



PEPSI-COLA

COLLECTORS CLUB

VOLUME 7 NUMBER 3

NEWSLETTER

JULY-AUGUST 1990

Catch That Pepsi Spirit

Pepsi-Cola Collectors Club Fair begins Friday, July 13th, 1990 with a pizza party at 7:00pm. Followed by the swap meet on Saturday, July 14th, 1990 at 5:00pm. For more details see the PCCC Fair agenda listed in this newsletter.

I would like to thank all of you who have contributed information and/or articles for our newsletter to keep up the good work!! To have the kind of newsletter we all want will take total participation of all club members. Also, don't forget to send in those questions for Pepsi & Pete.

Early this year Pepsico, Inc. released a book called "A Pepsi Day-Twenty Four Hours In Pepsi-Cola's World". The book features pictures of Pepsi-Cola activities all over the world including a picture of Bob Stoddard with his collection. We've asked Pepsi to make this book available to club members. Pepsi has informed us that there are not extra copies available at this time, if this situation changes they will let us know.

In April 1990 the Pepsi Cola Collectors Club was represented by Bob Stoddard at the opening of the new regional Pepsi headquarters in Pittsburgh, Pennsylvania. Bob took part of his collection for display at this gala event attended by local celebrities. Also on hand were actors dressed in Cool Can costumes. Everyone was amazed at the variety of old Pepsi memorabilia.



The 1905 logo features the word "PEPSI" in a large, stylized, cursive font with a banner above it containing the word "DRINK". To the right, "COLA" is written in a smaller, similar cursive font.

(1905)



The 1906 logo is similar to the 1905 version but includes a banner above "PEPSI" that says "DRINK".

(1906)

IN THIS ISSUE:

Fair 1990 Agenda
Pepsi-Cola Patent

Alfred Steele & Joan Crawford
Delmarva Pepsi Cans



1990 PCCC FAIR AGENDA

FRIDAY JULY 13, 1990

6:00pm Hospitality Hour
in lobby area

7:00pm Pizza Party &
watch Pepsi ad premier

9:00pm Room Hopping.

SATURDAY JULY 14, 1990

Morning free to visit
local antiques stores.

1:00pm Seminar on dating
Pepsi memorabilia.

3:30pm Dealer set-up

5:00pm Swap meet opens
to club members only

6:00pm Swap meet open
to public

To reserve a swap meet table
call Bob Stoddard (714)
593-8750 or sign up on Friday
night July 13th.

ALL EVENTS BEING HELD AT:

Best Western Executive Inn
18880 E. Gale Ave.
Rowland Hts, Ca.
(818) 810-3222

Best Western is located off
the Pomona Freeway (60) at
Nogales, just west of the
57 Freeway.



On Left: Actors dressed in
cool can costumes

Renewed to
Pepsi-Cola Company, a corporation of Delaware.

No. 40,619.

Registered June 16, 1903.

UNITED STATES PATENT OFFICE.

CALEB D. BRADHAM, OF NEWBERN, NORTH CAROLINA.

TRADE-MARK FOR FLAVORING-SYRUP FOR SODA-WATER.

STATEMENT and DECLARATION of Trade-Mark No. 40,619, registered June 16, 1903.

Application filed September 23, 1902.

STATEMENT.

To all whom it may concern:

Be it known that I, CALEB D. BRADHAM, a citizen of the United States of America, residing and doing business at Newbern, in the county of Craven and State of North Carolina, have adopted for my use a Trade-Mark for Beverages, of which the following is a full, clear, and exact specification.

My trade-mark consists of the arbitrary hyphenated word "PEPSI-COLA," as shown in the accompanying facsimile.

This mark has been continuously used in my business since August 1, 1901.

The class of goods to which the mark is appropriated is beverages, and the particular description of goods in said class in connection with which the mark has been and is

exclusively used is a flavoring-syrup for soda-water.

The mark is usually applied by means of labels to bottles, boxes, or other receptacles containing the goods, but may be marked on or otherwise applied directly to the receptacles or displayed thereon in any other well-known manner, and, moreover, the mark has been extensively used in advertising and on all kinds of stationery.

In testimony whereof I affix my signature in the presence of two witnesses.

CALEB D. BRADHAM.

Witnesses:

R. F. BUTLER,
WALTER DUFFY.

DECLARATION.

State of North Carolina, county of Craven, as:

CALEB D. BRADHAM, being duly sworn, deposes and says that he is the applicant named in the foregoing statement; that he verily believes that the foregoing statement is true; that he at this time, has a right to the use of the trade-mark therein described; that no other person, firm, or corporation has the right to such use, either in the identical form or in any such near resemblance thereto as might be calculated to deceive; that said trade-mark

is used by him in commerce between the United States and foreign nations or Indian tribes, and particularly with Dominion of Canada; that the description and facsimiles presented for record truly represent the trade-mark sought to be registered, and that he is a citizen of the United States.

CALEB D. BRADHAM.

Sworn to and subscribed before me this 22d day of September, 1902.

[L. S.] J. R. B. CARRAWAY.

TRADE-MARK.

No. 40,619.

REGISTERED JUNE 16, 1903.

CALEB D. BRADHAM.
FLAVORING SYRUP FOR SODA WATER.
APPLICATION FILED SEPT. 23, 1902.

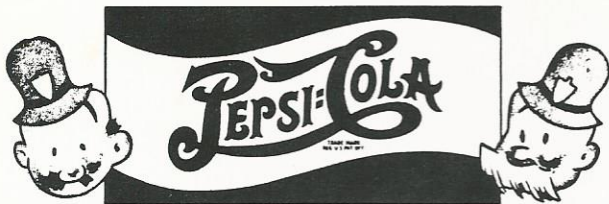


Witnesses
E. H. Stewart
C. D. Bradham

C. D. Bradham,
Proprietor
by *C. Knowles*
Attorneys

facsimile of Pepsi-Cola logo filed
with patent 1903.

Dear Pepsi & Pete



Dear Pepsi & Pete:
What are the laws, if any, regarding using the words "Pepsi-Cola" on business cards, jackets, etc.?

Dear D.P.:
Pepsi and Pepsi-Cola are the registered trademarks of Pepsico Inc. and can only be used by permission.

Dear Pepsi & Pete:

What does "Opening Glass" mean?

Dear S.G.:
Opening glass refers to glasses that were given out at the opening of a new Pepsi plant. The glass usually has the name of the bottler and the date printed on the front.

Dear Pepsi & Pete:

Recently I found a bottle of Diet Patio cola. The label says it was made by the Pepsi-Cola Co., what is this?

Dear What is This:
Diet Patio cola was introduced by the Pepsi-Cola Co. in the early 1960's. This drink was to be Pepsi's entry into the diet cola wars. Diet Patio never caught on and was replaced by Diet Pepsi.

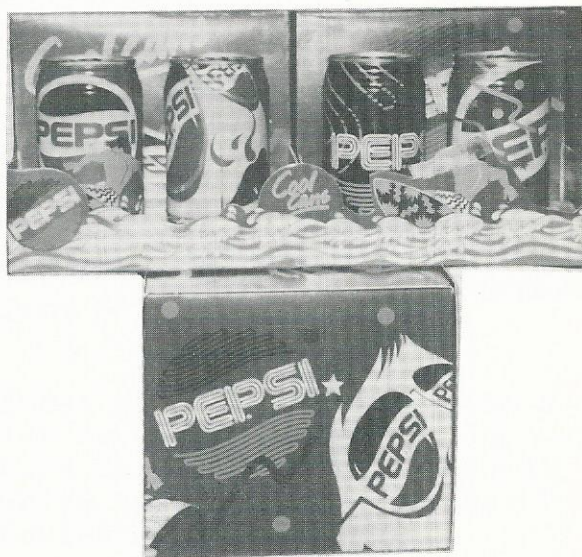
Dear Pepsi & Pete:
I collect Pepsi cans, should I leave the Pepsi in the cans?

Dear T.L.:

I would recommend you drain your Pepsi cans before putting them in your collection. A leaky can could ruin something very valuable. If you drain your cans from the bottom it will not affect their value.

Dear Pepsi & Pete:
Recently I heard someone refer to a reproduction Pepsi item as a "fantasy" item. What does this mean?

Dear Baffled:
A reproduction is a copy of an old Pepsi collectible. A "fantasy" item is something new that is made to look old using old logos, and styles. An example is the Pepsi tin containers that are being sold at novelty shops. Pepsi never made any containers of this type.



Pepsi cool cans in gift box

Pepsi History

With the rebirth of Pepsi-Cola taking place during the depression price and quantity was already a big part of the identity. But by 1930 post war inflation had caused Pepsi to abandon the 12 ounce for a nickel drink. To meet the challenge of this new era, Alfred Steele was made President of Pepsi-Cola on March 1, 1950. One of Mr. Steele's main objective as president was to create a new image for Pepsi-Cola. The emphasis changed from price to style. The new image of Pepsi became one of a drink consumed by sophisticated people. Some of the slogans used during this period were, "the light refreshment", "Be Sociable, Have a Pepsi", and "Refreshing without filling". Mr. Steele didn't think that new slogans and advertisements would be enough to give Pepsi the new image he desired. So he began a campaign to create a new bottle for Pepsi. His efforts culminated on May 1, 1958 when Pepsi introduced the "Swirl bottle".

Despite all these accomplishments Mr. Steele will probably always be most remembered for being married to actress Joan Crawford. Upon Mr. Steel's death in 1959 Joan Crawford was elected to the Board of Directors for the Pepsi-Cola Company.

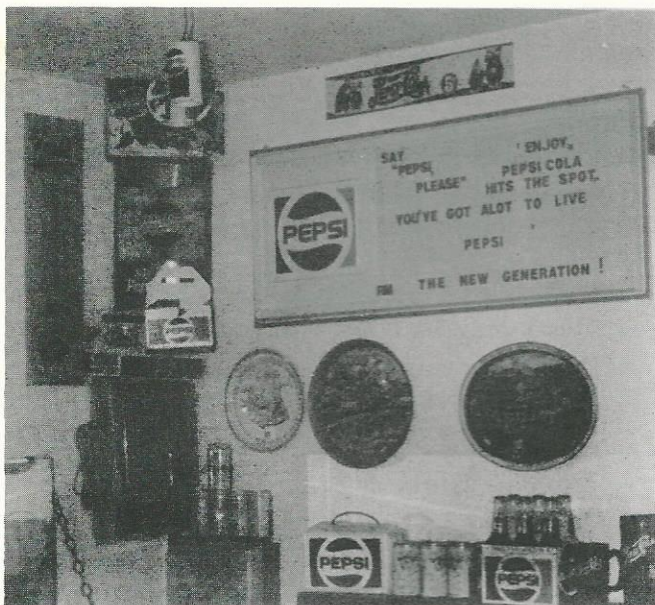


1951

Collectors' Spotlight

Pepsi collector Ray Montgomery from Florida, is spotlighted in this issue.

My name is Ray Montgomery, I was born and raised in Cincinnati, Ohio which is where I began my Pepsi collecting. I have been drinking Pepsi since I was 3 years old. I remember alot of different Pepsi bottles and signs as I was growing up, I only wish I would have hung onto them. Around 1970 my sister gave me a Pepsi clock, even though it was not an original I hung it on the wall and started looking for other Pepsi items. In 1979 I moved to Florida, there doesn't seem to be as many Pepsi things down here as there was up North. However, I kept searching flea markets, yard sales, and antique shops (with not much luck) I finally called my Dad and brother who still lived in Cincinnati and had them start looking up there for me. Within 3 years the two of them probably found (50) items. In 1985 I was at a flea market and some guy told me about the P.C.C.C., I lost the address and two years later ran into the same guy and joined the club. I've obtained a few good items through the club, the Pepsi book by Bill Vehling gave me many other things to look for. I have now collected approx. 200 items and am very pleased with them all. Some of my favorites are a 1960 Pepsi machine, 1920 Wooden carrier and about 5 bottles dated before 1910.



Ray Montgomery collection



Collectors' Information

At a recent local Pepsi club meeting I was informed of a new Pepsi toy known as a "transformer". So off I went to Toys R Us to track down this new toy. After searching through rows of toys, low and behold starring down at me was the new COMPUTER WARRIORS PEPSI CAN. Hidden

inside a Pepsi can was GRIDD a gung ho computer commando. When duty calls the Pepsi can opens to reveal GRIDD with his hyper hoverjet. This toy is made by Mattell and sells for around \$10.00. CAUTION! do not open your new Pepsi toy in the store, the temptation to play with it in the store may be overwhelming.

CLUB NEWS

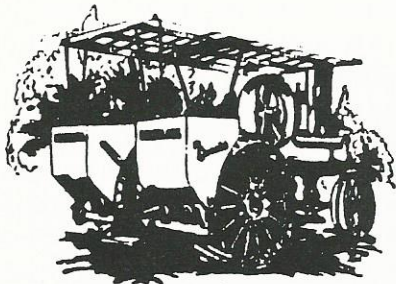
The Colorado Chapter of PCCC was recently treated to a Pepsi and Pizza party at the Denver Pepsi bottling plant. The PCCC members were invited to watch Pepsi commercials while they ate pizza and drank lots of Pepsi. Afterwards everyone was given a tour of the Pepsi plant. That Pepsi spirit is certainly alive in Denver, Colorado.

Thank you Pepsi Denver and keep up the good work Brent Hinton local chapter president.

In June the So. California chapter held a swap meet/ barbecue at the home of Liz and Tony Llamas. Despite the heat we had a good time.

Thank you for your hospitality Tony & Liz Llamas.

Local chapters please write and let us know what your group has been doing. For more information write to the PCCC, P.O. Box 1275 Covina, CA. 91723.



**Tuckahoe
Steam & Gas Show
July 6-7-8
Rt. 50-5 Miles N. of Easton, Md.**

**PLACES
OF INTEREST
TO VISIT
ON DELMARVA
1990**

PLACES OF INTEREST TO
VISIT ON DELMARVA 1990

Parksley Railway Museum
Parksley, Virginia

Pony Swim
Chincoteague, Virginia

J. Millard Tawes Museum
Crisfield, Maryland

Tangier Island Cruises
Crisfield, Maryland

Salisbury Zoo
Salisbury, Maryland

Maryland Lady-Port of Salisbury
Salisbury, Maryland

Dept. of Natural Resources
Maryland Forest & Parks Service

Trimpers Rides
Ocean City, Maryland

Jolly Rogers Amusement Park
Ocean City, Maryland

Town of Snow Hill
Snow Hill, Maryland

State of Delaware (Delawares
Good Nature Depends on You)

Delaware State Fair
Harrington, Delaware

Tuckahoe Steam & Gas Assoc.
Easton, Maryland

Old Trinity Church
Cambridge, Maryland

Decoy Museum
Havre de Grace, Maryland

Harford County Farm Fair
Havre de Grace, Maryland

Salisbury Pepsi's 75th Ann.

Zwaanendael Museum
Lewis, Delaware

John Dickinson Mansion
So. of Dover, Dover Delaware

PEPSI-COLA
8-PACK
16-OZ. BOTTLES



1.09
VALUE

77^c

PLUS
DEPOSIT
LIMIT 2

Collectors' Marketplace

For Sale

Miniature Pepsi-Cola and Orange Crush wooden case. The cases have 24 wooden one inch bottles. They were made exclusively for a distr. promotion. The cases are 2 3/4in. x 1 5/8in., in mint cond. asking \$22.50ea. or your choice of 3 for \$52.50 postage paid, satisfaction guaranteed. Contact: Charles Nofal, P.O. Box 1507, St. Augustine, Fl. 32085 or call 904 829-8679.

21"x29" menu board with some letters. Nice. \$12.00. From 1940's 6pack #99 in book, \$37.50. #100, \$35.00. Family Case #111, \$75.00. All Ex. cond. buy all 3 and I pay the shipping. Below present list prices. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, Ca. 92032.

Sample paper cups, #168-2, single dot, mint \$11.00
 Trivia game, used #752-2, \$18.00

Mini decal label 40's bottle nice \$38.00

Misc. soda bottles \$1 to \$100
 stuffed Mrs. Santa \$35.00
 Elf \$35.00 #758-2.

Invoices-Las Vegas-40's stain \$10.00, 1960's ex. \$4.00ea. Coca-Cola 40's \$7.00 all used. Others
 Bottle caps #786 yellow used \$4.00, #789 r/w/b single, unused \$4.00

Contact: James Campiglia
 4371 Lucas, Las Vegas, NV.
 89120 or 702 456-6855

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 enaoryboard 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.

Wanted

Disney insignia matchbooks.
No. on top of cover. Looking
for #'s 1, 3, 4,6,25,29,32,33,
36,45,46,47,& 48. Also bottle
#493. Contact: Karen Metz,
2125 Kingston Dr., Riviera,AZ.
86442 or 602 758-4557

1905 Pepsi-Cola syrup jug.
Contact: Fred Mosrie, 10805
Georgia Ave., #101, Wheaton,
MD. 20902

Pepsi-Cola advertising of all
types from 1960's and before.
Also buy other brands. One
piece or entire collections.
Contact: C.C. Cowboys, Rt.1,
Box 430, Chester, S.C. 29706
or 803 377-8225.

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 also
wanted. contact: Melissa
Strecker, 1360 N. Sandburg
Terr. #1205, Chicago, Il.
60610 or 312 337-1740

Bottle openers, Pepsi-Cola and
the other cola. Contact: Rich
Newbold, 1023 Delano St., San
Lorenzo, CA. 94580 or call
(415) 317-0315

Pepsi toy trucks and cars. Old
or new in excellent to mint
condition. Contact: Charles
Ehlers, P.O. Box 1186, Yonkers
New York 10702

I would love to hear from
other collectors on how you
display your collection.
Contact: Debra Payne, 56711
Van Dyke Rd., Washington,
Michigan 48094.

Paying \$1,000 for Pepsi or
Royal Crown Cola Weighter
scale. Contact: Charles Nofal
P.O. Box 1507, St. Augustine,
Fl. 32085 or 904 829-8679

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

THE MUSEUM of BEVERAGE CONTAINERS

and ADVERTISING

Thousands of Soda Bottles on display

The World's LARGEST collection of Soda and Beer Cans... Over 28,000

- Soda and Beer Advertising • Large, well stocked Gift Shop.
- A Collectors Dream Place with something for everyone.
- Just 15 minutes from downtown Nashville, TN

1055 Ridgcrest Dr.

Goodlettsville, TN 37072

Phone: (615)859-5236 FAX (615)859-5238

Pepsi bottle machines vend-
olater 81 and vendo 39,
Pepsi crossing guard (just
base or whole stand). Pepsi
fountain dispensers (metal).
Can pickup this summer.
Contact: J.T. Smith, 6270 S.W.
8 Court, No. Lauderdale, Fl.
33068 or 305 974-0783

I would like to buy old soft
drink thermometers in good
cond. for my collection. Am
interested in almost any brand
especially root beers & colas.
Call collect or write to:
Robert Thompson, 122 Clarine
Dr., Goose Ck., So. Carolina
29445 or 803 553-9525 mornings
or evenings.

Places to Find Pepsi

SIGN OF GOOD TASTE

269 E. 2ND ST., POMONA CA.

WEBB'S ANTIQUE MALL

200 W. UNION, CENTERVILLE IN.

CARNIVAL HOUSE ANTIQUES

17 PADANARAM RD., DANBURY, CT.

THE NEON LADY

1950 CHEROKEE ST., ST. LOUIS MO.

THE PEPSI PARLOR

ON THE SQUARE, LYNCHBURG, TN.

SULLIVAN'S ANTIQUES

866 57TH ST., SACRAMENTO, CA.

BEV'S OLDIES & GOODIES

1186 MEYERLAND PLZ. HOUSTON TX.

THE SHANHASKA DRUMMER ANTIQUES

BOX 32, RT.2, ST. PETER, MN.

END OF THE TRAILS ANTIQUES

5937 N. GREELY, PORTLAND OR.

PEPSI-COLA MEMPHIS BOTTLING CO.

520 E. GRAND AVE. MEMPHIS, MO.

CORRECTIONS FOR PEPSI-COLA COLLECTIBLES VOL. #2

Page 1 #1 & #2 descriptions
and prices reversed.

Page 1 #4 & #5 descriptions
and prices reversed.

Page 18 #74 price should
be \$3800.00

Page 128 #564 price should
be \$2800.00

Page 135 #583 & 584 descrip-
tions and prices reversed.

Page 136 #585 price should
be \$170.00

Page 142 #611 & 612 descrip-
tions and prices reversed.

Page 143 #615 & 616 descrip-
tions and prices reversed.

Page 144 #617 & 618 descrip-
tions and prices reversed.

Page 148 #637 circa 1950s

Page 148 #639 circa 1950s

Page 151 #649 price should
be \$250.00

Page 163 #708 circa 1950s
and value \$150.00

Page 182 #795 circa 1950s

Due to deadlines to have the
book completed by Pepsi-Fest
'90, the above errors went
uncorrected because the usual
proofreading process was
eliminated.

We regret the errors and hope
that everyone realizes that
these prices are just guide-
lines anyway.

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 CLUB

P.O. BOX 1275
COVINA, CA 91722



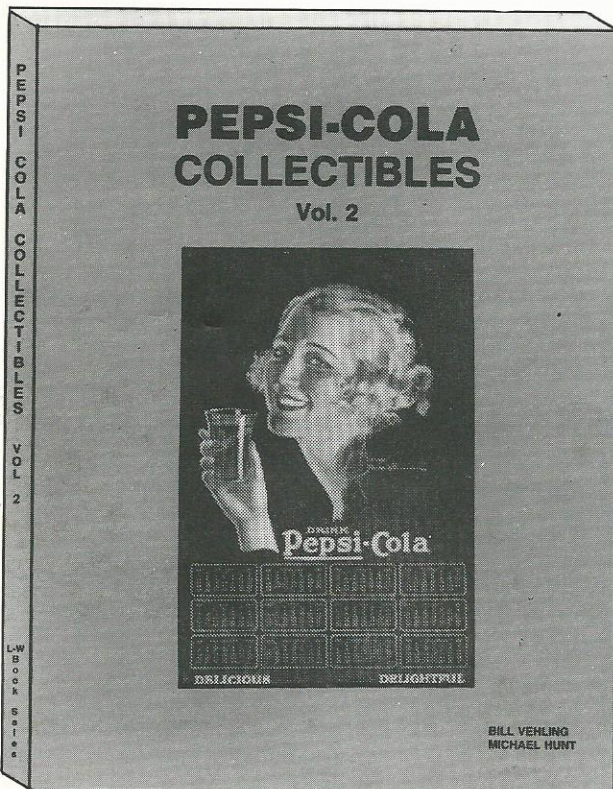
Phillip Dillman
17733 Highland Ave.
Homewood, IL
60430

FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722
Permit No. 173



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.

PEPSI-COLA

COLLECTORS CLUB

VOLUME 7 NUMBER 4

NEWSLETTER

SEPTEMBER-OCTOBER 1990

Catch That Pepsi Spirit

With summer just about behind us we are now starting to prepare for Pepsi-Fest 1991. Because this will be the fifth anniversary of Pepsi-Fest we are planning some very special activities. Plan to be with us March 22nd & 23rd, 1991, for the best Pepsi-Fest ever. Look for your Pepsi-Fest registration information in the next issue of the newsletter.

Congratulations to the Weselohs whose daughter Diana was recently married. The Weselohs are long time members of the PCCC.



At the 1990 Pepsi Fair it was decided to rename this event Pepsi-Fest West. This event will use the same format as Pepsi-Fest. This year's Pepsi Fair was once again a huge success. Besides lots of Pepsi collectibles, there was plenty of Pepsi and pizza. On Saturday night after the swap meet we had the Pepsi Fair's first oral auction complete with In-n-Out hamburgers. Thank you to everyone who made this event a success. I know you're all looking forward to next year.

PEPSI FEST 91

March 22-23, 1991

Indianapolis, IN

PEPSI FEST WEST

July 19-20, 1991

Los Angeles, CA (vicinity)

IN THIS ISSUE:

PCCC Fair 1990

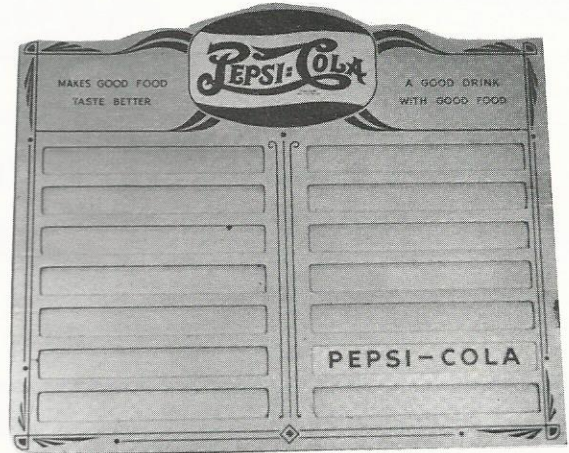
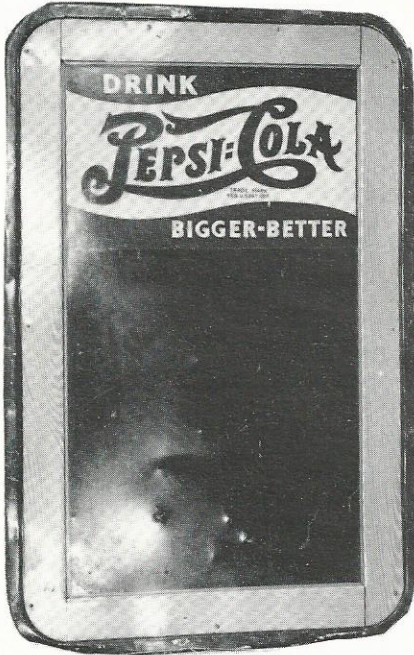
Pepsi History

Goodwill Games Cans

Early Pepsi ads

New Pepsi Santa

Pepsi Pictorial

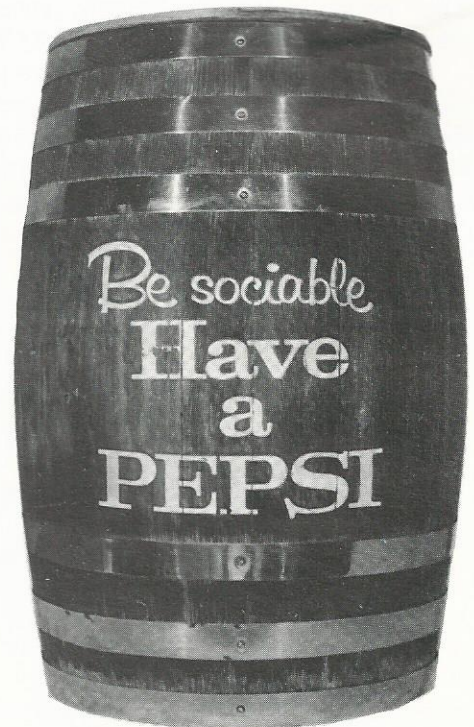
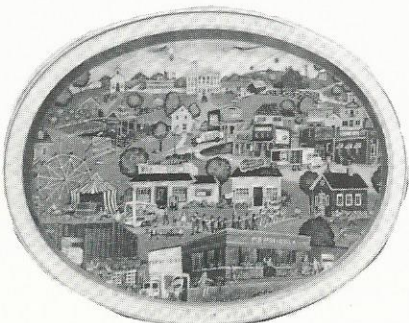


The metal sign (above left) is commonly referred to as a menu board, although in Pepsi advertising material it is referred to as a metal slate sign. This sign was designed to be used as a chalkboard not necessarily just for food establishments. This sign (above right) is a menu board specifically designed to display the menu of an eating establishment.

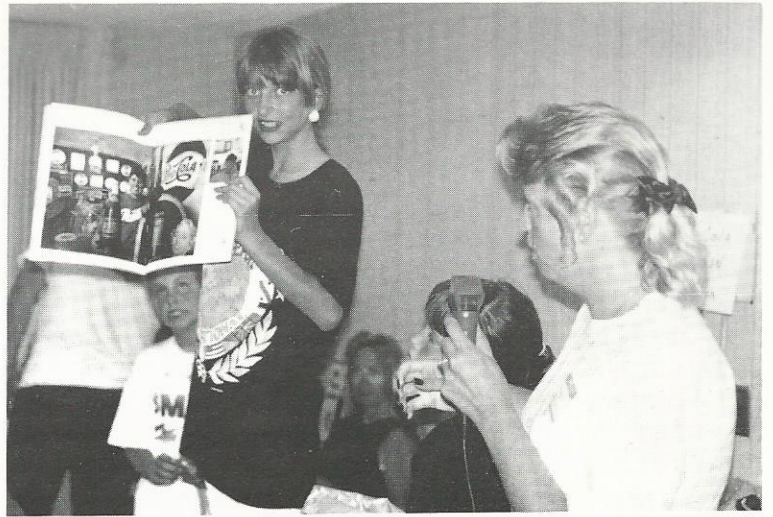
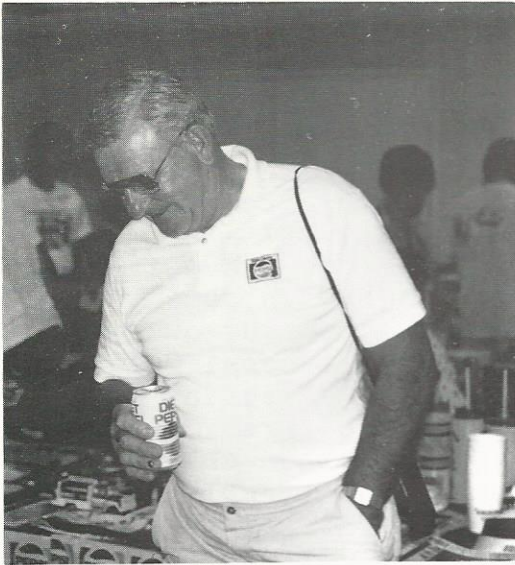


The cardboard sign above was done by Mr. Petty an illustrator from the 1940's-50's. Mr. Petty was most noted for his pin up girls.

Below is the 1987 commemorative tray from New Haven, Missouri. Even though this is a rather new tray it is still very desirable.



This is a rare wooden fountain dispenser from the late 1950's.



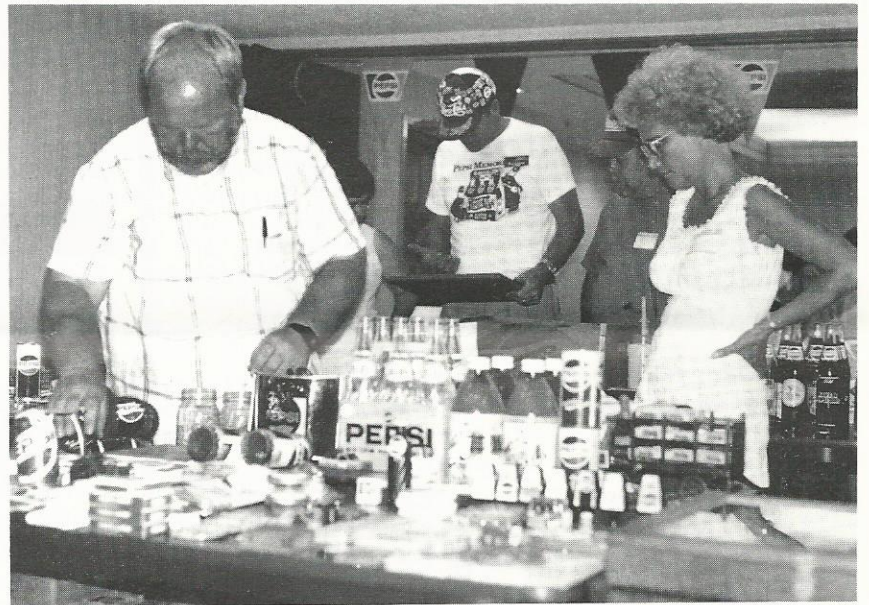
PEPSI FAIR 1990

Above Left: Joe Augustine looking for that perfect Pepsi collectible to add to his collection.

Above Right: Susan Stoddard & Cindy Gordon raffling off a Pepsi Day book.

To the Right: Howard & Sherrie Jacobs set-up their table for the swap meet.

Below: Connie George & Sue Gustin examine a new Pepsi T-Shirt design.



Pepsi History

A few years ago Pepsi-Cola did a commercial with a time machine theme. The gist of the commercial was that a scientist accidentally took a can of Pepsi back to 1885 before Coke was invented. Cut to the present all of a sudden everything Coke begins disappearing.

The idea was that if the great taste of Pepsi had been invented before Coke there wouldn't be any Coke today. The commercial shows how little events can sometimes have great consequences.

This leads us to a seemingly minor business decision Coke made in 1931 that could have resulted in Pepsi-Cola fading into history as just another soft drink company gone broke.

Let me set the scene, May 1931 Richmond, Virginia, Pepsi-Cola has just filed for bankruptcy for the second time. Meanwhile in New York, Charles Guth, President of Loft Inc. a chain of 115 country stores (each with soda fountains) has decided he is unhappy with his present agreement with the Coca-Cola Company. Due to the fact that Loft Inc. was buying over 31,000 gallons of syrup from Coke each year Mr. Guth thought that Loft Inc. deserved a jobbers discount. Coke thought otherwise and said "no", (if they had said "yes" Coca-Cola could very well have had a monopoly on the cola market today.) Mr. Guth didn't like being told "no" so on May 19, 1931 he instructed Mr. V.O. Robertson to explore the possibility of Loft Inc.

serving Pepsi-Cola in their soda fountains. Because of the bankruptcy Loft Inc. wasn't able to buy Pepsi syrup. So through some financial maneuvering on August 10, 1931 Pepsi-Cola was incorporated again, with Charles Guth as President. Loft Inc. was then able to buy Pepsi-Cola syrup. Several years after this episode Guth introduced Pepsi-Cola in the 12oz. bottle for a nickel and as they say the rest is history.

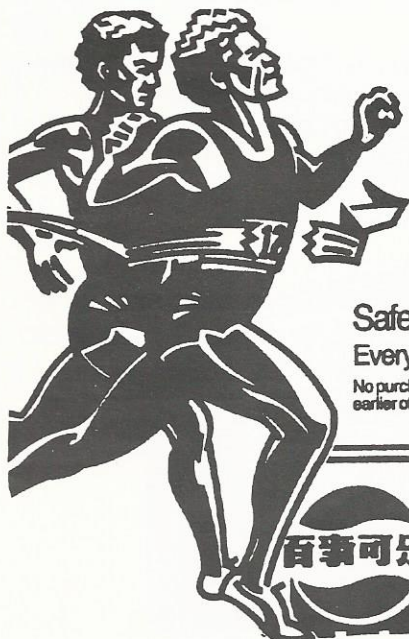
Collectors' Information

Look for new Pepsi shirts available at department stores around the country. One of these shirts is shown in the Pepsi pictorial section of the newsletter. In California the Pepsi shirts are available at Mervyn's department stores.

Possible Dreams Ltd. has just released a "clothiques" three dimensional Pepsi Santa standing 10" tall. This Santa will be sold thru gift stores for a suggested retail price of \$68.00. These Santas have been made available to the PCCC to sell to club members at a reduced price. The cost is \$49.00 each + \$3.00 for shipping and handling. California residents must add \$3.30 sales tax. Allow 4-6 weeks for delivery.



Pepsi drinkers find a refreshing Pepsi a good drink at any time. Diane Weseloh took time for a Pepsi just before she walked down the aisle to become Mrs. Darrell Sheets. Diane has attended 3 Pepsi-Fests with her Dad & Mom (Mel and Karen) and her sister (Deb). Diane finds assisting the other family members in adding to their collections enough for her. One exception. Since she collects key-chains, she might argue over a Pepsi key chain.



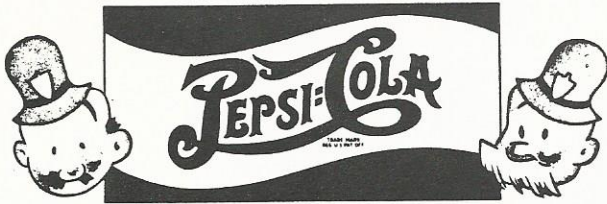
Play the Goodwill Games™ Scratch and Win Game Only at Safeway.

Pepsi and Safeway salute the Goodwill Games: Look inside this 12-pack for your game card and a chance to win Continental Airlines tickets, a \$50.00 Safeway gift certificate, athletic shoes or free Pepsi product. Every card is a potential winner!

No purchase necessary. For complete game details and official rules see store display or game card. Game ends the earlier of September 30, 1990, or when supply of game cards runs out.



Dear Pepsi & Pete



Dear Pepsi & Pete:
Recently I purchased a 10 gallon metal barrel that I believe carried Pepsi syrup but someone told me this was a picnic cooler, who's right?

Dear Unsure:
You're both right. These barrels were made to transport Pepsi syrup in. When empty Pepsi suggested that the bottlers give them away as picnic coolers.

Dear Pepsi & Pete:
What is the difference between Pepsico & Pepsi-Cola?

Dear BH:
Pepsico is the parent company of Pepsi-Cola. Pepsico was formed in 1964 when the Pepsi-Cola Company merged with Frito Lay, the potato chip company. Besides Pepsi-Cola and Frito Lay Pepsico also owns Taco Bell, Pizza Hut and Kentucky Fried Chicken.

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

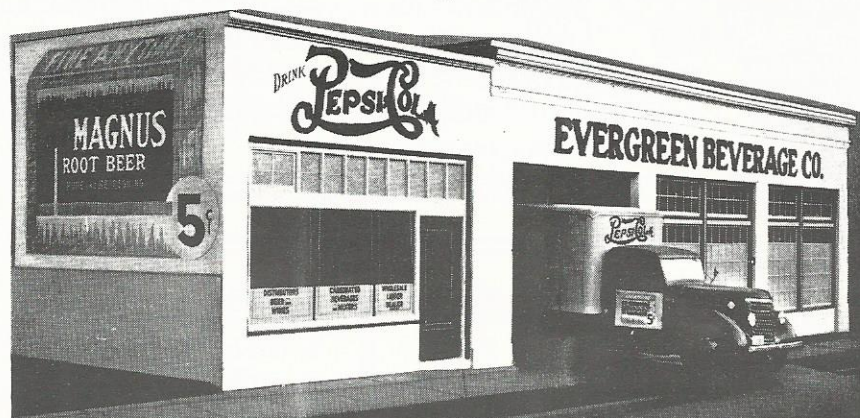
Minnesota
Don Peterson
121 Burk Dr.
Silver Bay, MN. 55614

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.



Collectors' Marketplace

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 emeryboard 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 matchbook covers for sale. Old 1920's-30's large 40 matches - mint \$40.00ea. not in book. They are in book #598-595-596-605-609-610. I also buy, sell & trade. Contact: Gregory Quina, 3942 Hwy 297-A, Cantonment, Fl. 32533 or 904 477-5031.

Miniature Pepsi-Cola & Orange Crush wooden case. Cases have 24 wooden 1 inc. bottles. They were made exclusively for a distr. promotion. Cases are 2 3/4" by 1 5/8", in mint cond. Asking \$22.50ea or 3 for \$52.50ppd. Satisfaction guaranteed. Contact: Charles Nofal P.O. Box 1507, St. Augustine, Fl. 32085 or 904 829-8679.

Am/Fm vending machine shaped Pepsi radio, \$27.50ppd. Indiana Jones & Last Crusade Pepsi promo safari kits (has insulated carrying bag, visor & sunglasses, Am/Fm radio, digital wrist watch, money belt & high quality khaki safari shirt), all items marked with Indiana Jones & Pepsi logo, \$78.00ppd. Contact Tom Hoder, 444 S. Cherry, Itasca, Il. 60143 or call 708 773-2635.

American & Canadian Pepsi and other brand bottles for sale. Also paper, cardboard, glasses and tin cans, plus other misc. items. Contact: Robert Diwar, 9551 Patterson Rd., Richmond, B.C. V6X1P8 or 604 278-3062 for complete list.

Send \$1.00 for list of Pepsi cartoon and other collectors glasses available for sale. Willing to buy and trade for glasses. Contact: Bill Delis 8 So. Windsor Dr., Arlington Heights, IL. 60004.

All the below items are in
MINT or NEAR MINT condition:

1. Pepsi banner new/late 80's
(2) different kinds of
bottles or cans 3'x12' \$5.00
2. Cloth patches-Pepsi, double
dot 1940's 1 1/2x3 1/2 or
2 1/2x4 1/2 \$15.00ea.
3. 1960's Like #736 but 4"
triangle shaped cloth
\$15.00ea.
4. 1980's Pepsi Todays Texas
Taste in shape of Texas \$5.00
5. 1970-1980's Pepsi United
State R.W.B. Americas
Choice 3"x5" \$6.00
6. 1970-1980's 3"x4" Diet Pepsi
\$5.00 - Mt. Dew 2 1/2x4 1/2
\$5.00
7. 1970's Dr. Pepper 3"x5"
(oval) \$5.00 - 2 1/2x 3"
I'm a Pepper \$3.00
8. Orange Crush 3 1/2"x3 1/2"
w/ half orange on top \$5.00
9. 1975 Rowdies Champs \$10.00
Publix Bottle \$5.00
10. 1974-1975 Kentucky Comm.
16oz. (3) \$8.00
11. 16oz. #65 in book 2 \$5.00
12. 16oz. Pepsi Free # other
1970's, 16oz. \$3.00
13. Tip Trap reproduction looks
like #24 in book \$4.00
14. 1980's Tin sign 8"x10" off
of rack \$15.00
15. 1970-1980's Pepsi and Coke
blotters 25"x36" \$2.-\$10

16. 1977 Pepsi 32oz. glass
twist cap \$10.00
17. 1990 Pepsi double logo
playing cards new \$5.00
18. 1975 Pepsi fountain single
picture available \$25.00
19. Rare 1940 Tally matchbook
only (2) mint \$35.00

Plus other Mountain Dew, C.C &
Orange Crush items, call or
send SASE to: Raymond
Montgomery, 6035 66th Ter N.
Pinellas Park, Fl. 34665 or
813 545-4961.

1940's Pepsi cardboard 6 pack
cartons listed in Pepsi book
page 20. I have 2 different
ones #99 & #100, list for
\$40-45, my price is \$30.ea.
1940's cardboard family case
carrier, with nice picture
of bottle & bottle cap in
book #111, my price \$45.ea.
Limited qty. All above in
mint cond. Contact: Robert
Thompson, 122 Clarine Dr.,
Goose Ck., So. Carolina
29445 or 803 553-9525 .

Send for Pepsi list (SASE)
Tray #21, N mint \$20.00
#29, N mint \$30.00
Bottles - #484 (New Bern &
Birmingham) Ex-NM \$150.00ea.
#489 NM \$90.00, #492 EX
\$80.00, #495 amber \$85.00/
green \$65.00 EX-NM. #505
(10oz./16oz.) M \$10.00ea.
Bottle opener #651 M \$22.00
Toy dispenser, small crack,
#526, EX \$40.00
Paper cup #470 EX \$40.00
Tin sign #2-613 EX-NM \$250.00
Straws w/box #2-709 EX \$100.00
Bottle carriers #114 NM \$45.00
#99 NM \$30.00 Plus UPS
Contact: Tom Rosing, 15
Glendalough Rd., Dallas
PA. 18612 or 717 823-4433.

Wanted

I have the oldest Pepsi Hutchinson bottle for sale and it's sister the Escambia Pepsi-Cola straight wall bottle (not in book) for sale, these are rare. Contact: Gregory Quina, 3942 Hwy. 297-A Cantonment, Fl. 32533 or call 904 477-5031.

For trade, serving tray #19, Thermometers #195 & 198. Plastic sign #429, pencils #633, pin back #681, also Pepsi Challenge-Michael Jackson items all in mind condition. Contact: M.A. Noll 1647 La Salle, Santa Maria, Ca. 93454-1553.

Over 1,000 character, cartoon and sports glasses offered in Homar's 4th mail order auction. Many hard to find Pepsi glasses included. Auctions opens Oct. 1 and closes Oct.28 For complete, illustrated booklet send \$3.00 to Tom Hoder, 444 S. Cherry, Itasca IL. 60143.

Pepsi Seattle Goodwill Game "1990" cans set of 4 "empty" 3.50 a set + postage. Contact Susan Rife, 12600 S.E. Shady Meadow Ct., Clackamas, Or. 97015.

New Pepsi-Cola (metal) serving tray "Girl at the Soda Fountain" sold in case of 6 only \$25.00 per case ppd. anywhere in continental USA only. New Pepsi-Cola logo playing cards sold in case of 12 only \$25.00 ppd. anywhere in continental USA. Contact: John F. Langlois 5236 Exxes Farms Lane, Stone Mountain, Georgia 30088 or 404 981-6394.

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.

Pepsi toy trucks and cars. Old or new in excellent or mint condition. Contact: Charles Ehlers, P.O. Box 1186, Yonkers New York 10702.

Pepsi bottle machines vendor 81 and vendor 39, Pepsi crossing guard (just base or whole stand) & Pepsi fountain dispensers (metal) can pick-up this summer. Contact: J.T. Smith, 6270 S.W. 8 Court, No. Lauderdale, Florida 33068 or 305 974-0783.

Pepsi-Cola advertising of all types from 1960's and before. Also buy other brands. One pc. or entire collections. Contact C.C. Cowboys, Rt.1, Box 430, Chester, So. Carolina 29706 or 803 377-8225.

Michael Jackson Bad Tour/Pepsi jacket. Pepsi world magazine w/record, winter '84, Vol.45 #1. Also any Jackson key-chains, stand-ups, posters, promo items. Madonna, Ringo Starr/Diet Pepsi items also wanted. Contact: Melissa Strecker, 1360 N. Sandburg Terr., #1205, Chicago, Il. 60610 or 312 337-1740.

"Choice Vend-model #251-Info" I am looking for any information, such as service manuals, maintenance and care books, sales brochures, parts listings, and anything else on Choice Vend model #251. Anything you have may help. Contact: Gary Halfacre,

8605 Blossom Lane,
Louisville, KY. 40242
or 502 423-7713.

Old Pepsi, Coke machines
1930's-50's, old soda adver-
tising, call me first, cash
waiting. Also, I have
Jacobs 56 Pepsi machine, need
inside parts & all info on
this machine. Help me! Contact
Randy Myers, 128 Line Dr.,
Apopka, Fl. 32703 or call
407 889-4994

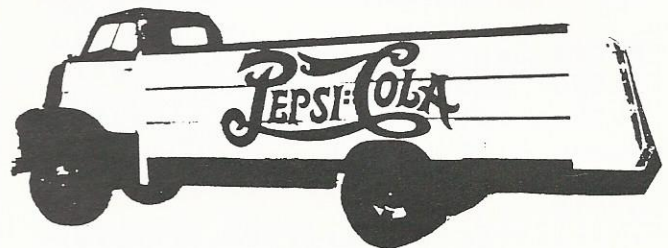
Can, bottle, vending machine
radios, #136, 137, 138 Salt
& Pepper shakers #570, 571
cig lighters #589, 590 Can-
bottle openers 1950's & older
NM-Mint only. Write with best
prices or trades. Contact:
M.A. Noll, 1647 La Salle,
Santa Maria, CA. 93454-1553.

Paying \$1,000 for Pepsi or
Royal Crown cola weighter
scale. Contact: Charles Nofal
P.O. Box 1507, St. Augustine
Florida 32085 or 904 829-8679.

Pepsi playing cards needed, I
pay top dollar for the needed
decks. Contact: Gregory Quina
3942 Hwy. 297-A, Cantonment,
Fl. 32533 or 904 477-5031.

Syrup tins (#443, 444, 456 &
457). Exc. condition or better.
Tins must have tops. Contact:
Kenneth Luban, 9001 S.W. 93rd
St., Miami, Florida 33176 or
305 271-3568hm 305 367-3321wk.

Any old Pepsi or Coke vending
macs and old soda advertising,
cash waiting. Also any & all
info on my Pepsi jacobs 56
mac, need inside parts.
Contact: Randy Myers, 128 Line
Dr., Apopka, Florida 32703 or
call 407 889-4994.



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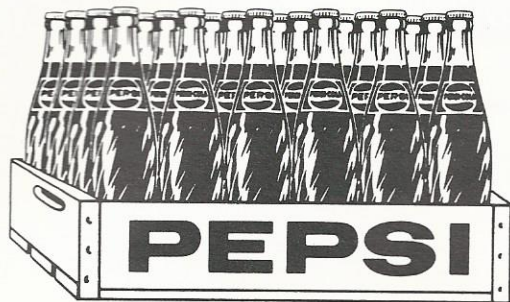
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Places to Find Pepsi

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

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

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

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

THE PEPSI PARLOR
ON THE SQUARE, LYNCHBURG, TN.

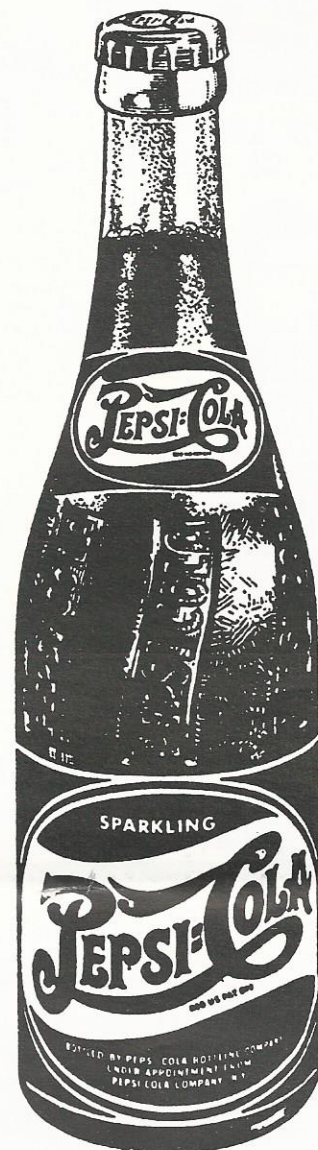
SULLIVAN'S ANTIQUES
866 57TH ST., SACRAMENTO, CA.

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

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

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

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



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

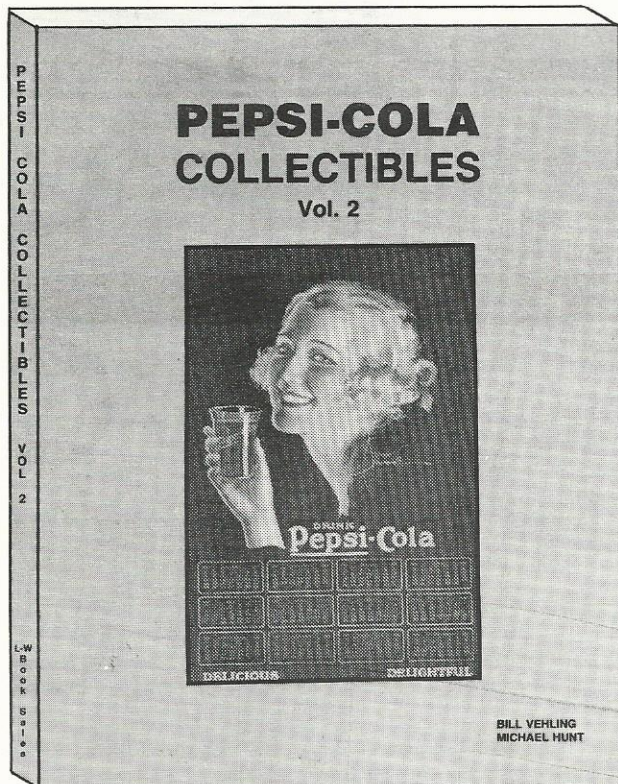
COLLECTORS CLUB

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COVINA, CA 91722

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Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



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.