

PEPSI-COLA COLLECTORS CLUB

EXPRESS

Volume 11 Issue 3

July-August 1994

LAS VEGAS HERE WE COME!

This is a very busy time for the Pepsi-Cola Collectors Club as we prepare for Pepsi-Fest West in Las Vegas, NV July 15-16, 1994. We are also preparing for the Pepsi-Fest East in Charlotte, NC September 30-October 1, 1994.

The registrations forms for Pepsi-Fest West were included in the last newsletter. Registration forms for Pepsi-Fest East are included with this newsletter.

If you haven't attended a Pepsi-Fest, this could be your chance. I promise you won't regret it. Most people who attend agree that the best thing about Pepsi-Fest is meeting other collectors.

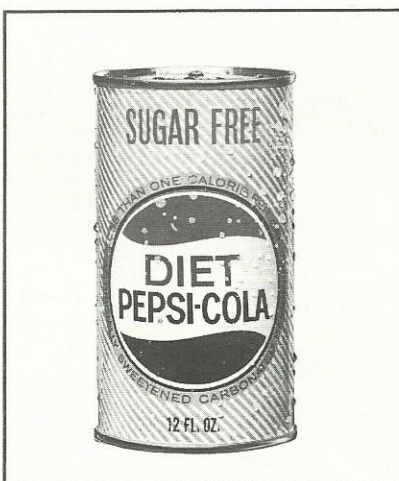
One of the most common complaints about collecting Pepsi memorabilia is that it is so hard to find! Come to a Pepsi-Fest and you just might change your mind.

In case you haven't noticed, interest in Pepsi collecting is at an all time high. This is reflected in our club membership which is growing at the fasted rate ever.

We are working on a new registration form for joining the PCCC so if you need membership applications let us know so we can get them to you when they're available.

Once again let me remind everyone that the newsletter is designed to keep members informed about what is going on in the world of Pepsi collecting. To do this we need your comments, suggestions, and information.

Have a great summer, drink lots of Pepsi, and we'll see you in Las Vegas!



*July 15th - 16th 1994
Pepsi-Fest West
Las Vegas, NV*

*Sept. 30th - Oct. 1st 1994
Pepsi-Fest East
Charlotte, NC*

Inside This Issue

Shaq News Release

Pepsi War Effort

Pepsi-Fest West Info

SHAQ GOES FOR THE SLAM'

You may have seen the new Shaq commercial currently on TV. Here's the Press Release from Pepsi telling about the commercial and the Big Slam Bottle:

Somers, NY, April 23, 1994 —Orlando Magic makes the big time and takes pro-basketball's playoffs by storm as superstar center and Pepsi favorite Shaquille O'Neal floods the airwaves in a new commercial for Pepsi's "Big Slam," the only drink big enough to satisfy the 7'2" superstar.

In the 30-second television ad called "A Day in the Life," it seems that everything is much too small for Shaq — the bed, the shower, the food, the car—except when it comes to quenching his thirst. From sleeping to showering to eating to driving, the new ad humorously depicts the human side of Shaq and the day-to-day difficulties the larger-than-life basketball star faces.

The ad herald the nationwide rollout of Pepsi's smash hit package innovation — the wide mouth, 1-liter "Big Slam" bottle — during soft drink's biggest selling season. The spot will debut on network television during prime time on May 2 and air during basketball playoffs and finals.

Pepsi introduced the "Big Slam" in limited distribution last May with pitchman O'Neal appearing in advertising. The large grippable package was so popular it sold nearly 200-million bottles by year end.

"We've teamed the hottest selling soft drink package with the biggest sports property on and off the court during our peak selling season," said Jeff Campbell, Senior Vice President, Brand

Development, Pepsi-Cola company. "The Pepsi 'Big Slam' is the superstar of soft drink packaging."

Innovative packaging has been Pepsi's hallmark. Pepsi was the first company to introduce the 2-liter bottle, plastic bottles and The Cube, a convenient 24-can package that fits neatly in the refrigerator. Packaging is an important part of Pepsi's Total Beverage Strategy — a growth oriented approach designed to satisfy consumer demand for diverse products and packages. Unique, consumer-friendly packaging not only provides consumer value but also fuels soft drink growth.

The "Big Slam" package is available on popular Pepsi products including Pepsi, Diet Pepsi, Mountain Dew, Slice and Lipton Brisk, the nations's top selling ready-to-drink canned iced tea in

supermarkets. In addition to television advertising created by BBDO, the marketing campaign includes in-store point-of-sale featuring the basketball superstar as well as radio advertising created by Tracy-Locke, Pepsi's national advertising agency of record for radio creative, promotions and spot media.

PEPSI FEST WEST AGENDA

Friday, July 15th

6:00 p.m.: Meeting/Show & Tell
Pizza and Room Hopping
following meeting.

Saturday, July 16th

9:00 a.m.: Dealer Set-up
10:00 a.m.: Swap Meet
12:30 p.m.: Break for Lunch
1:30 p.m.: Auction Check-in
2:30 p.m.: Auction

For Hotel Reservations: SHOWBOAT
2800 Fremont St.
Las Vegas, NV 89104
1-800-826-2800

PEPSI FEST EAST AGENDA

Friday, September 30th

6:00 p.m.: Be Sociable - Have a Pepsi
Party

9:00 p.m.: Room Hopping

Saturday, October 1st

9:00 a.m.: Swap meet set-up
10:00 a.m.: Swap meet begins
12:30 p.m.: Break for lunch
2:00 p.m.: Seminar
3:00 p.m.: Auction check-in
4:00 p.m.: Auction begins
6:30 p.m.: Pizza Party

For Hotel Reservations: Charlotte Marriott
5700 Westpark Drive, Charlotte, NC 28217
1-800-541-4089

PEPSI HISTORY

PEPSI MAKES BOLD MOVE WITH NATIONAL ROLL OUT OF DIET PEPSI

In 1963 Pepsi introduced its first diet cola drink. It was called Patio Diet Cola. Patio Diet Cola did well in some areas of the country but it performed poorly in most markets.

Undaunted by these results, Pepsi went back to the drawing board assured there was a market for diet cola and that this market would be even larger in the future. Pepsi decided the problem was taste and more recognition. To rectify these problems they decided the diet cola would have to taste as good as Pepsi and have a name that was easily recognized by consumers.

In March of 1964 Diet Pepsi was test marketed in Louisville, Memphis, Detroit, Grand Rapids, Houston, Seattle, and Santa Ana. This was the first dietetic soft drink in the market to bear the name of a major national brand.

The results were immediately known. The response was favorable

without any negatives. At this point it was decided there was no further need for test marketing. On April 1, 1964, Pepsi-Cola President Donald M. Kendall dispatched this telegram to all the Pepsi Bottlers:

YOU ASKED FOR IT. TODAY YOU HAVE IT. DIET PEPSI IS BEING RELEASED FOR BOTTLING AND DISTRIBUTION NATIONWIDE EFFECTIVE IMMEDIATELY AND AS QUICKLY AS LOGISTICS PERMIT. OUR TEST MARKETS INDICATE DIET PEPSI WILL BE THE SENSATION OF THE INDUSTRY. RETAILER AND CONSUMER ACCEPTANCE ALMOST UNBELIEVABLE. LET'S GET WITH IT AND GIVE IT EVERYTHING WE'VE GOT. LETTER OF GUIDELINES FOR YOU TO APPLY FOR AUTHORITY NOW IN PREPARATION FOR THURSDAY RELEASE. GOOD LUCK AND BEST PERSONAL REGARDS.

DONALD M. KENDALL

The first slogan for Diet Pepsi was "Now you can have your cola and diet too!" Also appearing on advertising material were two phrases: Less than 1 calorie per bottle - famous Pepsi flavor. Pepsi-Cola Co. had successfully launched Diet Pepsi-Cola off the quality and recognition of Pepsi-Cola. To help

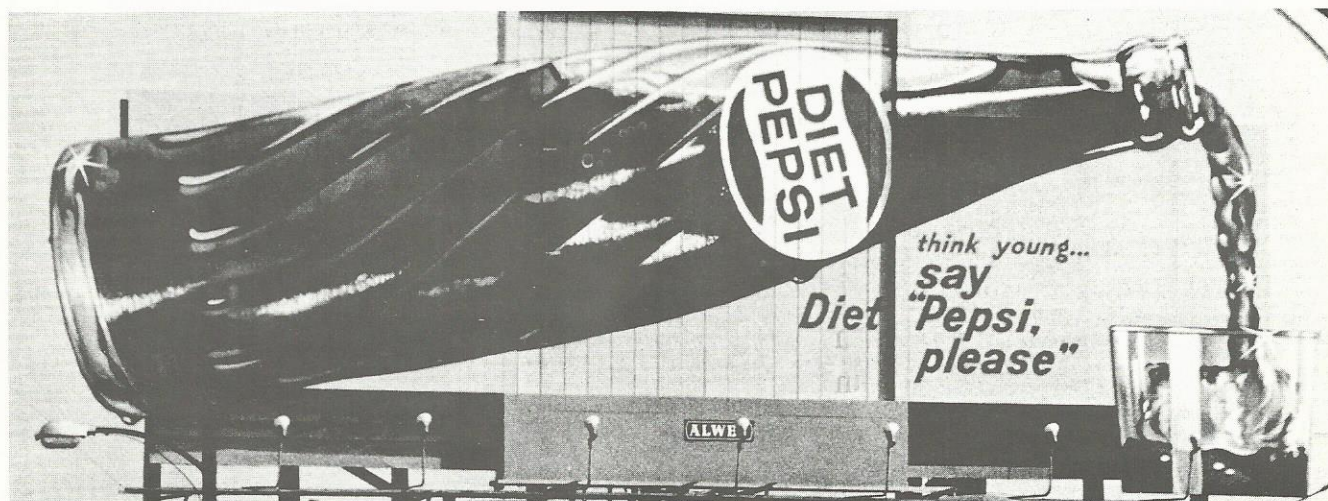
bottlers convert from Patio Diet Cola to Diet Pepsi-Cola, Pepsi promised to give credit on bottles and wherever necessary support the marketing of Diet Patio Cola for two more years.

PEPSI AND THE WAR

As we watched the D-Day ceremonies on TV we couldn't help but think of the courage and heroics of these men who fought for freedom.

On the home front these men were supported by companies like Pepsi-Cola, who wanted to show these heroes how much they appreciated their efforts.

Pepsi-Cola had two major programs of benefit to the servicemen. First was the servicemen's centers. Pepsi-Cola established three large Centers for the men and women in the Armed Forces of the United Nations. Here the enlisted men could check their luggage, receive information, have a free shower and shave and use facilities for writing home. Lounge rooms provided games, magazines, piano, radio, etc., and a canteen was operated, where food at



very low prices could be bought with Pepsi-Cola free of charge. These centers were located at the following locations: in the heart of Times Square at the corner of 47th Street and Broadway in New York City, at the corner of 13th and G streets in Washington, D.C., and at the corner of Mason and Market streets in San Francisco.

It is estimated that in excess of 8,000,000 enlisted men and women passed through these canteens and made use of their facilities during the year 1943. These canteens were most enthusiastically endorsed not only by the Army and Navy and enlisted personnel but by all others who saw them function. A speech was even made in Congress about the work that the Pepsi-Cola Company was doing for the enlisted men and women in the canteens and that speech was made a part of the

Congressional Record.

Second was the Voice Letters for the Armed Forces. The Company established in many camps and hospitals throughout the country recording equipment and personnel so that men and women in the Armed Forces could send a message home to their loved ones by the spoken word. These voice recordings on phonograph records provided a permanent message that could be played over and over again while they were away. This was done in over 179 camps and hospitals throughout the country in the year 1943 and over 800,000 voice records were mailed to Service Men's homes. This service was provided for the Armed Forces by Pepsi-Cola without any cost to those men and each record carried the message that it was sent with the compliments of the Pepsi-Cola Company. The Company

received hundreds of letters from mothers and sweethearts of the enlisted men gratefully thanking the Company for this service and in many cases stating that it was the last spoken words they would hear until their sons returned.



PEPSI-COLA TIMES SQUARE SERVICE MEN'S CENTER



"I MAKE SURE YOU GET A BIG, BIG NICKEL'S WORTH - 12 FULL OUNCES"

"I MAKE SURE EACH DROP IS PURE AND BETTER-TASTING"



THE 6-BOTTLE HOME CARTON
 Keep a Home Carton — 6 Big Bottles of Pepsi-Cola in your ice-box. Goes great with your lunch. Have it handy when guests drop in. It's the economical way to buy Pepsi-Cola.



ROAD SIGN S



Top: Bisbee, Az.

Middle: Near Orlando, Fl.

Bottom: Train station Nuremberg, Germany



Reisegepäck - **IE** Kurierdienst
Handgepäck

PEPSI ORANGE CRUSH DR. PEPPER HIRES COCA-COLA 7-UP ROYAL CROWN SQUEEZE DAD'S WHISTLE

MASON'S NEHI DELAWARE PUNCH GRAPETTE NEHI NUGRAPE BARQS KIST

PEPSI ORANGE CRUSH DR. PEPPER HIRES COCA-COLA 7-UP ROYAL CROWN

TUCKER BAY CO. holds SODA POP MAIL/PHONE/FAX AUCTION

Catalog 15 was full of great soda pop collectibles for the beginner to the advanced collector. Over 400 lots were up for sale on Saturday, May 21, 1994. The best part was, you didn't need to travel anywhere but to your phone, fax machine or mail box. Every lot was photographed and completely described in a 49 page catalog for easy viewing. The cover showed many beautiful pieces in color.

TUCKER BAY CO. always offers a wide variety in each auction. There was Pepsi, Orange Crush, Hires, Dr. Pepper, 7-UP, Squeeze, Squirt, Spur, Coca-Cola, RC and much more. Items included, Signs (metal, cardboard, porcelain), Trays, Clocks, Thermometers, Carriers, Trucks, Toppers, Calendars etc.

Catalogs were mailed out the first week of May to collectors and dealers from all over the United States and Canada. Once they selected the items they wanted to bid on, bid sheets were either mailed or faxed in. Bidders were encouraged to check often on their bids. Then on closing day, excitement rose as bidders called or faxed in their final bids to try and be the high bidder before the auction ended.

Some of the items were Pepsi signs including the 1910 tacker, 1930's rack sign, 1940's 5 cent "America's Biggest Nickel's Worth", and 1940's die cut cap sign, celluloids, thermometers, carriers, ads, glasses, baseball cards and much more. Other soda items included an Orange Crush bottle die cut; Dr. Pepper 1940's Service Woman cardboard; RC 1930's sidewalk sign; 7-UP celluloid; Frostie cap sign; Spur cheerleader cardboard; Coca-Cola signs, clocks, thermometers, blotters, calendars; Hires festoon and more.

Whatever you collect, you'll want to participate in TUCKER BAY CO.'s next auction which is scheduled for September 24, 1994. Send \$5.00 for Catalog 16 to TUCKER BAY. CO., P.O. Box 70127, Dept. P, Stockton, CA. 95267 Phone (209)957-3122 FAX (209)957-0976

HIRES COCA-COLA 7-UP ROYAL CROWN SQUEEZE DAD'S WHISTLE B-1 NEHI GRAPETTE MASON'S

**now
it's
Pepsi**



**in convenient
Cans**



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: Enjoy a Pepsi Sign 17" x 46" not in book - \$225.00
Be Sociable Pepsi Wooden truck sign V3#659 - \$250.00
Enjoy Pepsi porcelain sign V2#609 \$150.00
Pepsi double dot paper sign V3#683 - \$35.00
Have a Pepsi Clock V2 - \$225.00
Enjoy Pepsi Menu board not in book - \$85.00

For Sale: Stoddard catalog #2049 - \$30 ea. 1960's circa one gallon glass jug. Cardboard Box VI #908 - \$10 ea. Contact: Elaine Myhlhousen, 5019 Gifford Road, Council Bluffs, IA 51501. (712)366-1515.

For Sale: 1920's Indian Rock cardboard bottle display (Pepsi product) \$500. Contact: Robert Marshall, P.O. Box 247, Catasaugua, PA 18032 (610)837-8785.

For Sale: Watches Sold & Watches Wanted: Rolex, Cartier, Paget, Cronographs, Swatch, Lange & Soehne Glasshuette 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)822-4475.

For Sale: straight side script Wilmington, NC base script exc. \$75, straight side script Charleston, SC base script vg. exc. \$75, straight side block letter Suffolk VA shoulder script nm \$65, 50-60's single dot swirl ACL 192ml. Korean?? exc. \$25, 1987 50th anniv. golden gate bridge can bank nm \$20, 1987 MacKay stadium SKYFIRE Reno July 4th festival can bank nm \$20, 40's double dot Drink Pepsi-Cola opener unusual style exc \$25. Contact: Jeff Brady, 160 Shingle Mill Lane, Hanover, MA 02339, (617)878-9439 after 7 PM, EST all items plus postage.

For Sale: 5 Patio 12 oz. Bottles, \$12 each. Contact: Landon Hayes, Rt. 1, Box 76, Brodnax, VA 23920 (804)729-5523 plus postage.

For Sale: Picnic cooler V + H 1# no. 124 G \$115. Wood bottle case V + H 1# No. 74 G \$35. 1930's Bottle rack+

V & H 2# No. 52 G \$175. Contact Keith Light, 1433 Kave, Perry, IA 50220 (515) 465-2738.

For Sale: Attic Find: Late 50's steel 12 oz. cans. These were flat-top (punch-top) cans but the tops are cut out. These are quality cans - no rust and no dents - they look brand new! Pepsi-Cola (picture of bottle cap on can), \$17.50 each, limit 2. Please add \$4.00 for shipping. Contact: Ed Kassey, P.O. Box 4, Calimesa, CA 92320.

For Sale: Collector Glass News - a quarterly publication for soda, fast-food, sports & promotional glassware enthusiast. Lots of news on Pepsi promotions of the past & current Pepsi issues. Also included is the CGN auction & classified ads. Sample issues \$3.00. 1 Yr. subscription \$14.00. Contact: Collector Glass News, P.O. Box 308P, Slippery Rock, PA 16057 (412)946-2838.

For Sale: PCC Book #1, #27 \$35; #5632 \$200; #692 \$125; #727 \$150. PCC Book #2; #504 \$300; #814 \$30. Send SASE for list. Contact: Mark Walters, 1530 N. Key Blvd. 207, Arlington, VA 22209 (703)525-6475.

For Sale: Enjoy Pepsi-Cola Iced Door Push VI #164 \$85.00, Enjoy Pepsi Porcelain Sign V2 #609 \$145, 1940 Pepsi Paper Sign V3 #683 \$35. Contact: Eddie Tamas, 2104 168 St. Surrey, B.C., Canada V4B 5E7 (604)538-9655.

For Sale: Over 500 Single Dot Empty Pepsi Bottles mostly different, Florida cities, but quite a few from other cities (Not Fla.) too. \$3.00 each + Shipping. Contact: Edward Bauer Jr., 9424 Treasure Lane N.E., St. Petersburg, FL 33702.

For Sale or Trade: South American Cans. Exquisite Old and new cans.

COLLECTORS MARKET PLACE

Interested in all advertising materials old and new. Anyone interested in corresponding with correspondent from the Heart of the Amazonic Jungle please write Helio Wolfrid, Rua Monroe 181 ap. 42, Porto Alegre Rs, BRAZIL, 90.810-220.

For Sale: Folding chair manufactured by Brewer Titchener Group, Portland, NY. Pepsi Blue Metal frame. Blue and white stripe vinyl seat insert. Pepsi yellow vinyl back insert printed with Relax - Have a Pepsi - The Light Refreshment. Contact: S. Marion, 18 West Montcrest Dr., Birmingham, AL 35213.

For Sale: 7-Up french porcelain bottle Thermometer, 1950's \$115, '90 Griffey Jr., Pepsi Cola Baseball Card Set (8), come inside 1/2 case box \$25, Unfolded box, card's come in, w/Griffey Jr.'s picture \$15., C.C. red round glass paper weight 1950's \$95, C.C. wood 6 Pack Carrier w/wings 1940's \$95, C.C. Golf cooler tube, nylon, holds 6 Pack \$9 + postage. Contact: Lois Wildman, 175 E. Chick Rd., Camano Island, WA 98292.

WANTED

Wanted: Pepsi-Cola, Mt. Dew, Teem Clocks and Thermometers. I have items to trade if you are in need of other items. Contact: Harold Rosentreter, RR1, Box 157, Carrollton, IL 62016. (217)942-3768 or (217) 942-6102.

Wanted: Dealers for November 1994 Antique Advertising Show in southeastern Michigan. Show sponsored by the Great Lake Capter of the Coca-cola Collector's Club. For additional information contact: John Pace, 13630 Sycamore, Southgate, MI 48195 (313)284-2943

Wanted: Obscure pop signs. No well

knows. Contact: Cindi Young, 717 W. Colter St., #155, Phoenix, AZ 85013 (602)230-2912.

Wanted: Any items pertaining to Loft Candy and Bradham Drug. I would also like any information regarding the 78 RPM Record recored around 1941, with the Pepsi-Cola "Nickel, Nickel" Jingle (i.e. Title, Color of Label, Record Company). Contact: Phil Dillman, 17733 Highland Avenue, Homewood, IL 60430 (708)798-0404.

Wanted: If the dealer at the Pepsi-Fest with the 40's flange sign (hand & cap) still has it, please contact me.: Keith Light, 1433 Kave, Perry, IA 50220 (515)465-2738



WELCOME NEW MEMBERS

George Boerke Oceanside, CA	John August Woodland Hills, CA	Gloria Walker Houston, TX	JoAnn Hibbert Liberal, KS
Heather Baumann Montgomery, IL	Joe Cammarata Staten Island, NY	Brian Lownsbrough Coquitlam, B.C.	Richard Green Sterling Hts., MI
Steve Wiskowski S. Milwaukee, WI	Anna Shann Ft. Monmouth, NJ	Nadine Reed Wichita, KS	Patricia Harper Muskegon, MI
Brad Williams Mechanicsville, NY	Pete Hinman Jr. Port Arthur, TX	Gary Van Duser Norwich, NY	Nancy & Robert Grace- Showalter Altoona, PA
Mary Rieckwald Portland, OR	Richard Halajian Neptune, NJ	Ed Sims Scotts Valley, CA	Jeff Brady Hanover, MA
Danny Cain Troy, OH	Alan Held Jr. Anderson, IN	Steve O'Connor High Point, NC	Ray Lupo Green Sea, SC
Michael & Dorothy Nieto Tacoma, WA	Keith Morgan Greenville, SC	Bernt Kursammer Neu-Ulm, Germany	
George Wilkinson River Rouge	Richard Marshall Marion, IN	Robert Stuck New Whiteland, IN	
Don Graves Aiken, SC	Edward Kassay Calimesa, CA	Charles Lambe Zwingle, IA	
Milt Johnson Fuquay-Varina, NC	Willis & Cheryl Smith Shepherd, MI	Robert Alt Columbia City, IN	
Ron Singer Naples, FL	Pam Stone Glendale, AZ	Alvin Brisson Reidsville, NC	
Diana Lanius Cicero, FL	Phil Howard Washington, NC	Daniel Percival Wichita, KS	
Joanne Kolbe Des Moines, IA	Ron Minnix Vinton, VA	Warren Lees Oshawa, ONT	
Steve Mumma W. Des Moines, IA	Gerald Savary Marble Falls, TX	Mardy Shirey Lacey, WA	
Seth Brumbaugh Lewistown, PA	Deborah Porter Anderson, IN	Max & Marie Marshall Granby, MO	
Alan F. Buckes Great Barrington, MA	Deborah Gage Lodi, CA	Brian Hayes Lamont, OK	
Joe Morales Coral Gables, FL	Susan Fritz Fond du Lac, WI		

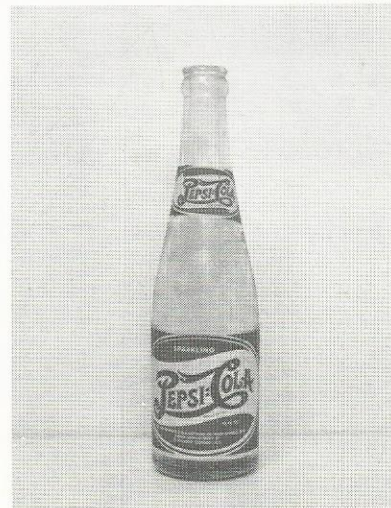
INFORMATION

The Show Me Pepsi Club 3rd Annual Picnic

*Swap Meet will be held on
August 20, 1994 (Saturday)*

*At Aubuchon Park
Flamingo & Sunset
Hazelwood, MO 63042*

*For more information contact: Chris
Paradowski (314)781-0781 (Best in
Evenings) or Joe Sheahan (314)838-0683*



PAPER LABEL PEPSI BOTTLES

*1940 non-embossed paper label Pepsi bottles. \$10.00 each
plus \$3.00 shipping, add .50 cents for each additional
bottle. Contact: Bob Stoddard, P.O. Box 1548, Pomona,
CA. 91769*

**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.



Jenny Lowrimore a regular at Pepsi Fest

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.

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

Inside This Issue

Pepsi-Fest East Info

PEPSI-COLA COLLECTORS CLUB



EXPRESS



Volume 11 Issue 4

September-October 1994

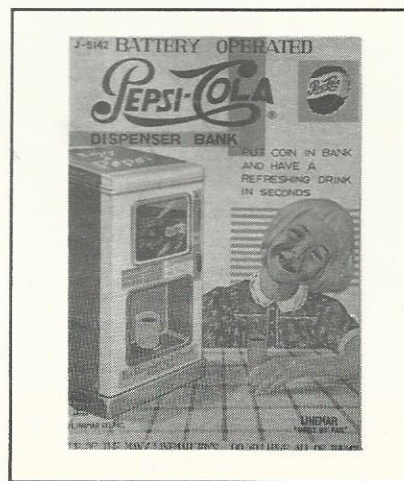
PCCC RETURNS TO NORTH CAROLINA

At this year's Pepsi-Fest West PCCC members were treated to record breaking temperatures. With the mercury well into the hundreds, the heat was on. Not to worry though - with plenty of ice cold Pepsi and an abundance of Pepsi collectables for sale the heat was barely noticed. Collectors came from as far away as New York - many for the first time - all with the same purpose: to meet other Pepsi collectors and improve their collections. By most accounts everyone had a very successful weekend with the exception of the big gamblers.

Immediately following Pepsi-Fest West we had to turn our attention toward Pepsi-Fest East. Pepsi-Fest East, only in its second year, is destined to become a major event for the PCCC. Registrations for this year have already surpassed last year's numbers. I can hardly wait! This is going to be a great weekend in Charlotte, N.C.

If you have never been to a Pepsi-Fest and are unsure of the procedure, here's how it's done. First, make your room reservations with the Charlotte Marriott @ (800)541-4089. Second, register with the PCCC by returning the blue flyer from last issue to PCCC, P.O. Box 1275, Covina, CA 91722.

For more information on the Pepsi-Fest East agenda, see page two. It's that simple! Once you have checked into your room at the Marriott, come to the PCCC hospitality room to get checked in with us. Remember, the



Mint in the box.

Sept. 30th - Oct. 1st 1994
Pepsi-Fest East
Charlotte, NC

Inside This Issue

Pepsi Bottle Guide

New Pepsi-Fest East Agenda

Stock Calendars

PEPSI ICE CREAM !

motto of Pepsi-Fest is "Be Young, Have Fun, Drink Pepsi, and Collect, Collect, Collect!"

Can collectors be on the lookout for two new Pepsi commemorative cans - one for Pepsi Guam and the other from Woodstock. Pepsi Guam commemorates the 50th anniversary of Guam's Liberation Day. The Woodstock can was put out because Pepsi was a sponsor for this music festival.

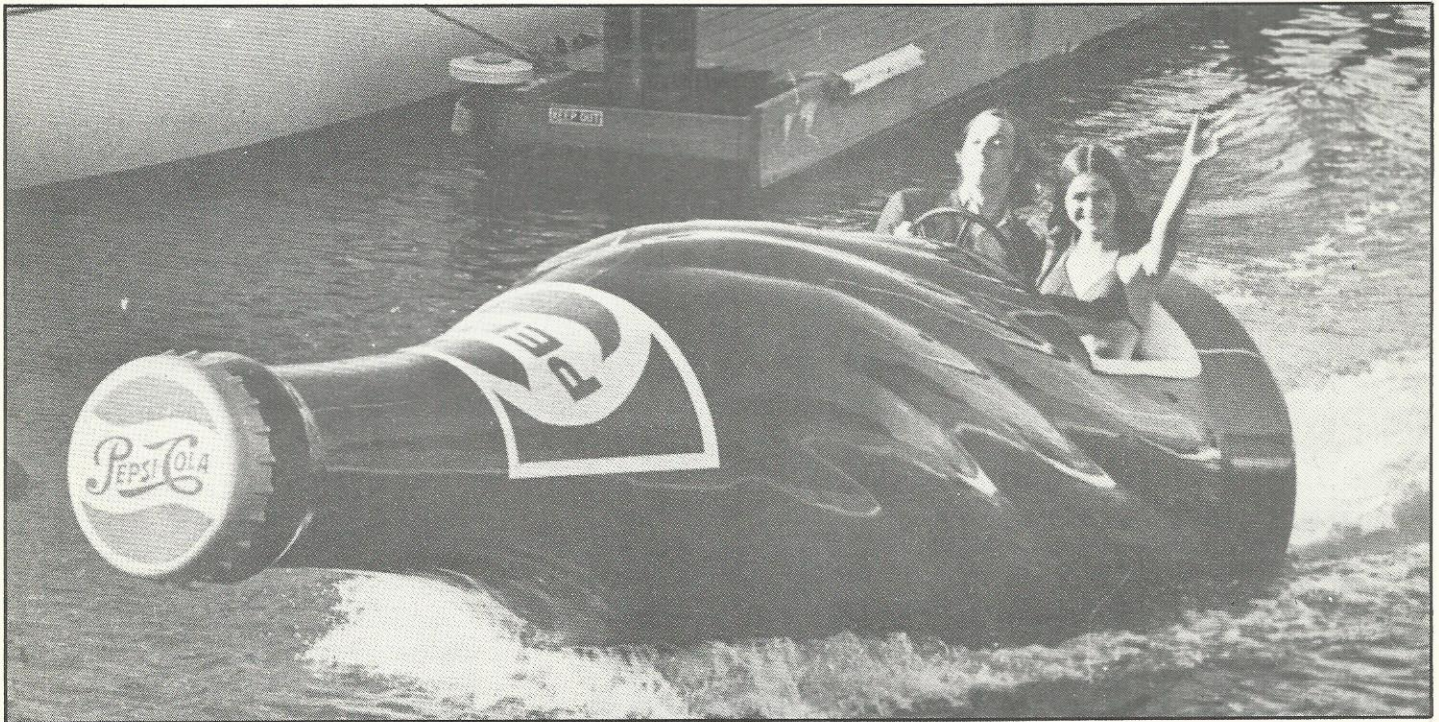
If you are trying to beat the heat you might enjoy club member Brian Nicholson's recipe for Pepsi ice cream. I've tasted it and it is very good!

PEPSI ICE CREAM

6 Large eggs
1-1/2 cups sugar
1 Qt. Half & Half
1 Qt. Whipping cream
2 Tbl. Vanilla
2 Cups Pepsi Syrup

Separate eggs, whip egg whites stiff, add sugar gradually. In second bowl, beat yokes with Half & Half then add all ingredients into freezer can and freeze according to directions for your freezer. Makes 4 Qts.

If you have any favorite Pepsi recipes, please submit them to PCCC so we can share them with other club members.



This Pepsi Bottle Boat was presented at the San Francisco Sports & Boat Show in 1972.

PEPSI-FEST EAST REGISTRATION

To register send \$5.00 per person with
name, address, and phone number to
PCCC

P.O. Box 1275
Covina, CA 91722

Included in the registration fee:
Pizza, Pin-back button, and Glass

Swap Meet tables are sold out!

PEPSI FEST EAST AGENDA

Friday, September 30th

6:00 p.m.: Be Sociable - Have a Pepsi &
Pizza Party

9:00 p.m.: Room Hopping

Saturday, October 1st

9:00 a.m.: Swap meet set-up

10:00 a.m.: Swap meet begins

12:30 p.m.: Break for lunch

1:30 p.m.: Seminar

2:30p.m.: Auction check-in

3:30 p.m.: Auction begins

For Hotel Reservations: Charlotte Marriott
5700 Westpark Drive, Charlotte, NC 28217
1-800-541-4089

PEPSI HISTORY

QUICK REFERENCE GUIDE TO PEPSI BOTTLES

Pepsi-Cola has been sold in bottles from approximately 1906 until the present. Over these 80 some years numerous variations, styles, and sizes have been used. The bottles below are the most commonly found Pepsi bottles and should help you in dating and identifying your bottle. Non-returnable bottles were not very popular until recently so they have been omitted from this guide.

1. This style 6-1/2 Oz. bottle was used from 1906 until about 1928. They are amber, clear, and green with Pepsi-Cola embossed along the base. They are valued at \$20-\$400.

2. This 6-1/2 Oz. bottle is associated with the Richmond, Virginia era of Pepsi-Cola history. The patent number on this bottle is from 1930-1931. They are green and embossed - valued at \$25-\$45.

3. This represents Pepsi's first 12 Oz. bottle. It is non-embossed with paper label body and neck dated 1934-1939. They are green, brown, and clear - valued at \$10-\$85.

4. This was the first standardized bottle - dated 1940. Pepsi-Cola is embossed on shoulder. It is 12 Oz. with paper label body and neck. It is valued at \$5 - \$25.

5. This 1945 bottle was the first applied color label on body and neck. It is available in 8, 10, and 12 Oz. bottles. It is valued at \$5 - \$20.

6. This is a 1951 applied color label with single dot script. It is available in 8, 10, and 12 ounce bottles. It is valued at \$2 - \$10.

7. This 1958 swirl bottle is available in 6-1/2, 8, 10, 12, 16, 26 ounce bottles. It is valued at \$2 - \$10.

1.



2.



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4.



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6.



7.



MINT IN THE BOX

“Mint in the Box!” This phrase is usually associated with toys. It refers to a toy found in its original box in mint or like new condition. For Pepsi collectors there are many Pepsi collectables that started life in their own box. The most obvious are toys. Many of the toy Pepsi trucks in my own collection I have purchased in the original boxes.

Finding Pepsi items doesn't stop with toys. I have seen fountain glasses, radios, salt and pepper shakers, thermometers, trays, and many of the 75th anniversary items sold in decorator boxes.

This leads to the next question. How much more is something worth in its original box? I've heard anywhere from 10 per cent to double the value. My guess is that both are right. A newer item in a plain box might be worth 10 per cent more but a nice full color promotional box from the 1940's could double the value of the item.

Some examples of boxed collectables are pictured to the right.



In 1964 Pepsi-Cola introduced its first pull top can which used the trademarked name “pull open.” Here is how they advertised it on radio:

Ice-cold Pepsi-Cola tastes great in brand-new “Pull-Open” cans! So convenient! Fast-chilling, easy-storing “Pull-Open” cans open in a second. And only the “comfort rim” touches your lips! Come alive! Pick up an extra pack of Pepsi “Pull Open” cans today!

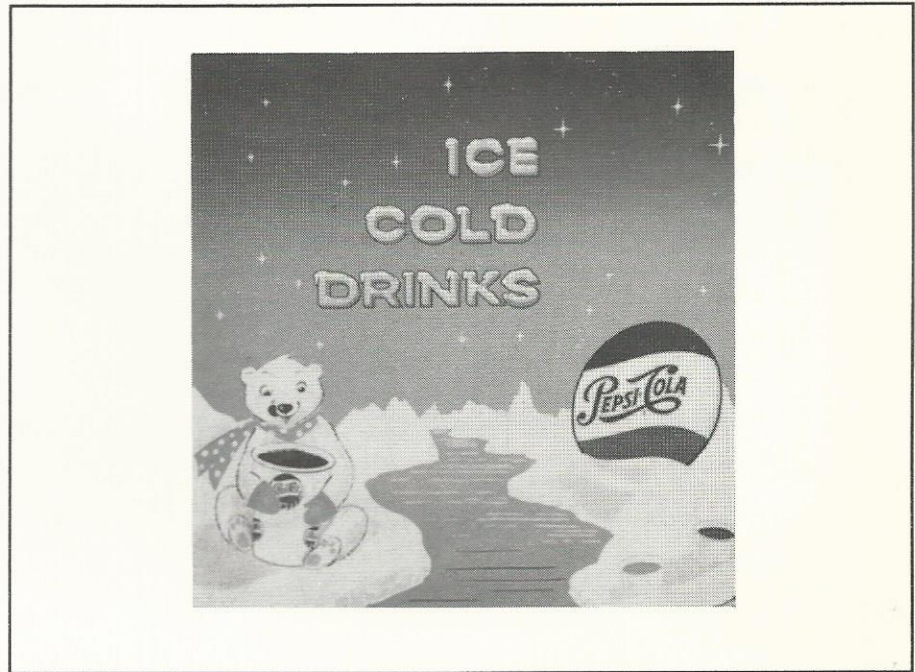
This announcement was followed by Joanie Sommers singing “Come Alive! You're in the Pepsi Generation!”



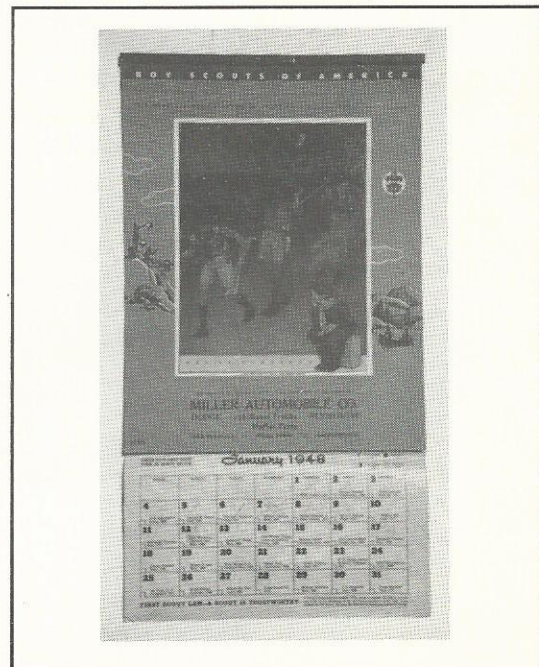
PEPSI POLAR BEAR

There's a soft drink company down in Atlanta, GA, making a big deal about having a polar bear that likes to drink their product. Big deal! As always, Pepsi is way out in front, having used a polar bear as part of their advertising in the 1950's. The polar bear was used to promote Pepsi being sold in cup vending machines.

The sign to the right is a tin sign 24" x 24" from 1954. There are also plastic light-up signs using the same polar bear!

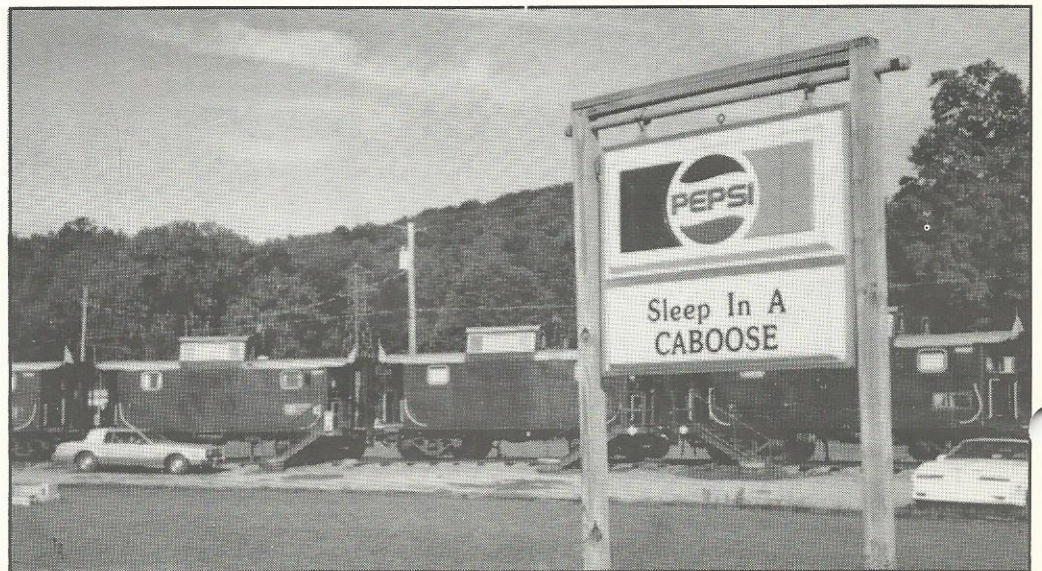
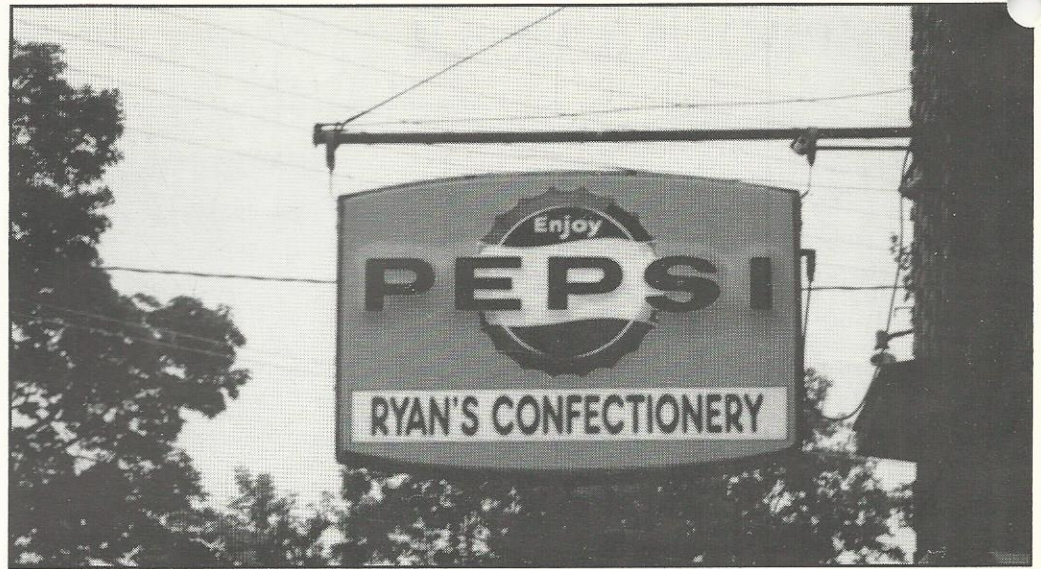


STOCK CALENDARS VERSUS CUSTOM CALENDARS - Some people seem to value all Pepsi calendars equally. I don't believe that should be so. A custom calendar designed expressly for Pepsi should be more valuable than a stock calendar which is used by many other companies. The art work for the stock calendars below was done by Norman Rockwell to be used as a fundraiser for the Boy Scouts of America. The Boy Scouts sold these calendars to various companies offering them the opportunity to have their company logo printed on the calendar as shown in the example below. On the left, the calendar has the Pepsi-Cola Bottling Co. of Wichita imprinted on it. The calendar on the right has Miller Automobile Co. imprinted on it. What is your opinion?



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Top: Sault Ste. Marie, Ontario, Canada

Middle: Wautoma, WI

Bottom: Avoca, New York

COLLECTORS INFORMATION

PEPSI HOLIDAY PARTY BUNCH



For this upcoming holiday season, Pepsi-Cola will be releasing 8 new holiday decorated cans, and 4 new holiday decorated glasses. At the present time we don't know how widespread the distribution will be, but we will keep you posted.

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: Double Dot Brass Pepsi Cola Bottle Openers- \$55 plus \$5 S & H. Sun Drop Clock - girl sitting in eve. - \$350 + \$10 S & H. Contact: Harold Rosentreter, RR1 Box 157, Carrollton, IL 62016 (217)942-3768.
P.S. Will Trade Openers for your surplus Pepsi, Mt. Dew, or Teem.

For Sale: Pogs, Pogs, Pogs. Set of 18 different 1-5/8" Dia. (Peace signs, love,

logos, mag. ads) \$28 Rubber Change Mat #847 (W) Mint \$20 straws (Blue Pepsi logo) 100 for \$7- 1000 for \$26 UPS included in prices. Send long SASE for complete list: Michael Noll, 553 Poppy Ln., Santa Maria, CA 93455.

For Sale: 50th Liberation Day Pepsi Cans. Celebrating the 50th anniversary of Guam's liberation during WWII. Nice colorful can. Available only on Guam. Bottom emptied or full - your choice only \$1.25 or \$6.50 6-pack. Contact: Tim O'Donoghue, PSC 251 Box 1376 APO AP 96542-5369.

For Sale: Old Pepsi-Cola bottle caps or will trade for old Pepsi items. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.

For Sale: Pepsi-Cola items. Send SASE for list to: Mark Walters, 1530 N. Key Blvd. #207, Arlington, VA 22209. (703)525-6475.

For Sale: China Plate #2-828 M\$110, Serviceman's Records #1-859 NM \$50, #1-861 EX \$40, 1940 Pepsi/Pete Newspaper Comics NM \$45, Disney Matchbook-Set/48 Framed NM \$725, Baseball Cards Set/72 #2-761 M \$180, Fountain Syrup: Jug S2051 NM \$30, Bottle M \$22, Carriers: Stadium Vendors Cup VG + \$55 - EX + \$85, #1-99 M \$35, #1-111 M \$45, #1-112 EX \$8. List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433. Plus Postage.

For Sale: Audiocassette tape, \$7; "Counterspy", two 30 minute programs from late 1940s, three Pepsi ads on each program. Contact: Nate Williams, 6915 Prairie Dr., Middleton, WI 53562.

For Sale: Watches Sold & Watches Wanted: Rolex, Cartier, Paget, Cronographs, Swatch, Lange & Soehne Glasshuetete 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)822-4475.

For Sale: R/W/B bigger better 6 big 12 oz. bottles 6 pack carrier exc \$25, Aluminum 6 pack carrier exc \$35, "Say Pepsi Please" single dot bottle cap thermometer nm-m \$85, 50-60's single dot Drink Pepsi-Cola blue vinyl zip top 2 bottle cooler bag with pocket for opener on top carry strap or clip on nice size and unusual exc. \$75, 60's R/W/B "Jeanne Miller" cotton bottle cap scarf nm \$75.

For Sale: Over 200+ Pepsi glasses as part of 1000 cartoon, character, sports, and fast food glass mail/phone auction beginning October 15 and ending Nov. 8. Send \$3.50 for illustrated booklet to Tom Hoder, 444 S. Cherry, Itasca, IL 60143 (Satisfaction 100% guaranteed - ask anyone!).

For Sale: Indiana Jones/Pepsi promotional pack containing watch, radio, visor, shirt, carrying case (all carry Pepsi logo). Mint and complete \$75 PPD to: Tom Hoder, 444 S. Cherry, Itasca, IL 60143.

For Sale: Pepsi Longnecks - Dollywood, Richard Petty, Shaq. Commemorative bottles. Pepsi Banks, trucks, airplanes over 40 different toys on hand. Many other Pepsi items. For complete list send S.A.S.E. 52 Cents postage. Contact: Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809

COLLECTORS MARKET PLACE

WANTED

Wanted: Glass front 12" Pepsi 1950's thermometer. Tin signs/thermometers for colas such as Dixie, Golden Girl, Burma etc; Love Nest Candy.
 Contact: George Boerke, 1175 Masterpiece Drive, Oceanside, CA 92057.

Wanted: In search of a complete unrestored Coke 81 and Pepsi 81.
 Contact: Keith Morgan, 17 Flora Ave., Greenville, SC 29611 (803) 295-4101.

Wanted: Any top quality pre 1950's Pepsi signs, trays, calendars, clocks & thermometers. Crazy \$\$ paid for pre-1930's Pepsi in (9.0+) condition! Call me! Robert Newman, 10809 Charnock Rd., Los Angeles, CA 90034-6606.

Wanted: Pepsi toys, clocks, metal, & Porcelain signs, pinbacks, jewelry, radios, fountain dispensers, cigarette lighters, and calendars. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 (910)288-3780.

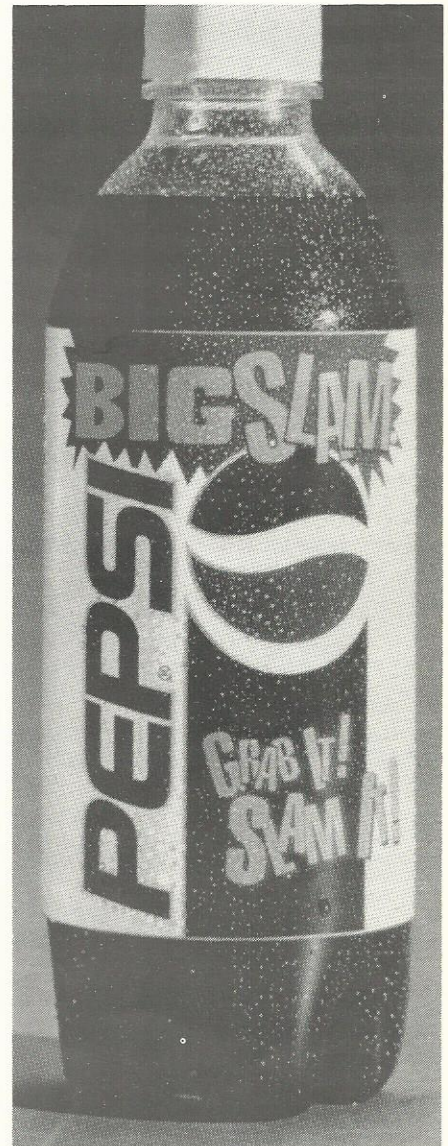
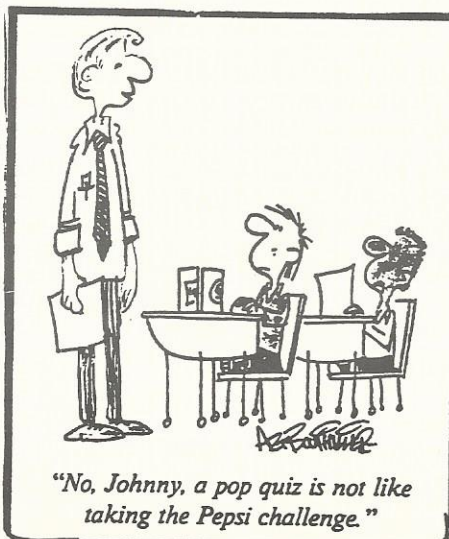
Wanted: Pepsi or Coke items i.e. signs (metal or paper) clocks, etc. I have mint condition baseball card sets to trade for your items. 1977 O-Pee-Chee, 1981-1987 Fleer + some updates + others. Contact: Brian Lownsbrough, 581 Linton St., Coquitlam, B.C., Canada V3J 6J4 or call (604)936-6605.

Wanted: Test-market, foreign or commemorative Pepsi-Cola cans to fill a shelf of lonely, common Pepsi cans. I collect not for the value, but for the variation of package design. Please

Contact: Steve Wiskowski, 219 Southtowne Dr. #B110, S. Milw., WI 53172 (414)762-5064.

Wanted: Any items pertaining to Skandi, Tropic Surf, Devil Shake, Aspen, Evervess. Pepsi Product sample cups, pens, pencils with Bottlers names. Have sample cups, pens, pencils, and many other items to trade. Send SASE for complete list.

Contact: Michael Noll, 553 Poppy Ln. Santa Maria, CA 93455.



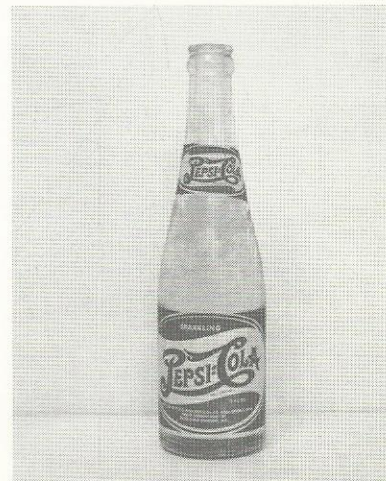
WELCOME NEW MEMBERS

Sheila Strader Wyanet, IL	Jim DeYoung Greenville, SC	Wayne Holbrook Canton, GA	Bobby Jordan & Family Fayetteville, NC
R.T. Fergeson Plano, TX	Kurt Danner Bourbon, IN	Donna Landry Arlington, TX	Glen Boyd Ventura, CA
Jean Schak Villa Park, IL	Richard & Sandy Lust Marion, OH	Alvin Ellis Henderson, NC	Henry Cartwright Las Vegas, NV
Helio Wolfrid Porto Alegre, Brazil	Debra & Gene Rose Moraine, OH	Dave Vogelsang Belvidere, IL	Toni Keller Lutz, FL
Ike & Marilyn McDonald Sun City, AZ	Dan Balsler St. Cloud, FL	Wayne Kowalski Antioch, IL	Tim Stahl Fostoria, OH
Sandra Graham Carrollton, KY	Mervyn & Betty Howell Woodland, CA	Lynette Gallo Richmond, VA	Jerry Hilton St. Petersburg, FL
George S. Layne Flourtown, PA	Robert McDowell Jr. Danville, VA	Victor Gonzalez La Mesa, CA	Constance & Tony DiPreta New York, NY
Barbara Elliott Pennsville, NJ	Donald Trageser Silver Spring, MD	Ernie Karell Concord, CA	Denise & Darren Lee Lancaster, CA
Phil Anson Plainwell, MT	Karen Hepler Canfield, OH	Dale Hagenauer Woodburn, OR	John R. Witt Belton, MO
James A. Cobb Wagoner, OK	Gary Bishop Paris, TX	Tommy Dodd Las Vegas, NV	Steve & Laura Schuette Bloomington, IL
Ruthanne Bailey Dixon, CA	Keith & Debra McClure Carlock, IL	Sunny Weatherly Moreno Valley, CA	Joyce Niederhaus Arlington, TX
N. Phillip Anderson Glendive, MT	Yvonne & Rick Turner Brighton, CO	Teresa Uribe Salinas, CA	Debi Sargent Royal Oak, MI
Randy & Brian Thraen Inver Grove Hts., MN	Wm. & Charlene Aery Godfrey, IL	James Parrish Odessa, FL	Bruce & Pat Culpepper Panama City Beach, FL
Randy & Karen Hawkins Columbus, OH	Jeri S. Wolder Carlsbad, CA	Ed Gunter Kansas City, KS	Boyd Pate Winfield, AL
Steven Schott Austin, TX	Rick Fowler Leland, NC	Theodora Schrock Charlottesville, VA	Scott Kinkead Lansing, MI
Elmo Batten, Jr. Santa Ana, CA	Daniel Heryer Kansas City, MO	Julia DiPianta Orange Park, FL	

INFORMATION



DON'T BE FOOLED! THIS 1945 DIE-CUT BOTTLE SIGN HAS BEEN REISSUED BY STOUT MARKETING. THE KEYS TO TELLING THIS SIGN FROM THE ORIGINAL ARE: THIS SIGN HAS AN ALL-WHITE BACK, THE ORIGINAL DID NOT. THE NEW SIGN IS ALUMINUM, THE ORIGINAL IS TIN. THE NEW SIGN SHOULD RETAIL FOR APPROXIMATELY \$40-\$50.



PAPER LABEL PEPSI BOTTLES

1940 non-embossed paper label Pepsi bottles. \$10.00 each plus \$3.00 shipping, add .50 cents for each additional bottle. Contact: Bob Stoddard, P.O. Box 1548, Pomona, CA. 91769

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.

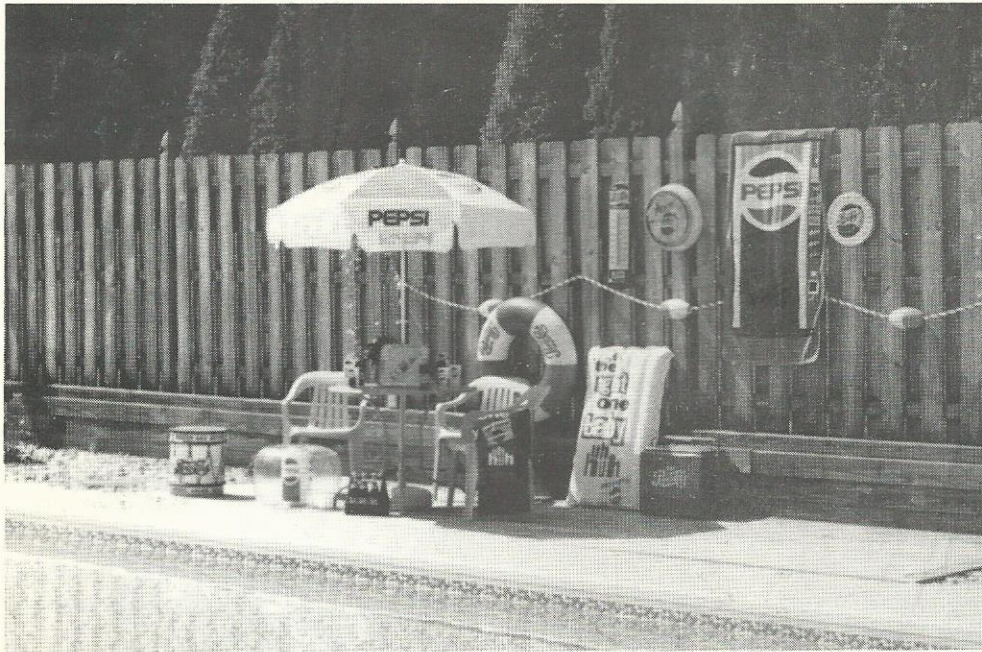
Please PRINT your name and State exactly as you want it to appear on the badge.

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.



Jerry Heist of Pennsylvania sent us a picture showing the secret to staying cool and enjoying your Pepsi collection at the same time!

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 East Info
New Pepsi Cans*
