

PEPSI-COLA COLLECTORS CLUB



EXPRESS



Volume 12 Issue 3

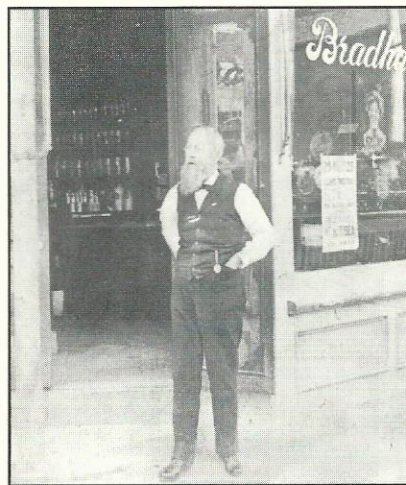
July-August 1995

Count Down To 100th

All roads lead to Charlotte, North Carolina for this year's Pepsi Fest East. Moving this Fest to August seems to have been a popular idea to many collectors who want to make this their family summer vacation. This year Pepsi Fest East returns to Sheraton Airport Plaza, site of the first Pepsi Fest East. With all the regular Pepsi Fest activities and a few new ones this should be a great weekend for Pepsi Collectors.

Pepsi Fest East will be held August 11th and 12th, 1995. The Sheraton Airport Plaza Hotel is located at I-85 and the Billy Graham Parkway in Charlotte. Room reservations must be made directly with the hotel. If you haven't made your reservation yet be sure to contact the hotel at (704)392-1200 as soon as possible. It is important for you to register for the event with the Pepsi-Cola Collector's Club as well!

The Pepsi Lady of Odessa, Kathie Brown, married John DeLozier in a small church ceremony in Odessa, Texas on Thursday, January 16, 1995. A reception was held in a local restaurant attended by over 100 friends, co-workers, and relatives. The two tier white wedding cake was decorated with daisies and had a Pepsi sign on top of the cake. The groom was responsible for having the Pepsi sign on the cake much to the surprise and delight of the bride. Kathie and John honeymooned in the Hill Country of Texas with friends and currently reside in Odessa



Bradham Pharmacy

***Pepsi Fest East
Aug. 11-12, 1995***

***Pepsi Fest West
Nov. 3-4, 1995***

Inside This Issue

Bradham Pharmacy

Road Signs

Fest East and West Info

where Kathie is teaching John about collecting Pepsi!

As most Pepsi-Cola Collectors know, Pepsi-Cola was created in 1898 in New Bern, NC. That makes the 100th anniversary just 3 years away. In recognition of this historical event a number of organizations are planning activities, including the PCCC. It is the desire of the Express to keep club members informed of every aspect of the 100th anniversary celebration. To accomplish this we will add a new section to the newsletter called "Countdown to the 100th." We will highlight the achievements of Pepsi-Cola and its bottlers over the past century.

As part of the effort to celebrate the Pepsi-Cola centennial, the Minges Family has purchased the Tom Avery Pepsi-Cola collection with plans of having a museum built in New Bern, North Carolina in conjunction with the 100th anniversary.

The Minges own three Pepsi-Cola franchises in North Carolina - Greenville, Kinston, and New Bern. Their family has played a significant role not only in Pepsi's history, but in the soft drink history as well. They believe owning the franchise where Pepsi began gives them an added responsibility for preserving Pepsi's history and they do so gladly.

Along with purchasing the collection, Hoyt Minges, President of the New Bern franchise, has obtained a lease on the

(Continued on page 3)

CLUB NEWS

PEPSI FEST EAST

Preparations are being made for Pepsi Fest East which will be held August 11th and 12th, 1995 in Charlotte, NC. This year's event will be held at the Sheraton Airport Plaza Hotel, I-85 7 Billy Graham Parkway, Charlotte, NC 28208. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

PEPSI FEST EAST AGENDA

Friday, August 11th

6:00 p.m. - Be Sociable - Have a Pepsi Party
9:00 p.m. - Room Hopping

Saturday, August 12th

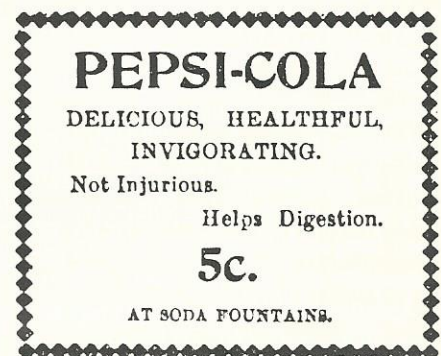
9:00 a.m. - Swap meet set-up
10:00 a.m. - Swap meet begins
12:30 p.m. - Break for lunch
2:00 p.m. - Seminar
3:00 p.m. - Auction check-in
4:00 p.m. - Auction begins
6:30 p.m. Pizza Party

FEST WEST -95

Plans are under way for Pepsi Fest West '95 to be held November 3 & 4 in Las Vegas. Rooms have been reserved for the PCCC at the Debbie Reynolds Hotel and Casino which is located at 305 Convention Center Drive, Las Vegas, NV 89109. Rooms will be available for \$59 per night. Registration forms and more material will be available in the next newsletter. For those of you who would like to make reservations as soon as possible, please contact the hotel directly at (800)633-1777.

CHICAGO CONNECTION SWAP MEET

The Chicago Connection is having a picnic swap meet on July 22 at Trinity Christian College, Palos Heights, IL. All Pepsi club members are invited. Call Kaye LeMahieu at (708)923-6429 or Laura Vigna at (708)586-9509 for details.



(Continued from page 1)

building where Caleb Bradham's original drug store stood. This was the exact location where Pepsi-Cola was created. (See drug store article below).

BRADHAM'S PHARMACY

Before there was Pepsi-Cola there was Bradham's Pharmacy - just one of the thousands of mom and pop type drug stores scattered across America. Financially unable to complete his education in medicine, Caleb Bradham opted for a career a merchant - first in partnership with Thomas Gates in a feed store and later in 1893 as owner-operator of his own drug store. At the time no one realized what a pivotal event this was, not only in business history but in American history as well.

It was in this drug store that Caleb Bradham first began experimenting with remedies for various ailments. Using herbs, oils, and extracts, eventually Mr. Bradham concocted a flavor his friends referred to as "Brad's Drink."

The following ads were printed between 1896 and 1902 by Bradham to stimulate sales of his patent medicines at his drug store or by mail order.

BRADHAM'S PRESCRIPTION PHARMACY TAKING PRECEDENCE

Over all other functions of this store is our Prescription Department, and we feel that it has demonstrated its position with considerable emphasis as compared with other prescription departments.

The fact that our R trade steadily and continually increases week after week the year 'round goes to further establish our position as meriting your exclusive trade.

The appliances, equipments and conveniences are of the most modern adaptation. Nothing is wanting that could assist us in rendering a better

service. We invite you to bring all your Prescriptions to Bradham's Pharmacy to be filled.

Does quality count with you?

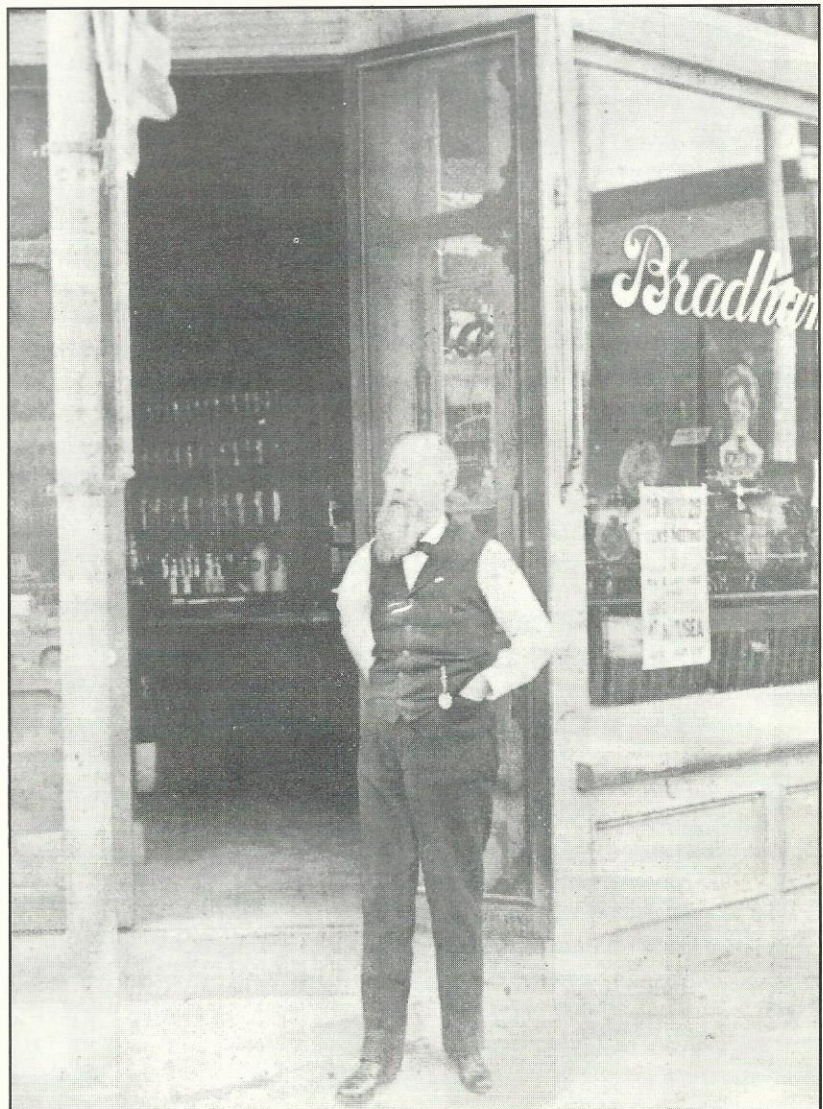
COLDS, COUGH, LAGRIPPE

All such ailments are dangerous because of their frequent quick development into Pneumonia, etc. They also lay the foundation for Consumption. Bring your Prescriptions for medicine treating respiratory ailments directly to Bradham's Prescription Pharmacy. Your doctor may see that you need a certain drug. We have that drug.

You will not have to wait for us to send for it if you come here. And you will get just exactly what your doctor prescribes. Bradham's Carolina Cough Cure is by far the best cough remedy we know of. We sell more of it than all other cough remedies put together. That's because its better. Price 25 cents. Best Quinine Pills 10 cents doz. Bromo-Laxative Quinine 25 cents. Postpaid.

BRADHAM'S COLA HEADACHE POWDERS

Five kinds of Headaches (1) caused by too much (hypheremia)



Original Bradham Pharmacy with R.F. Butler in front.

(Continued from page 3)
 or too little (anemia) blood (2) caused by poison in the blood (toxemia), - Rheumatism, liquor, quinine, coffee, opium, malaria, typhoid, etc., (3) caused by disorders of the stomach and bowels and other organs, (4) caused by nervous strain - overwork, worry, etc. (5) caused by tumors, syphilis, etc. We make Bradham's Cola Headache Powders right here in our Pharmacy and we know that they are harmless and pure. They are the best Headache Relief we have ever seen. We heartily recommend them. Price 10 cents.

Your Favorite Formula - let us put it up. Our assistants are Registered Pharmacists and our drugs are all first quality, fresh, pure. Bring your prescriptions to Bradham's Prescription Pharmacy, New Bern, N.C.

Mail orders filled Promptly.

Healthful in Summer

Our Soda is a beneficial hot weather drink, because it is composed mainly of three healthful things - Fruit, Cream and Frozen Water.

Everybody knows that fresh fruit is good for you in summer. It is nature's way of caring for a man under primitive conditions. Why shouldn't it be healthful! Crushed Fruit, Fruit Juices, Fruit Flavors.

Cream is a delightful means of taking nourishment which, in childhood, all have lived on. Ice Cream, Cream, Eggs, and Chocolate.

Ice is a necessity nowadays. Ours is the purest the market can supply us with. We give you a plenty, too.

Skillfully intermixed, these three main ingredients of our healthful soda keep you from drinking too much water, quench thirst as water will not; encourage an appetite by their gentle sustenance; and in one form or another are helpful to nervous, worn-out people in summer time. Bradham's Fountain.

The Golden Era of Pepsi Memorabilia

Over the years I've wondered why there seems to be a preponderance of memorabilia from certain dates and very little to none from other periods. I've come to the conclusion that it has to do with two different entities - economics and luck.

Economics simply means that during prosperous times the Pepsi-Cola Company produced more advertising materials which increased the odds of more items surviving.

The luck factor has to do with the fact that in some eras where very little was produced, a significant number of artifacts managed to survive over time.

The first piece of evidence to support my theory is the increase of Pepsi bottlers from 40 in 1907 to 280 in 1910. This increase is paralleled by an increase in point of purchase advertising material. The material produced during this era is the most plentiful available today from the New Bern era.

A number of signs and bottles survived from the Richmond Pepsi-Cola Company which had financial problems from the very beginning. The fact that so much survived from this era is luck.

With the introduction of the 12 ounce bottle for a nickel in 1934, Pepsi was an overnight success. By 1939 profits were rolling in. Thus began the golden era of Pepsi-Cola point of purchase advertising. Because of World War II, this era only lasted from 1939 until 1942, but this was some of the best material produced.

BOOK REVIEW

Pepsi: Cola Bottles - Collector's Guide by James Ayers

Congratulations to James Ayers on his new book Pepsi: Cola Bottles.

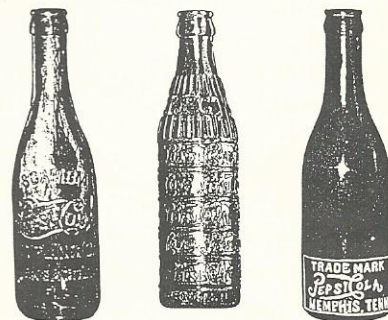
This is the first collectors book that is dedicated exclusively to Pepsi-Cola bottles. James did a scholarly job on his identification and description of each bottle. The photography is excellent and the color makes the bottles easily distinguishable. He deals primarily with bottles from 1905 thru 1939 - but there are some newer bottles included. The book is arranged in alphabetical order based on the city embossed on the bottle. Each bottle is priced as well as given a rarity rating. I heartily recommend this book to the novice as well as the experienced Pepsi bottle collector.

This book is available for \$29.50 per copy plus \$3.95 for shipping and handling through RJM Enterprises, P.O. Box 1377, Mount Airy, NC 27030.

PEPSI : COLA BOTTLES

COLLECTORS GUIDE

IN FULL COLOR



By: JAMES C. AYERS



*"When it's 90 in the shade I drink
Pepsi-Cola and keep cool."*

When the sun rides high and the heat simmers up from the pavement, there's nothing you need more than a bracing glass of Pepsi-Cola.

Brings to heat worried mind and body—in the office or on the street—the refreshed, invigorated feeling that makes you complete the day's work with a dash.

Drop around the corner to the fountain with your nickel, or to the dealer in bottled Pepsi.

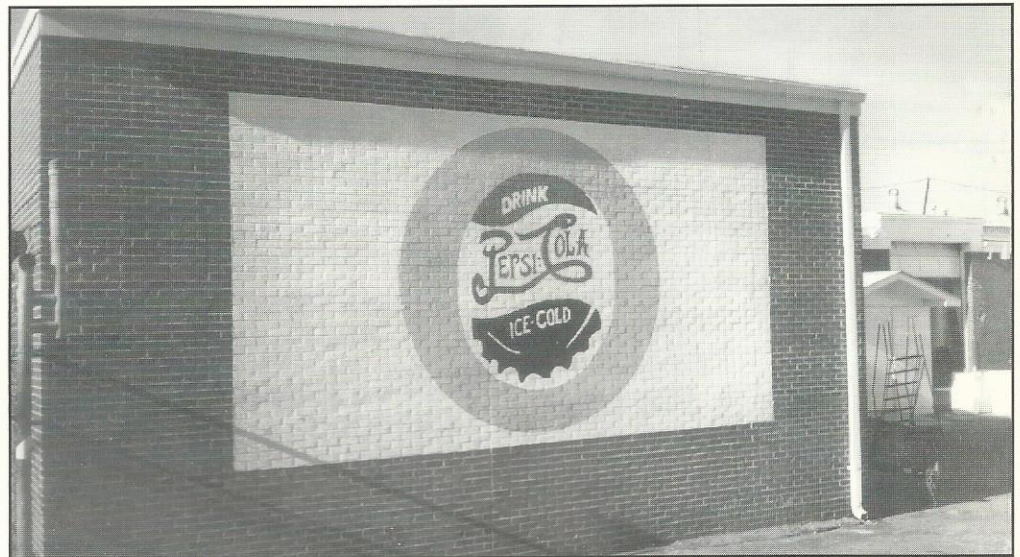
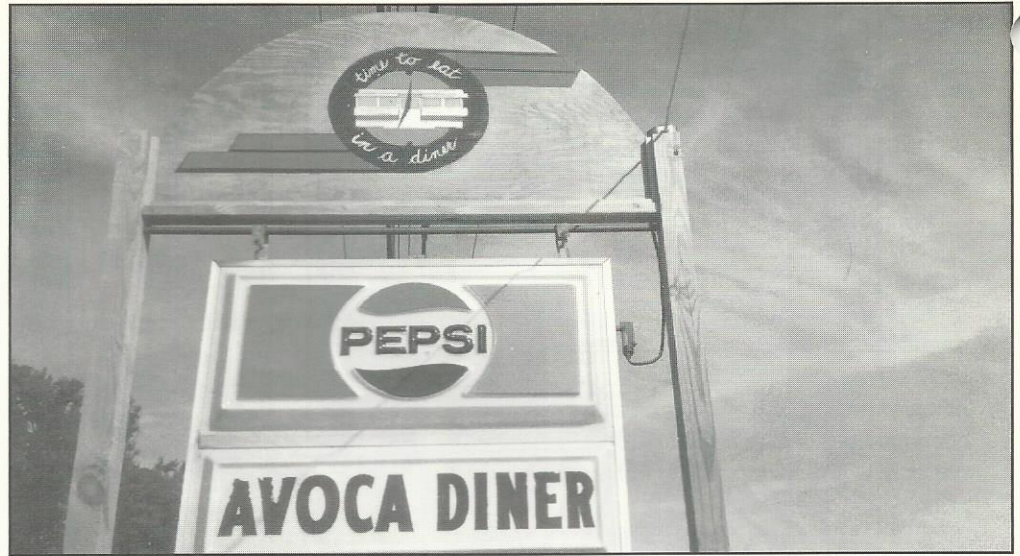
PEPSI-COLA

For All Thirsts—Pepsi-Cola

1917 Pepsi-Cola Ad

R
O
A
D

S
I
G
N
S



Top: Diner Avoca , New York

Center: Pepsi-Cola plant
Granite, N.C.

Bottom: Old Town near Orlando, Fl.

WELCOME NEW MEMBERS

Randy Nations
Morganton, NC

Edward Snyder
Jamesville, NY

Jay & Sandra Wilson
Taylor, MI

O.B. & Lucille Harding
Ashland, OH

George Smart
Glen Allen, VA

Ken Hoeckelberg
Crown Point, IN

JoLynn Connerly
Holly Hill, FL

Bruce Hoffner
Holly, MI

Mark Darrow
Traverse City, MI

Bonnie Sacco
Watson, PA

Charles Geho
Washington, PA

Roy Linke
Gibsonia, PA

Dan Spivey
Sanford, FL

James & Mary Yeago
Largo, FL

Walter DeWaelsche
Detroit, MI

Wayne Merritt
Greenville, SC

Paul Stanley
Damascus, OH

Bob Carson
Overland Park, KS

Ronnie Searcy
Sorrento, FL

John Williams
Downingtown, PA

Tim Baumgartner
Wellington, KS

Linda & Roy Mitcheltree
Batavia, IL

Jerry Makinson
Tempe, AZ

Jay & Debbie Musser
Nescopeck, PA

James Renaud
Daleville, IN

Pug Weadick
Eaton, OH

Raymond Hobbel
Walled Lake, MI

Vern Lock
Burnaby, BC, Canada

Brian & Janet Sheeler
Richfield, PA

Wes Murer
Fall River Mills, CA

John McTernan
Belleville, IL

Richard Mullis, Jr.
Jetersville, VA

Kane Savell
Oxford, MS

Vicki Murphree
Capan, OK

Gay Bowling
Indianapolis, IN

Ron Binek
Royal Oak, MI

Frank Frechek
Enid, OK

Jim & Muriel Minkler
Bend, OR

Calvin Graber
Greensburg, KS

Bruce Hyde
Copperton, UT

Robert & Vickie Edwards
Winterville, NC

Robert Twining
Findlay, OH

Samuel & Tonia Bretz Jr.
N. Baltimore, OH

Karee Taylor
Wichita, KS

Holly Steffens
Grand Rapids, MI

Frank & Debra Kohl
Canton, IL

Thomas Hurst
Apache Junction, AZ

Terry Gregory
Union, SC

Larry Guenther
LaGrange, IL

Wm. Hill
Paris, KY

Donn Wolf
Latimer, IA

James & Marilyn Orr
Guelph, Ont., Canada

Theresa Schneider
Sterling, CO

Michael Partridge
S. Grafton, MA

Frank Falkowski
LaGrange, NC

Barry & Lynda Tooley
Surrey, BC, Canada

Gary Houck & Family
Vincennes, IN

Kevin Schmid & Family
Keokuk, IA

Jon Gardis
McKeesport, PA

Kim Oliver
Washington, IL

Debbie Williams
Lorain, OH

Mike Sager
Wakeman, OH

Ken & Evang. Hayes
Galion, OH

Robin Anderson
Baltimore, MD

Dick & Valerie Marsh
Camano Island, WA

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
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: Pepsi You Pay Spinner (Stoddard Page #59 1471) \$10 Each + SASE. Also for sale or trade if anyone needs 1976 Pepsi football cards, 1977 Pepsi baseball glove cards or 1978 Pepsi tab cards (25 Cincinnati and 15 Superstar ballplayers) to complete sets. I have over 300 for sale or trade. I also have the rare color variations of Reggie Jackson and Mike Schmidt Pepsi Glove cards. Orange, purple, green, dk. blue and lt. blue. Let me know what you need and any cards you may have for trade. Con-

tact: Jerry Hilton, 10263 Gandy Blvd. #308, ST. Petersburg, FL 33702 (813)577-1423.

For Sale: 1960's Era Pepsi Vending Machine, very good condition, \$385. Photo available. Contact: Ruth Lepper, P.O. Box 2396, Ramona, CA 92065 (619)789-7336.

For Sale: Double Sided Foil Card (Case Card) goes with Pepsi Collectors Card Set. \$75. Pepsi Banks, Cars, trucks, airplanes, 60 different toys. pepsi Longnecks, commemorative bottles, lots of misc. For list send SASE to Bob Schoonover, 2343 S.E. 108th St. Runnells, IA 50237. (515)966-2809

For Sale: Pepsi Longnecks; San Jose Sharks. Sears Point Raceway with special carrier carton. 4 Pack Bottles \$12 or 3-4 packs \$30. Thailand Pepsi 10 oz. bottle \$11. Thailand Pepsi MAX Longneck \$11. Saudi Arabia Pepsi Cans \$7. Postpaid prices in the 48 states. Contact: Gene Gong, 211 N. Valencia, Woodlake, CA 93286.

For Sale: Over 40 Lite-up Adv. clocks, 15 Double Bubbles, 25 Pam types. Call or write Dan Graves, 2148 Trail Pt. , Aiken, SC 29803. (803)652-3096.

For Sale: Squirt Sign 52" x 43", 1956 Cat. No. 92, Excellent, \$250. 3-V Cola Round Bottle Cap Sign 29" across. Fair \$95. Will trade for original Pepsi items. Contact: Bill or Kathy Fulton, Box 69, 7468 N. Woodbridge, Brohman, MI 49312. (616)689-2199.

For Sale: V-2 #373 Program Insert 1940's The Big Drink at the Big Game! Mint, beautiful \$25, Smoking parphenalia matchbook 1940's #594, \$15 Good, 1960's Thermometer Say Pepsi Please" #189 Fair \$8. Limited quantity, prepaid, plus shipping. Contact: Phil

Anderson, 504 Juniper F.P., Glendive, MT 59330. (406)365-3722 Evenings.

For Sale: Old green & white Pepsi caps unused \$25 in Pepsi Collectibles Vol. 3 Page 154 #933. Radio 1947 24" tall tube type bakelite labels replace double dot \$675 in Pepsi Collecting Page 81 #1688. Pepsi truck driver's hat double dot patch with blue cover and black brim very rare not in books \$175 also a single dot hat \$125. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 or call (910)288-3780.

For Sale: Pepsi-Cola toy trucks and cars. Incredible list which includes many hard to find. Send SASE for list or call (914)737-2639 after 6:30 p.m. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501.

For Sale: Door pushes V1 #164 \$125, #166 \$90 (Canadian). Paper cup 1940 V2 #161 \$65. Porcelain sign V3 #705 \$135 (Canadian) 1950 Menu board V2 #606 \$95 (Canadian). Contact: Eddie Tamas, 2104-168 St. Surrey, B.C. Canada V4B5E7. (604)538-9655.

For Sale: Plate #2-828 M \$110; Clock #1-142 NM \$225, Signs: Cardboard - "Big Shot" #1-293 NM +250, Paper-Friendship #3-863 EX \$35, Counter-Spy #2-583 NM \$60, Baseball Cards Set/72 #2-761 M \$180, Fountain Syrup; Jug S2051 NM \$30, Bottle M \$25, Carriers: Stadium Vendors Cup EX + \$85, #1-99 M \$35, #1-111 m \$45, #1-112 EX\$8, Bottles Cap 1920' Unused NM \$7, EX \$4; 1940' EX \$4, List 200+ (SASE) Contact: Tom Rosing , 15 Glendalough Road, Dallas, PA 18612 (717)675-6302 (After 7 p.m.) plus postage.

COLLECTORS MARKET PLACE

WANTED

Wanted: Double Bubble clocks, signs, soda machines, and soda fountain items. Contact: Chris Stokes, Rt. 16, Box 41, Greenville, NC 27858. (919)758-6939

Wanted: Chromium Pepsi collector cards #1,2, & 3. Pepsi coasters and matchbooks. Contact: Tom Coriell, P.O. Box 3883, Wichita, KS 67201. (316)687-9154.

Wanted: Pepsi Sports and non-sports trading cards, baseball, football, basketball, auto racing, any Pepsi cards. Please send a list of any you want to buy, sell, or trade. Contact: Jerry Hilton. 10263 Gandy Blvd. #308, St. Petersburg, FL 33702. (813)577-1423.

Want to buy: Clocks - Pam, Neon, Double Bubble any old Pepsi or other name brands. Looking for any old double dot nice pieces toys, bottles, signs, lighter, jewelry, fountain items, etc. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.

Wanted: Miss America Doll Stodd #2094 looking for white & black versions. Top dollar paid for Evervess or Devil's Shake can, also looking for old coupons like Stodd #1335, 1336, or 1340. Looking for Double Bubble Clocks, and Pepsi or other sodas or automotive. Call or write: Roger Blad, 1317 Orchard Dr., Burnsville, MN 55306. (612)435-5250.

Wanted: Pepsi signs, thermos, lighters, pushes, ect. in Ex. or better Cond. Send price list to: Kevin Schmid, 3942 Valley, Rd., Keokuk, IA

52632 (319)524-7744.

 Wanted: All brands of soda related playing cards. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207.

 Wanted: Pepsi cards & trucks. I am especially looking for Ertl #7500 1/64 Tractor/Trailer, Ertl 1/64 Darrell Waltrip Pepsi Challenger and Lledo 1994 Christmas Truck. All replies will be answered. Contact: Charles Lambe, 20996 159th Ave., Zwingle, IA 52079-9503. (319)686-4229.

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 \$45.00, 1/4 page \$75.00, 1/2 page \$135.00, full page \$240.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

G&J Collectibles

28780 FRONT STREET #A9
TEMECULA, CA 92590- 2848
909-676-5508



Miss Pepsi 1951 Ford Dry Goods Van
Produced by First Gear, Inc. and officially licensed by PepsiCo, Inc. and
Dossin Great Lakes Museum
Truck measures 8" long, 2 7/8" wide and 3 1/2" high

Available for shipment late September 1995

Stock #	Quantity	Unit Price	Amount
19-1567		\$35.00	

Add \$4.00 shipping fee, California residents please add \$2.71 sales tax

NOTE: Only Visa and Mastercard orders will be taken over the phone.
Payment by check or money order must accompany all mail orders. All orders
will be processed in the order they are received.

Dealer Name _____
Attention _____
Address _____
City _____ State _____ Zip _____

(No P.O. Boxes)

•CHECKS & MONEY ORDERS AND/OR BANKCARDS DEPOSITED ON DAY OF SHIPPING•

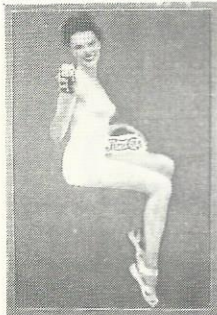
Check or money order # _____
or
Visa or Mastercard (circle one)
Expiration date _____
Name as it appears on card _____
Phone number _____

Store Hours
Monday-Friday 9-6 PST Saturday 10-4 PST

New Generation

Toll Free 800-886-6398

Licensed: Pepsi - Cola 9x12 MetalTray • 2000 Of Each Tray Produced • \$9.95 Each



#101 Ready For Shipping



#102 Will Be Shipped July '95



#103 Will Be Shipped July '95



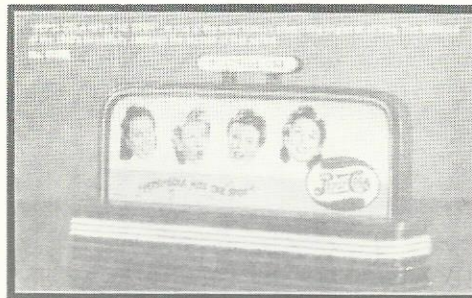
#104 Will Be Shipped July '95



#105 Will Be Shipped July '95



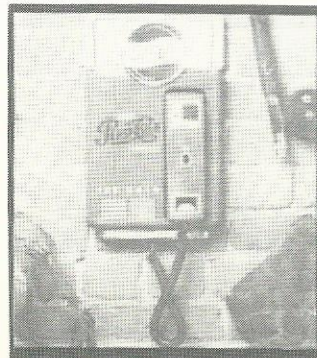
#106 Jolly Traveler \$ 75.00
Music: Santa Claus is Coming To Town
Clothique 7 1/2" High-Gift Boxed



#107 Billboards \$15.95
"Pepsi Cola Hits the Spot" is one of the most famous advertising jingles of all time.
This billboard of the 1940's beautifully captures the women of that period.



#108 Billboards \$15.95
"More Bounce to the Ounce" is a catchy phrase that Pepsi made popular in the 1950's. One look at the "bouncy" young women and you know its from time.



#109 Pepsi Telephone \$40.00
Licensed Pepsi-Cola Telephone
Panel Wall Mounted • Tone/Pulse Switchable
On/Off Ringer Switch • On/Off Light Switch

LOOK FOR WHAT'S TO COME IN AUGUST 1995:

PEPSI'S POPPIN
IT REALLY HITS THE SPOT!
AND MOUNTAIN DEW TOO!

BEAUTIFULLY STYLED,
POPULARLY PRICED
QUARTZ-ANALOG WATCHES
AND
VINTAGE LOOK, WIND-UP STYLE
ALARM CLOCKS
THAT EVOKE FOND MEMORIES OF
CAREFREE YESTERDAYS.



IS THE TIME FOR YOU!

WATCHES:
ONLY \$ 23.95

CLOCKS:
ONLY \$ 16.95

Call for Brochure on Watches

ITEM#	DESCRIPTION	QTY	PRICE	TOTAL
Ship To: _____			SUBTOTAL	
Address _____			MO Residents add	
City _____ State _____ Zip _____			Sales Tax 7.25%	
Daytime Phone () _____			SHIPPING	
We accept: Acct# _____			TOTAL	
Exp. Date _____ Signature _____				

Send To:
NEW GENERATION
1900 W. Hwy 76
Branson, MO 65616

417-339-4231
Fax: 417-334-1178
Toll Free 800-886-6398

SHIPPING CHARGES For Items 101-105

Charges For	1 Tray - \$ 4.92
Each Address	2 Trays - \$ 5.25
Per Tray	3 Trays - \$ 5.46
	4 Trays - \$ 5.68
Call For	5 Trays - \$ 5.85
Wholesale Prices	6 Trays - \$ 6.05

SHIPPING CHARGES For Items 106-109

IF ORDER TOTALS:	ADD:
\$ 0 - \$ 25.00	\$3.75
\$ 25.01 - \$ 50.00	\$5.50
\$ 50.01 - \$ 75.00	\$6.75
\$ 75.01 - \$ 100.00	\$7.75
\$ 100.01 - \$ 150.00	\$8.75
\$ 150.01 & OVER	\$9.75
FOR AK, HI & PR PLUS	\$8.00



PCCC EXPRESS

Pepsi-Cola Collectors Club
P.O. Box 1275
Covina, CA 91722

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Covina, CA 91722
Permit No. 173

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430
usa

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PEPSI-COLA COLLECTORS CLUB

EXPRESS

Volume 12 Issue 4

September-October 1995

FEST EAST REPORT

With Pepsi Fest East over it is now time to prepare for Pepsi Fest West. Pepsi Fest West has not done as well as the other two Pepsi Fest events but we are hoping that the move to November will increase participation. Most attendees agree that the cooler weather in November will make the event more enjoyable.

Fest West will be held November 3 & 4, 1995 at the Debbie Reynolds Hotel and Casino located at 305 Convention Center Dr., Las Vegas, NV. Phone reservations can be made at (800)633-1777. Club registration and hotel information is enclosed with this newsletter.

After Pepsi Fest West is over we will move full speed ahead in preparation for Pepsi Fest '96. At Pepsi Fest '96 we will celebrate the tenth anniversary of this event. We will be pulling out all the stops to make this an exciting and memorable event. Pepsi Fest '96 will be held March 21-23 1996 in Indianapolis Indiana. If you can only make one Fest next year, this is the one to attend!

100th CELEBRATION

To celebrate the 100th anniversary of the birth of Pepsi-Cola the Pepsi-Cola Collectors Club will hold an event at the birthplace of Pepsi-Cola in New Bern, North Carolina. No plans or details are available at this time. As they are developed we will keep you informed.



Caleb Bradham

*Pepsi Fest West
Nov. 3-4, 1995*

*Pepsi Fest '96
Mar. 21-23, 1996*

Inside This Issue

Flag Logo

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PEPSI FEST EAST

This year's Pepsi Fest East was sandwiched between a heat wave and a hurricane. For the two days the Pepsi-Cola Collectors Club was in North Carolina the weather was very pleasant, although the weather hardly mattered to most collectors in hot pursuit of new Pepsi items for their collections.

The Fest began on Friday evening with a "Be Sociable" party. John Minges addressed the group discussing the recent acquisition of the Avery collection by the Minges family and the forthcoming museum to be built in New Bern, North Carolina. John also shared some of the tentative plans for the 100th anniversary, included in these plans are anticipated participation of the PCCC. After adjourning the meeting, room hopping began. Rooms were open from the first to the eighth floor with Pepsi memorabilia available from a very rare 1910 palm leaf fan to the latest collector milk caps.

Saturday morning came very early after a late night of room hopping. The swap meet began at 9:00am with over 40 tables of Pepsi merchandise. The raffle went on during the entire swap meet which consisted of prizes primarily donated by Pepsi-Cola Bottling of Greenville NC. After 3 hours of buying and selling, we packed up and went to lunch. After which followed a seminar on Pepsi bottles given by James Ayres. James has recently published a collectors guide to Pepsi-Cola bottles (see ad). The

CLUB NEWS

1995
PEPSI FEST WEST
DEBBIE REYNOLDS HOTEL & CASINO
305 CONVENTION CENTER DR, LAS VEGAS
(800) 633-1777

PEPSI FEST WEST AGENDA

Friday, August 11th

- 6:00 p.m. - Be Sociable - Have a Pepsi Party
 Seminar and Pizza
 9:00 p.m. - Room Hopping

Saturday, August 12th

- 9:00 a.m. - Swap meet begins
 11:30 p.m. - Break for lunch
 12:00 p.m. - Check in of Auction items
 12:45 p.m. - Preview of Auction items
 1: 00 p.m. - Oral Auction starts
 8:15 a.m. - Dealer Set up for Swap Meet

seminar was very informative on the history and dating of Pepsi-Cola bottles. James explained why the early bottles came in various colors and shapes. He also told how condition affects prices. On display was some of his rare bottles, including a Hutchinson bottle. Everyone seemed to have enjoyed the seminar, going away with information on identifying, dating and cleaning bottles.

Once again Fred and Mary McNamara conducted the auction for us with the assistance of other members. Immediately following the auction 35 large pizzas were delivered

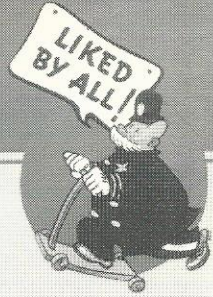
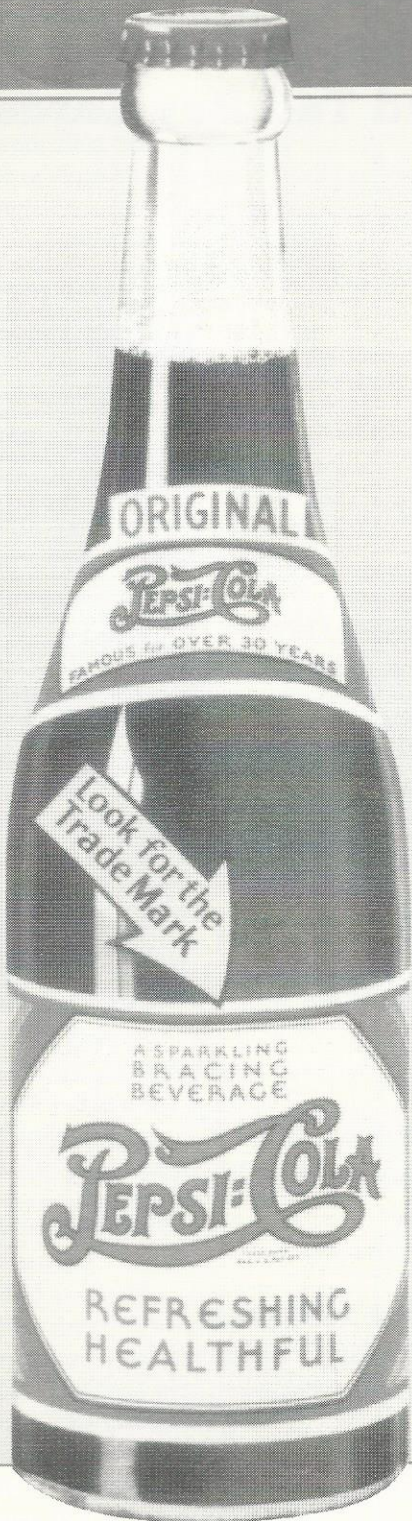
and devoured in short order. Once again it was time to say good-by to all our friends, thanks for coming, you made Pepsi Fest special. An extra big thank you to those who helped, you made Pepsi Fest East a success. Once again thanks to Pepsi-Cola Bottling Co of Greenville NC and John Minges for all their support.

NEW COLLECTABLES

A can commemorating the grand opening of the Rock n Roll Hall of Fame and Museum September 1st, 1995 available in the Cleveland Ohio

area.

Pepsi-Cola trading cards series II has been released by Dart Flip Cards of Montreal Canada, the series will consist of 100 trading cards, 6 chromium cards, 3 foil cards, and 1 case card. Also issued with this set is 3 promotional cards. Some of the specialty cards have been produced in low quantities and will be hard to find. Good luck collecting all the cards!



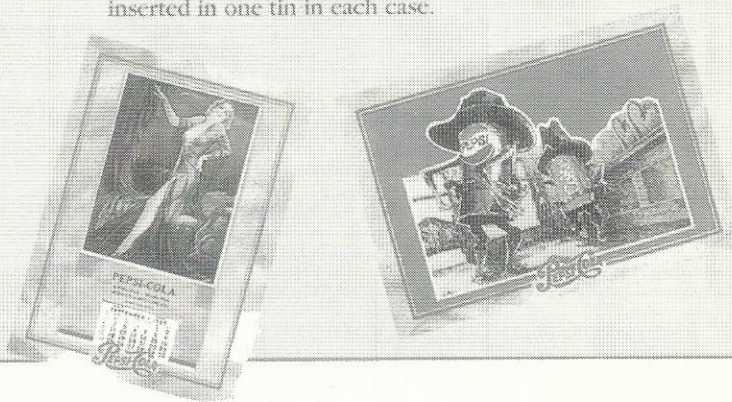
proudly presents:

PEPSI-COLA

TRADING CARDS

THE COLLECTOR'S SERIES II

- This exciting new series features 100 new Trading Cards capturing Pepsi's illustrious history.
- Includes a randomly inserted 6-card Chromium Subset highlighting the lovable Pepsi cops - Pepsi and Pete.
- Also includes a randomly inserted 3-card Foil Subset of Pepsi Glamor Girls.
- Each case will contain 12 collectible display tins, each containing 36 packages.
- A double-sided foil enhanced tall-boy Flipcard illustrated by Zina Saunders will be randomly inserted in one tin in each case.



Double Dot Enterprises

Double Dot Enterprises exclusive offer!
Pepsi-Cola Trading Cards
The Collector's Series II
Limited Edition Chrome, Foil, and Tall Boy Cards!



- #9620** **Pepsi-Cola Trading Cards - The Collector's Series II**
 Complete set of 100 full color cards depicting the history and memorabilia of the Pepsi-Cola Company. **\$14.95**
- #9622** **Pepsi-Cola Trading Cards - The Collector's Series II**
 In a Collectable Tin Display Box - 36 Display Packs with 8 Cards per Pack. Chromium, Foil, and Tall Boy Cards are randomly inserted. (Purchase of Display Tin Box does not guarantee you will receive a complete set of cards). **\$45.00**
- #9623** **Tin Display Box Only** **\$ 9.95**
- #9626F** **The 6-Card Pepsi & Pete Chromium Set - Uncut**
 Framed & Numbered - Limited Edition of 200 **\$79.95**

**Previous numbers will be matched if requested when possible.*

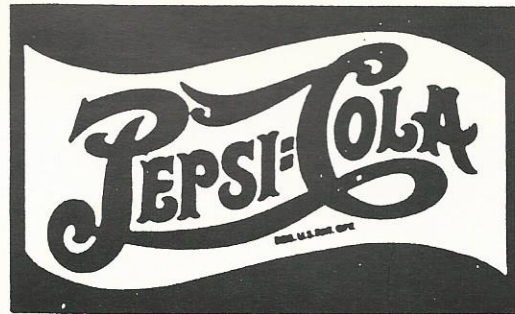
1940 marked the beginning of modern advertising for the Pepsi-Cola Company. As most of us know, Pepsi-Cola the drink began in 1898, but it wasn't until 1902 that we have any evidence of Pepsi-Cola being advertised. Over the next 38 years Pepsi-Cola suffered many economic ups and downs which resulted in a disjointed advertising program. Some years it was professionally organized and managed, other times it was really the bottlers that spearheaded what advertisement there was.

The success of the 12 ounce bottle in the 1930's insured Pepsi-Cola would be a dominant factor in the soft drink business. The legal problems that had plagued Pepsi since the early 1930's were resolved by 1939. The time was right for Pepsi to develop a national advertising strategy. So in 1940 Pepsi-Cola introduced their first new logo in over a decade. This new logo was called the flag design. This face lift of the Pepsi-Cola logo was an effort to standardize both print media advertising as well as in store point of purchase advertising.

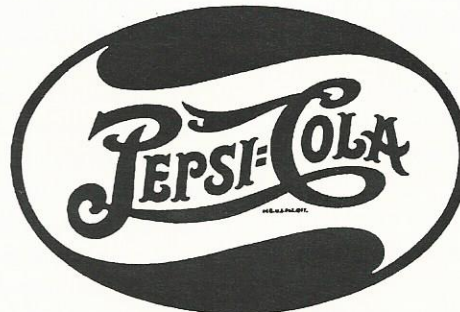
No longer were bottlers free to create their own advertisement. They were told to use the programs created by the parent company. Therefore from the 1940's on Pepsi began developing a uniformity to their advertising, packaging, and delivery vehicles. In the 1940's the Pepsi-Cola logo evoked from the flag design to the crown logo. The flag design was used from 1940-1945.

In 1943 and 1944 a variation of the flag design, the oval, was also used. The crown design was used from 1945 thru 1950. The dates used represent when significant changes in the logo occurred but in no way can they represent the exact date the changes took place. Sometimes the older logo was used in conjunction with the newer logo.

These variations and changes of the logo are important keys to dating your Pepsi-Cola collectables.



1940 FLAG LOGO



1942 FLAG LOGO VARIATION



1940 SCRIPT LOGO



1944 CROWN LOGO

COLLECTOR INFORMATION

To frame or not to frame - that is the question?

If done correctly, framing is the best way to protect and preserve your Pepsi-Cola cardboard and paper collectables. Unfortunately too many picture framers are only interested in enhancing the beauty of an item, and not protecting it from the environment. Here is a simple guide of what to look for when having your Pepsi pieces framed.

1. Know your framer - use an established, reputable picture framing company.
2. Use acid free matting material - acid free is more expensive but it will lessen the chances of the matting harming your sign.
3. Spacing - the mat board must create a space between the glass and the piece being framed. Changes in temperature could cause damage to the collectable.
4. Do not mount permanently - if a piece has to be mounted on a mat board before it is framed, do not let the framer use anything permanent such as glue as this will hurt the value of the item.
5. Use Plexiglass - the use of Plexiglass has become more popular for picture framing in recent years. If by any chance the glass in the frame should get broken it could damage a very valuable Pepsi-Cola collectable. Plexiglass will not break and damage your items.

These are guidelines for framing your collectables. I am not an expert in this field but I hope these suggestions are helpful to you. For best results get to know your framer and when you're not sure - ask questions!

Quality framing can add significant value to your Pepsi collectable. The cost of framing can run into hundreds of dollars. This is important to keep in mind when purchasing a piece that has already been framed. If framed incorrectly, the frame adds no value or can even decrease the value if the piece is permanently mounted.

Sometimes I hear collectors complaining about the lack of old Pepsi-Cola memorabilia available. For the most part they are right. However, that is what makes collecting Pepsi-Cola special. Due to so many fluctuations in the economic health of Pepsi-Cola, there was never the quantity of items produced that were produced by that cola company from Atlanta. The rarity of Pepsi-Cola collectables adds to the excitement of the hunt.

I've been collecting Pepsi-Cola memorabilia seventeen years and I'm more excited about this hobby than I've ever been. When I first started collecting nobody knew what items were available and fewer people had any Pepsi memorabilia for sale. Today there are numerous books showing many of the items available but there aren't any books that show all the items produced.

This past weekend I attended a local collectables show that I have been going to for a number of years. In the past few years this show has been almost barren of Pepsi memorabilia. But the drought came to an end this past weekend. The frustration of attending this show without finding anything suddenly ended. In the space of thirty minutes I found three 1940's vintage Pepsi-Cola cardboard signs that I had never even seen before!

It is finds like this that renew the spirit and makes all the futile searches worthwhile.

The state of Pepsi collecting has never been better. There has never been a more exciting time to be a Pepsi collector than right now.

SAVE THE CROWNS

One of the most interesting Pepsi-Cola items to collect are Pepsi-Cola crowns also known as bottle caps. Crowns have been around almost since the very beginning of Pepsi. The crown that most people are familiar with is the crown with cork on the underside. this crown was developed at the turn of the century. William Painter was the inventor who revolutionized the bottle industry with single use crowns.

The early Pepsi-Cola crowns are hard to find but are very interesting because of the colors. The earliest Pepsi crown was basically all blue with the Pepsi script in white, this crown was used from 1905 until 1923. From 1923 until 1929 an orange crown with Pepsi script was used, this crown is associated with Pepsi-Cola having their headquarters in Richmond Virginia. The 1929-1930 was green with Pepsi script also from Richmond Virginia. After Pepsi relocated to New York the crown became red and orange. About 1943 the color of the crown changed to red, white and blue.

During the 1940's Pepsi began printing under the crown various words these words were used in association with contests. There were contests to spell "Pepsi" and contests to collect various crowns. The memorabilia associated with these contests are very collectible.

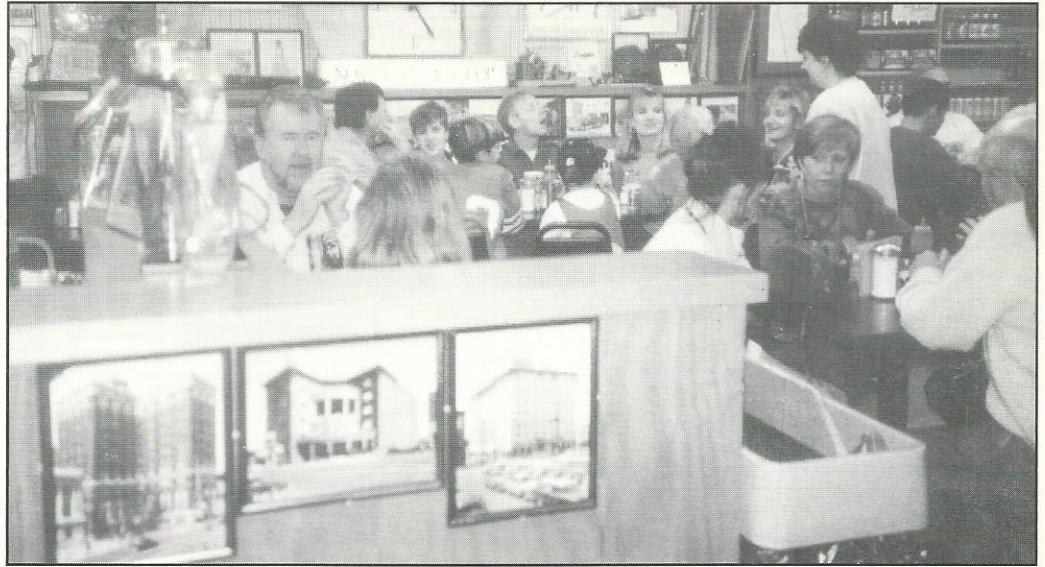
Some states put their tax stamps on the crowns which creates variations of crowns. When Pepsi changed logos, logos on the crown also changed. In modern time the crown s have become twist caps. So as you see the crown offers challenge and opportunity to every Pepsi collector.



BRADHAM GRAVE SITE

Two years ago I had a chance to interview George Bradham, son of Caleb Bradham - inventor of Pepsi-Cola. During that meeting Mr. Bradham shared with me that he had always wanted to place a marker at his father's grave site with the Pepsi-Cola name engraved on a stone. To honor his wish I made this a club project. Last year at Pepsi-Fest we had a raffle with the proceeds going to pay for this marker. Because we wanted to use the Pepsi-Cola script we had to have Pepsi-Cola's permission, which was immediately granted. We also had to find a stone engraver who could replicate the script. After accomplishing this we were finally able to have the stone placed at the grave site this past June. For the club to have participated in making this monument to Caleb Bradham possible is one of our proudest accomplishments. Thanks to John Minges of Pepsi-Cola Bottling Co. of Greenville, NC who helped make this happen.

ROAD SIGNS



Top: Inside Northgate Soda Shop
Greenville, S.C.

Center: Outside Brooksville, Fl.

Bottom: Old Town near Orlando, Fl.

WELCOME NEW MEMBERS

Mike Van Natter Sherkston, ONT	Daleb Maynard Tabacoville, NC	Darrin Bishop Ontario, CA	Wm. Coulter Stoughton, MA
Alan Willms San Mateo, CA	Kevin & Harold Cowan Omaha, NE	S. Filliccia Harper Woods, MI	Carol Oliver Washington, IL
Glen & Frances Aikens Bixby, OK	Linda Burmeister Stillman Valley, IL	Greg & Kathy Bezy Winslow, IN	Gary Leonard Jeffersonville, IN
Tom Dotson Elyria, OH	James Bozinos Bergenfield, NJ	James Gauer Family Colleyville, TX	Ronald Estep Barker, NY
Linda Howell Portsmouth, OH	John Suter Co. Springs, CO	Rodney Faulkner Ayden, NC	Allen Bushman San Diego, CA
Jason Fidler Burl, IA	Ronald Small Hilton Head, SC	Delton Bee Canton, OH	Todd Andrews Portland, OR
Jean Sanders Ludlow, MS	Lorraine Smith Lock Haven, PA	Gideon Alston Jamaica, NY	
Mrs. Wm. Gilman Mineral Point, WI	Jane Askey Mill Hall, PA	Richard Woolheater Pioneer, CA	
Albert Wagner Jr. Chambersburg, PA	Judy Tressler Castanea, PA	Gerri Albright Pottstown, PA	
Charles Metz Philadelphia, PA	Dorothy Nunley Houston, TX	Joan Reutter Boone, IA	
Nora Devo Versch Bird City, KS	Randy Elijah Ligonier, IN	Ron Waterman Roseville, MI	
Korinne Scheffert Des Moines, IA	Greg O'Donoghue Dudley, NC	Ken & Mary Molfese Tinley Park, IL	
Max & Kathy Orahoad Lamar, MO	Bob Stroud Chicago, IL	Mary Gibson New Haven, IN	
Ralph Keesey Oxford, PA	Bill & Tanya Lujan Albuquerque, NM	Ed & Debbie Dougan New Castle, DE	
Joe Allen Bridgeville, PA	Vince & Jean Trotto Aurora, IL	Terry Fenwick San Diego, CA	
Rich Simmons Gaithersburg, MD	Tom Hall Canton, OH	Richard & Pat Worden Topeka, KS	
Sydne & Elmer Anderson Dittmer, MO	Anna Kannokko Acme, Alberta		
Edward & Rochelle Sweet Greenville, TX	Martin DeGregorio Buenos Aires, Argentina		
Larry Kyte Florence, SC	Richard Pell Orland, FL		
Michael Williams Co. Springs, CO	Debbie Harvill Tampa, FL		
	Stephanie Wetzel Richmond, KY		

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

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: Pepsi-Cola toy trucks and cars. Incredible list which includes many hard to find. Send SASE for list or call (914)737-2639 after 6:30 p.m. EST. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501.

For Sale: Rare tear drop shaped bottle opener for Pepsi gullwing ice chest chrome plated \$125. Pepsi VMC 33 restored \$2800. Many other soda machines available. Quality restorations are also available. Call for details.

Contact: Alan E. Willms, 137 W. 40th Ave., San Mateo, CA 94403. (415)571-9070.

For Sale: Mint 1985 Pepsi-Cola Space Cans. These cans are mint, and are from a factory carton. \$10 plus \$3.50 S & H. Contact: Charles Metz, 3131 Fairdale Rd., Philadelphia, PA 19154. (215)637-8038.

For Sale: Signs: Cardboard - "Big Shot" #1-293 NM+250, Paper-Friendship #3-863 EX \$35, Counter-Spy #2-583 NM \$60; 1940' Clock - #1-142 NM \$250 Carriers: #1-84 EX \$25, #1-99 M \$35, #1-111 M \$45, #1-112 EX \$8. 75th Commemorative glass set 12 + Shaker MIB \$125. Lighter #3-778-EX+200, \$#1582 NM \$70, Pepper Mill #2-827 NM \$50 Opener #1-642 M \$75, #1-651 M \$45. Bottles: Drum NM \$85, Pinch NM \$85, Embossed Amber NM \$150, Mountain Dew Throwaway M \$18. List 200+ (SASE). Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)675-6302 (after 7 p.m.) Plus postage.

For Sale: Pepsi Banks - Trucks - Cars - Airplanes. (5 New Trucks this month). Pepsi bottles - commemorative & long-necks. Lots of misc. For list send SASE to: Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.

For Sale: List of Pepsi items new & old. Send 2 stamps for list. Contact: Lois Wildman, 175 Chick Rd., Camano Island, WA 98292.

For Sale: Pepsi Longnecks; San Jose Sharks or Sears Point Raceway with special carrier carton. 4 Pack bottles \$12 or 3-4 packs \$30. Thailand Pepsi 10 oz. bottle \$11. Thailand Pepsi Max Longnecks \$11. Prices postpaid in the 48 states. Contact: Gene Gong, 211 N.

Valencia, Woodlake, CA 93286.

For Sale: Send 78 cents in stamps for Pepsi-Cola list of over 500 items. List includes bottles, cans, pens, pencils, pinbacks, lapel pins, lots of misc. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455-2953.

For Sale: Pepsi-Cola trading cards Series II coming soon. 100 cards \$15 ppd.; still available Series I 100 card for \$15 ppd. Contact: Barry Linde, 319 9th St., N.E., Clarion, IA 50525. (515)532-3952.

Wanted:

Wanted: Old throw away embossed bottles from the 50's & 60's - any type metal or paper bag carriers from late 30's to early 50's, and cardboard carriers from the late 30's. All must be in excel. to mint shape. Also the map tray from 1939. Contact: Dan Wright, Box 7312, Wesley Chapel, FL 33544-7312. (813)973-3942.

Wanted: Serious Pepsi-Cola collector seeks clocks, trays, radios, charis, bottles, tin 7 cardboard signs, celluloid signs, pinbacks, coolers, service awards & employee gifts, preferably from the 40's, 50's, or 60's. Interested in anything Pepsi or Pepsi related. Please send list to: Len & Laura Vigna, P.O. Box 1434, Bridgeview, IL 60455. (312)586-9509.

Wanted: Info. on how to get Pepsi bottles or cans from all places overseas. Contact: Ed Keys, 9006 Cherry La., Laurel, MD or call collect (301)604-1684.

Wanted: Pepsi cars & trucks. I am especially looking for Ertl #7500 1/64 Tractor/Trailer, Ertl 1/64 Darrell Waltrip

COLLECTORS MARKET PLACE

Pepsi Challenger and Lledo 1994 Christmas Truck. All replies will be answered. Contact: Charles Lambe, 20996 159th Ave., Zwingle, IA 52079-9503. (319)686-4229.

Wanted: Pepsi Neon Signs - new or old. Also radios - send price to Sylvia Priser, P.O. Box 84, Tipton, IN 46072.

Wanted: Pepsi cans and any Pepsi product cans. (Teem, Pepsi Light, Mountain Dew, etc.). Especially need Richard Petty cans. (No bottles). Buying, selling, trading, "Cans" only. Please contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

Wanted: Old soda fountain advertising - all brands including Cleveland Fruit Juice Co., J. Hungerford Smith True Fruit and Cardinal Cherry, Buckeye Root Beer, Hires, Orange-Lemon-Lime Crush, & Welch's. Tin, cardboard or paper. Contact: Mike Godown, P.O.B. 5154, Elm Grove, WI 53122. (414)781-0875.

Wanted: Salesmanship and Merchandising Book, Assignment #3, (Vehling/Hunt, Vol. #2, Page #85). If you have this specific book and wish to sell it, contact: Tom Lamberth, Route #2, Box 300-R, Freeport, FL 32439. (904)835-4255.

Wanted: Bradham Drug, Hutch and Escambia Bottles. Also wanted Everess, Tropic Surf, Aspen, Devil Shake, Skandi Bottles, Cans, Bottle Caps, Cardboard Carriers, Pinbacks, Pens, Pencils, Etc. I have some items to trade or will buy out right. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455-2953. (805)937-1622 Days.

Wanted: Pepsi-Cola Point of Purchase

Lite-Up Bottle Sign about 7" x 14" other flavors also desired. Contact: Alan E. Willms, 137 W. 40th Ave., San Mateo, CA 94403. (415)571-9070.

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 \$45.00, 1/4 page \$75.00, 1/2 page \$135.00, full page \$240.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

BIGGER - BETTER

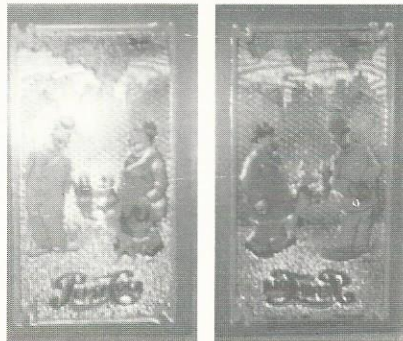
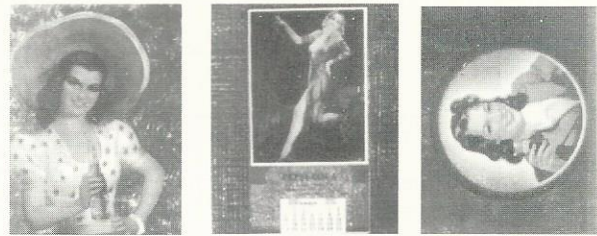
PEPSI-COLA

A DISTINCTIVE
COLA DRINK.
GOOD FOR
YOU AND
YOUR
FAMILY.

5¢



WORTH A DIME



- #9628F** **The 3-Card Glamor Girl Foil Set - Uncut
Framed & Numbered - Limited Edition of 200** **\$79.95**
- #9630F** **Tall Boy Flipcard - Uncut
Framed & Numbered - Limited Edition of 50** **\$99.95**
- #3120** **Pepsi Big Slam Collector Caps Minicube
Display Box containing 36 Packs of
6 Cards per Pack - 70 Designs
(Purchase of Minicube does not guarantee
complete set).** **\$36.00**
- #8005** **Clothtique Jolly Traveler Musical
Music: Santa Claus Is Coming to Town
7-1/2" High** **\$75.00**

**Previous numbers will be matched if requested when possible.*



No. TAR3

Special Note –

Paying \$1000.⁰⁰ ea. for the following bottles: Williamston, N.C. No. WILL1 and any pre-1930 embossed amber **not** listed in the collectors guide below. Bottles must be in nice condition. To learn more about those and the two bottles pictured here plus hundreds more, order your copy today.

If you enjoy **Pepsi** collectibles, you will love this addition to your **Pepsi library**.



No. NOR2

PEPSI : COLA BOTTLES COLLECTORS GUIDE

BY: JAMES C. AYERS



The best and most complete book to date. A truly exciting and in-depth bottle guide to one of America's favorite soft drinks. **Over 530** bottles listed – Many rare and unusual styles – **Entire book** (148 pages) in **full color** with many enlargements. Each bottle listed with ID#, complete description, date, rarity scale and price guide. **An absolute must for every soda bottle collector or dealer.** Everything you have wanted in a bottle guide and more. Only **\$29.50** per copy. Send payment to:



RJM Enterprises
P.O. Box 1377
Mount Airy, N.C. 27030

Method of payment: check money order

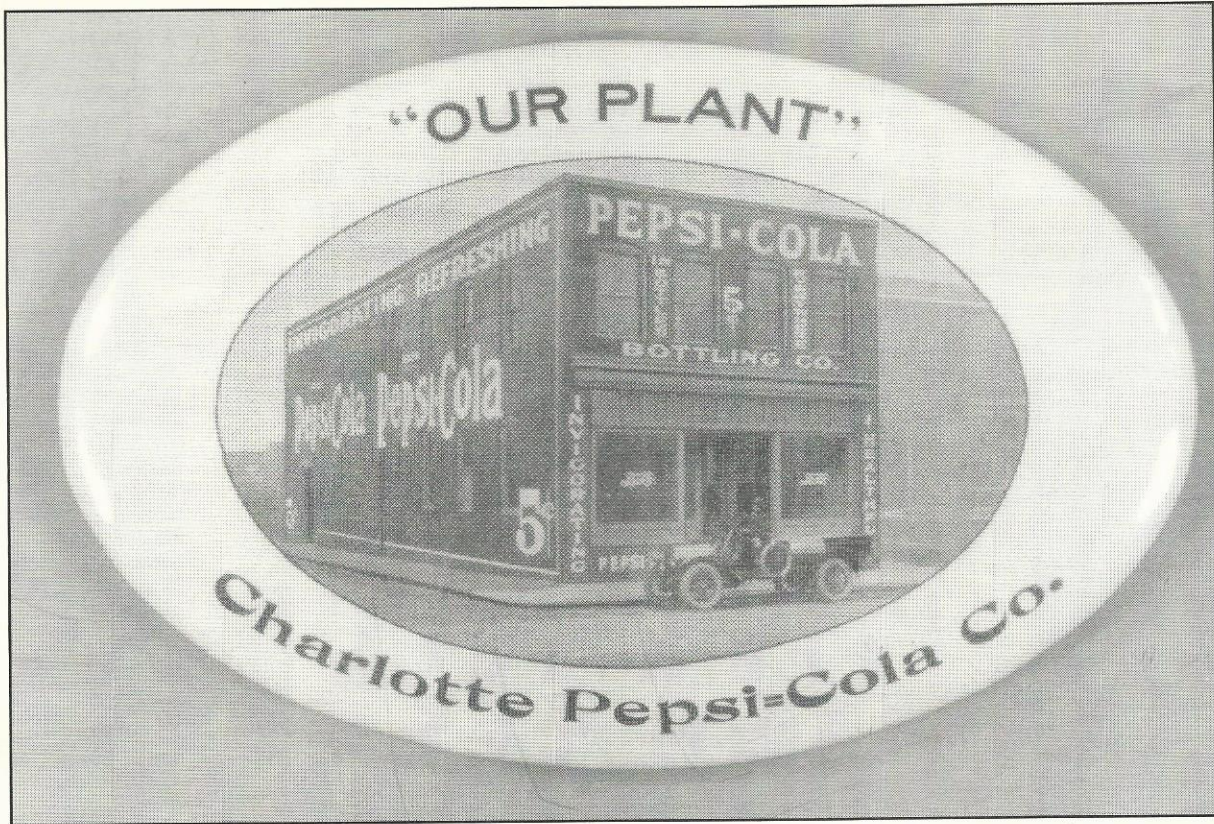
Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Quantity	Price	Total
	@\$29.50	\$.
Add \$3.95 Shipping & Handling for first book		3.95
Add \$2.00 Shipping & Handling for each additional book		.
N.C. Residents Add 6% Sales Tax		.
TOTAL ORDER		\$.

Allow 4 – 6 weeks for delivery.



PCCC EXPRESS

Pepsi-Cola Collectors Club
P.O. Box 1275
Covina, CA 91722

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Phillip Dillman
17733 Highland Ave.
Homewood IL 60430
usa

Inside This Issue

Pepsi-Cola 1940 Logo
Pepsi-West Information
