrated and priced. Cover price is \$17.95. PCCC members only can save \$2.00, price is \$15.95 + \$3.05 first class postage and handling for each book for a total of \$19.00.

Still available Pepsi-Cola Collectibles (w/ revised 1988-1989 prices) for \$14.95 + 3.05 for a total of \$18.00 per book.

Also available is an updated price list (1988-89) for those who have the original (1986) books for \$3.00 postpaid.

Please enclosed remittance and send to: Bill Vehling, P.O. Box 41233, Indianapolis, In. 46241.

Places to Find Pepsi

THE PEPSI PARLOR
ON THE SQUARE, LYNCHBURG, TN.

SIGN OF GOOD TASTE
269 E. 2ND ST., POMONA, CA.

SANDY'S CURIOSITY SHOP
GLENSTONE AT CHESTNUT, SPGFLD, MO.

THE GALLERY
1302 HWY. 98, DAPHNE, ALABAMA

THE GASWORKS
818 N. MCKENZIE, FOLEY, AL.

WEBB'S ANTIQUE MALL
200 W. UNION, CENTERVILLE, IN.

THE NEON LADY
1950 CHEROKEE ST., ST. LOUIS, MO.

SULLIVAN'S ANTIQUES
866 57TH ST., SACRAMENTO, CA.

BEV'S OLDIES & GOODIES
1186 MEYERLAND PLZ., HOUSTON, TX.

PEPSI-COLA MEMPHIS BOTTLING CO.
520 E. GRAND AVE., MEMPHIS, MO.

CARNIVAL HOUSE ANTIQUES
17 PADANARAM RD., DANBURY, CT.

END OF THE TRAILS ANTIQUES
5937 N. GREEELY, PORTLAND, OR.

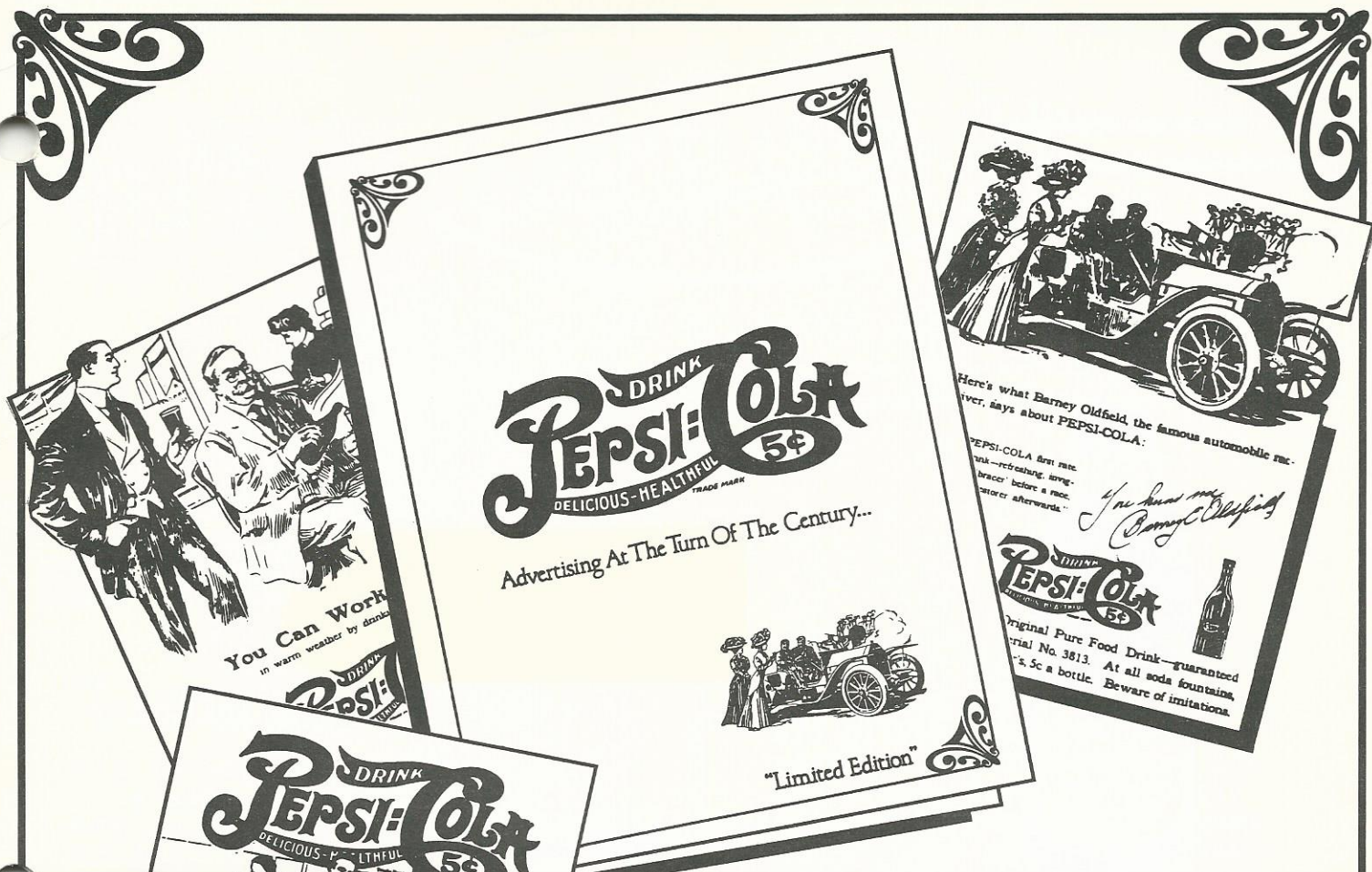
THE SHANHASKA DRUMMER ANTIQUES
BOX 32, RT.2, ST. PETER, MN.

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

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

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

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



Pepsi-Cola Collectors!

A "Limited Edition" portfolio of Pepsi-Cola advertising that most of you have never seen!

This "limited edition" portfolio of early Pepsi-Cola advertising is a must for every Pepsi collector...It is a collection of twelve circa 1900 ads that were used by Pepsi-Cola during the turn of the century. This portfolio has advertising that we know many of you have never seen before.

Each one of the ads has been reproduced exactly as it was originally conceived and as it actually appeared in the newspapers that were publishing at the time. None have been retouched or changed in any way. And there is more...Also in your portfolio you will find two full color reprints, one of the 1904 Pepsi-Cola "Calendar Girl" and one of the "Fountain Couple", circa 1908. In addition, we've included a

copy of Pepsi-Cola's very first "Script Logo", which dates back to 1898 and finally, a brief and accurate history of Pepsi-Cola's creator, Caleb D. Bradham of New Bern, North Carolina, where it all happened. While our supply lasts, we are offering this special limited edition portfolio of early Pepsi-Cola advertising at the very special price of:

SEND CHECK
OR MONEY ORDER ONLY

\$9.95 ea.

postage included
NJ residents add tax

MAIL TO:

SHUDDA ASSOCIATES

P.O. Box 7967 Shrewsbury, NJ 07702

Serving the Pepsi-Cola Co. since 1948

PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275
COVINA, CA 91722



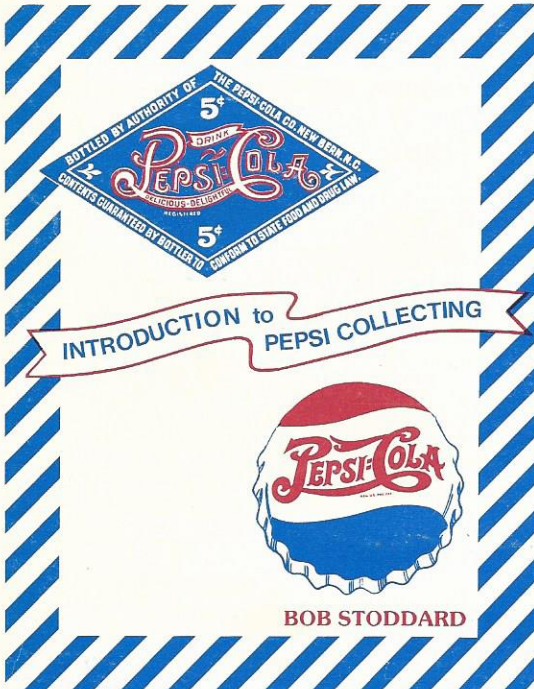
FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722
Permit No. 173

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



INTRODUCTION TO PEPSI COLLECTING BY BOB STODDARD

This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs, over 1100 Pepsi collectibles. The price of the book is \$19.95 plus \$3.00 for shipping and handling (for each add'l book add .50 for shipping and handling). As an introductory offer for Pepsi club members only the price is \$16.95 plus \$3.00 shipping and handling. If you would like the book autographed please indicate to whom you want it autographed.



PEPSI-COLA

COLLECTORS CLUB

VOLUME 8 NUMBER 2

NEWSLETTER

MAY-JUNE 1991

Catch That Pepsi Spirit

Pepsi Fest '91 was a huge success the only complaint was that it was too short. We are considering adding an extra day to the Pepsi Fest agenda, we would appreciate comments on this subject. In addition to our Friday night pizza party we had an oral auction. Everyone seems to enjoy it so we will do another auction at Pepsi Fest '92.

Saturday was our biggest swap meet ever, with over 60 tables of Pepsi collectibles and 400-500 buyers everyone seems to have a good time. Thanks to Jodie Winston and Pepsi-Cola Indianapolis for all their help and support. A big thank you to Dan Durbin for making our new Pepsi Fest banner. Additionally I would like to thank all those persons who helped make Pepsi Fest '91 a SUCCESS!!!!

Well with Pepsi Fest '91 behind us we are now making our plans for Pepsi Fest West (formerly Pepsi Fair), July 19th and 20th, 1991 at the Best Western in Rowland Heights, California, phone (818) 810-1818. Remember this is a Friday evening and Saturday event so make your plans to attend both days.

HELP! A PCCC member lost a 1940's red and white embroidered emblem at Pepsi Fest '91. If you found it please send it to the club and we'll see that it's returned.

It's our 1991 goal to develop more local chapters of the PCCC. So if you're interested in starting a local club please let us know.



WEST

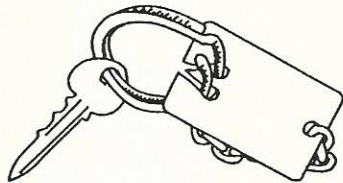
IN THIS ISSUE:

***The phone number to order the Bachman Box car was listed wrong in the last newsletter. The correct number is 800 541-7010.**

PEPSI FEST WEST INFORMATION
REPRODUCTION WARNING

We had some problems with the Pepsi Fest '91 packets if you have not received the missing items they should be coming soon. We hope to have the rest of the packets out in the next few weeks. We apologize for the delay.

In this year's packet was a keyring which has a rather special use, see diagram below.



Amazing New Keychain Allows You To Remove Or Install Keys With The Greatest Of Ease

Collectors' Spotlight

A DECADE OF PEPSI COLLECTING By Karen Weaver

I live in central Missouri and began my Pepsi collection in 1980. There are many flea markets and antique shops within a few hours drive from my home and Pepsi collectibles were fairly easy to find in 1980. There didn't seem to be much competition from other collectors. At auctions, my only competition was antique dealers and I could usually out bid them. But all of that has changed as the popularity of Pepsi collecting has grown. The pickings at shops is leaner and Pepsi collecting has grown more expensive, especially with the advent of books on Pepsi collectibles that list values.

I have a wide variety of Pepsi items in my collection that includes clocks, radios, coolers, bottles, cans, cups, drums, trays, etc. Among my

favorites are my Pepsi & Pete cups (four cups in mint condition), a 1960 dispenser radio, and a 1910 Pepsi notebook. It's really difficult to select favorites because every item has been a favorite at one time or another.

Character Pepsi glasses have always been plentiful in central Missouri and they have become my hottest items. I collect them with a passion.

I have hundreds of items in my collection. I have the collection catalogued on computer disk, which is probably a wise move since I warehouse my collection at my parents home and they are also into collectibles. The house is like a "These People are Screwballs" museum.

Fortunately, they don't collect any type of soft drink advertising, except to keep an eye out for Pepsi items that I don't have.

I have been a member of the club for seven years and have been able to attend every Indianapolis convention except the first one. I look forward to them because they are climactic events for each year of collecting.

If I have any advice for new or would be collectors it is that if you train all of your relatives, co-workers, neighbors, and friends the right way, you can get an avalanche of Pepsi items for every birthday and Christmas, and make "pickers" out of them to. It's fun to hunt Pepsi but it's even better to get surprises. If my collection grows during the second decade like it has during this first one, then I might get an even bigger surprise. The folks may someday demand that I help them buy a bigger house.



KAREN WEAVER COLLECTION

Collectors' Information

CAVEAT EMPTOR - Let the buyer beware. In recent years the quantity and quality of reproduced and fantasy Pepsi collectibles has greatly increased. It is my belief that if you choose to buy these items that's your choice. But I'm deeply offended by the number of antique dealers who try to pass these collectibles off as old. They use phrases like, "just found new old stock", "the guy I bought it from guarantees these are old". Although most antique dealers are fair and honest you must protect yourself from the ones that aren't. Anytime your unsure of the authenticity of an item ask the dealer to guarantee it in writing. If he won't, I would seriously consider NOT buying that item because chances are he knows it's not old.

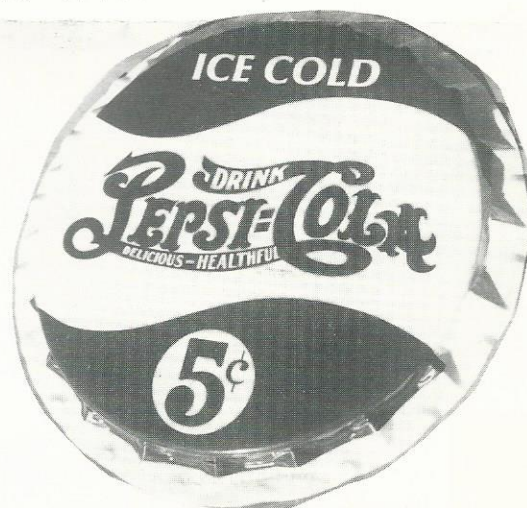
Here are some of the current crop of reproduced and fantasy items:



Celluloid button most likely the artwork for the button was taken from a 1940's coaster. These buttons are circulating very heavily right now. The going price of these reproduced buttons is about \$12.00.



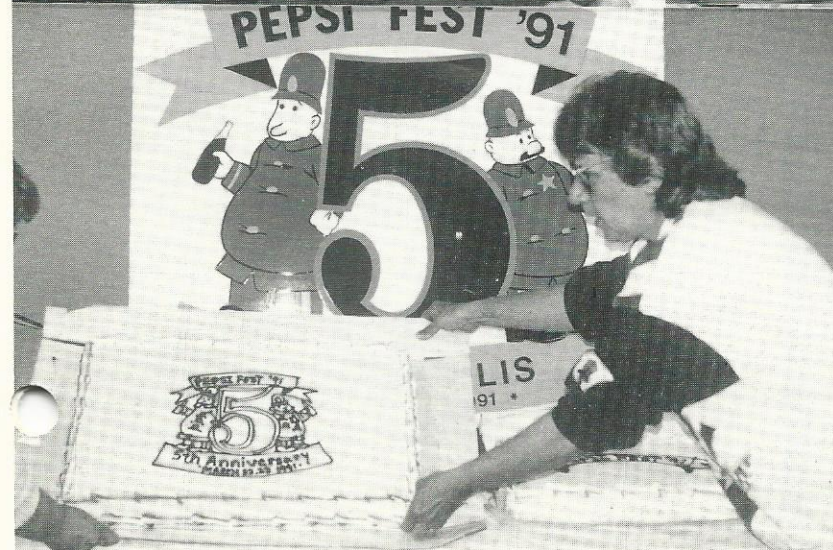
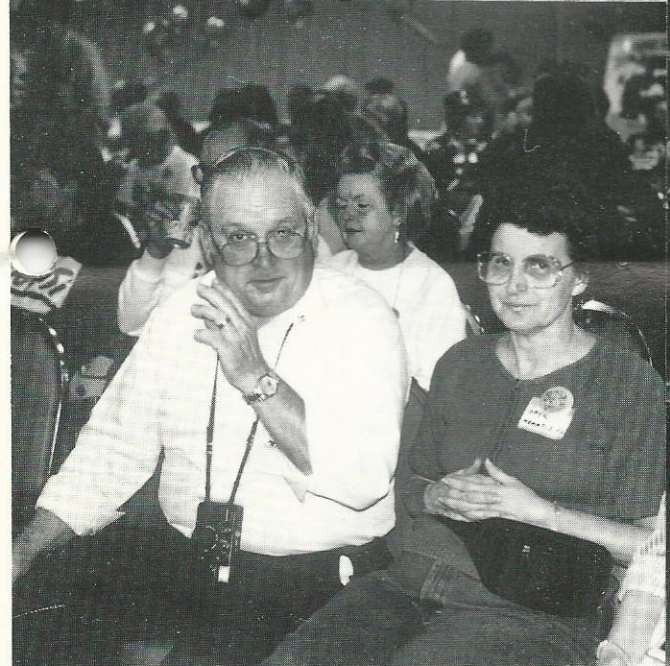
This sign is a reproduction of a sign from 1951. Besides being a reproduction this sign has a couple of problems. The reproducer is using the wrong color background, he has the background in yellow it should be in white. The five cents was dropped from bottle signs by 1951.



This last reproduction sign, although attractive, is using an early 1900's logo with the red, white, and blue bottle cap that wasn't used until the mid 1940's.

As you can see the manufacturers of the above reproductions don't care about accuracy, they are only in it for the money.

Good luck collecting and remember the basic tenet of business law "Caveat Emptor - let the buyer beware"



Collectors' Marketplace

For Sale

Pepsi-Cola 1950's ten cent machines: VMC-81 rare excellent condition, no rust works great \$1650.00. VMC-27 table top model w/enclosed base works great \$1200.00. Pepsi boy crossing guard sign, excellent condition \$975.00. Coca Cola V-23 \$495.00, NRW Coca Cola bike \$275.00, restored 1941 Murray pursuit pedal plane \$1950.00. Contact: J.T. Smith, 6270 S.W. 8 Ct. No. Lauderdale, Fl. 33068

Pepsi-Cola and other major brand bottles for sale and other misc. related items. Please write for complete list, also send me your list of pre 1960 bottles you have for sale. Contact: Robert Diwar, 9551 Patterson Rd., Richmond, B.C. V6X1P8 or 604 278-3062.

150 Mountain Dew bottles. Bottled by "Ma & Pa", "Tom & Milly" ect. Make offer. Contact: John Hamann, 1834 Vienna Ct., Pekin Il. 61554 or 309 353 2548.

Pepsi 81 machine, just restored \$2200.00, other Pepsi boxes available. Lots of Coke machines too. Several Pepsi "Gullwing boxes" \$350-\$2,000. Pepsi straws from the 50's, red & blue \$1. ea., Pepsi bottle openers that mount on machine or wall, in original boxes, \$5 each. Pepsi or Diet longneck bottles (full) in cardboard six pack holder, \$6.00 for six pack. Metal six-pack holders from 40's, double dot logo \$35.00 each. Picnic ice chests, trays and more. Contact: Lee Walters, P.O. Box 3269, Laguna Niguel, CA. 92607 or (714) 495-6110 or Jeff at 831-9284.

Pepsi-Cola machines from the 1940's to 1960's. Various up-rights and chest types. All cool and are in good condition prices ranging from \$175. to \$400. Contact: Galen Dunn, R#1, Fairfield, Il. 62837 or call 618 842-2550

Little black book. 1944 Pepsi vest pocket address book with double dot logo and name of food products firm from Detroit, Toldeo and Grand Rapids on front cover. Also a couple handfuls of old Pepsi bottle caps. New collector. Would like to trade for Pepsi or other advertising items. Contact: Jack Kelly, 2610 Niles Ave., St. Joseph, MI. 49085 or days 616 983-0311, evenings 616 983-6213.

Disney character matchbooks: #13,14,15,16,17,18,21,22,30, and 43 \$10.00ea. Also, ruler #744 \$20.00, Wood Peppermill #827-2 \$35.00. I need Disney #2 thru 12,27,29 and 31. Contact: Lee Kloes, 4819 83rd Ave. SE, Everett, WA. 98205.

(10) Pepsi & Pete color ads from the Sunday comic strips. 1940's, \$10.00ea. or all for \$8.00ea. Contact: Mike Layton R.R.#2, Box 65, Caldwell, KS. 67022 or 316 845-6688.

2 Electric Pepsi coolers, one is embossed (fair), one is not (VG). Both work well \$500.00 pair. Contact: Paul Leheney 10417 E. 25th Terrace, Independence, Missouri 64052 or 816 254-4586.

NEW! Pepsi-Cola olde-tyme soda fountain straw holder, solid glass w/metal top & metal straw holder rise w/Pepsi logo in beautiful Pepsi-Cola gift box, not a decal, the Pepsi logo is in the glass \$25.00 each PPD. in continental USA. or SAVE - 6 for \$120.00.

Pepsi-Cola (metal) serving tray "Girl at the Soda Fountain" - sold in case of 6 only \$22.00 per case postage paid in continental USA only.

Pepsi-Cola logo playing cards sold in case of 12 only \$21.00 PPD. in continental USA only.

24" Pepsi-Cola plastic bottle (bank w/coin slot) with Pepsi paper logo \$15.00 postage paid buy master case of 4 for only \$36.00.

Pepsi-Cola metal tins - all in beautiful Pepsi-Cola colors

- *5" round tin
- *6" oval tin
- *5" rectangular tin w/handle

All of the above tins feature 3 girls w/5 drink Pepsi-Cola a nickel drink - worth a dime design on them. Each sold in case of (6) only \$20.00 per case all items- postage paid continental USA only. Order 3 cases - 1 of each design and get a 10% discount.

Contact: John F. Langlois
5236 Essex Farm Lane, Stone Mountain, Georgia 30088 or call (404) 981-6394.

Pepsi-Cola paper label bottles clear, EX. \$45.00, Green, EX. \$60.00, Amber, EX. \$70.00

1977 NSDA "Mickey Mouse", Anaheim bottles, mint \$20.00 each or 3 for \$45.00. 1920's 60oz. "Mammy" embossed, EX. \$170.00, I pay shipping.

Contact: W.R. Miller, Box 413 Fair Oaks, CA. 95628 or 916 965-5426.

Diet Pepsi crate wear 64-73-73
Full \$8.00
Empty \$6.00

3oz. paper cups made to dispense samples of diet Pepsi made with new nutra sweet \$1.00
Pepsi liquid acidulant 5 gallon containers \$8.00

Contact: Marjorie S. Miller
P.O. Box 301, Darlington, S.C. 29532. \$3.00 UPS.

Set of 4 Winter Cool Glasses Mint \$10.00 (2 sets only).
Plastic bottle apron #846-1 Blue edge, EX. \$20.00. Prices do not include postage.

Contact: Susan Rife, 12600 St. Shady Meadow Ct., Clackamas Or. 97015 or 503 698-5144.

"The Guide to Magazine Advertising for Pepsi-Cola" this guide includes: reference coding system, magazine info. ad descriptions, systems for identifying the magazine. The guide covers over 500 magazine ads for 30 years of Pepsi advertising. Priced \$13.95 (special PCCC member pre-issue price \$11.95 + 1.25 postage).

Contact: Tom Rosing, o/o M&M Publishing Co., 15 Glendalough Rd., Dallas, PA. 18612 or call 717 823-4433.

16oz. bottle "Kentucky's 74-76 celebration". 16oz. bottle, "The Old Dominion Virginia". 10oz. glass returnable bottle. 12oz. (40's) painted label bottle (very good colors). Plain (no color) 10oz. embossed bottle. A yellow plastic carrier. Bumper license plate (metal). Also, I have several magazine ads for Pepsi-Cola. Let me know if you are interested in these. Make offer on above. Contact: Mrs. S.T. Tolley, P.O. Box 5, Atwood, Tn. 38220

Wanted

Cartoon and character glasses. Buy, trade, and sell. October, January, April mail order auctions, over 1,000 glasses each auction. \$3.50 for current booklet. Contact: Tom Hoder, 444 S. Cherry, Itasca, Il. 60143, 708 773-2635.

1950's and earlier trolley car signs, and trolley car frames. Also looking for tin signs and any other cardboard items. Contact: Tony Llamas, 1142 W. Porter, Fullerton, CA. 92633 or 714 870-7178.

I would like to buy old soft drink thermometers in good condition for my collection. Any brands especially cola's and root beers. Would also like to correspond, buy, trade with other thermometer collectors. Contact: Robert Thompson, 122 Clarine Drive Goose, S. Carolina 29445 or 803 553-9525.

Door pushes & pulls similar to #171 & #172 in PC book #1. I want any brand of soda as long as it is at least near mint! Price, description and picture if possible. Contact: Terry Lunt, P.O. Box 77631, Modesto CA. 95357-7631.

Pepsi-Cola toy trucks and cars wanted. Old or new. Top dollar paid for models in near mint or mint condition. Contact: Charles Ehlers, P.O. Box 1186, Yonkers, New York 10702.

Pepsi crowns/bottle caps, especially pre 1940s and early rarities. Send price, description to: C.A. Leppek, 1016 S. Washington, Denver, CO. 80209.

From 75th Anniversary glass & shaker set, 10oz. in XG dated 1962. Contact: Steve Beeman Box 15, Batavia, IA. or call 515 662-2778 evenings.

Whistle "hourglass" embossed bottle. Also, whistle 1930's paper label with or without bottle. Contact: Bill Derrick 424 NW 97th Terr., Gainesville Florida 32607 or call evenings 904 332-0315.

I will pay \$200.00 for an original "Jacobs 56" Pepsi vending machine sales brochure. I'll pay \$100.00 for an original "Jacobs 50" Pepsi sales brochure. Also need "cast iron" Pepsi-Cola base. Pepsi "junior" ice cooler with single lid. Pepsi "model 44" vending machine. Pepsi "Jacobs" vending machine or parts for them. Also, any literature that pertains to any soda vending machine! Will pay cash or have trade items. Contact: Lee Walters, P.O. Box 3269, Laguna Niguel, CA. 92607 or (714) 831-9284.

Pepsi-Cola trays, thermometers, picnic coolers, small memorabilia items. Need Pepsi wire bottle openers also. Contact: Lois Wildman, 175 E. Chick Rd. Camano Is., Washington 98292.

Need celluloid inset for musical tap #465-1. 3 1/8". Also 1950's 8oz. bottles. Contact: Ron Herr, 28 Colonial Dr., Jonestown PA. 17038 or 717 865-7045.

Any an all Pepsi tin or aluminum cans. From Asia, Europe and other Countries. Contact: Roland Frandsen, 10259 Escadara Dr., Lakeside, CA. 92040.

Pepsi or Coke machine for home use. V-27 with stand, V-27, VMC-33 or Jacobs 26 or 35.

Working please. Contact: Gary Harvey, 10719 Beverly Blvd. Whitter, CA. 90601.

I would like to buy old or new Pepsi-Cola cigarette lighters in good condition, must work.

Also, Pepsi-Cola ashtrays. Contact: Cynthia Hicks, 3701 N. Kilpatrick, Chicago, IL. 60641 or 312 685-3550

P.S.: I also have a cooler like #119 but newer. It needs work but is free to anyone wanting it.

Seeking your list of items for sale or trade. Please include condition with prices. Also, Pepsi Hutchison bottle, 2 liter glass returnable, and any foreign glass bottles (no Canadian or Mexican). Contact: M.A. Noll, 1647 La Salle, Santa Maria, CA. 93454-1553.

8 sided Pepsi bottle from Richmond, Virginia, looks like a tak-a-kola bottle - Pepsi embossed on 4 sides. Contact: David Palmer, Route 3, Box 205 Roxboro, N.C. 27573.

Looking for information about a Pepsi-Cola calendar promotion (late 1920's?) with a painting by Zoltan Sepesky entitled "The Whole Town". Also need a 1976 Bicentennial bottle cap which featured the National Soaring & Hang Gliding Festival in Frankfort, Michigan. Contact: Pete Sandman Box 566, Frankfort, MI. 49635.

Places to Find Pepsi

THE PEPSI PARLOR
ON THE SQUARE, LYNCHBURG, TN.

SIGN OF GOOD TASTE
269 E. 2ND ST., POMONA, CA.

SANDY'S CURIOSITY SHOP
GLENSTONE AT CHESTNUT, SPGFLD, MO.

THE GALLERY
1302 HWY. 98, DAPHNE, ALABAMA

THE GASWORKS
818 N. MCKENZIE, FOLEY, AL.

WEBB'S ANTIQUE MALL
200 W. UNION, CENTERVILLE, IN.

THE NEON LADY
1950 CHEROKEE ST., ST. LOUIS, MO.

SULLIVAN'S ANTIQUES
866 57TH ST., SACRAMENTO, CA.

BEV'S OLDIES & GOODIES
1186 MEYERLAND PLZ., HOUSTON, TX.

PEPSI-COLA MEMPHIS BOTTLING CO.
520 E. GRAND AVE., MEMPHIS, MO.

CARNIVAL HOUSE ANTIQUES
17 PADANARAM RD., DANBURY, CT.

END OF THE TRAILS ANTIQUES
5937 N. GREELY, PORTLAND, OR.

THE SHANHASKA DRUMMER ANTIQUES
BOX 32, RT. 2, ST. PETER, MN.

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

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

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

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

For Sale

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

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95

9. Birthplace of Pepsi letterhead .15
Birthplace of Pepsi cigarette lighters 2.50
Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00

- Birthplace of Pepsi enameled board nail file .35
Birthplace of Pepsi wooden nickels .50

10. 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.

PEPSI FEST WEST
July 19-20, 1991
Los Angeles, CA (vicinity)

From the Local Chapters

Local Chapters:

Southern California

Colorado

Brent Hinton
6511 W. Elmhurst Ave.
Littleton, CO. 80123

Kansas

Les Walters
706 Lincoln
Coffeyville, KS. 67337

Minnesota

Don Peterson
121 Burk Dr.
Silver Bay, MN. 55614

Ohio

Shawn Dawson
915 Nelbar St.
Middleton, OH. 45042

N.E. Ohio

James Wolfe
2315 Ross Dr.
Stow, OH. 44224

Virginia

Scott & Kim Kinzie
P.O. Box 916
Chester, VA. 23831

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

The **PEPSI-COLA** Store

Soda Water Collectibles - Past and Present

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



Best Western
Executive Inn
"Independently owned & operated"

FRI. JULY 19, 1991
SAT. JULY 20, 1991

\$52.+tax - Single, Double, Triple, Quad Occupancy

18880 East Gale Avenue, Rowland Heights, CA 91748 • (818) 810-1818

PEPSI FEST WEST '91 REGISTRATION FORM

Registration fee \$5.00ea.
Swap Meet Tables \$3.00ea.

If you plan on attending Pepsi Fest West please return this form to us so that we will have an accurate count.

The registration fee of \$5.00 per person includes a pin back button, and pizza on Friday night.

Agenda: Friday, July 19th

- 7:00 Pizza Party & General Meeting
- 8:30 Show & Tell (bring your favorite piece to share)
- 9:30 Room hopping

Saturday, July 20th

- 3:00 Dealer set-up
- 4:00 Swap meet (must have pin back to get in)
- 5:00 Swap meet open to public
- 6:00 Dinner break
- 6:30 Check in items for auction
- 7:30 Auction begins

Sunday, July 21st there is a flea market at Long Beach Veterans Stadium.

Any questions call Bob or Sheri Stoddard (714) 593-8750

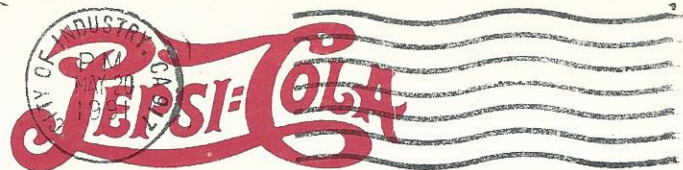
Name _____ phone _____

Address _____ Zip code _____

Registration fee # _____ @ \$5.00 ea. = _____

Number of tables: _____ @ \$3.00 ea. = _____
(you must pay for the tables now to reserve them)

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

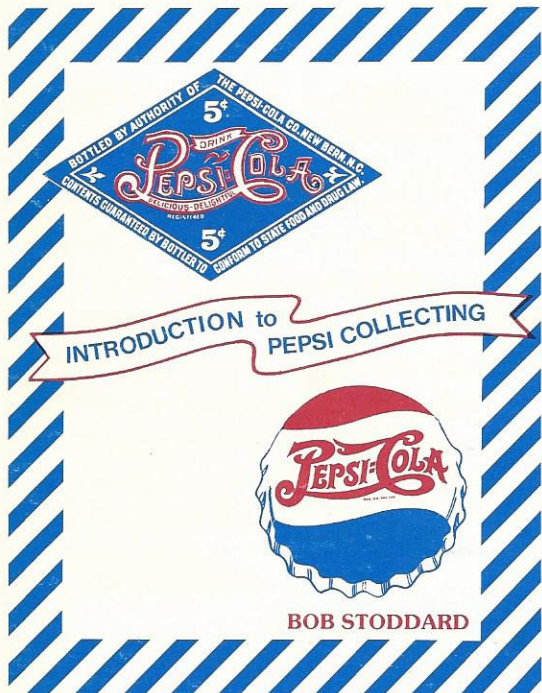


COLLECTORS CLUB

P.O. BOX 1275
COVINA, CA 91722



Phillip Dillman
17733 Highland Ave.
Homewood IL 60430
usa



INTRODUCTION TO PEPSI COLLECTING BY BOB STODDARD

This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs, over 1100 Pepsi collectibles. The price of the book is \$19.95 plus \$3.00 for shipping and handling (for each add'l book add .50 for shipping and handling). As an introductory offer for Pepsi club members only the price is \$16.95 plus \$3.00 shipping and handling. If you would like the book autographed please indicate to whom you want it autographed.

(Actual Cover Not shown)