



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL. 3 NUMBER 5

NOV.-DEC. 1986

This issue of the newsletter is dedicated to the memory of my grandfather, Harold M. Stoddard, who passed away October 7, 1986 at the age of 81. My grandfather was an antique dealer for over 30 years and was responsible for my interest in antiques and collectibles. I'll never forget the many hours spent sitting at his kitchen table listening to his many stories while we drank Pepsi-Cola. He was a great man with a tremendous respect and reverence for things old.

NEWSLETTER NOTES

As we approach the holiday season I want to wish everyone a SAFE AND HAPPY HOLIDAY. Remember, if you're going to drink and drive DRINK PEPSI!!

Congratulations to Bill Vehling and Michael Hunt, PCCC members, for a job well done on their book "Pepsi-Cola Collectibles". The book consists of 148 pages of Pepsi-Cola collectibles with approximate age and price. This is an excellent reference book for any Pepsi collector or dealer. For more information check out the Collector's Marketplace in this issue.

Rick and Pam Russell long-time Southern California Pepsi collectors are now living in Lynchburg, Tennessee. Rick and Pam informed us they plan to open a Pepsi Parlour in Lynchburg, so if your in the area stop by. For more information write to them at: Pepsi Parlour P.O. Box 1, Lynchburg, TN. 37352

IN THIS ISSUE

A new book by the President of Pepsi-Cola

Museum of No. Carolina plans to establish a Pepsi-Cola collection.

Collectors Spotlight featuring Arthur E. Carter III

The Twelve ounce bottle

Virginia's 75th anniversary cans



NEWSLETTER NOTES cont.

Construction was begun on the "Museum of Beverage Advertising" in August 1986. The 2500 sq. foot museum will be located near Nashville, Tennessee off Interstate 65 N.

The museum will be sponsored by Soda Mart and Can World, and will feature the soda and breweriana collections of Paul, Karen, and Tom Bates.

Housed in the museum will be over 17,000 different soda cans and over 8,000 different beer cans, the largest known combination of soda and beer cans. Over 5,000 different embossed and painted label soda bottles will also be featured along with many soda advertising pieces.

Soda brands will be displayed to show the historical transition from the early soda waters to the modern day drinks that we all enjoy.

The museum is scheduled to be opened to the public in January, 1987, and should be a treat and an education for the whole family.

In the addition to the museum, Soda Mart and Can World have a fully stocked gift shop guaranteed to please both the curious and the dedicated collector with choice items fro T-Shirts to Pre-Prohibition brewriana items.

If more information is desired, write or call Rick Phelps at Soda Mart, Ridgecrest Dr., Goodlettsville, TN. 37072, (615) 859-5236.

From the CEO and President of Pepsi-Cola comes a new book, "The Other Guy Blinked", (How Pepsi Won The Cola Wars). Roger Enrico gives an inside view of the battle between Coke and Pepsi over the last several years. This book is not only informative but provides an interesting insight in the rise of Roger Enrico as President and CEO of Pepsi-Co. The Other Guy Blinked - How Pepsi Won The Cola Wars by; Roger Enrico, President & CEO and Jesse Kornbluth. Published by Bantam.

THANK YOU! to the Los Angeles Historical Bottle Club for allowing the PCCC to have a display at their annual bottle show on September 27, 1986.

New Bern, No. Carolina was the birthplace of Pepsi-Cola. The No. Carolina Museum of History is trying to establish a collection of Pepsi-Cola memorabilia in hopes of an exhibit in the new museum, scheduled to open 1991.

The No. Carolina Museum of History has a limited artifact purchase budget, but because the museum is a non-profit, educational institution, all donations are tax-deductible.

They are primarily interested in porcelain dispensers, ice cream parlor chairs, pre-1940s delivery trucks, clocks, banks, and any Pepsi-Cola advertising souvenirs, especially pre-1950.

If you have any of the above items or know where we can acquire them, please contact: Martha E. Battle, No. Carolina Museum of History, 109 E. Jones St., Raleigh No. Carolina 27611 (919) 733-3894.

The Northern California Chapter of the PCCC held their annual Buy, Sell and Trade meeting on September 22, 1986. The meeting was held at the home of Terry and Martha Lunt. A delicious chicken lunch was provided for all along with plenty of Pepsi. A special thanks to Mr. Loveland of the Pepsi-Cola San Joaquin Bottling Company who provided promotional items as well as the Pepsi-Cola.

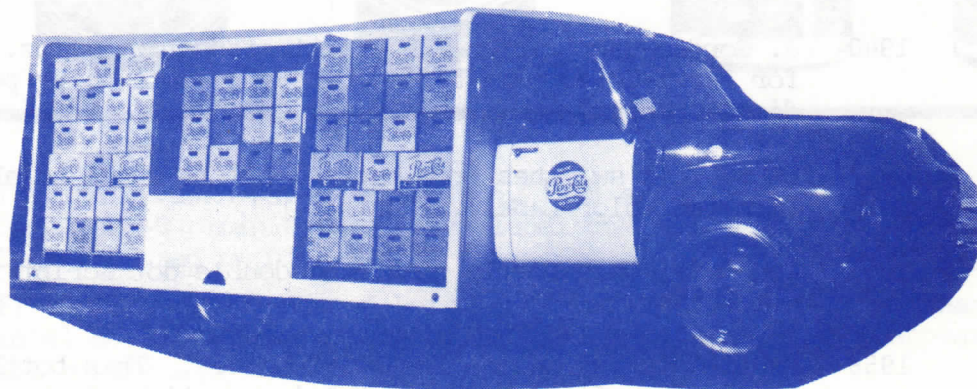
We have scheduled a meeting of the PCCC for March 28, 1987 in Indianapolis, Indiana. The meeting will be after the Ad Show on Saturday night. Besides it being a buy, sell and trade session we are looking forward to meeting members of the PCCC!

The Southern California Chapter of the PCCC have planned a Christmas open house at the home of Mike and Cindy Gordon on December 13, 1986. Local members look for further details to follow in the mail and anyone from outside our area who is interested in attending please contact the PCCC.

An organizational meeting was held to plan the 1987 annual picnic. The first thing the committee did was to change the name of the event. Henceforth the annual picnic will be known as the Annual Pepsi-Cola Collectors Club Fair.

The date for the 1987 fair is July 18th, 87 in West Covina, California. So mark your calendars now! We hope to have those we couldn't make it this year to be there in '87. This will be our biggest event thus far. Besides the swap meet we will also have a Pepsi-Cola display area. Plans are being made to have IN-N-OUT a local hamburger company cater lunch. The National Pop Can Collectors will also be present, they will be having a trade session in conjunction with the fair.

Further details will be following in future issues. Anyone wishing more information at this time please contact : Bob Stoddard, P.O. Box 1275, Covina CA. 91722 or call (818) 967- 4630.



1950's Delivery Truck

COLLECTORS SPOTLIGHT

In this issue of the Collector's Spotlight we feature Arthur E. Carter III of Mableton, Georgia.

I started drinking Pepsi-Cola while serving in the Navy. After my discharge in 1980 I started collecting Pepsi-Cola items.

My first item was a paper lamp shade, and now my collection is over 250 items large. I have bottles, glasses, clocks, coolers, key chains, metal signs, patches, magazine advertisements, etc.

My most favorite are: A musical lighter from the early 1940's; a soda fountain that clips to a bar; and the hook rug I hooked.

My whole family has helped me locate Pepsi-Cola items. My sister lives in No. Carolina and finds a lot of Pepsi items at flea markets and yard sales.

For the last four years all my gifts for birthdays and Christmas were Pepsi-Cola items.

THE TWELVE OUNCE BOTTLE

BY

BOB STODDARD

With the exception of the invention of Pepsi-Cola the 12 ounce bottle is, in my estimation, the most important event in the history of Pepsi-Cola. Some may argue that other events were more important but, I would have to say that the 12 ounce bottle put Pepsi-Cola on the map for good and at the same time revolutionized the whole soft drink industry. Eventually all other soft drink companies followed Pepsi-Cola's lead to the 12 ounce bottle.

In the over 50 years Pepsi-Cola has been selling the 12 ounce bottle it has gone through quite an evolution, below is the highlights of those changes:

- 1932 Pepsi-Cola introduces the 12oz. bottle for 10¢. The neck of the bottle is wrapped in tin foil.
- 1933 Due to lack of demand Pepsi-Cola changes the price of the 12oz. bottle to 5¢.
- 1940 J. Gordon Carr designs the first standardized 12oz. bottle for Pepsi-Cola. The bottle has Pepsi-Cola going perpendicular around the neck six times.
- 1947 Pepsi-Cola switches from paper label to the ACL label, (Applied Color Label).
- 1951 The Pepsi-Cola bottle goes from double dot script to single dot script.
- 1958 Pepsi-Cola introduces the swirl bottle. This bottle is designed to fit into Pepsi-Cola's new light look.

The above dates are based on available information.



TOP ROW - LEFT TO RIGHT: Plain paper label 1936, 1938 arrow removed, 1939 "original" over neck label gone, 1940 plain bottle lower label changed, 1940 first standard bottle w/Pepsi-Cola embossed on neck.

BOTTOM ROW - LEFT TO RIGHT: 1943 neck & bottom changed, 1945 lower label changed, 1947 first ACL label actually printed on bottle, 1951 single dot label appears on bottle, 1958 swirl bottle introduced.

Dates based on available information

PEPSI-COLA COLLECTABLES

VIRGINIA 75TH ANNIVERSARY

BY JOHN C. HANTZ

SUBMITTED BY NPCC

ONE OF THE HARDER SETS OF PEPSI CANS TO ACQUIRE IN RECENT YEARS IS THE SIX CAN 75TH ANNIVERSARY SET FROM VIRGINIA. ISSUED IN 1983 BY THE PEPSI-COLA BOTTLING COMPANY OF CENTRAL VIRGINIA, THE CANS WERE PRODUCED BY SOUTHSIDE BEVERAGES OF PETERSBURG, VIRGINIA. THE CANS FEATURE:

1. 1908 ERA LADY HOLDING PEPSI GLASS
2. FOUNDER S.A. JESSUP
3. MAP OF VIRGINIA SHOWING COUNTIES SERVED
4. THE 1908 JESSUP BOTTLING WORKS
5. THE 1983 NEW PRODUCTION PLANT
6. THREE PEPSI BOTTLE CAPS AND A MESSAGE "THANK YOU FOR YOUR LOYAL SUPPORT OVER THE PAST 75 YEARS"



1940's Delivery Truck

COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay 25¢ per word.

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.

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 | .12 |
| 3. Mural (13"x7") 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 |
| 8. Pepsi-Cola can piggy banks | .50 |
| 9. Birthplace of Pepsi letterhead | .15 |
| " " " Cigarette lighters | 2.50 |
| " " " Hand fan with Gibson Girl on silk screen | 4.00 |
| " " " Key Ring | 1.00 |
| " " " Enamoryboard nail file | .35 |
| " " " Wooden nickels | .50 |

NEW ITEM: Offical 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.



FOR SALE

WE WANT YOU !!

IN THE
NATIONAL POP CAN COLLECTORS CLUB

FOR DETAILS CALL OR WRITE US AT:

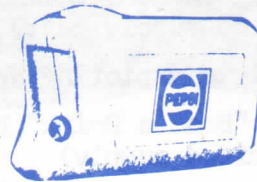
NPCC
1124 Tyler St.
Fairfield, Ca. 94533
Ph. 707-426-5553



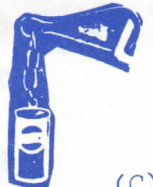
PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost: \$10.00 ea. Also available: 5½x5½ red, white & blue embroidered patch, cost: \$10.00, include \$5.00 for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St., Huntington Bch., CA. 92647 or (714) 842-3161. NO CODS.



(A)



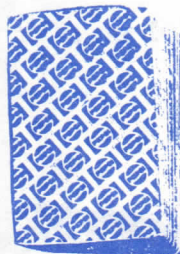
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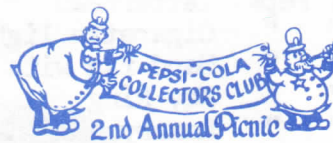
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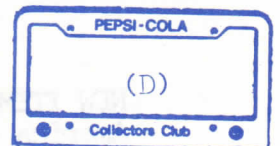
(G)



(H)



(F)



(D)

- A) Disposable lighter, \$3.00ppd.
- B) Pepsi Flashlight, \$3.00ppd.
- C) Pepsi Can Keychain, \$2.00ppd.
- D) PCCC License Plate Frame, \$4.25ppd.

- E) PCCC Pin-back Button, \$2.00ppd.
- F) Pepsi Brass Magnet, \$3.00ppd.
- G) Pepsi Playing Cards, \$4.00ppd.
- H) 2nd Annual Picnic Collectors Pin \$3.50ppd. (pin is five colors & will not be reordered once supplies run out)

SALE



NEW BOOK!! PEPSI-COLA COLLECTIBLES by Bill Vehling and Michael Hunt
 160 pages with over 850 items illustrated and priced. 8½"x11",
 cover price is \$14.95. PCCC members only! Save \$2.00, price is \$12.95
 + \$1.25 postage & handling for each book for a total of \$14.20.

Please enclose remittance and send to: Bill Vehling
 Box 41233, Indianapolis, IN. 46241

Pepsi tube socks, "Pepsi" in red written vertically on both sides, red & blue stripes
 around top. \$4.00ppd. pair, limited supply. Contact: Carole Brown, 515 Sugar Tree
 Rd., Holland, PA. 18966.

 Pepsi-Cola machine from the 50's, in very good running condition. \$700.00 + shipping.
 Photos upon request. Also, Pepsi-Cola rectangle tray, \$40.00 + 1.50 postage & handling.
 Contact: Soda Mart/Can World, Dept.P, Ridgecrest Dr., Goodlettsville, TN. 37072 or
 phone 615-859-5236.

 Commemorative St. Louis Arch Pepsi Bicentennial bottle. Mint \$115.00 contact : David
 Mainz, 736 W. Main St., Carlinville, IL. 62626. 217-854-9068.

 Larry King interviewed Roger Enrico, CEO of Pepsi-Co in an interesting program on
 Oct. 14th, 86. Tapes of the interview can be had for \$4.95 from: Lion Recording, P.O.
 Box 962, Washington, DC. 20044.

 TEXAS Sesquicentennial Special issue Pepsi Seris, a first for Texas, is now out. The
 set of 6 includes:(1) Sam Houston (2) Alamo (3) State Capitol (4) Big Bend (5) San
 Jacinto Monument and (6) Spindletop. Send \$10.00 and I will ship you a set ppd. along
 w/ a list of other Pepsi traders available. NEWEST Pepsi cans from Texas available,
 "Wet n Wild" has issued special promotional cans for San Antonio and for Arlington/
 Garland. Set of two, postage pd. \$4.50. Contact: Carr M. Suter, 111 W. Woodbury,
 Garland, TX. 75041 or 214-278-4411.

WANTED

Want to meet persons interested in trading, selling Pepsi cans, contact: Carr M. Suter
 111 W. Woodbury, Garland TX. 75041 or 214-278-4411.

Pepsi cans; Large diamond, 12oz. also, the ½ liter resealable Pepsi and Diet Pepsi
 cans, contact: Steve Woodard, P.O. Box 1000, Maggie Valley, N.C. 28751

Interested in playing cards, decks and single cards. Contact: Bruce Jacobs, 3452
 Fernheather Dr., Shively, KY. 40216.

Pepsi "dinner type" napkin dispenser. Contact : Ken Keith, 85 Dorchester Rd., Rockville
 Centre, N.Y. 11570 or 516-248-0366.

Old Pepsi-Cola bottle machines and other 5¢ & 10¢ soda machines. Contact Paul at
 312-964-2555 or wrtie Home Arcade Corp., 1108 Front St., Lisle, IL. 60532.

PEPSI-COLA COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722

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JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323

ANNOUNCEMENTS

Past issues available for only a \$1.50 each. Please indicate which issue(s) you want and enclose a S.A.S.E. Send to the PCCC Newsletter.

The Pepsi-Cola Collectors Club Newsletter is published by the Pepsi-Cola Collectors Club. Publisher and Editor is Bob Stoddard.

Membership in the Pepsi-Cola Collectors Club is \$12.00 a year. Membership includes the Newsletter every two months, free ads in the newsletter and information on club activities.

PLACES TO FIND PEPSI-COLA

Smiley's Antique Mall: On I-40, Fletcher, No. Carolina
Nostalgia-Villa: 978 The Queensway, Toronto M8Z 1P6, Canada
Wilson's Collectables: Corner of Hwy 17-92 & Haines Blvd., Lake Alfred, FL. 33850
Mikes General Store: 52 St. Annes Rd., Winnipeg, Manitoba, Canada R2M 2Y3
Judy's Place: 308 Salter St., Winnipeg, Manitoba, Canada R2W 4L2
Framemakers & Antiques: 418-430 E. 32nd St., Balto, MD. 21214
Bob Adam's 7 Mile Antique Mall: 441 S. Hwy. 41, Caledonia, WI. 53108
Palmetto Collectables Warehouse: Hwy. 321, Norway, So. Carolina
Stodel's Antiques & Collectables: 221 So. "L" St., Livermore, CA. 94550
Elbo Antiques: 5605 W. Glendale Ave., Glendale, AZ. 85301
Pink Elephant Antiques: 274 La Habra Blvd., La Habra, CA.

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



Pepsi-Cola Collectors Club NEWSLETTER

post office box 1275 covina, california 91722

VOL. 3 NUMBER 6

JAN.-FEB 1987

NEWSLETTER NOTES

1986 has been a fantastic year for Pepsi collecting as well as for the PCCC. I've listed what I feel were some of the highlights of the past year. We've increased club membership by over 150 members which includes many Pepsi-Cola bottlers. The annual picnic was a gigantic success and looks promising for 1987. Roger Enrico, President and CEO of the Pepsi-Cola Company plugged the PCCC on a national talk show. For the first time ever there is a book available on Pepsi-Cola Collectibles, (see for sale section of the newsletter). This book has created interest in Pepsi collecting all over the country. Including a syndicated newspaper story about Pepsi-Cola collecting.

In 1987 we hope to continue the momentum of 1986. To do this we've made some rather optimistic plans for the PCCC, including the first regional meeting of the PCCC outside of California (see Club News for more information on this meeting). We've changed the name of our annual picnic to the PCCC Fair and plan to make this event "Bigger & Better" than last year's. This year we have set a goal of having 600 members in the PCCC, that is an increase of over 200. I know it will take a lot of work to accomplish all we want to this year but, with the help and support of all of you we can make 1987 another fun and exciting year of Pepsi collecting.

Have a Pepsi Day!

Bob Stoddard
Bob Stoddard
President

IN THIS ISSUE

PEPSI FEST '87

Pepsi-Cola "All Shook Up"

Lou Cox in Collectors Spotlight

Dick Hertzler buys Pepsi car

Terry Lunt in Collectors Showcase



**TOPS
FOR
QUALITY**

CLUB NEWS

Make your plans now, to attend PEPSI FEST 87 in Indianapolis, IN. This event will take place March 27 & 28th, 87 at the Sheraton-Northwest. On Friday night we will be having a get acquainted meeting and on Saturday night a swap meet. This will all happen the same weekend as the famous INDY AD SHOW.

Circle July 18, 1987 on your calendar this is the date of the 3rd annual PCCC Fair held in West Covina, CA. Look for more details in future issues.



HAVING A GOOD TIME AT THE MEETING HELD IN MODESTO, CA.

LEFT TO RIGHT: DAVE BRACKETT, JAMES SHELDON, & BOB STODDARD

PEPSI-COLA COLLECTABLES

I was given some Pepsi wrapping paper from the soon-to-be wife of a Pepsi collector from Burbank, CA. I liked the wrapping paper so much that I traced down the source of this wonderful wrapping paper. If you can't find it where you live, write to: RAGE INC. 1985, P.O. BOX 401, ROSLYN HEIGHTS, L.I., NEW YORK 11577.

COLLECTORS INFORMATION

Recently I tried to have my collection insured, the agent said it's very difficult to insure a specialty collection like Pepsi-Cola. Does anyone have information on who insures Pepsi collections? I'm sure this information could be of value to many collectors.

COLLECTORS SPOTLIGHT

In this issue of the Collector's Spotlight we feature Lou Cox of Muncie, Indiana.

I am a Pepsi-holic. I have been drinking Pepsi since I was a little kid. I have been collecting Pepsi-Cola items for about 10 years. I have over 240 various items. I have no preference as to what I collect, I collect anything that has Pepsi-Cola on it.

I find many of my items every year at Metamoria, Indiana, on Channel days, (which is like a large flea market held once a year). I even have a personalized license plate, so if you are ever in Muncie, Indiana and you see a car with the license that bares the number "Pepsi-6" that's me. I will leave you with this thought;

"PEPSI"

If in heaven we don't meet
hand in hand we'll bare the heat
and if there, it gets to hot
"Pepsi-Cola hits the spot".

CATCH THAT PEPSI SPIRIT

A bottle of Pepsi-Cola represents different feelings for different people, for Otis Blackwell it was inspiration for a number one hit.

In 1957, Otis Blackwell was sitting in his office at Shalimar Music, desperately trying to come up with a follow-up to his composition, Don't Be Cruel. It wasn't going to be easy to match; recorded by Elvis, Don't Be Cruel had been Number One on the charts for 11 weeks, making it the top song of 1956.

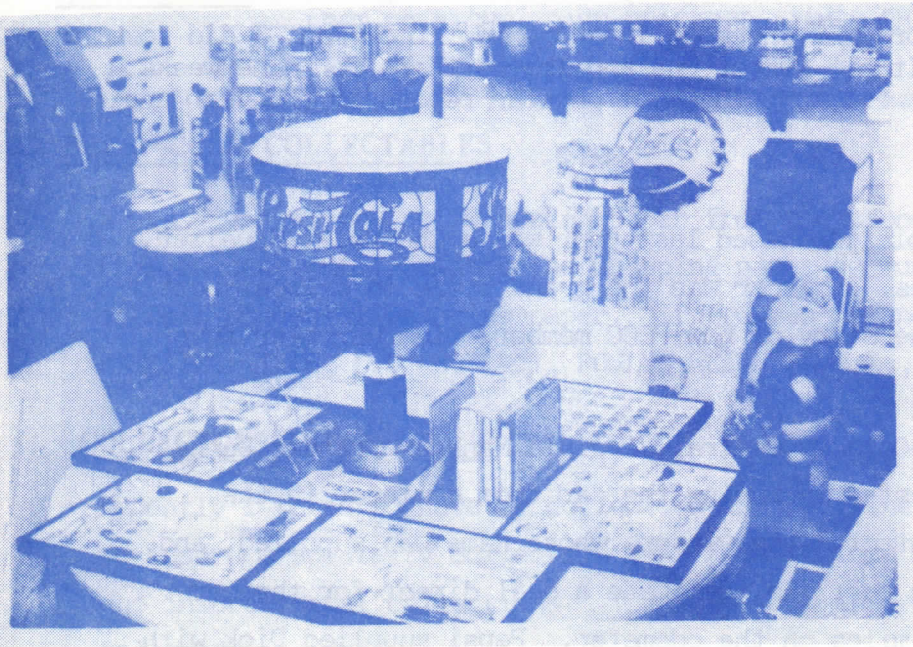
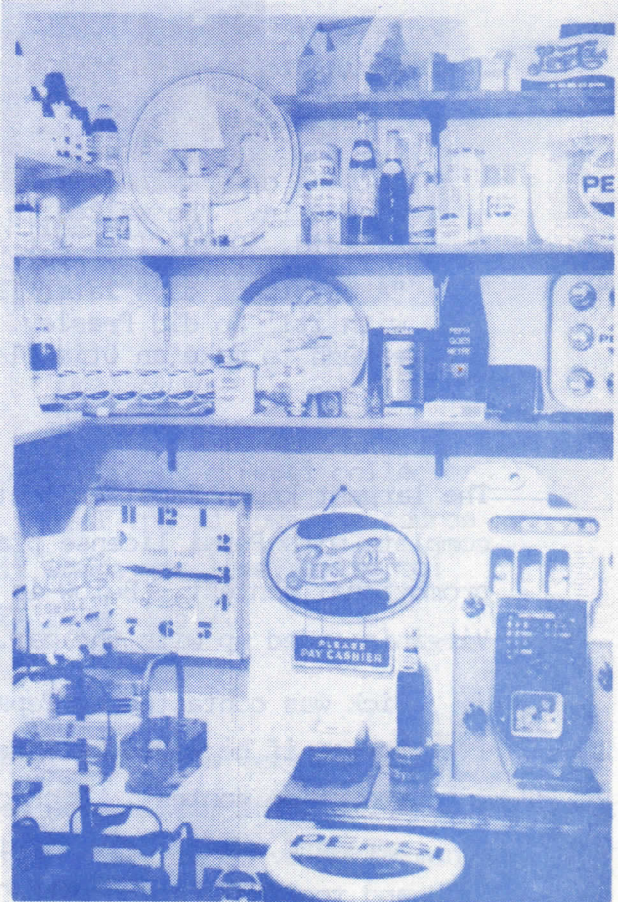
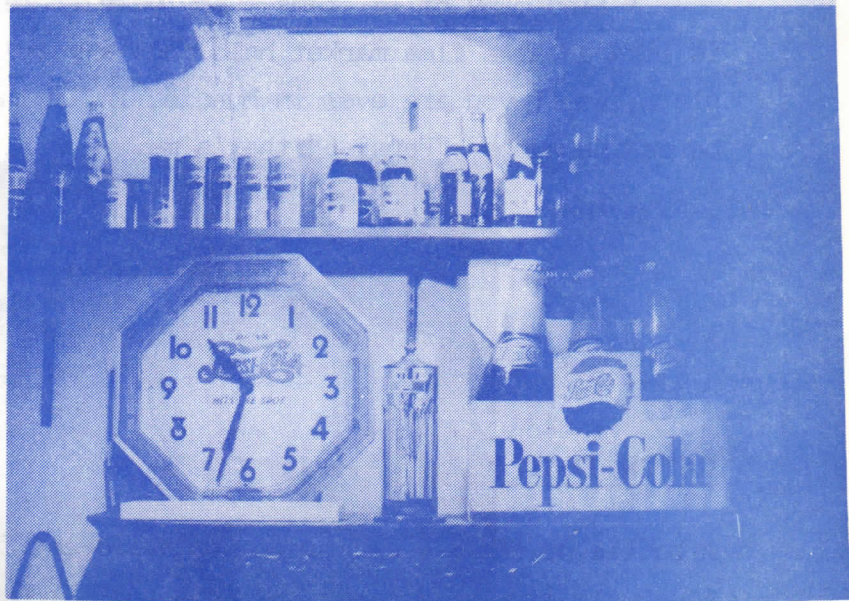
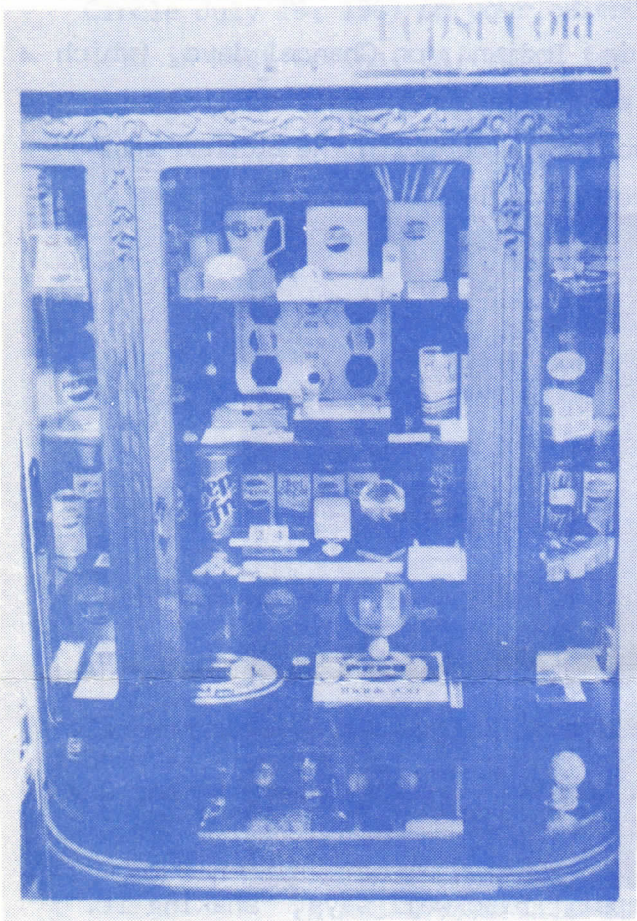
Nothing came. Then Al Stanton, one of the partners at Shalimar, happened to wander in. "He walked in with a bottle of Pepsi," Blackwell says, "shaking it." Al said, 'Otis, I've got an idea. Why don't you write a song called All Shook Up?' "A couple of days later, I brought the song in and said, 'Look man, I did something with it!' So did Presley. It hit Number One and stayed there for nine weeks, enough to make an Otis Blackwell song the most popular record of the year again.

The largest known Pepsi collectable purchased last year was a Chevrolet Cavalier, complete with Pepsi license plates. The car was the grand prize in a local bottlers promotional contest. Below is the story of how PCCC member, Dick Hertzler from Virginia ended up with the car.

Dick was contacted by Pepsi-Cola of Central Virginia Manager Francis Burns to see if he would be interested in buying the car from a winner in the promotion contest. Dick contacted the winner, whose name was supplied, and arranged a test drive for the car. He then made a deal direct for the car and took possession with 92 miles on the odometer. Pepsi supplied Dick with posters, banners, and other promotional material used in the contest. Dick is interested in receiving similar items from members in other areas.

COLLECTORS SHOWCASE

In this issue of Collectors Showcase we feature the collection of Terry Lunt of Modesto, California.



To have your collection featured please send us black and white photographs. We encourage all members to send us photos of their collection.

COLLECTOR'S MARKET PLACE

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| 9. Birthplace of Pepsi letterhead | .15 |
| " " " Cigarette lighters | 2.50 |
| " " " Hand fan with Gibson Girl on silk screen | 4.00 |
| " " " Key Ring | 1.00 |
| " " " Enaoryboard nail file | .35 |
| " " " Wooden nickels | .50 |


NEW ITEM: Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

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FOR SALE

COLLECTOR'S MARKET PLACE

 **WE WANT YOU !!**
IN THE
NATIONAL DOD CAN COLLECTORS CLUB
FOR DETAILS CALL OR WRITE US AT:
NPCC
1124 Tyler St.
Fairfield, Ca. 94533
Ph. 707-426-5553



PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost: \$10.00 ea. Also available: 5½x5½ red, white & blue embroidered patch, cost: \$10.00, include \$5.00 for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St., Huntington Bch., CA. 92647 or (714) 842-3161. NO CODS.



(A)



(B)



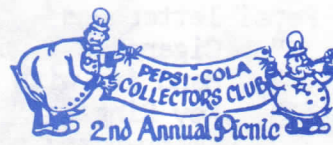
(C)



(E)



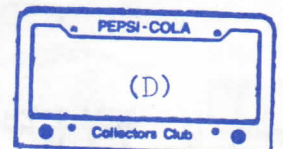
(G)



(H)



(F)



(D)

- A) Disposable lighter, \$3.00ppd.
- B) Pepsi Flashlight, \$3.00ppd.
- C) Pepsi Can Keychain, \$2.00ppd.
- D) PCCC License Plate Frame, \$4.25ppd.

- E) PCCC Pin-back Button, \$2.00ppd.
- F) Pepsi Brass Magnet, \$3.00ppd.
- G) Pepsi Playing Cards, \$4.00ppd.
- H) 2nd Annual Picnic Collectors Pin \$3.50ppd. (pin is five colors & will not be reordered once supplies run out)

FOR SALE

Pepsi Trucks from Mexico. GMC PU delivery 11" long. Blue & white plastic w/Pepsi logos, white cases & dark bottles. Plastic but well made w/simulated chrome hubcaps, grill, etc. \$7.50 ea. + 2.50 shipping. Volkswagon Comi-Blue & yellow w/various Pepsi logos. Plastic, 10" long w/ "chrome" trim. \$7.50 ea. + 2.50 shipping. Ford Delivery 7" long-Blue & white bottle cap logo & reg. logos yellow cases (MEX. colors) w/dark bottles. Nice little truck. \$4.00 + 1.00 shipping. Pepsi cans - Diet & regular from Mexico, 1.00 ea. + .50¢ shipping. Commemorative Cans - Jackson World Tour, Kennywood 3.00 off. Bottom opened. 1.50 ea. + .50¢ shipping. Old pepsi can-pull tab open-bottle cap design on label with slanting vertical white lines & PEPSI in slanting white stripe on each side. 1960's? Can is nearly perfect. 3 pc. steel, make an offer. CONTACT: Jerry Watkinson, P.O. Box 1088, Imperial Bch., CA. 92032.

Virginia 75th anniv. 6 can set pictured in PCCC newsletter, vol.3, #5 as one of the harder sets to find, \$35.00 set. Pepsi-Cola 9 can "Places of interest to visit on Delmarva 1986", \$14.00 set or 2 sets for \$25.00. 1986 Mule Kickin-Beat Army can only sold at Anapolis and a Pepsi-Cola product, \$2.00 ea. or 3 for \$15.00. All cans bottom opened. Postage charges additional. CONTACT: Lewis Pittell, 5833 Detrick Rd., Mt. Airy, MD. 21771

1936-1986 Commemorative 50th anniv. Pepsi-Cola Memphis Bottling Co., Inc. plates. Only (300) made. First come, first served!, with just a few left. Will ship UPS. cost; \$75.00 + \$3.00 for postage & insurance. CONTACT: John H. Johnson; (816)465-8553. Memphis, MO.

PEPSI MACHINE FOR SALE!, model VA144 for \$700.00 + shipping. Also, we have many bottles & can commemoratives, and now in stock a fully illustrated Pepsi-Cola Collectibles Book.. \$14.95 + \$1.50 shipping. CONTACT: Soda Mart/Can World, Dept. P., Ridgecrest Dr., Goodlettsville, TN. 37072.

1941 Pepsi label printed old stock found in a closing printing co. Brand new same as the bottom label on a bottle shown in the PCCC newsletter, vol. 2 page 1&3. \$5.00 ea. ppd. CONTACT: Jean-Claude Labrecque, P.O. Box 246, Montreal, Quebec, Canada H2X 3M4

Have a limited number of 1986 10oz. commemorative Pepsi Sunbelt Exposition bottles for sale or will trade for bottles needed. Also, have several Diet Pepsi & Deit Pepsi Free 12oz. filled cans for sale. Contact: Mike Fleszar Jr., 5913-C S. Dale Mabry, Tampa Florida 33611 or (813) 839-2236.

FOR TRADE: Pepsi nine can sets "Places to visit on Delmarva -1986". Interested in trading for bottles or cans, Pepsi or Pepsi products. Send trader list to: Ed Protin, P.O. Box 1164 Clarksville, MD. 21029-1164.

Have many special issue Texas Pepsi Cans to sell or trade for Pepsi cans from your area, including Sesquicentennial set, Wet n' Wild, Water World, Dream Vacation, & "Win instant Prizes." My list of traders for yours. CONTACT: Carr Suter, 111 W. Woodbury, Garland Texas 75041, or (214) 278-4411.

BLUE Pepsi-Cola Cooler, galvanized lining, compressor works great; & Pepsi trash can; \$435.00 or make offer! Must sell! CONTACT: Ray Booth at (714) 771-4093.

FOR SALE



NEW BOOK!! PEPSI-COLA COLLECTIBLES by Bill Vehling and Michael Hunt
 160 pages with over 850 items illustrated and priced. 8½"x11",
 cover price is \$14.95. PCCC members only! Save \$2.00, price is \$12.95
 + \$1.25 postage & handling for each book for a total of \$14.20.

Please enclose remittance and send to: Bill Vehling
 Box 41233, Indianapolis, IN. 46241

ITEMS FOR SALE

Rev. Mel Weseloh
 227 E Market
 Havana, IL 62644

- Buddy L Truck (mint) 3.50
- Rock Island, IL bottler pencil 1.00
- triangle bicycle reflector 1.50
- brass Jackson tour keychain 5.00
- Peoria, IL bottler pocket calendar 86 .25
- 2" Pepsi Free pin back button 2.00
- paper bib with train design 1.00
- oval change mat (1 cig. burn) 2.50
- bottle cap eraser (new) 1.50
- Pepsi Spirit matchbook (mint) 1.00
- 16oz. travel mug 4.00
- black change tray with Pepsi on
back (some rust) 3.00
- Pepper Mill with Pepsi girl (fair) 2.50
- white vinyl carrier bag for 2 2-liter
bottles 10.00
- white can wrapper with logo 2.00
- blue plastic mug 2.00
- crayon 6 pack key chain 2.50
- Pepsi girl oval change tray 2.00
- doulbe dot sign magnet 3.00
- 4 bottle cap magnets 2.00
- Pepsi Free cigarette lighter 2.50
- Pepsi cigarette lighter 2.50
- small Pepsi Challenge button 1.00
- can shaped eraser 1.50
- Gibson Girl coaster 2.00
- blue pencil case with logo 1.50
- Puffy stickers 1.50
- small can shaped pencil sharpener 2.00
- 12 menu redi-clips on card 4.00
- large "Dew It" pin-back button 3.00
- large plastic bottle from display 4.00
- Coney Island tray (some wear) 14.00

- BUMPER STICKERS - each 1.00
- Pepsi Challenge - Nationwide over Coke
- WFMB - Sterwo 105
- WLS
- Good Taste Never Changes
- Caterpillar Co. Commemorative Glass 7.00
- 3rd Day of Christmas glass 1.50
- Fuso Track 3.00
- Pepsi Free tall insulated tumbler 2.00
- Pepsi insulate tumbler 2.00
- Marion, IL 50th ann. can 1.25
- Colorado Springs 50th ann. can 1.20
- 75th Ann. of Pepsi can - Watertown, WI 1.50
- bicnetennial US can -Warrenton, MO 1.50
- 16oz Pation Diet bottle 4.00
- St. Louis Blues bottle 4.00
- Arizona Sun Devils bottle 6.00
- new 10oz paper label bottle 2.00
- insulated Cruiser Cup 3.00
- blue rimmed tray Ppspi girl (repro) 2.50
- large can-shaped refrigerator magnet 2.00
- soft plastic ball point pen 1.50
- square tray, bottle tops in ice 10.00
- white visor with sewn-on patch 3.50
- yellow visor with "Take Challenge" 3.50
- red Pepsi Free baseball cap 4.00
- paper cap with mesh top 3.00
- Bumper Stickers - each 1.00
- Pepsi Generation
- Pepsi Spirit
- If You Must Drink & Drive
- Pepsi Free - Positively Pepsi Taste
- Pepsi Challenge - Let Your Taste Decide

 Pepsi-Cola Space Shuttle Can replica. This is the famous can representing Pepsi's
 effort to provide soda in space. \$20.00 ea. or two for \$35.00, limited number avail-
 able. CONTACT: Dave Brackett, 1124 Tyler St., Fairfield, CA. 94533 or (707)426-5553.

Pepsi-Cola 50th anniversary bottle for Pepsi-Cola bottling companies in Bennettsville,
 Florence, Conway-Myrtle Beach, So. Carolina, \$6.00 ea. full ppd. also same in can for
 \$6.00 ea. ppd. 75th anniversary can of Pepsi-Cola Co. of Central Virginia, w/picture
 of S.A. Jessup, founder for \$6.00 ea. ppd. 85th anniversary Pepsi-Cola can for
 Carolina Cannerns, Cheraw, So. Carolina, \$6.00 ea. ppd. Pepsi-Cola can "Take the Pepsi
 Challenge" 4.00 ea. ppd. Pepsi-Cola can "Taste the Pride of the Carolinas" 4.00 ea.
 ppd. CONTACT: Singleton Bailey, P.O. Box 95, Loris, So. Carolina 29569.

WANTED

Video Tapes (VHS) of Pepsi-Cola commercials, and would like to exchange w/other members. Need the 2 minute Michael Jackson and Lionel Ritchie spots. CONTACT: Dick Hertzler 6110 Yates Ford Rd., Manassas, VA. 22111

Pepsi special issue cans. I also have many cans to trade: CONTACT: Dave Brackett, 1124 Tyler St., Fairfield, CA. 94533, or (707) 426-5553.

Pepsi-Cola business card from Companies or from members with Pepsi logo on it. Also, want to buy any mexican trays or miniture trucks. CONTACT: Jean-Claude Labrecque, Box 246, Montreal, Quebec, Canada H2X 3M4.

Fountain Dispenser, early syrup type. CONTACT: David Gelinas, 1131 Hayward St. Manchester N.H. 03101 or (603) 668-5587.

Looking for anything with Mountain Dew (Hillbilly) logo on it. CONTACT: Lewis Carr, 1034 Highland Ave., Louisville, KY. 40204. or (502) 581-0379



The Biggest Hit at the Base-Ball Game

is made by the pure, refreshing, delicious, Original Pure Food Drink—



Everybody drinks it, players and spectators alike. Nothing tastes so good when you're hot, tired and thirsty as a glass of sparkling PEPSI-COLA. It's just pure, fresh fruit juices, acid phosphate and pepsin—nothing more. Sold at all soda fountains, 5c. a glass. At your grocer's, 5c. a bottle. Beware of imitations. PEPSI-COLA is guaranteed under the U. S. Government Serial No. 3813.

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HAMMOND, IN. 46323

ANNOUNCEMENTS

Past issues available for only a \$1.50 each. Please indicate which issue(s) you want and enclose a S.A.S.E. Send to the PCCC Newsletter.

The Pepsi-Cola Collectors Club Newsletter is published by the Pepsi-Cola Collectors Club. Publisher and Editor is Bob Stoddard.

Membership in the Pepsi-Cola Collectors Club is \$12.00 a year. Membership includes the Newsletter every two months, free ads in the newsletter and information on club activities.

PLACES TO FIND PEPSI-COLA

Smiley's Antique Mall: On I-40, Fletcher, No. Carolina
Nostalgia-Villa: 978 The Queensway, Toronto M8Z 1P6, Canada
Wilson's Collectables: Corner of Hwy 17-92 & Haines Blvd., Lake Alfred, FL. 33850
Mikes General Store: 52 St. Annes Rd., Winnipeg, Manitoba, Canada R2M 2Y3
Judy's Place: 308 Salter St., Winnipeg, Manitoba, Canada R2W 4L2
Framemakers & Antiques: 418-430 E. 32nd St., Balto, MD. 21214
Bob Adam's 7 Mile Antique Mall: 441 S. Hwy. 41, Caledonia, WI. 53108
Palmetto Collectables Warehouse: Hwy. 321, Norway, So. Carolina
Stodel's Antiques & Collectables: 221 So. "L" St., Livermore, CA. 94550
Elbo Antiques: 5605 W. Glendale Ave., Glendale, AZ. 85301
Pink Elephant Antiques: 274 La Habra Blvd., La Habra, CA.

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