

# PEPSI-COLA COLLECTORS CLUB



## EXPRESS



Volume 11 Issue 5

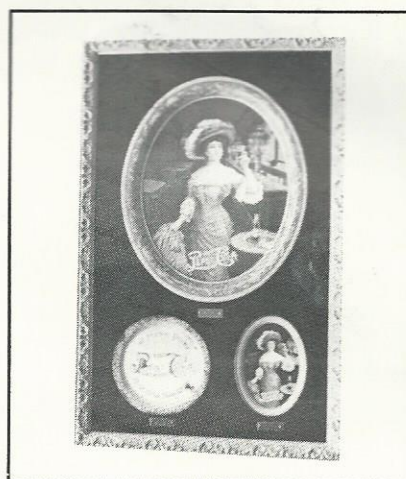
November-December 1994

## FEST '95

Here we are again drawing close to the end of another year. I hope everyone has had a good year of Pepsi collecting. This past year we had three Pepsi-Fest events. Our big Fest in Indianapolis, IN, Pepsi-Fest West in Las Vegas, NV, and Pepsi-Fest East in Charlotte, NC. These events were all very successful with the exception of Pepsi-Fest West. To improve this event we are considering moving it from July to November ( a cooler time of year in Las Vegas). In order to do this we must move Pepsi-Fest East from the end of September to either July or August. Please let us know what you think.

Enclosed in this newsletter is the registration form for Pepsi-Fest '95. Please return these forms as soon as possible so we can plan for the appropriate number of people. Also included in this newsletter is a form to be filled out if you want to be in the club directory. If you do not complete and return this form you will not be in the new directory. Because we have no control over who will eventually end up with the directory we feel inclusion in the directory should be totally voluntary. We hope to have the directory available in time for Pepsi-Fest '95 in Indianapolis.

Have a very Pepsi Christmas!



1909 TRAY

*Pepsi-Fest '95*

*March 23-25, 1995*

### Inside This Issue

**Pepsi Trays**

**Pepsi - 1969**

**When did Pepsi start?**

## PEPSI CAKE

This past September the PCCC held the second Pepsi-Fest East. This year's turnout was double that of last year. We believe that Pepsi-Fest East is destined to become a major event for the club.

With over 200 Pepsi collectors from all over the United States, the Marriott in Charlotte was the happening Pepsi place! As usual there was room hopping, a Pizza party, swap meet, and an auction.

On Friday night, John Minges of Greenville, NC delighted the group with a sneak preview of the 1994 winter can set. He then donated the set for a raffle prize.

Sterling Mann and Scott Kinzie presented a seminar on how to recognize reproductions and fantasy collectables.

A special note of thanks to the Pepsi-Cola Bottling Co. of Charlotte for providing Pepsi.

*The following recipes were provided by Mrs. Hewlitt Appelbaum from Pepsi-Cola Bottling Co. of Long Island City, NY.*

### PEPSI CAKE

- 2 cups flour
- 2 cups sugar
- 1/2 pound butter
- 2 tablespoons unsweetened cocoa
- 1 cup Pepsi - with good carbonation
- 1/2 cup buttermilk
- 2 eggs, beaten
- 1 teaspoon baking soda

*(Continued on page 2)*

## CLUB NEWS

The following article was supplied by Kim Kinzie of Chester, Virginia. These are her thoughts upon returning home from Pepsi-Fest East.

### Going Home

On the way home from Pepsi-Fest in Charlotte, NC, Scott and I were talking over the events of the weekend and how good it was to be together with our friends again. We both agreed that it felt as if we were leaving something behind.

Shortly after arriving home we learned that good friends, Margrett and Sterling Mann, while also returning home from Pepsi-Fest, had been in an accident. No one was hurt, only shaken! Their close call made us realize even more how fortunate we were to be together again with our Pepsi family.

It is unexplainable how hundreds of people from all over the country, different in most every way can share the same common interest or passion for collecting Pepsi-Cola memorabilia. We are throughout the year all connected by the PCCC newsletter and occasional phone calls. Then the time we've anxiously awaited comes. We pack the car or board a flight and travel as many

miles as it takes to be with our extended family - the PCCC family.

Scott and I have attended 8 Pepsi-Fests and have never been disappointed. Everybody takes home something. Pepsi Joe was probably surprised to find the self-portraits several members sent with him. And Dutch finally got the item he couldn't live without. A Pepsi baby bottle. By far the best things we take home are the memories.

If you couldn't be there we missed you! If you've never been it only takes once to be addicted.

See you all again next time we travel home to reunite with our chosen family our friends at Pepsi-Fest.

### Chapter Info - Chicago Area

The Chicago Connection Chapter of the PCCC is planning a big Christmas party for the December meeting. Anyone in the Chicago area can call Larry Woestman at (708)385-0646 for more information.

(Continued from page 1)

1 teaspoon vanilla extract  
1-1/2 cups miniature marshmallows

Grease and flour a 9 x 13 x 2" pan. Combine flour and sugar in large bowl. Melt butter, add cocoa and Pepsi. Pour over flour and sugar mixture and stir until well blended. Add buttermilk, beaten eggs, baking soda and vanilla. Mix well. Stir in marshmallows. Pour into prepared pan and bake 40 minutes at 350 degrees. Remove cake from oven and frost while still warm.

### BOILED PEANUT BUTTER FROSTING

6 tablespoons butter  
1 cup packed dark brown sugar  
2/3 cup peanut butter  
1/4 cup milk  
2/3 cup chopped peanuts

Cream butter and peanut butter. Add milk and stir well. Add nuts. Spread over warm cake. Place frosted cake under broiler about 4 inches from heat. Broil a few seconds, or until topping starts to bubble. Do not scorch! Let cool at least 30 minutes before serving.



Gary Metz has announced that his Fourth Annual Antique Advertising Auction and Room to Room Trading Convention will be held November 12, 1994 in Roanoke, VA. at the Holiday Inn Hotel - Tanglewood.

This year's auction features Coke, Pepsi and other soda pops, Planter's Peanuts, Tobacco related, Country Store signs and items, Neons, Light-up signs, and much more. The dispenser pictured to the left (1900 to 1905) will be one of the featured items for the auction.

Brochures are in full color and free for the asking. A catalogue with descriptions and over 500 illustrations and an after sale price key is available for \$15. Call (703)989-0475 or write to Gary Metz's Muddy River Trading Co., 4803 Lange Lane S.W., Roanoke, VA 24018.

PEPSI-FEST EAST PHOTOS



# PEPSI HISTORY

This past summer the Woodstock generation celebrated the 25th anniversary of the original music festival. This year Pepsi was one of the sponsors with cans and 2 liter bottles bearing the Woodstock logo. This makes me wonder what was Pepsi was doing 25 years ago.

Nineteen hundred sixty-nine began with Pepsi still using the ad slogan "taste that beats the others cold!" which began in 1967.

The returnable swirl bottle was still the most popular way to buy Pepsi.

One-way, non-returnable, throw-away bottles were gaining acceptance by the consumer. Cans were becoming more popular causing many bottlers to form co-ops and building their own canning plants to produce Pepsi in cans.

In New England a Pepsi bottler introduced a "big three pack" 3 quart bottles in a single package.

The National Women's Christian Temperance Union inaugurate a nationwide fund raising drive to send Pepsi-Cola to servicemen in Viet Nam. Each WCTU chapter received material especially prepared by the Pepsi-Cola Company. One of the items used in the fund raising campaign was a counter collection display consisting of a

colorful poster atop a slotted Pepsi can with a reminder - "Help to Send Pepsi to Our Servicemen Overseas."

Diet Pepsi was using the slogan "Diet Pepsi.....someone will be watching!"

In San Diego the Padres were joining the National League and Pepsi was joining the Padres.

At the Pepsi-Cola Bottlers Convention held in Las Vegas, monumental changes were being unfolded. A new advertising campaign was debuted - "You've Got a Lot to Live - Pepsi's Got a Lot to Give." The advertising campaign was complete with a new jingle:

*There's a whole new way of livin'.  
Pepsi helps supply the drive.  
It's got a lot to give  
To those who like to live,  
'Cause Pepsi helps 'em come alive.*

*It's the Pepsi generation,  
Comin' at you, goin' strong.  
Put yourself behind a Pepsi.  
If you're livin', you belong.*

*You've got a lot to live...  
And Pepsi's got a lot to give!*

Some of the celebrities who sang

the Pepsi song that year were Tammy Wynette, BB King, Patti Austin, Johnny Cash, Friends of Distinction, and Three Dog Night.

Besides unveiling the new ad campaign, Pepsi also announced new graphics for the Pepsi-Cola can. These new graphics would also be used on all cartons and on one way returnable bottles.

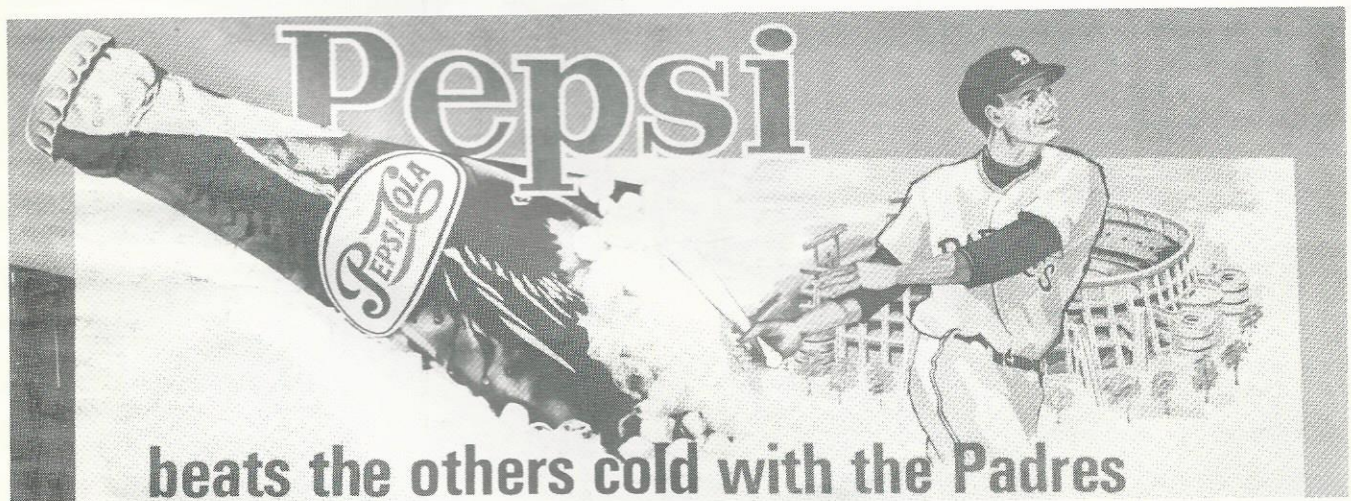
To combat the growth of private label products, Pepsi decided to put more emphasis on the one gallon bottle which could compete more effectively with private label products. (Some things never change - private labels are emerging again).

Some of Pepsi's other products being marketed in 1969 were Diet Pepsi, Teem, Mountain Dew, and Tropic Surf.

In Wichita, Kansas the world's largest bottle washing machine was being installed by the local Pepsi bottler.

In Marion, Indiana the Crispfamily, Pepsi bottlers for over 30 years, were opening a new plant.

These were some of the activities in the Pepsi world in the year the first Woodstock was being held.



You've been walking what seems like one hundred miles of rows of collectables without finding anything Pepsi. Suddenly out of the corner of your eye you see what looks like a Pepsi-Cola serving tray. Your heart begins to pound - could this be the 1909 tray? The dealer only wants \$100 for a tray that could be worth over \$1000. You ask the dealer if it is authentic. He assures you that he got it from an estate sale of a woman who had the tray over 50 years. So, you pay the \$100 and rush home to find just the right place to display your new treasure. The next week you see the same tray for \$15. This time the dealer explains that the tray is a reproduction.

This type of story is all too familiar for many Pepsi collectors looking for the 1909 serving tray. It is very difficult to tell the original from the reproduction. That is all in the past as the following information will make you an expert on recognizing the 1909 serving tray.

First let me give you a little background. Pepsi-Cola was originally sold at soda fountains, which made serving trays an ideal way to promote and advertise the drink

To make these trays appealing, beautiful girls were used. One such girl on the 1909 tray is referred to as the

Gibson girl. This is in reference to a style of woman used in advertising created by the famous illustrator Charles Dana Gibson. The woman of the 1909 tray may look like a Gibson girl, but there is no evidence that this artwork was done by Mr. Gibson.

Pictured below is the original 1909 tray along with two reproductions. The key to telling these trays apart is by their physical characteristics.

A) The original 1909 tray measures from top to bottom 13-9/16" and from side to side 11-1/4". These measurements were made at the widest points. Below the Pepsi-Cola script near the border is the manufacturer name Niagara Buffalo. The edge of the tray has a rolled rim that is colored light green. The back of the tray is painted olive drab.

B) The 1973 reproduction was made as a memento for the 75th anniversary of Pepsi-Cola. From top to bottom it measures 12-5/16" and from side to side it measures 10-1/8". The rolled rim is white and the back of the tray is black.

C) This is the more recent reproduction of the 1909 tray and the most common. It measures 14-1/2"

from top to bottom and 11-9/16" from side to side. The rim and back are both metallic gold. On the back, the manufacturer name appears - "Fabcraft Inc., Frenchtown, NJ, Made in USA."

The 1973 reproduction tray was originally sold nationwide through newspaper and magazine ads. The tray was part of a set that included the tray and six glasses for \$2.95. The offer was good from May of 1973 through March of 1974. Also sold in the same ad was a combination salt shaker and pepper mill. This item was designed to resemble an early Pepsi-Cola bottle.

This information can help protect you from making a costly mistake when searching for the 1909 tray.

The 1908 tray has also been reproduced. The original size is close to that of the original tray. The reproduction tray is close to the size of the tray described in "C".

No matter how careful you are, it is always best to do business with reputable dealers who will guarantee the authenticity of the memorabilia they sell.



1909

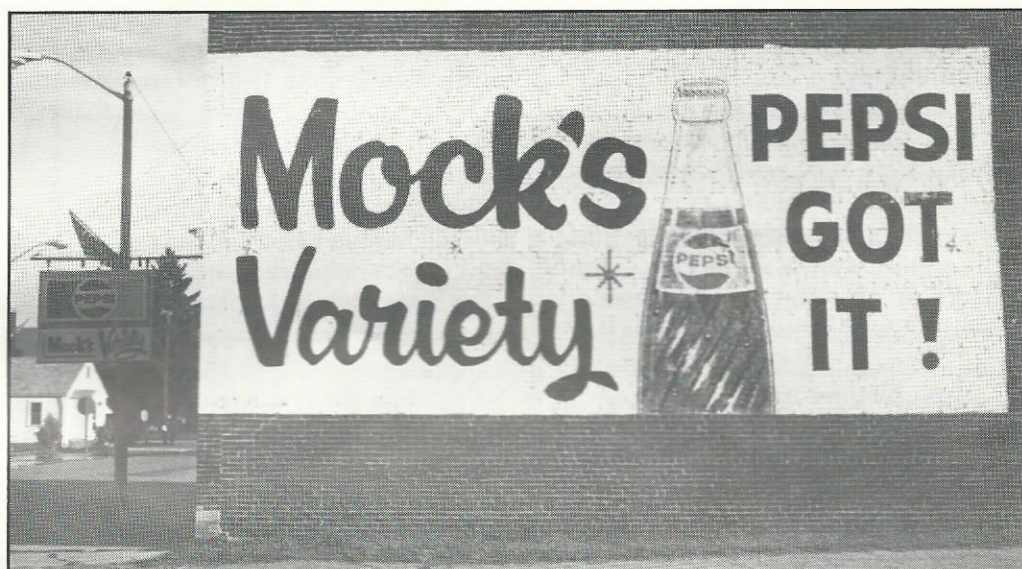


1973



Circa 1983

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*Top: Pepsi truck - New Haven, MO*

*Middle: Parker City, Indiana*

*Bottom: Pepsi Sky Parade - Jackson International Airport - Jackson, MS*

## PEPSI HISTORY



CALEB BRADHAM - Creator of Pepsi-Cola

### *Pepsi-Cola - The Beginning*

When did Pepsi-Cola actually begin? This question has caused a lot of confusion among Pepsi collectors. One reason it is so confusing is because the question is unclear. Are you asking when the drink "Pepsi-Cola" first originated or when did "Pepsi-Cola" the company begin doing business? To clear up this confusion both questions need to be answered. When was the drink invented, and when did the company start?

For the purpose of convenience we'll start with Pepsi-Cola the drink and then deal with Pepsi-Cola the company.

Caleb Bradham, the creator of Pepsi-Cola, was a pharmacist in New Bern, North Carolina. There he owned his own drug store complete with a soda fountain. Always interested in the latest developments in the drug store business, Bradham had read about the use of extract of cola

nut as something that could be used with carbonated water for good results. Bradham began experimenting with this ingredient along with others approximately around 1893-1894. At some point he came up with a drink that was very popular with the local patrons. This drink was nicknamed "Brad's Drink." No one is sure when exactly this all happened but we are sure that when Brad's Drink was given an official name it was called Pepsi-Cola. As for the beverage Pepsi Cola, it has been around longer than it's name which was first registered in 1898.

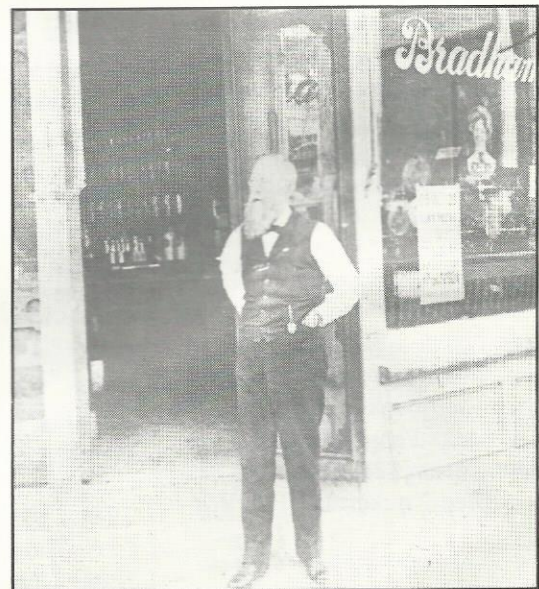
When did the Pepsi-Cola Company start? This question is much more complicated. There are three dates that continually pop up when discussing the start of the Pepsi-Cola Co.

The first date of 1896 has its roots in another cola drink - "Pep-Kola." Pep-Kola had gone bankrupt. Bradham, either to protect the Pepsi-Cola name or to use part of the Pep-Kola name for his new drink, bought the Pep-Kola trademark which had originated on February 15, 1896.

For some reason Bradham used 1896 as the date Pepsi-Cola began. After Bradham filed for bankruptcy, the headquarters for Pepsi-Cola was moved to Richmond, Virginia with new ownership. This new Pepsi-Cola Company advertised 1896 as the date Pepsi-Cola began.

The second date that is used as a starting date for Pepsi is 1900. This date is used on a brochure celebrating Pepsi's 39th anniversary 1900-1939. There is no evidence or reason to use this date. It was probably just a result of misunderstanding.

The last date used is 1898. This date has become the official date used by Pepsi-Cola today. This date was used by Caleb Bradham when he registered the Pepsi-Cola trademark in 1906.



BRADHAM'S ORIGINAL DRUGSTORE

## COLLECTOR MARKET PLACE

## FOR SALE

The following items are available from:  
PEPSI-COLA BOTTLING CO. OF  
NEW BERN, P.O. Box 2036, New  
Bern, NC 28560

1. Pepsi & Pete (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, NC with brochure \$15.00
4. Mural postcard with brochure \$ .32
5. 85th Anniversary Lennox Commemorative Plate, numbered. \$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 \$4.95
8. Birthplace of Pepsi letterhead \$ .15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nail file \$ .35
12. Birthplace of Pepsi wooden nickels \$ .50

Please include postage for shipping on the above items.

\*\*\*\*\*  
For Sale: 1952 GMC Bottle Truck \$35 and 1960 Mack Tractor Trailer \$55 by First Gear, Nylint 1/25 scale sound machine \$40, Hubley airplane \$28, Pepsi #1 airplane coin bank \$35, Scale Models tanker banks Pepsi Blue \$35, Pepsi cops White Tanker \$35, Coca-Cola \$45. Contact: Glenn Ackerman (909)676-5508.

\*\*\*\*\*

For Sale: O.I. NSDA-ABCB complete set 1950 to present \$1350.00, 1979 Clemson 40th Reunion \$60, 1982 Bainbridge H.S. State Champs \$40, 1983 Connersville H.S. \$5, 1975 Tampa Bay Rowdies (ball on back) \$30, 1971 Dallas Cowboys \$30, 1976 St. Louis Arch \$150. Call Joe Biga at (317)935-2534 or write 4320 Westgate Dr., Richmond, IN 47374.

\*\*\*\*\*

For Sale: Bottles - Pepsi 50th Anny. \$5, Clemson undefeated home season \$12, 1978 7-Up Indy 500 \$15, Toys - 1993 Hess Patrol Car, limited edition BP toy race car and carrier \$30 each; other Pepsi and Coke bottles available. Call or write: Ray Lupo, 2995 Hwy. 9, Green Sea, SC 29545 (803)392-4355.

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For Sale: 1910's O.G. Dunn New Bern NC pocket notebook exc. \$125, 30-40's paper bottle bag M- \$10, 40's Pepsi discount coupon for roller derby in Boston M-\$7, 1940 "Hits the Spot" tray exc - \$95, 1963 Miss America bottlers complete ordering kit with prices and examples of paper Miss America doll, 8 x 10 b/w glossy photo of Miss America, price sheets of truck posters and banners for different state and regional Miss America pageants great set NM-\$300, 1969 Miss Massachusetts (Miss America) pageant program with nice color Pepsi ad of current Miss America exc \$25. Contact: Jeff Brady, 160 Shingle Mill Lane, Hanover, MA 02339 (617)878-9439 after 7 p.m. EST all items plus postage.

\*\*\*\*\*

For Sale: 7-Up French porcelain Therm. 1950's, 6" x 16" shows btle., beautiful wh. grn., red & blk. \$100., matching screen door push \$70., Coca-Cola wood 6-pack carrier w/wings, 1940's, red hdle. \$95. + p.o. Contact: Lois Wildman, 175 E. Chick Rd., Camano Island, WA 98292 (206)387-7280.

For Sale: V2 #609 Enjoy Pepsi (Porcelain sign) EX+ \$145, V3 #705 1950 Enjoy a Pepsi (Porcelain sign) VG+ \$175, Enjoy Pepsi Menu board (not in a book) VG \$95, 1940 Coca Cola push plate EX \$180, 1949: "Buvez Coca-Cola Glace (Flange sign) and matching door push NM \$500. Contact: Eddie Tamas, 2104 -168 St., Surrey B.C., Canada V4B5E7 (604)538-9655.

\*\*\*\*\*

For Sale: Wooden Pepsi cases, assorted colors, \$3 each or \$2 each for 50 or more. Call Larry Woestman (708)385-0646 evenings.

\*\*\*\*\*

For Sale: Pepsi Banks -Cars- Airplanes over 50 different toys on hand. 6 new toys coming. For list send SASE for list to Bob Schoonover, 2343 S.E. 108th St. Runnells, IA 50237 (515)966-2809.

\*\*\*\*\*

For Sale: Watches Sold & Watches Wanted: Rolex, Cartier, Paget, Chronographs, Swatch, Lange & Soehne Glasshueete Dresden, nice Pocket Watches, with or without Coke on Dial, working or not! Contact: Mr. Ulrich Henssge, P.O. Box 464027, Lawrenceville, GA 30246 (404)963-1771 or FAX (404)8224475.

\*\*\*\*\*

For Sale: Circa 1958 steel flat-top cans. Tops are missing. Pepsi-Cola \$17.50 each, limit two per order; Coca-Cola \$35, limit one; Coors Beer, \$3 each, limit five; Schlitz Beer, \$5 each, limit five. These are quality cans - no dents, scratches, discoloration - they look brand new! Contact: Ed Kassay, P.O. Box 4, Calimesa, CA 92320.

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For Sale: Pepsi die cast metal airplane bank 1929 Travel Air Mystery Ship blue body, red nose cone, red tail, red & gold graphics. 8" long x 11" wing span, limited edition to 3504 made \$35



# COLLECTORS MARKET PLACE

each free shipping. Call Steve or Debi (810)545-2164.

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For Sale: ABCB & NSDA bottles - 1952, 1954, 1955, 1957, 1958, 1960, 1961, 1962, 1964, 1965, 1966, 1968, 1970 through 1979, 1980, 1981, 1983, 1984, 1985, 1990. Richard Petty 1991 Four bottle sets (\$10.00) 1992 (8) bottle sets (\$10.00) plus shipping. Wanted to buy: 1953 ABCB bottle. Contact: E. Alton Laton, 434 Cotten Rd., Sanford, NC 27330 (919)776-7065

\*\*\*\*\*

For Sale: Two different Shaquille O'Neal Pepsi cards. #1 Shaq carrying Pepsi machine. #2 Shaq dunking ball NBA hoops/Pepsi/Skybox 1993 card. \$5 each + SASE. Send for list of other Pepsi cards for sale. Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702 (813)577-1423.

\*\*\*\*\*

For Sale: Cans - sell my large collection of Soft Drinks (over 5000 sodas, 930 Pepsi, 320 Fanta & 320 Sprite). From all over the world. Many are old. Very good prices. Sell also all my doubles of soft drinks (8-9000 cans). Contact: Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy.

\*\*\*\*\*

For Sale: Pepsi-Cola collectables list of 400+ items available for 75 cents in stamps. Please send your name/address/interests to: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

\*\*\*\*\*

For Sale: Rare 8 sided Pepsi bottle. Near mint condition. Pictured #83, page 15 Vehling/Hunt Volume #3. \$435. Also 1910 Pepsi-Cola blotter 4" x 9-1/4". Excellent condition. Pictured #706, page 100 Vehling/Hunt Volume #1. \$245. Contact: Scott

Rosenman @ (410)837-5897.

\*\*\*\*\*

For Sale: Truck: Nylint-Bookend logo or "Gotta Have It" Trailer/Tanker \$57; bottles: Syrup #452 \$22, Red/White/Blue #500 \$15; Tester w/logo 12, 16, 26 Oz. \$16 ea.; Street Sign "Pepsi-Cola Ave." M \$22; '84 Jackson Tour - Bras Keychain (Ticket Shape) M \$35, Poster M \$18; Bicent Tray w/4 glasses M \$38 -can w/ad \$7. List 200+ (SASE). Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 Plus Postage.

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## WANTED

Wanted: Middle 1960's to 70's Trays, and No Deposit P.L. Bottles + cans with the diamond design logo from 1966 to 1972. M to NM Condition. Contact: Danne Wright, 27753 Black Hawk Dr., Wesley Chapel, FL 33544 (813)973-3942

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Wanted: Coca-cola trade partners. Have over 400 Coke cans to trade (from all around the world). Collect only Coke cans. Answer all. Write to: Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy.

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Wanted: Pepsi Palm Presses. Need Chero Cola and Moxie items. Contact: Dick Shay, 13900 Southampton Drive, #3003, Bonita Springs, FL 33923.

\*\*\*\*\*

Wanted: Cans and bottles of Pepsi from the 1930's - 1970's. Must be in very good to mint condition. Write: Todd Becker, 305 Lexington Lane, Grayslake, IL 60030.

\*\*\*\*\*

Wanted: Soda Fountain advertising. Old high quality unusual items including tin/cardboard signs, displays, festoons or trays. Interested

in all soda brands. Prefer graphics with people, bottle, and glass in ad. Contact: Mike Godown, POB 5154, Elm Grove, WI 53122 (414)781-0875.

\*\*\*\*\*

Wanted: Pepsi Sports Cards, Baseball, Basketball, Football, Hockey, Auto Racing, anything Pepsi. Buy-sell-trade! I have over 200 Pepsi cards for sale or trade at this time. Contact: Jerry Hilton Sr., 10263 Gandy Blvd., Apt. 308, St. Petersburg, FL 33702-2326

\*\*\*\*\*

Wanted: 1973 Federal Slowpoke Pepsi glass to complete my collection. Contact: Margaret Oswald, 1532 Gilmar Rd., Apollo, PA 15613-9210 (412)337-8755.

\*\*\*\*\*

Wanted: Evervess, Evervess, Evervess - any items - bottles, bottle caps, cans, trays, clocks, scarfs, any items considered. Please describe/price items w/condition (Photos helpful) and send info to: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

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Wanted: Old & new Pepsi-Cola cans. Please contact: Jean Kasitch, 1957 E. Greenway, Tempe, AZ 85282.

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Wanted for Trade: I have Pepsi bottles to trade for your Pepsi bottles. Please send list to: Milt Johnson, 903 Stewart St., Fuquay-Varina, NC 27526.

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Wanted: 40's Pepsi Jr. Ice Chest any condition. Contact: Dan Balsler, 2301 Absher Rd., St. Cloud, FL 34771.

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Wanted: Pepsi-Cola can of Woodstock of 1969, full or empty. Contact: Thomas Kujawa, 4221 Oak Tree Place, Toledo, OH 43623.

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# WELCOME NEW MEMBERS

Jody & Scott Niemeyer  
Mounds View, MN

Scott Brower  
Dorr, MI

Dwaine Buck  
Stockton, CA

Joan Rodgers  
Reno, NV

E. Alton Laton  
Sanford, NC

Cathleen Haditsch  
Parma, OH

Pamela Swiklinski  
Natrona Heights, PA

David & Teresa Harper  
Des Moines, IA

Mary Rittenour  
Richmond, VA

Royce Wempen  
St. Peter, MN

Cal Bradley  
Jackson, MI

Mary Turley  
Seattle, WA

J.D. Redfield  
Nacogdoches, TX

Terry Carter  
Cincinnati, OH

Carol Rowlands  
Forestport, NY

Jackie & Frank Clary  
Washington, IL

David Martin  
Ellington, MO

Nancy McMillan  
Woodstock, IL

Jon & Joan Wright  
Hendersonville, TN

Tamie Casey  
Tampa, FL

Walt Dillon  
Wendell, NC

Bill Hofman  
Newland, NC

Richard & Pat Yeaman  
Middle Valley, NY

Fred & Mary McNamara  
Dandridge, TN

Bruce & Leslie Moore  
Topeka, KS

Keith & Lyn Utley  
Mesquite, TX

Dan Shive  
Monroe, NC

Bob Friedlander  
Hobe Sound, FL

Brenda McColpin  
Athens, TN

L. Gary Jakeman  
Clifton Forge, VA

Robert O. Ziglar  
Winston-Salem, NC

Jim & Carmell Fitch  
Fowler, IL

Julia & Larry Albers  
St. Charles, MI

Joe & Beth Sarchet  
Suwanee, GA

Cindy & Bryan Humphrey  
Mesa, AZ

Mrs. Marshall Key  
Elkhart, IL

Karen Womack  
Oxford, OH

Bob & Kandice Wells  
Hendersonville, TN

George Schomburg  
Kansas City, MO

Delores Shook  
Fenton, MI

Randy Stafford  
Vincennes, IN

Judy & Robert Poole  
Stoneboro, PA

Doris Claypool  
Hyde Park, PA

Pat & Jack Miller-Branson  
Sunland, CA

Paul Abrahams  
Fountain Valley, CA

Larry & Phyllis Waddell  
Cedar Rapids, IA

Doris & Charles Carlson  
Cherokee, IA

Todd Becker  
Grayslake, IL

Carl Barrow  
Martinsville, VA

Marion Lathon  
Chester, SC

Doyle Bunting  
Zebulon, NC

Louis Imbrogno Jr.  
Ridgefield, CT

Chris Ward  
National City, CA

Deborah Salas  
Downey, CA

Turner Family  
Mill Hall, PA

Ron & Shelle Boyle  
Lewiston, ID

Steven & Bob Cover  
Peachtree City, GA

James & Carol White  
Auburndale, FL

Yvonne Miller  
Lima, OH

Todd Nunemaker  
Waterloo, IA

Leonard Lamson  
Houston, TX

Kristine & Tom Kentish  
Crown Pt., IN

Gary & Donna Holland  
Kuttawa, KY

## INFORMATION



Phillip Dillman of Chicago, IL sent in this picture of the snowman which made its appearance at Pepsi-Fest '94. These were recalled by Pepsi due to faulty wiring which caused them to start smoking. If you have one, please check the wiring!



New Product from Pepsi-Cola - "Dr. Slice"

### **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.

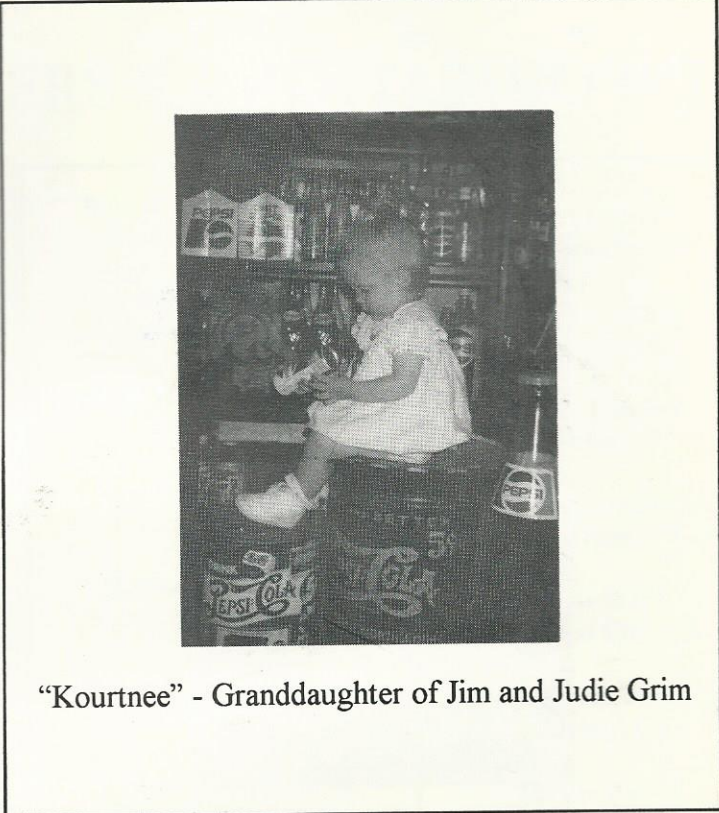
Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is "for sale", "wanted", or "trade".

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 \$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.

**The Pepsi-Cola Store**  
 Soda Water Collectibles - Past and Present  
**New Haven Antique Mall**  
 117-119 Front St. New Haven, MO 63068  
 314-237-2420 or 314-237-2411

Pepsi-Cola is a registered trademark of PepsiCo, Inc.



"Kourtnee" - Granddaughter of Jim and Judie Grim

## PCCC EXPRESS

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

**First Class Mail**  
**U.S. Postage**  
**PAID**  
**Covina, CA 91722**  
**Permit No. 173**

Phillip Dillman  
 17733 Highland Ave.  
 Homewood IL 60430  
 usa

*Inside This Issue*

*Pepsi-Fest '95 Information*

# PEPSI-COLA COLLECTORS CLUB



## EXPRESS



Volume 11 Issue 6

January-February 1995

## PCCC READY FOR '95

**HAPPY NEW YEAR!** With Christmas and the holiday bowl games behind us it is time to start thinking about Pepsi-Fest. It's very important that you make your hotel reservations as soon as possible to insure that you will have a room at the Ramada. Make sure to say you are with the Pepsi-Cola Collector's Club. The Ramada phone number is (317)243-1407. If you've registered with the PCCC for Pepsi-Fest, we do not send out confirmation notices. Your cancelled check is your confirmation. Fest packets and registration buttons can be picked up at the hospitality room at the Ramada beginning at noon on Thursday, March 23rd. Be sure to check the Pepsi-Fest agenda in this newsletter.

This will be our 9th Pepsi-Fest and most likely our biggest and best yet. Be a part of it - I guarantee you'll have a great time! Come and have a Pepsi with us at Pepsi-Fest '95.

Pepsi-Fest East will be held August 11-12, 1995. We hope this date doesn't cause anyone any inconvenience. Again this event will be held in Charlotte, North Carolina.

Pepsi-Fest West has been changed from summer to fall to avoid the scorching heat of the Las Vegas summer. The date will be November 3 & 4, 1995. We hope this will help Pepsi-Fest West become a more successful event.



*Pepsi-Fest '95*

*March 23-25, 1995*

*Indianapolis, IN*

### Inside This Issue

**Eight-Sided Bottle**

**Fest '95 Agenda**

**Warrenton Plant Tour**

In the next issue we will begin a section called "show and tell." This section will be dedicated to sharing our collections with each other. The idea is to send in a photo of a favorite Pepsi collectible or a new Pepsi acquisition. Include with your photo where you found it, how much it cost, and special information or story that goes along with the item. All information is optional, but the more information you give with your photo, the more beneficial it will be to other collectors. If you wish to remain anonymous, please advise PCCC EXPRESS. Because we print with black ink on a white background, a color photograph with a light background will produce the best results.

### Rate the new Pepsi Television Commercials

Here is your chance to be a television commercial critic. Traditionally during the Super Bowl Football game Pepsi-Cola premieres their new television commercials. Last year they showed the Woodstock reunion commercial along with several others.

This year we want your opinion of the new commercial and which one you liked the best. The Super Bowl game is Sunday, January 29th.

Submit your thoughts and opinions to PCCC, P.O. Box 1275, Covina, CA 91722.

## CLUB NEWS

*Report by Randy Schwentker on activities of the Show-Me Pepsi-Cola Club Chapter of Missouri:*

On October 14, 1994, the Show-Me Pepsi-Cola Club Chapter of Missouri visited the Warrenton Products Company in Warrenton, MO. Approximately 20 chapter members were present for the tour.

The Company, a major independent Pepsi-Cola canning and bottling facility, has two canning lines, a newly installed bottling line capable of filling the 20 ounce Big Slam and 2 liter bottles, and also a bag in the box line soon to replace the current premix can system.

Through a coordinated effort between myself and Karen Marshall, secretary to Hugh White, the Plant Manager, plans were initially started

about 1-1/2 years ago to set up this tour. But due to the infamous needle scare, we decided to wait a while. Then came a little thing called the Great Flood of 1993, which caused everything in the Midwest to come to a screeching halt. Then another recent milestone in east central Missouri Pepsi history occurred. For economic reasons, the Hebbeler and Zobrist families of New Haven, MO decided to consolidate the bottling operation at the Warrenton location. This would allow for more product to be distributed and meet the growing demands of the expanding market area. (Note: The New Haven location still serves as a distribution center plus the Pepsi store is still open in downtown New Haven). Because of this consolidation, new bottling equipment was brought over

from Italy. Unfortunately the Russian freighter it was on was delayed and thus delayed the expansion construction and also the tour. But as we were all soon to find out the delays were worth the wait.

Joe and Penny Sheahan and myself arrived a bit early to make sure everything got off to a good start. After talking to the second shift Supervisor Dave Coleman and telling him we were about ten minutes before the tour was planned to start, we were still the only three to arrive. Well, right at 6:30 p.m. on a Friday night, braving the weekend traffic leaving St. Louis, we were greeted with an explosion of club members. The worry beads of sweat had quickly disappeared from our brows and we were on our way to a

## PEPSI FEST '95 AGENDA

### Thursday, March 23rd

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

### Friday, March 24th

- 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 25th

- 9:00 A.M.: Silent Auction Check-In
- 10:00 A.M.: Silent Auction Starts
- 11:45 A.M.: Group Picture - Meet at Registration Room
- 12:30 P.M.: Dealer Set-Up for Swap Meet
- 1:30 P.M.: Swap Meet Begins - Will Run 3 Hours
- 7:00 P.M.: Fest Farewell Dinner

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

very enjoyable and successful evening.

The tour, led by Dave Coleman, Bob Helgans, the Maintenance Foreman and Randy Raterman, Plant Technician, was thoroughly informative and very comprehensive. Although we toured the second shift and the Plant employs about 65 people, we only saw about a dozen people working there. The plant is so automated, it pretty well runs itself.

We started off with everyone receiving a paper hat for health reasons. Needless to say those hats are already permanently displayed in some private Pepsi collections due to the Pepsi logo emblazoned on them. We went through the CO2 room, the lab, where syrup extracts are tested and testing on can crimps are performed. We then saw the master control room and went into the mixing tank room. Then we saw the water supply room, power plant, and recycling room. From there we went into the empty container storage area and then saw the bulk label rolls. There were some members drooling to get their hands on a couple of those 500 lb. rolls of labels. We then moved on to the canning line where the filling process is performed. We went to the filled product warehouse from there and then went onto the packaging lines. We wound up the tour in the employee lunch room with a complimentary ice cold Pepsi right off the line and then everyone was given a Pepsi-Cola commemorative can bank celebrating the 10th Annual Hugh White Invitational Golf Tournament from 1993. In addition we may have recruited a few more Pepsi-Cola Collectors as members of the club.

The Show-Me Pepsi-Cola Club Chapter of Missouri would like to express appreciation and gratitude for the gracious welcome we received and to thank Hugh White, Karen Marshall, Dave Coleman, Bob Helgans, and Randy Raterman of Warrenton Products. Special thanks go out to Ellen Zobrist of Hebbeler Bottling Company of New Haven, MO., and John Johnson of Memphis Bottling

Company of Memphis, MO for any strings they may have pulled to allow us to have a very enjoyable "Pepsi Day."

## Chapter Info - Chicago Area

The Chicago Connection Chapter had their Christmas party December 10th. A great time was had by all. Thanks to Kaye for running the whole thing. Elections were held and Phil Dillman is the new President, Larry Woestman, Vice-President/Treasurer, Kaye LeMahieu, Secretary, Laura Vigna, Activities, and Glenda Dillman, newsletter. Our next meeting will be February 11th at Pizza Hut in Midlothian, 147th & Cicero Ave. at 7:00 p.m. All PCCC members from the area are welcome!

## Roast with Pepsi-Cola Gravy

- 1 3 to 4 lbs. of Beef Roast
- 1 10-3/4 oz. Can of Cream of Mushroom Soup
- 1 Pkg. of Dry Onion Soup Mix  
16 Oz. Pepsi

Put all ingredients in large cooking bag. Bake at 350 degrees for 3 to 4 hours.

Submitted by Penny Sheahan

## A Christmas Package

We received the following letter from Nate Williams of Middleton, WI during the holidays.

*My fingers tore open the package which arrived from Texas and I puzzled to myself at the name on the return address. Inside I found a T shirt which had a logo saying Southwest Airlines - And Pepsi; Blue Skies Ahead. Tucked inside the shirt was a brief note:*

*"Hi Nate - I met your mom just standing in line about 2 years ago in San Diego at a UPS office - I was wearing this shirt and she said you collected Pepsi memorabilia - I've made several moves since then but found the T shirt in a box and had somehow kept your address as I told your mom I would send it to you someday - It's the day! Take care, Melissa. P.S. I fly for Southwest. That's how I got the T shirt."*

We hope to see Nate wear his Christmas T shirt at Pepsi-Fest in Indianapolis in March!

# TEN MOST ASKED PEPSI QUESTIONS

## 1. When did Pepsi-Cola begin?

Pepsi-Cola was created by Caleb Bradham in New Bern, North Carolina. The official year of Pepsi's creation is 1898.

## 2. What does "double dot" mean?

Double dot is a term used only by Pepsi collectors to refer to old Pepsi script. In the old Pepsi script there were two hyphens between Pepsi and Cola. In 1951 the script was modernized to include only one hyphen.

## 3. Where is Pepsi-Cola's

headquarters? The home office for Pepsi-Cola is Somers, NY. Pepsi-Cola is a division of PepsiCo whose headquarters is in Purchase, NY.

## 4. Is it okay to have reproductions in a Pepsi collection?

I believe that a collection should consist of those items that you enjoy looking at - if that item is a reproduction, so be it. At the same time I think it is very important that a dealer identify an item as a reproduction.

## 5. Is there a book on the history of

Pepsi-Cola? Yes - in 1962 Milward W. Martin wrote a book called Twelve Full Ounces which is to this date the only book on the history of Pepsi. This book has been out of print for a number of years. The best way to find it is through a used book store that searches for out of print books.

## 6. How did the Pepsi-Cola Collector's

Club start? It was Bob Stoddard's dream to unite Pepsi-Cola Collectors all across the country. To that end he started the PCCC and began publishing a newsletter. The PCCC newsletter has linked Pepsi collectors together for the past ten years.

## 7. How do you know if a Pepsi item is worth what the dealer is asking for it?

At the rate Pepsi collectables are increasing in price it is hard to say what something is worth. Remember age, rarity, and condition are three very important factors in determining value.

## 8. What is Pepsi-Fest? Pepsi-Fest is a

gathering of Pepsi collectors designed to help collectors to get to know each other and develop new friendships. Swap meets and room hopping give everyone an opportunity to add to their collections.

## 9. Is it better to buy a Pepsi item that

is restored or touched up? I personally would prefer to buy an item that has not been restored or touched up. Most people feel restoration reduces the value.

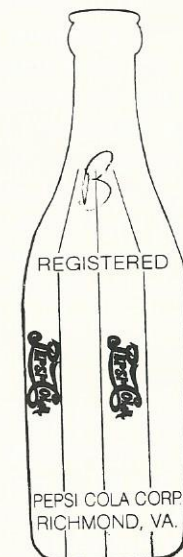
## 10. Is it better to be a general Pepsi

collector or to specialize in a certain area, such as bottles only, cans only, etc? I think having the freedom to collect whatever Pepsi items appeal to you is much more fun than being limited by arbitrary categories. The down side to this is that being a general collector is much more expensive and it is easy to run out of space more quickly. Collecting in one category gives you an opportunity to learn much more about that type of Pepsi memorabilia.

The following information was submitted by Sterling Mann of Virginia:

## The Eight-Sided Pepsi Bottle

In July, 19<sup>23</sup>3, the Pepsi-Cola Corporation of Virginia was formed. The new home of Pepsi-Cola, located at 1224 West Broad Street in Richmond, VA was acquired from Old Dominion Beverage Company, which was producing a soft drink called "Taka-Kola" at the time. The new Pepsi company ground down the alternate faces that were embossed with "Taka-Kola" and used the bottles until they could get their own made - an eight sided bottle embossed with Pepsi-Cola. This bottle design was used for four years (1924-1927). Today both the ground and the embossed are highly collectable because of their unique design and the part they played in the history of Pepsi bottles.

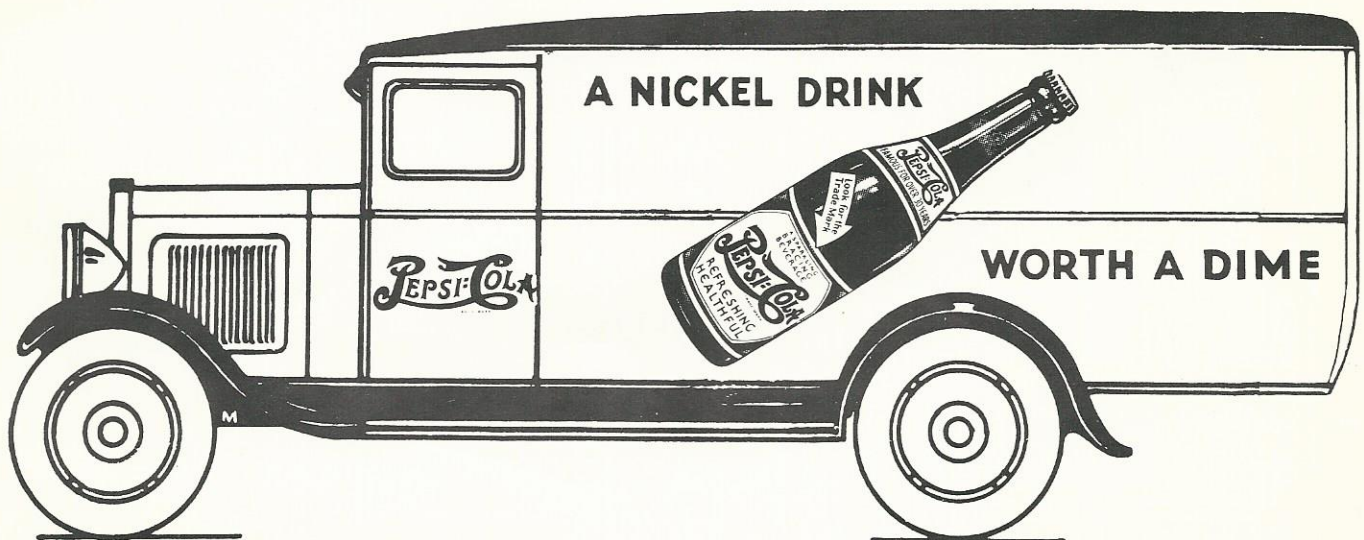
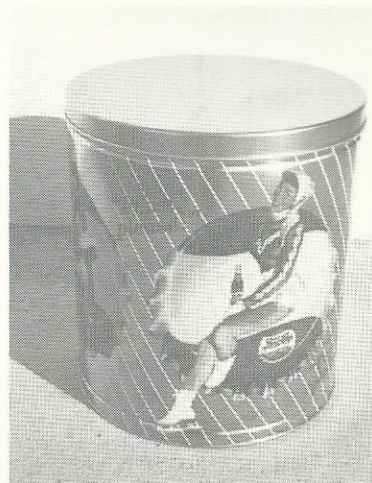


Eight-Sided Pepsi Bottle

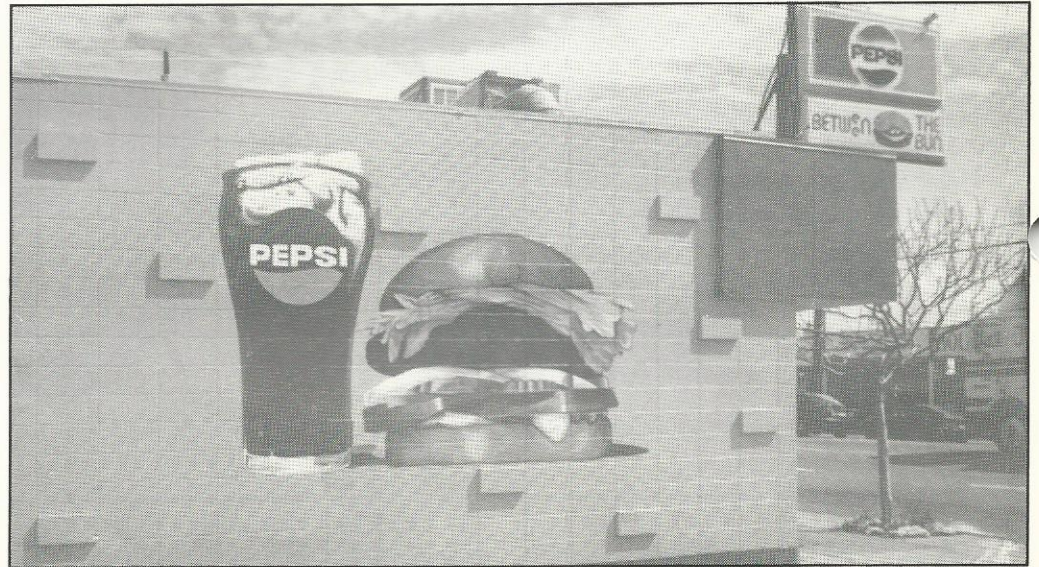
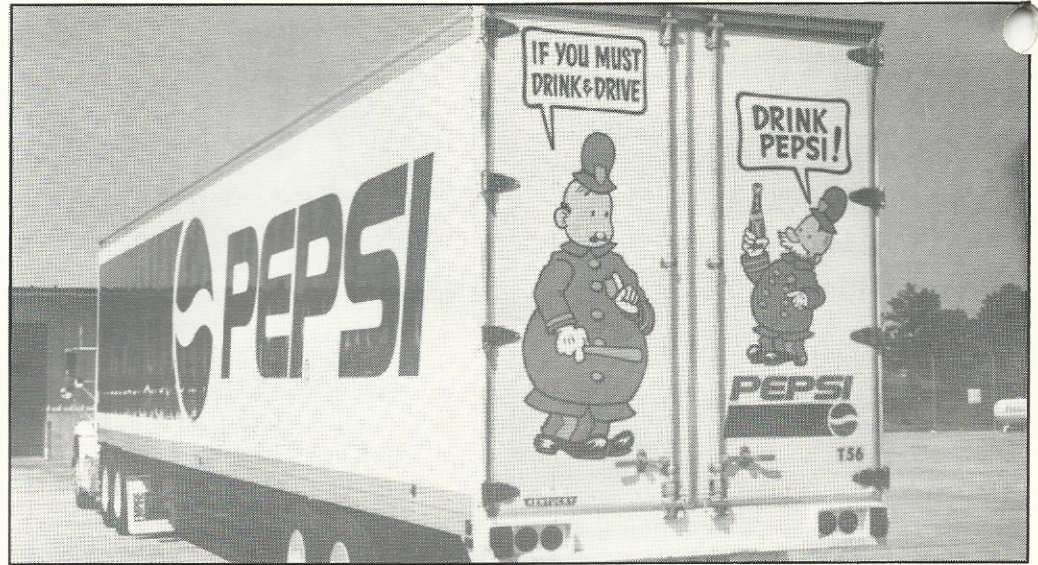


### What's New?

Here are some new popcorn tins that are available or will soon be available at various retail outlets such as Walmart.



ROAD  
SIGNS



*Top: Pepsi Truck - Gulfport, MS*

*Middle: Redding, CA*

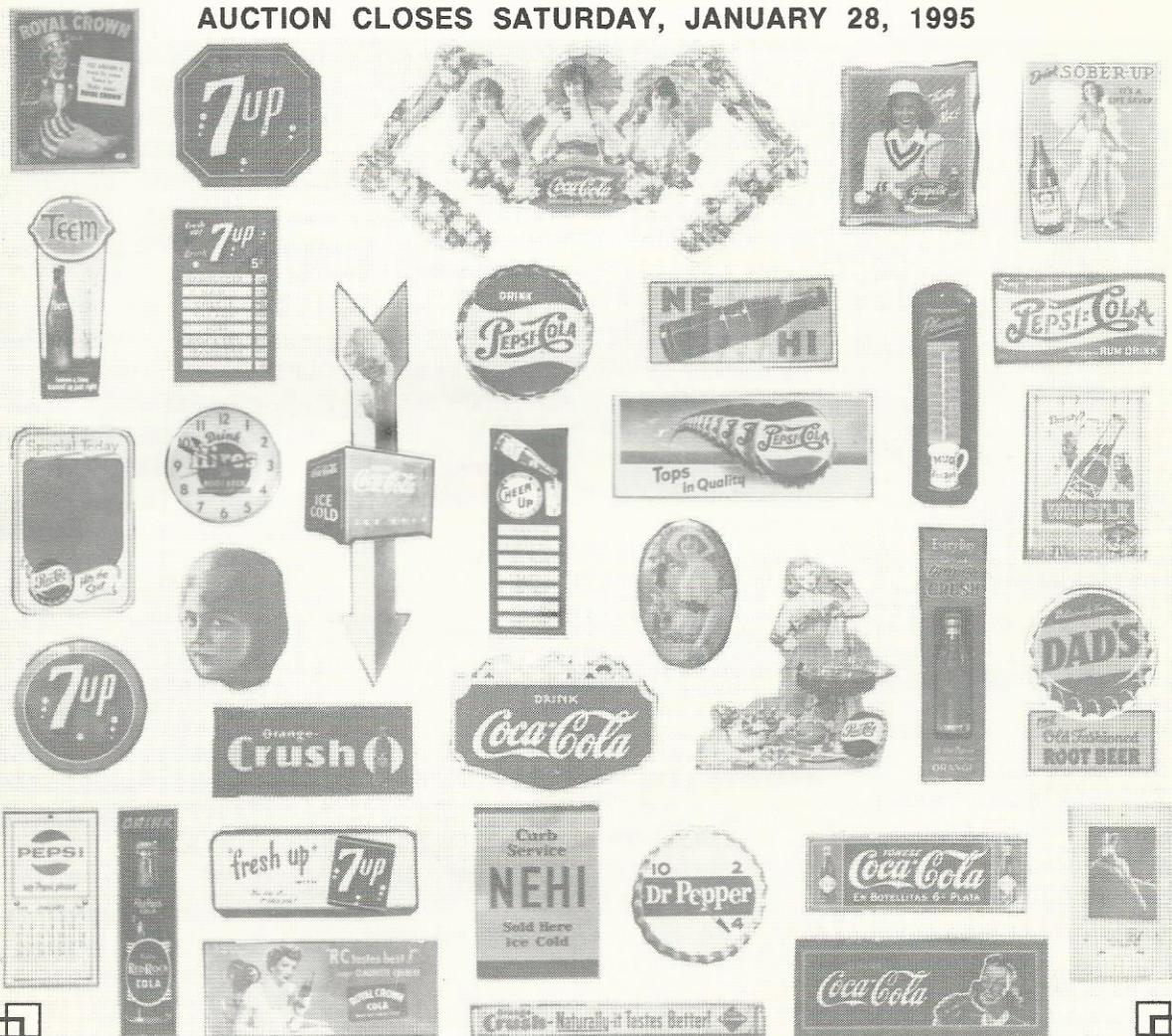
*Bottom: Route truck - Turkey*

**TUCKER BAY CO. presents a**  
**SODA POP**  
**MAIL/PHONE/FAX AUCTION**

**FOR THE COLLECTOR WHO ENJOYS A WIDE SELECTION OF OLD SODA POP ADVERTISING**

GET READY for another great auction! Below is just a small sample of approximately 300 lots of old soda pop advertising. You'll find Pepsi, Orange Crush, Hires, 7-UP, Whistle, Barq's, Dr. Pepper, Coca-Cola, RC, etc. There's a great selection of signs, trays, clocks, bottles, thermometers, carriers etc! Every lot is photographed and completely described. Also a color cover and insert. To reserve your copy of CATALOG 17, send \$5 to: TUCKER BAY CO., P.O. Box 70127, Dept. PC, Stockton, CA. 95267 Phone (209)957-3122 FAX(209)957-0976 (Catalogs will be mailed out around January 10th).

**AUCTION CLOSSES SATURDAY, JANUARY 28, 1995**



# COLLECTOR MARKET PLACE

## FOR SALE

The following items are available from: PEPSI-COLA BOTTLING CO. OF NEW BERN, P.O. Box 2036, New Bern, NC 28560

- 1. Pepsi & Pete (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, NC with brochure \$15.00
- 4. Mural postcard with brochure \$ .32
- 5. 85th Anniversary Lennox Commemorative Plate, numbered. \$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 \$4.95
- 8. Birthplace of Pepsi letterhead \$ .15
- 9. Birthplace of Pepsi cigarette lighters \$2.50
- 10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
- 11. Birthplace of Pepsi emeryboard nail file \$ .35
- 12. Birthplace of Pepsi wooden nickels \$ .50

Please include postage for shipping on the above items.

\*\*\*\*\*

For Sale: 1947 Radio 24" Tall Bake Lite with 2 new Pepsi double dot labels. PC page 81 #1688 - \$850. 1960 Pepsi 15' Dia. Bubble Clock PC page 35 #1301 - \$475. Old bottle caps, old bottles, etc. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.

\*\*\*\*\*

For Sale: Orlando Magic Pepsi NBA Hoops 1993 Six card set (mint condi-

tion), Shaquille O'Neal, Nick Anderson, Scott Skiles, Jeff Turner, Donald Royal, Anthony Bowie. \$22. Send SASE for list of other Pepsi Cards for sale or trade. Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702.

\*\*\*\*\*

For Sale: Pepsi Banks, cars, trucks, airplanes, 60 different toys in stock. Lots of Pepsi bottles & cans. For list send SASE with \$52 cents postage to Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.

\*\*\*\*\*

For Sale: Signs: Cardboard "Big Shot" #1-293 NM + 250, Paper - Friendship #3-863 EX \$35, Counter-Spy #2-583 NM \$60, Carrier: Vendors 20 Cups EX + 95, Stainless 12 Bottles #1-80 NM \$175, Racks: S1383 EX \$250, #2-56 NM \$100, Like #2-56 (DD) NM \$170, 75th Commemorative Glass Set 12 + Shaker MIB \$125, Lighter #1-582 NM \$70, Pepper Mill #2-827 NM \$50, Opener #1-642 M \$75, Bottle Cap #2-786 Unused \$5, Doll #2-757 NM \$45, Game #2-742 EX \$95, List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612. (717)823-4433 - Plus postage.

\*\*\*\*\*

For Sale: New Pepsi Longneck salutes W.L. "Willie" Varner Coach National High School Hall of Fame 94. \$5 ea. ppd. Contact: Tom Gates, 110 Hamilton Ave., Col.Hts., VA 23834. (804)751-9573.

\*\*\*\*\*

For Sale: Pre-order for the March '95 Convention for delivery in Indianapolis, IN. Call to reserve your bottles. Shaq's \$15 per case - 4 sets of 6 bottles - 24 bottles. Willie Varner \$36 per case - 24 bottles. Richard Petty - 8 bottle Set - \$24 per case - 24 bottles. Richard Petty - 4 bottle Set \$48 per case - 24 bottles. Contact: Tom Gates, 110 Hamilton Ave., Col. Hts., VA 23834. (804)751-9573.

\*\*\*\*\*

For Sale: Misc. Single, double, and triple mats custom cut to your specifications for your prized magazine ads, cardboards, and calendars at affordable prices! Wide selection of frame styles to choose from. Dry mounting and archival mounting (acid-free), also available. Contact: Don Fiebiger, "A Matter of Fact", 1970 Las Lomitas Dr., Hacienda Hts., CA 91745. (310)693-6484.

\*\*\*\*\*

For Sale: Item #160 - VH Book #1 - Tear Drop Clock - \$400. Item #134 - VH Book #1 - Dispenser Radio -No glass on tray - \$300. Item #77 - VH Book #1, Wood 6 Pk. Carrier - \$140. One Dozen - 7 Oz. Double Dot "Hits the Spot" Pepsi Glasses with syrup line in original box. - \$850. Item #642 - VH Book #1 - Double Dot Pepsi-Cola Brass Openers - \$55. Item #828 - VH Book #1 - Safety Street Marker - \$195. Item #510 - VH Book #1 - 1950 Cone Top Can, never used - \$475. + shipping + Insurance on all above items. Contact: Harold Rosentreter, RR1, Box 157, Carrollton, IL 62016 (217)942-3768.

\*\*\*\*\*

For Sale: Pepsi Bottles - Buy, sell, trade. Contact: Milt Johnson, 903 Stewart St., Fuquary-Varina, NC 27526. (919)552-1022.

\*\*\*\*\*

# COLLECTORS MARKET PLACE

For Sale: Michael Jackson bottle - Japan, full - \$35. Wanted: Playing cards, new plant and grand opening glasses. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207. (502)897-5524.

\*\*\*\*\*

For Sale: Double-Dot, Double-Side Pepsi cap porcelain sign. 4 Foot diameter. Both sides near mint. About 1938. \$600 - you pick up in Florida. Contact: Dick Hertzler, 9 Tiffany Circle, Ormond Beach, FL 32174.

\*\*\*\*\*

For Sale: Pepsi Bottle Radio, about 1949, 30" Tall. Repro labels. Works fine. Minor flaws, good cap knob, no box. \$400. Contact: Richard Hertzler, 9 Tiffany Circle, Ormond Beach, FL 32174.

\*\*\*\*\*

For Sale: 1939 World's Fair Billy Rose Aquacade program with great inside cover, full color Pepsi ad, exc - \$65. World War II service man record with envelope, nm \$75. Worl War II service man record with envelope, vg-exc. - \$65. 1940's Macon GA cancelled checks exc - \$5. 1942 R/W/B/ mailer fold out banner from Pepsi Long Island for a War Bond Jingle Contest...."Pepsi-Cola jingle goes to work for Uncle Sam" - unusual piece exc - \$125. 60's 7 Oz. wax cups, m - \$7. Contact: Jeff Brady, 160 Shingle Mill Lane, Hanover, MA 02339. (617) 878-9439 after 7 p.m. EST. All items plus postage.

\*\*\*\*\*

## WANTED

Wanted: "Say Pepsi Please" block letter Double Bubble Clock 1965 logo, will buy or trade - have think young Double Bubble. Also looking for bottles and cans for the following products - Evervess, Devil's Shake, Tropic Surf, Aspen, Older Bottles like Stodd #'s 1060, 1065, 1069, 1071, 1077, 1080, 1099, 1102, 1104, 1105, 1106, 1107, 1146. Contact: Roger Blad, 1317 Orchard Dr., Burnsville, MN 55306. (612)435-5250

\*\*\*\*\*

Wanted: Casino Night Pepsi drinking glasses. Have Texas and Savannah/Brunswick for trade or will pay top dollar. Contact: Clifford Phipps - (714)589-1438

\*\*\*\*\*

Wanted: Pepsi Sports and other Pepsi cards. If you have any Pepsi cards for sale or trade let me know - I have many Pepsi cards distributed only in Florida! Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702.

\*\*\*\*\*

Wanted: Reasonable Price Pepsi serving tray. No reproductions please. Contact: Harry B. Ferrell LL.B., Box 1073, Oracle, AZ 85623. (602)896-9513.

\*\*\*\*\*

Wanted: Pepsi bottles, carriers, anything Seven-up - especially embossed neck and amber 7-ups, Faygo bottles and carriers, Vernors items, any Lansing, MI bottles, any soda caps and ads. The earlier the better! Please send description, picture, or photocopy to: Scott Kinkead, 15945 Elmira, Lansing, MI 48906. (517)372-1687.

\*\*\*\*\*

Wanted: 11" x 19" plastic calendar sign saying "Enjoy Pepsi-Cola Either Way" with monthly tear-off calendar sheets between protruding Diet Pepsi and Pepsi bottles (or any monthly calendar page or pages from that sign). Contact: Dianne Memler, 1112 Monterey Ct., Naperville, IL 60540. (708) 420-0600.

\*\*\*\*\*

Wanted: Cone top - metal Pepsi cans, Lionel Richie cans #3, 5, 6, Woodstock can, or any unusual Pepsi cans. Send info to Ron Boyle, 336 Reservoir Drive, Lewiston, ID 83501. (208)746-1802.

\*\*\*\*\*

Wanted: Pepsi-Cola, Teem. Coca-Cola, Frozen Coke, Sprite, Fanta, Barq's, Dr. Pepper, 7-Up, RC Cola, Anniversary, Grand-Opening, Special Events, and all other soda related decks of playing cards and match covers - old or new - from around the world. Paying top dollar - one or a whole collection. Buy, Sell, or Trade. Contact: Gregory Quina, 3942 Hwy. 297-A, Cantonment, FL 32533. (904)477-5031.

\*\*\*\*\*

Wanted: Unusual bottle openers - 1900's and up. Also late 30's to early 40's paper and metal carriers M to NM condition. Contact: Danne Wright, P.O. Box 7312, Wesley Chapel, FL 33543-7312.

\*\*\*\*\*

## WELCOME NEW MEMBERS

Mike Smith  
Sacramento, CA

James & Katey Murphy  
Englewood, CO

Philip Dickson  
Fortuna, CA

John & Tammy Northcote  
Gatlinburg, TN

Bobby & Linda Cleveland  
Piedmont, SC

John Gale  
Pleasantville, NJ

Billy & Donna Henry  
Plant City, FL

Thomas Zyra  
Schenectady, NY

Nancy Hahn  
Janesville, WI

John & Glenda Carter  
Lawrence, KS

Alvin Heckard  
Lewistown, PA

Sandra Fox  
Slippery Rock, PA

Mel Halter  
Newark, DE

David Fogt  
Lima, OH

Ernest Rudisill  
Corvallis, OR

Harold Auman  
Dover, OH

Jerry Alexander  
Mexico, MO

Gary & Alice Foote  
Johnson, VT

Kathleen & Clark Brown  
Santa Ana, CA

Michael Slaven  
Legell, IN

Ron Berry  
Sedalia, MO

Annette Wooldridge  
Pontiac, IL

Carolyn McLaughlin  
Norwalk, OH

Wm. S. Davis Family  
Waterford, MI

Curtis Boster  
Columbus, OH

Peggy Vesneski  
Paramount, CA

Al Gross  
Kalkaska, MI

Rowland Butz  
Allentown, PA

Robert M. Dossin  
St. Pete Beach, FL

Bruce Mobley  
Macon, MO

Ken Hartman  
Maple Grove, MN

Bill Apted  
Bethel, CT

Bridget & Keith Anzelmo  
Girard, OH

Doris Moody  
Iselin, NJ

Ken Brannock  
Germantown, NC

Susan Jacobi  
Millington, MI

Earl Overbey  
London, KY

Fred & Myra Sundbeck  
Manistee, MI

The Tindall Family  
San Augustine, TX

Joyce Gunn  
Belvidere, IL

Sheila VanderVeer  
Cloverdale, CA

Carol Jourdain  
Quebec, P.Q., Canada

Erma Jackson  
Elkhart, IN

Frank Kofron  
Lake Wales, FL

Marc Zakarin  
Huntington Station, NY

DeVan Pierce  
Spokane, WA

Lynda Terry  
Kokomo, IN

Sandra & Larry Eastridge  
Potsdam, OH

Sidney Chupek  
Fairhope, AL

Everett Lacey  
Cridersville, OH

Curt & Debbie Potthast  
Warrenton, MO

John Croley  
Elsmere, KY

Nancy Allbright  
Kokomo, IN

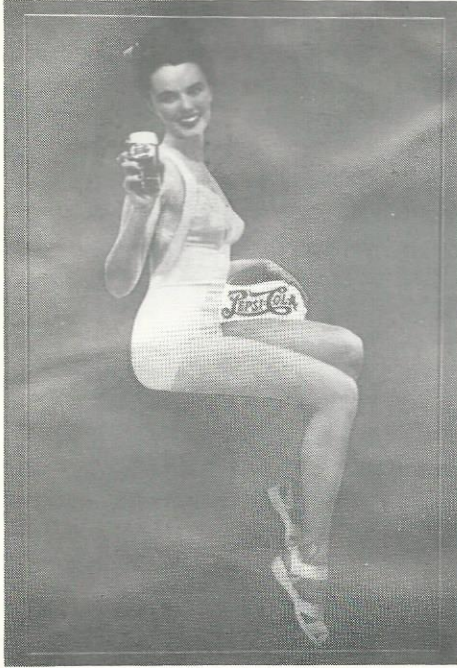
Jennifer Jahnke  
Milwaukee, WI

David Appie  
Redford, MI

Gerald Miller  
Salt Lake City, UT

Ann Peterson  
Hemet, CA

## INFORMATION



### Official Pepsi-Cola Licensed Limited Edition Pepsi-Cola Tray

1 of 2000 produced. First in a series of five trays. Special club price \$9.95. Contact Ben Delgado:  
1-800-888-7614



Andrew Jacob Schwentker  
November 22, 1994

The PCCC congratulates Randy & Debbie Schwentker

### 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 \$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 & Pete, The Pepsi Spirits, a Man-ual Pepsi Machine, and a rich Pepsi Collector and Friend

## PCCC EXPRESS

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

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First Class Mail  
U.S. Postage  
PAID  
Covina, CA 91722  
Permit No. 173

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Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430  
usa

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*Inside This Issue*

*Pepsi-Fest '95 Information*

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