



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

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JANUARY-FEBRUARY

NEWSLETTER NOTES

HAPPY NEW YEAR!!! What a great year 1984 was for myself, my dream of a newsletter for Pepsi-Cola Collectors became a reality. There are so many people I need to thank for their help and support over the first year of publication. I won't get into names but they know who they are.

With the help of our club members the PCCC Newsletter has become a forum of information about Pepsi-Cola collectibles and Pepsi-Cola collectors.

Thank you to those individuals who sent in articles that were used in Collector's Spotlight and thank you to those who contributed information on Pepsi and Pepsi collectibles.

Please keep the articles and information coming.

Best Wishes for 1985

Bob Stoddard

Editor & Publisher

CLUB NEWS

We now have over 100 PCCC members and have set a goal of at least doubling our membership in 1985.

Our club photo album is filling up fast with fantastic pictures from a number of our members. Don't worry! we still have room for pictures of your collection.

CLUB NEWS cont.

The first PCCC membership directory will be completed when all of the enclosed forms are returned. Only paid up members will be included in the directory.

Some members have asked how we will handle renewal billing. We will be sending out our first renewal billings with the Mar.-Apr. issue. All members will receive their billing the issue before expiration.

Anyone interested in forming local chapters of the PCCC please let us know so we can help you get started.

COLLECTORS SPOTLIGHT

In this issue of Collectors Spotlight we feature Doug & Theresa Cline of Coburg, Oregon.

We were brought into the world of Pepsi-Cola in the 1950's at which time Theresa became an employee of the local Pepsi-Cola bottling company. Theresa was employed there for 20 years between the 50's and the conclusion of the 75th anniversary year, at which time she retired. When she first began her employment with Pepsi, everything in the plant was double-dot, the tiffany style lamps were solid glass, and the business was very, very slow.

We began our collection with Pepsi items that were either discarded and/or worn out... however, in the beginning, there were few of these items available as the company was so poor it could afford to discard little and permit nothing to wear out.

Then, in the late 50's came the "big bang". Swirl bottles were introduced, and, to finance this expensive change, all old bottles had to be broken and the glass sold. Nothing escaped the "hammer", including the beer bottles and catsup bottles the company had used as Pepsi bottles during World War II. Pepsi paper labels were affixed to the main part of the bottles and the various neck labels contained both threats and plea's to return the bottles to the bottler. History was indeed destroyed.

A new advertising campaign then began. The purpose was to introduce the swirl bottle and the new single dot logo's. As the new advertising materials were distributed, the old double-dot stuff was replaced and then discarded. It included signs, clocks, dispensers, and a myriad of fountain items such as glasses, syrup containers of all kinds. We could have had as many of these items as we wanted, but seldom bothered to pick them

COLLECTORS SPOTLIGHT cont.

up because "there was always tomorrow". The conclusion of this story is a sad lesson we learned and desire to forget.

Our collection consists of about 1800 items not including glasses and bottles, of which we have many. We have many favorite pieces, including a 24 carat gold crown made by Tom Avery and some most unusual and rare lighted signs and clocks.

Members: We encourage each one of you to send us an article about yourself as a Pepsi-Cola collector.

PEPSI-COLA COLLECTABLES

RADIOS

Like many other collectors once I find a collectable in a certain category I try to find all the items in that category. One category I tried to find all the items in, is Pepsi Radios. Here is my complete list of Pepsi radios, perhaps you know of others, please let me know.

1. 1947 Radio in the shape of a Pepsi bottle.
2. 1950's Radio in shape of Pepsi cooler.
3. 1960's Radio in shape of fountain dispenser.
4. 1960's Radio in shape of upright vending machine.
5. 1970's Radio in shape flat slide top vending machine (only one AM/FM).
6. 1970's Radio in shape of a Pepsi can.
7. 1970's Radio in shape of a swirl bottle (was available from Radio Shack).
8. 1980's Radio in shape of a upright vending machine.

PEPSI-COLA FACTS

As we noted in a previous newsletter that in 1965 Pepsi-Cola and Frito Lay merged to form Pepsico, Inc.

In addition to owning Pepsi-Cola and Frito Lay, Pepsico also owns:

Pizza Hut

Taco Bell

North American Van Lines

La Petite Boulangerie

Wilson Sporting Goods

Lee Way Motor Freight

HELP!

I recently received a letter from a fellow collector in North Carolina who collects early Pepsi bottles. In the process of moving a number of his very best bottles were broken. He has asked me to mention this in the newsletter along with a list of the bottles that he would like to replace first. Your help in finding replacement bottles would be greatly appreciated.

Should you be able to help please contact: Jim South, P.O. Box 672, Dear Born St. Drexel, N.C. 28619 (704) 437-5563 aft 5:30p.m.

- #1 - I've heard this one referred to as a Lord Chesterfield Pepsi in circular slug - Newport News - Chesterfield Registered Bottling Co. Man with wig embossed in center of slug plate. Pepsi-Cola logo in slug plate on rear base. Circa 1911. I have a book that lists this bottle in clear and in green, but the one I had was a light to medium purple, and in mint condition.
- #2 - Amber from Wilson, N.C.
- #3 - Light green 6oz. 73/4' high. Checkerboard effect. Pepsi-Cola Bottling works, Lynchburg, VA. Small block letters both sides. Circa 1920's

PLACES TO FIND PEPSI-COLA

Signs of the Times: 110 N. Citrus Ave., Covina, CA. 91723
Elbo Antiques: 5605 W. Glendale Ave., Glendale AZ. 85301
Country Corner Collectables: 233 Pomona Mall East, #93 Pomona CA.
Surrey Antiques & Collectables: 280 Exchange St., Crete Il. 60417
Orange Crate Mercantile: 140 N. Glassell, Orange CA. 92666
Ralph's Collectables: 322 Elm Ave., Long Beach CA.
Pink Elephant Antiques: 274 La Habra Blvd., La Habra CA.
B/H Collectables: 1404 Carson, #E Pittsburgh PA. 15203

Members: Please send us the name and address of merchants were you've found Pepsi-Cola items.

CLASSIFIEDS

FOR SALE

For a list of early Pepsi-Cola items available send a legal size S.A.S.E. to: Tom Avery, 280 N. Palm Canyon Dr., Palm Springs CA. 92262.

An "Interactive Book" from Soda Mart listing all known Commemorative Soda Bottles with Trade/Sell/Want section from collectors nationwide. Send \$5.00 to The Soda Mart Ridgecrest Drive, Goodlettsville, TN. 37072.

Commemorative soft drink bottles for sale; Pepsi, Coke, 7UP, R.C., Big Red, and Dr. Pepper. For complete list send a legal size S.A.S.E. to: Richard Pinkvoss, 7201 Osceola Dr., Cincinnati OH 45243.

Antique Pepsi Bottles. Dug bottles from poor to fine condition. Send legal size S.A.S.E. for drawings and prices to: Clements Bottles, 5234 Willowhaven Dr., Durham N.C. 27712.

Amber-brown embossed bottle from Birmingham, Alabama \$100.00 Two cone top cans. One is single dot and one is double dot. Double dot has some rust on the cone, other wise both in good shape \$80.00 ea. Contact: Joe Kennedy, 3840 E. 13th St. Indianapolis IN 46201

Sale or trade a soda fountain ceramic (insert) syrup dispenser. Pepsi-Cola double dot, will accept best offer as of two weeks after publication date. Contact: Bruce Jacobs, 3452 Fernheather, Shively, KY 40216 (502) 447-5967.

ADVERTISE IN PEPSI-COLA NEWSLETTER
Free to members / Others .25¢ a word
Please circle: Wanted - For Sale

AD TO READ: _____

SEND TO: _____

DO YOU HAVE FRIENDS THAT COLLECT PEPSI?
SURPRISE THEM WITH A FREE COPY OF THE
NEWSLETTER!!!

Please send a free copy to:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

FOR SALE cont.

Pepsi Commemorative Bottle, "Central Missouri State University Mules and Jennies 1984 National Basketball Champions" 4.00 ppd. Full. Contact: T. Wells, 1110 W. 7th St., Sedalia MO 65301.

Sale or trade, Hutchison Pepsi-Cola bottles, "Pensacola FL." bottom "Escambia Co." Circa 1908. Contact: Mike Bass, P.O. Box 902 Pensacola FL. 32594

Would like to hear from other collectors desiring to trade, buy, or sell Pepsi cans. Am interested particularly in cone tops and special issue cans. Contact: Carr M. Suter, 111 W. Woodbury, Garland TX. 75041.

Numerous Pepsi-Cola items available, reasonable! For a list send a legal size S.A.S.E to: Dick Hertzler, 7204 Danny Lane, Manassas Virginia 22111.

WANTED

Pepsi-Cola advertising items, toys and items with double-dot script logo. Contact: Pete Snyder, P.O. Box 391, Belpre OH 45714.

1947 Bottle Radio. Contact Brian Nicholson, 6511 Driscoll, Long Beach CA. #(213) 596-9790.

9" round Pepsi celluloids. Contact: Dick McChesney, 1015 W. 28th St., Minneapolis MN. 55408.

ANNOUNCEMENTS

Past issues available for only a 1.50 ea. Please indicate which past issue you want and a legal size S.A.S.E send to PCC Newsletter.

MEMBERSHIP APPLICATION

NAME _____
ADDRESS _____
CITY _____ STATE _____
ZIP COD _____ PHONE _____
HOW LONG HAVE YOU BEEN A COLLECTOR? _____
MAIN AREA OF COLLECTING: BOTTLES _____ PAPER ITEMS _____
TIN SIGNS _____ MINATURES _____ TOYS _____ OTHER _____
SEND TO PEPSI-COLA COLLECTORS CLUB

P.O. BOX 1275
COVINA, CA. 91722

JOIN NOW!!!
AND RECEIVE:

Pepsi-Cola Collectors Newsletter
Membership in Pepsi-Cola Collectors Club
Free ads in the newsletter
Information on all Club Activities
FOR ONLY \$12.00 A YEAR!!!
send check or money order to:
PEPSI-COLA COLLECTORS CLUB