

# PEPSI COLA COLLECTORS CLUB

## NEWSLETTER

P.O. BOX 1275 COVINA, CA. 91722

*VOL. 1 NUMBER 1*

*MARCH-APRIL*

### NEWSLETTER GOAL

The objective of this newsletter is to create a forum for the exchange of information about PEPSI COLA collectables. At the same time we hope the newsletter will develop into a focal point for the organization of PEPSI collector clubs. Lastly as a place to trade and sell PEPSI COLA memorabilia.

### CLUB NEWS

On November 13, 1983 the first meeting of the PEPSI COLA Collectors Club was held. Although the turnout was small, everyone agreed there was a need for future club meetings. Rick Russel gave all in attendance a tour of his PEPSI COLA Collection. After agreeing to have our next meeting sometime in the Spring of 84' we adjourned.

Anyone interested in organizing local chapters please contact Bob Stoddard.

### SPINACH VS. PEPSI

During the late 1930's PEPSI COLA attempted to purchase POPEYE for a Sunday funnies comic strip.

The idea was to have POPEYE drink PEPSI COLA for his strength rather than eat spinach. Unable to agree on a price for POPEYE, PEPSI COLA decided to create their own character. Thus PEPSI and PETE , the PEPSI COLA COPS were born. They appeared in the Sunday funnies from 1940 to 1950 and were used in other PEPSI COLA advertising programs.

TWO DECADES OF PEPSI SLOGANS :

- 1963: "Come Alive! You're in the PEPSI generation."  
1967: "Taste that beats the others cold. PEPSI pours it on!"  
1969: "You've got a lot to live. PEPSI'S got a lot to give."  
1973: "Join the PEPSI people. Feelin Free."  
1976: "Have a PEPSI day!"  
1979: "Catch that PEPSI spirit!"  
1981: "PEPSI'S got your taste for life!"  
1983: "PEPSI now! Take the Challenge!"

MAGAZINE ARTICLES DEALING WITH PEPSI COLA:

LIFE: Oct. 7, 1940  
LIFE: May 5, 1947  
FORTUNE: Nov. 1947  
FORTUNE: May 1961  
ESQUIRE: Feb. 1965  
THE SATURDAY EVENING POST: Mar. 1974

MAGAZINE ADVERTISING AVAILABLE:

Here is a number of magazines in which PEPSI COLA ran ads during the 40's

TIME	COLLIERS
LOOK	ESQUIRE
LIFE	THE NEW YORKER

PLACES TO FIND PEPSI COLA MEMORABILIA:

Nickelodeon Antiques. Collectables: 13826 Ventura Blvd. Sherman Oaks CA.  
The Nostalgia Store: 404 E. La Habra Blvd. La Habra CA.  
Orange Crate Mercantile: 140 N. Glassell Orange CA.  
Pink Elephan Antiques: 274 La Habra Blvd. La Habra CA.  
Ralph's Collectables: 322 Elm Ave. Long Beach CA.  
Signs of the Times: 110 N. Citrus Ave. Covina CA.

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JOIN THE PEPSI COLA COLLECTORS CLUB & RECEIVE THIS NEWSLETTER ONLY 12.00 A YEAR!!!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

HOW LONG HAVE YOU BEEN A COLLECTING \_\_\_\_\_

MAIN AREA OF COLLECTING: BOTTLES \_\_\_\_\_ PAPER ITEMS \_\_\_\_\_

TIN SIGNS \_\_\_\_\_ MINATURES \_\_\_\_\_ TOYS \_\_\_\_\_

SEND TO: PEPSI COLA COLLECTORS CLUB  
P.O. BOX 1275 COVINA CA. 91722



Pepsi-Cola Collectors Club

# NEWSLETTER

post office box 1275 covina, california 91722

1984

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VOL. 1 NUMBER 2

MAY-JUNE

## NEWSLETTER NOTES

A BIG THANKS to Mike McClure for doing our newsletter heading. His wife Priscilla is a Pepsi-Cola collector.

Anyone wishing to contribute articles or information to the newsletter is welcome to do so.

We've added two new sections to the newsletter: The Collectors Spotlight, and the Classified Section. We'll also be adding a question and answer section if we get enough interest.

Our next issue will include an article about Pepsi-Cola in the movies.

## CLUB NEWS

Many club members have advised us that they will be attending the Cola Clan Convention in August and would like to plan a time to meet with other Pepsi-Cola collectors. We are in the process of putting something together for the Pepsi-Cola collectors who will be attending the convention. Details will follow in the July-August newsletter. If you will be attending and wish to participate please let us know. The Cola Clan Convention will be held July 31 thru August 4, '84 at the RED LION MOTOR INN at 2001 Point West Way, Sacramento, CA.

We're in the process of collecting photographs of members and their collections to put into our clubs photo album which will be displayed at the Cola Clan Convention and other future club activities.

## COLLECTORS SPOTLIGHT

One of the primary goals of the Pepsi-Cola Collectors Newsletter is to give Pepsi enthusiasts an opportunity to exchange information and ideas with fellow collectors. This column is dedicated to that end. Each newsletter will spotlight a Pepsi-Cola Collector Club Member. In this issue, Bob Stoddard's collection will be featured.

Bob's interest in collecting Pepsi-Cola began with drinking Pepsi: "I bought an old machine for my den to keep my Pepsi in. Then I bought a Pepsi sign to put over the machine. Five years later I had over 400 pieces."

Today, Bob's collection includes such prized pieces as a 1947 bottle radio, a festoon from the 40s, an early 30s cooler, and a rare plaster display of a woman standing next to a bottle of Pepsi. Of all the many tin and cardboard signs, rare cans, bottles, and carriers, his favorite pieces are his paper items: "You can discover more about Pepsi through the comic strips, ads, and company correspondence than with any other medium. These unlock the history of Pepsi-Cola."

As publisher of the Pepsi-Cola Collectors Club Newsletter, Bob hopes to get to know other collectors who share his enthusiasm for Pepsi. Members who are interested in having their collections showcased are invited to send information about themselves and their collection to Bob in care of the Newsletter.

## PEPSI-COLA HISTORY

The Pepsi-Cola Radio Jingle was originally a 45 second commercial with spoken words, but with the help of Walter Mack it was cut down to a 15 second musical commercial. The jingle was played over six million times during the 1940s which is why so many people who were around at the time can still remember some of the words.

### PEPSI-COLA RADIO JINGLE

Pepsi-Cola hits the spot,  
Twelve full ounces, that's a lot,  
Twice as much for a nickel, too,  
Pepsi-Cola is the drink for you.

The Pepsi-Cola Radio Jingle was written by Austen Croom-Johnson and Alan Kent. The above is the first of three verses written.

PEPSI-COLA FACTS

Caleb Bradham founded Pepsi-Cola in 1898 in New Bern, North Carolina.

Charles G. Guth was first President of the reorganized Pepsi-Cola Company in 1931.

1933 Pepsi-Cola introduced 12 ounce bottle for 5¢.

Pepsi-Cola syrup sales for 1931, 1932, and 1933 were about \$100,000.

May 1938 Pepsi-Cola signs exclusive contract with the Skywriting Corporation of America, and begins advertising across the New York skyline.

Pepsi-Cola's advertising budget for 1934 was \$600,000 by 1947 it had increased to \$4,500,000.

1938 Walter S. Mack Jr. becomes President of Pepsi-Cola Company.

1940 Pepsi-Cola introduces a new bottle to be identified by "Pepsi-Cola" blown into the glass in block letters and perpendicular columns on the bottle's upper half, the bottom of the bottle had a paper label until later in the 40s.

PLACES TO FIND PEPSI-COLA

~~274 7982~~ 842-0220

Elbo Antiques: 5605 W. Glendale Ave., Glendale Arizona 85301

Country Corner Collectables: 233 Pomona Mall East, #93, Pomona Calif.

Surrey Antiques & Collectables: 280 Exchange St., Crete IL. 60417

B/H Collectables: 1404 Carson, #E. Pittsburgh PA. 15203

Nickeloden Antiques: 13826 Ventura Blvd., Sherman Oaks Calif.

Orange Crate Mercantile: 140 N. Glassell, Orange Calif.

Pink Elephant Antiques: 274 La Habra Blvd., La Habra Calif.

Ralph's Collectables: 322 Elm Ave., Long Beach Calif.

ADVERTISE IN PEPSI-COLA NEWSLETTER

Free to Members / Others .25¢ a word

Please indicate: Wanted - For Sale

ITEM(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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 \_\_\_\_\_

CLASSIFIEDS

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 and Pete Cops  | \$19.95         |
| 2. Gibson Girl Postcard   | .12             |
| 3. Mural (13"x7") New Bern, N.C. , brochure enclosed                                    | 15.00           |
| ● 4. Mural postcard and brochure  | .32             |
| 5. 85th Anniversary numbered commemorative plates (1,000 made up)                       | 75.00 + postage |
| ● 6. Auto license plate depicting New Bern, N.C. as birthplace of Pepsi-Cola            | 5.00            |
| 7. Booklet entitled "Brad's Drink" by Fred Rawlson, a primer for Pepsi-Cola collectors. | 4.95            |
| ● 8. Pepsi-Cola piggy bank  | .50             |
| ● 9. Birthplace of Pepsi letterhead.  | .15             |
| ● 10. Birthplace of Pepsi cigarette lighters.   | 2.50            |

WANTED:

Playing cards, match covers, toys, games, miniature items. Contact Bruce Jacobs at 3452 Fernheather, Shively KY 40216

No. Carolina Pepsi and Coke bottles, advertising items. Contact Venon Creech at RT.1, Box 108F, Selma N.C. 27576

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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