

# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 8 NUMBER 3

NEWSLETTER

JULY-AUGUST 1991

### Catch That Pepsi Spirit

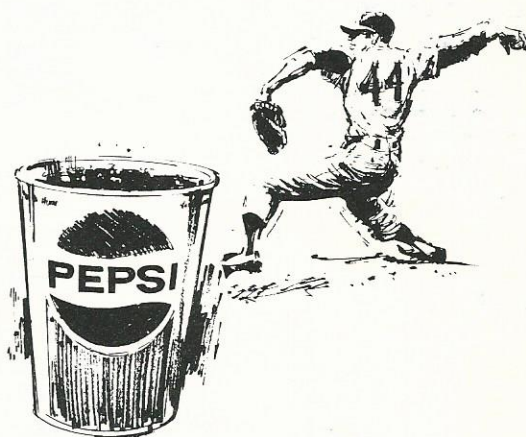
Well I hope everyone's summer is off to a great start. Summer is always an exciting time to be a Pepsi collector. With a lot of flea markets, yard sales and antique shows, it becomes "prime time" for collecting.

It's also an exciting time for Pepsi-Cola with two excellent promotions in progress. First "You've got the right one baby uh huh", complete with licensed merchandise on sale at department stores nationwide (see Collectors Info in this issue). Secondly, "The Pepsi Summer Chill Out". Pepsi's "totally tubular" summer campaign consists of five commercials celebrating a smorgasboard of promotions and events that run non-stop through Labor Day.

In the midst of all these summer activities is Pepsi Fest West. We have planned a fun and exciting weekend for all so don't miss Pepsi Fest West July 19th and 20th, 1991.

### HOW MUCH PEPSI DO YOU DRINK?

Surveys show the average American drinks 4.7 gallons of soft drinks per year. I thought it would be fun to see how much Pepsi, Diet Pepsi and other Pepsi products the PCCC members drink a year. Just let us know how much you drink a week in cans or ounces and we'll compute it from there.



### **IN THIS ISSUE:**

PEPSI-FEST WEST      DESERT STORM BOTTLE  
JIM PETERSEN SPOTLIGHT      DEVIL SHAKE  
YOU'VE GOT THE RIGHT ONE BABY, UH-HUH

## Collectors' Spotlight

In this issue of Collector's Spotlight we feature Jim Petersen. A club member who in recent years has become an active participant at Pepsi Fest. Jim is from Shorewood, Illinois where he works as Chairman of the Career and Vocational Division of Joliet Central High.

Jim's love for Pepsi goes back to his childhood when as a young lad he hung around his father's barber shop, which incidentally had a Pepsi machine. Jim said "It seems like I always had a Pepsi in my hand". Years later a girlfriend gave Jim a Pepsi wastebasket, this didn't seem important at the time but this event became monumental. The girlfriend became his wife and the Pepsi wastebasket became the beginnings of his collection.

Jim's collection is constantly on the increase thanks to the help of his students and fellow teachers, who are always finding something new for Jim. Most recently he received a Pepsi can from Saudi Arabia with the Desert Shield logo on the can. If you ever have a chance to share a Pepsi with Jim, remember he prefers his Pepsi ice cold in a frosted mug.



## Collectors' Information

Pepsi-Cola Company announced a major new licensing program themed around their new advertising campaign for Diet Pepsi called "You've got the right one baby, uh-huh". Licenses will be set up in a broad range of categories including apparel, ready-to-wear accessories, home furnishings, gifts, toys, social expression and novelties. Here is a partial list of retailers carrying "uh-huh" merchandise:

A&S  
 Dayton Hudson  
 Fred Meyer  
 JC Penney's  
 K-Mart  
 Macy's  
 Mercantile Corp.  
 Shaws Drugstores  
 Target  
 Woodward & Lothrop

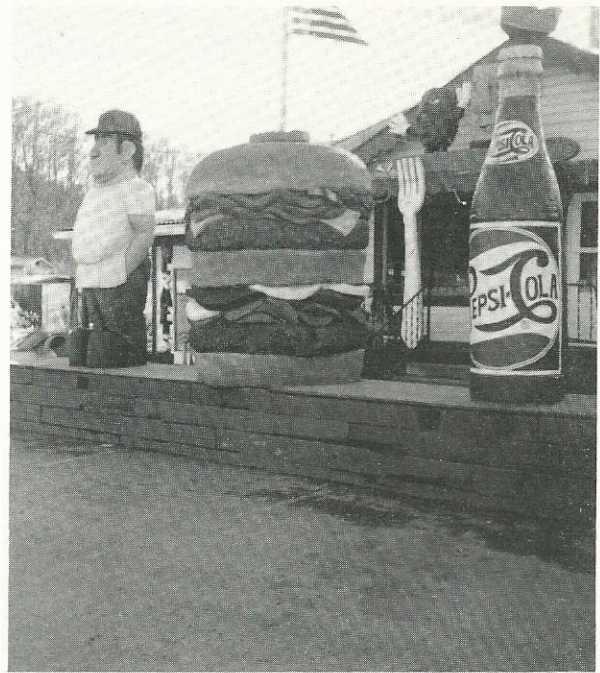
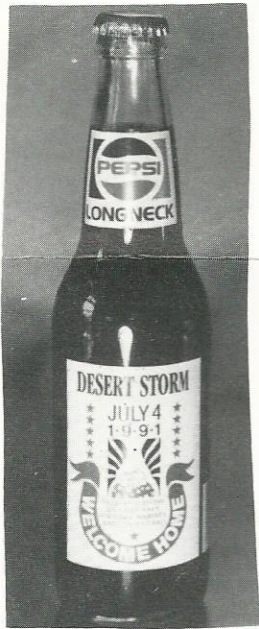
Bradlee's  
 Elder Beerman  
 Hecht's  
 Jones Stores  
 Kids R' Us  
 McAlpins  
 Musicland  
 Shopco  
 Venture

Burdines  
 F&R Lazarus  
 Hills  
 Joseph Horne  
 Liberty House  
 Meier & Frank  
 P.A. Bergner's  
 Stern's  
 Wal-Mart



Pepsi-Cola has successfully test marketed three new fruit flavored colas, Raging Razz-berry, Strawberry Burst, and Tropical Chill. Together they are referred to as the "Wild Bunch". Right now you can only find these new products in Tulsa, Sacramento, and Peoria.

To show support for Desert Storm some Pepsi-Cola bottlers have put out a longneck Desert Storm commemorative bottle. In addition to the Desert Storm bottle the North Carolina Pepsi bottlers have issued (4) Richard Petty (stock car driver) commemorative bottles.

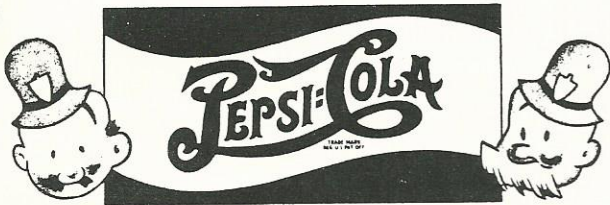


This display was seen in front of a restaurant in Port Townsend, Washington. It was carved with a chain saw.

*Purity...  
in the big big bottle  
...that's PEPSI-COLA*

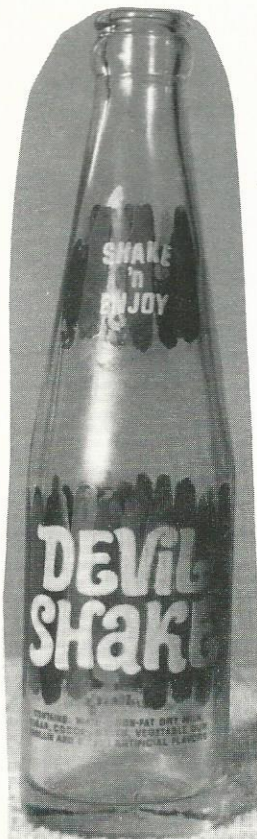
**THE MUSEUM of BEVERAGE CONTAINERS**  
**and ADVERTISING**  
 Thousands of Soda Bottles on display  
 The World's LARGEST collection of Soda and Beer Cans... Over 28,000  
 • Soda and Beer Advertising • Large, well stocked Gift Shop.  
 • A Collectors Dream Place with something for everyone.  
 • Just 15 minutes from downtown Nashville, TN  
 1055 Ridgecrest Dr.  
 Goodlettsville, TN 37072  
 Phone: (615)859-5236 FAX (615)859-5238

## Dear Pepsi & Pete



Dear Pepsi n Pete:  
I recently scored a unique bottle called "Devils Shake" and was surprised to discover it was once a Pepsi product. The bottle was made in 1967. Was it released in a test market area or nationwide? Was it put on the market to compete with Yoo Hoo? Was it a flop? Any info would be a help!

Dear Old Yoo Hoo Fan:  
Yes, Devil Shake was a Pepsi product. Like most chocolate flavored drinks Devil Shake never caught on. It was sold nationwide and I was told they even had a Devil Shake jingle.



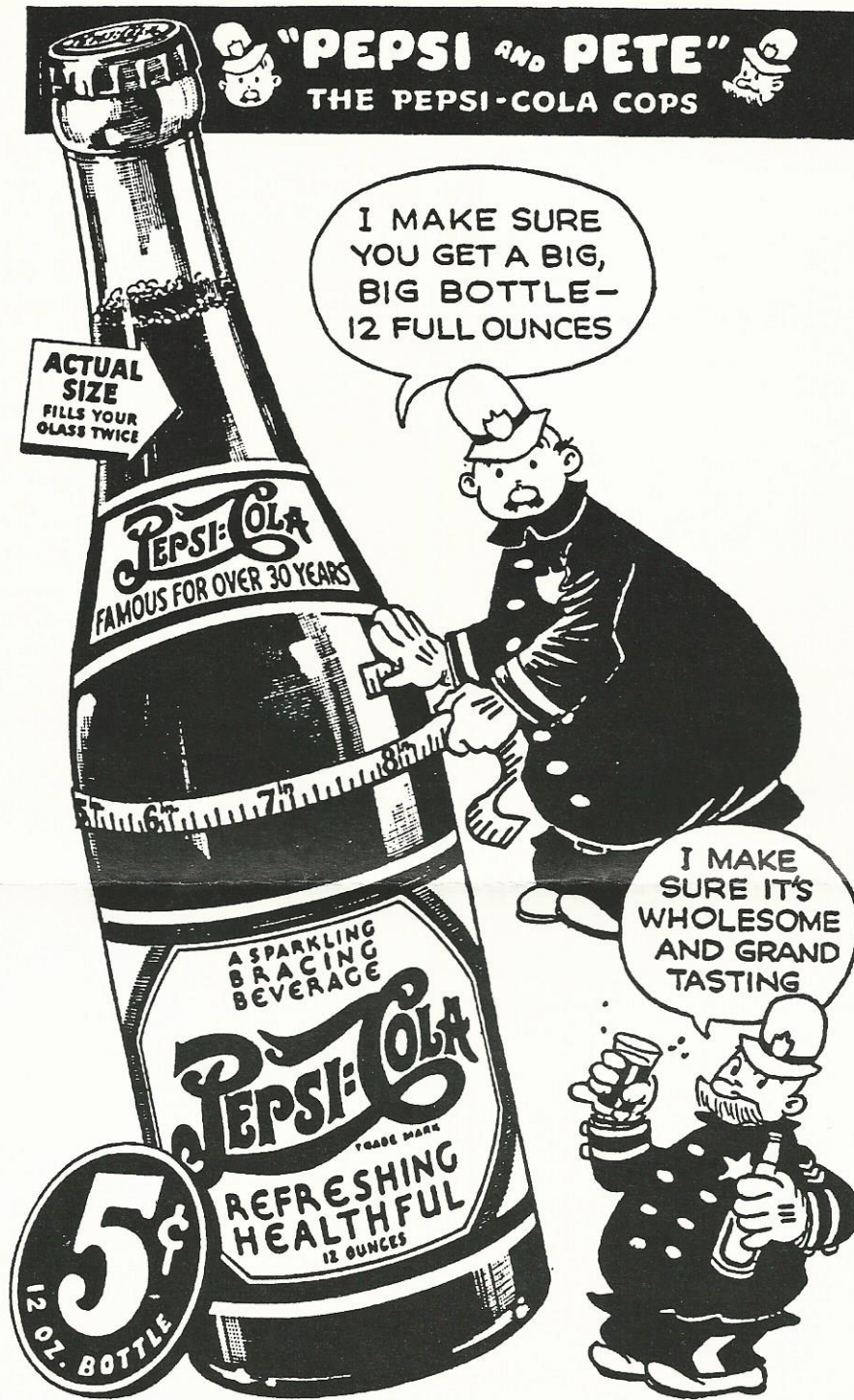
Dear Pepsi n Pete:  
In the Pepsi-Cola book, vol#1 item #828 is called a street safety marker. Were these embedded in the street in two rows to form a pedestrian crosswalk? In what cities were they used.

Dear P.D.:  
To the best of my knowledge these safety markers were embedded in concrete at street corners to remind individuals to be careful when crossing the street. I believe they only used one per corner. If anyone can further elaborate on the safety markers please let us know.

North Carolina Department of Cultural Resources



Martha E. Battle, Registrar for the North Carolina Museum of History has asked for the help of our members. She asked that members be "on the lookout" for porcelain dispensers, ice cream parlor chairs, pre-1940s delivery trucks, clocks, banks, and any other pre-1950 advertising souvenirs. For further information contact: Martha Battle, No. Carolina Museum of History, 109 E. Jones St., Raleigh, No. Carolina 27611 or (919)733-7305



Job 63189

Ad No. 301 — 3 cols. x 140 lines

Newspapers, Sept. 1939

Previously I believed the earliest used Pepsi and Pete cartoon was November 1939. Recently I was provided with an ad from September 1939. That's the wonderful thing about Pepsi collecting there's always something new to learn, (see ad above).

## Collectors' Marketplace

### 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  | .22   |
| 3. Mural (13" x 7") New Bern, N.C. w/brochure   | 15.00 |
| 4. Mural postcard w/brochure  | .32   |
| 5. 85th Anniversary Lennox 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  |
| 9. Birthplace of Pepsi letterhead   | .15   |
| Birthplace of Pepsi cigarette lighters  | 2.50  |
| Birthplace of Pepsi hand fan with Gibson Girl on silk screen  | 4.00  |
| Birthplace of Pepsi emeryboard nail file  | .35   |
| Birthplace of Pepsi wooden nickels  | .50   |
| 10. Official 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.

*The* **PEPSI-COLA** *Store*

Soda Water Collectibles - Past and Present

**New Haven Antique Mall**  
 117-119 Front St. New Haven, MO 63068  
 314-237-2420 or 314-237-2411

1960's Pepsi Norman Rockwell easle back Santa w/bottle in hand \$75.00, 1940's Pepsi paper sign \$40.00, Choice of a New Generation Pepsi battery operated clock \$35.00, add postage w/all. List of assorted Pepsi plus, send \$2.00 to: Dennis Dempsey, P.O. Box 919 Webster, FL. 33597 or call 904 793-4901.

\*\*\*\*\*

Reproduction parts for soda machines, C-72, C-96, V-81, V-56 bottle door seals (gray) \$20.00 ea. Outside door rubber for most. \$1.20 ft. jacobs rubber \$1.50ft., Jr. ice box rubber \$1.50ft. pipe stands for VMC-27(perfect reproduction). \$300.00ea. Contact: Lee Walters, P.O. Box 6239, Laguna Niguel, CA. 92607 (714) 495-6110 or Jeff at 831-9284eves.

\*\*\*\*\*

Pepsi neon signs new in the box. Pepsi logo - circel in rectangle - red, white & blue \$265.00 post paid, Pepsi neon cup w/new ice, straw and bubbles red, white & blue \$285.00 post paid, and older Pepsi script logo in oval border blue & red \$265.00 Contact: Robert Newman, 213 559-0539.

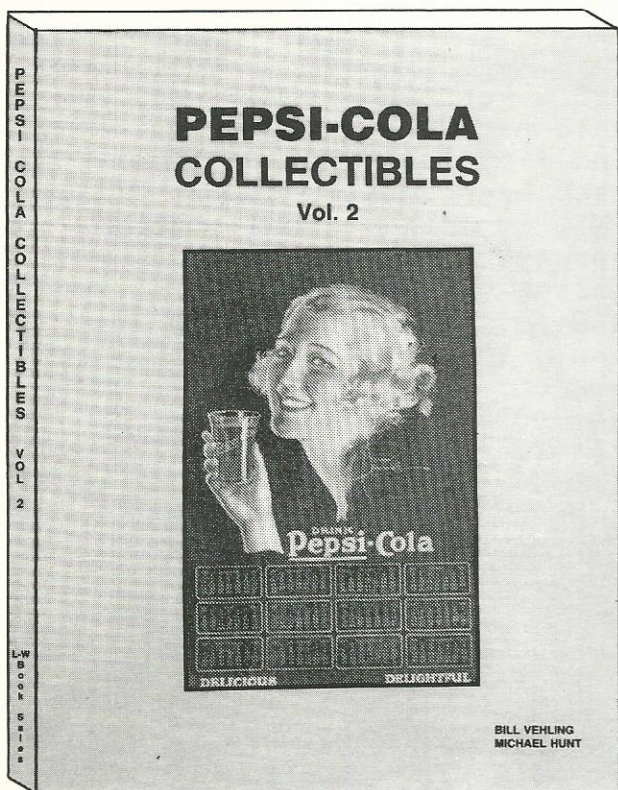
\*\*\*\*\*

(10) Pepsi n Pete color ads from the Sunday comic strips 1940's, \$10.00 ea or all for \$75.00. Contact: Mike Layton R.R. #2, Box 65, Caldwell,KS. 67022 or 316 845-6688.

\*\*\*\*\*

Pepsi/Pete in-plant contest form for sales, new accounts, etc. shows Pepsi and Pete with pot of gold, 2 color; \$18.00 (post included). Contact: Iris Fiebiger, 1970 Las Lomitas Dr., Hacienda Hts., CA. 91745 or 213 693-6484.

\*\*\*\*\*



PEPSI-COLA COLLECTIBLES VOLUME 2 by Bill Vehling & Michael Hunt. 200 pages with over 800 completely different items illustrated and priced. Cover price is \$17.95. PCCC members only can save \$2.00, price is \$15.95 + \$3.05 first class postage and handling for each book for a total of \$19.00.

Still available Pepsi-Cola Collectibles (w/ revised 1988-1989 prices) for \$14.95 + 3.05 for a total of \$18.00 per book.

Also available is an updated price list (1988-89) for those who have the original (1986) books for \$3.00 postpaid.

Please enclosed remittance and send to: Bill Vehling, P.O. Box 41233, Indianapolis, In. 46241.

## Places to Find Pepsi

THE PEPSI PARLOR  
ON THE SQUARE, LYNCHBURG, TN.

SIGN OF GOOD TASTE  
269 E. 2ND ST., POMONA, CA.

THE GALLERY/PEPSEE LADY  
1302 HWY 98, DAPHNE, AL.

THE GASWORKS/PEPSEE LADY  
818 N. MCKENZIE, FOLEY, AL.

THE SILK MILL ANTIQUE CENTRE  
18 FORREST ST. WILKES-BARRE PA.

EVIE'S COUNTRY STORE  
4005 S. 65 HWY. SEDALIA, MI.

SANDY'S CURIOSITY SHOP  
GLENSTONE AT CHESTNUT, SPGFLD, MO

WEBB'S ANTIQUE MALL  
200 W. UNION, CENTERVILLE, IN.

PEPSI-COLA MEMPHIS BOTTLING CO.  
520 E. GRAND AVE. MEMPHIS, MO.

THE NEON LADY  
1950 CHEROKEE ST., ST. LOUIS, MO.

BEV'S OLDIES & GOODIES  
1186 MEYERLAND PLZ. HOUSTON, TX

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 typesetting charge of \$7.00. 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.

**Advertising Information**—Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera-ready. All ads subject to the discretion of the Editor.



## Wanted

Pepsi thermometer - Girl sipping straw, 1930's with face decal intact "nice" #184 in Pepsi book \$275.00. Pepsi 1940's paper sign in Pepsi book vol.2 #582 for \$65.00. I have 3 mint unused \$45.00 each. contact: Robert Thompson 122 Clarine Dr., Goose Creek S.C. 29445 or 803 553-9525.

\*\*\*\*\*

Pepsi collector has list of extra items for sale or trade? to help support his habit. Also interested in receiving your list of Pepsi times for sale or trade. Send a long SASE with 2 first class stamps to: M.A. Noll, 1647 La Salle Santa Maria, CA. 93454-1553.

\*\*\*\*\*

(4) bottle Petty Pepsi set \$28.00, Florence-Myrtle Beach Anniversary bottle \$7.00 Bottles first filled

Desert Storm & Myrtle Waves Bottom drilled cans empty \$3.00. UPS \$3.00 per order Contact: Marjorie S. Miller P.O. Box 301, Darlington, South Carolina 29532



**PEPSI FEST WEST**  
July 19-20, 1991  
Los Angeles, CA (vicinity)

Pepsi Fest Bears: 1988's Brown Bear, 1989's White Bear. Contact: Pat Richardson, 136 Ridgewood Rd., Cookeville, TN. 38501.

\*\*\*\*\*

#1 of 5 Cincinnati Reds 1989 commemorative pin set, pin and card in mint condition.

Contact: Terry K. Lunt, P.O. Box 577631, Modesto, CA. 95357-7631 or 209 576-0223.

\*\*\*\*\*

Clemson-Columbia, Clemson-Spartanburg, JC's Energy-Florence, Dedication of Brown University. 10oz. bicentennial set of 5. Above bottles

needed for collection. Always looking for commemoratives, all companies, for trade or re-sale. Must be reasonable.

Contact: Jeff Cummins, 4245 W. Buick Dr., Bloomington, IN. 47404.

\*\*\*\*\*

Pepsi-Cola toy trucks and cars wanted. Old or new. Top dollar paid for models in near mint or mint condition. Contact:

Charles Ehlers, P.O. Box 1186, Yonkers, NY. 10702.

\*\*\*\*\*

Cartoon and character glasses. Buy, trade, sell. Mail order auctions, over 1,000 glasses each auction. \$3.50 for

current booklet. Contact: Tom Hoder 444 S. Cherry, Itasca, IL. 60143 or 708 773-2635.

\*\*\*\*\*

I would like to buy old or new Pepsi-Cola cigarette lighters in good condition must work, and Pepsi-Cola ashtrays.

Contact: Cynthia Hicks, 3701 N. Kilpatrick, Chicago, IL. 60641 or 312 685-3550.

\*\*\*\*\*

Pepsi "V44" vending machine.

Also, any literature that pertains to any brand of soda vending machines! Contact: Jeff Walters (714) 831-9284 eves.

\*\*\*\*\*



Best Western  
Executive Inn  
"Independently owned & operated"

FRI. JULY 19, 1991  
SAT. JULY 20, 1991

\$52.+ tax - Single, Double, Triple, Quad Occupancy

18880 East Gale Avenue, Rowland Heights, CA 91748 (818)810-1818

PEPSI FEST WEST '91 REGISTRATION FORM

Registration fee \$5.00ea.  
Swap Meet Tables \$3.00ea.

If you plan on attending Pepsi Fest West please return this form to us so that we will have an accurate count.

The registration fee of \$5.00 per person includes a pin back button, and pizza on Friday night.

Agenda: Friday, July 19th

- 7:00 Pizza Party & General Meeting
- 8:30 Show & Tell (bring your favorite piece to share)
- 9:30 Room hopping

Saturday, July 20th

- 3:00 Dealer set-up
- 4:00 Swap meet (must have pin back to get in)
- 5:00 Swap meet open to public
- 6:00 Dinner break
- 6:30 Check in items for auction
- 7:30 Auction begins

Sunday, July 21st there is a flea market at Long Beach Veterans Stadium.

Any questions call Bob or Sheri Stoddard (714) 593-8750

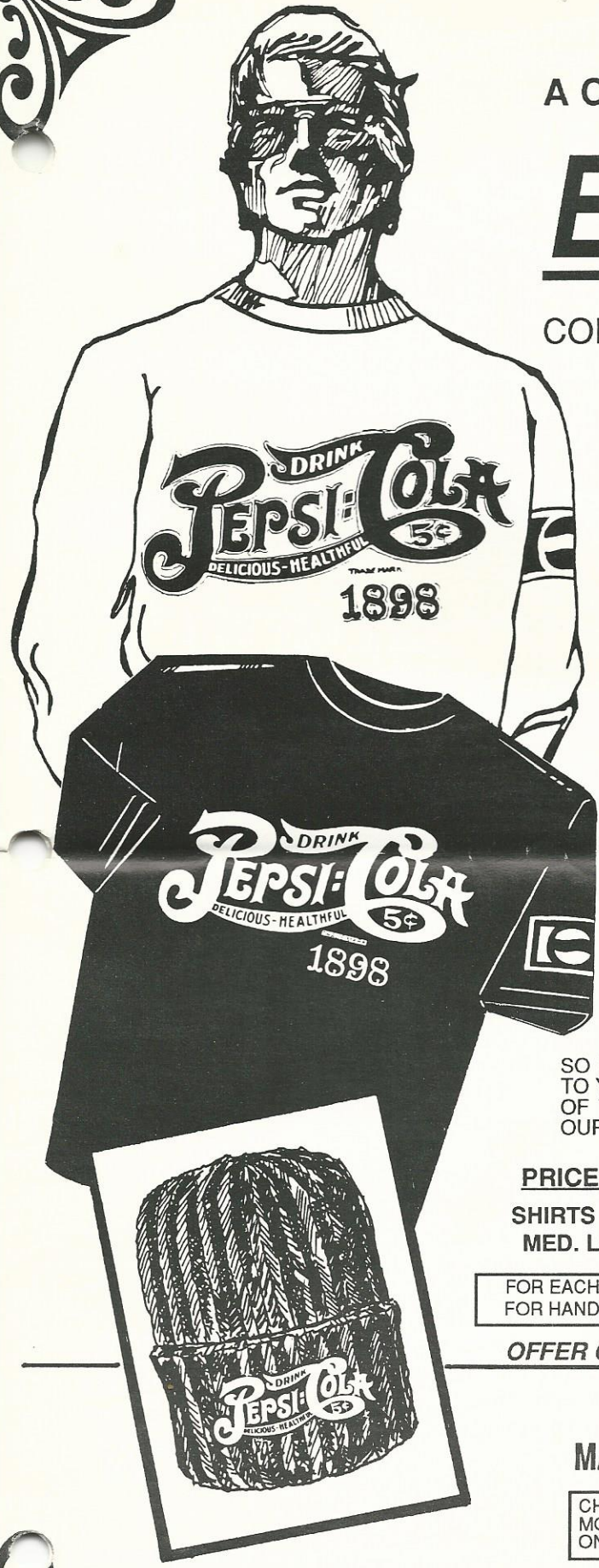
Name \_\_\_\_\_ phone \_\_\_\_\_

Address \_\_\_\_\_ Zip code \_\_\_\_\_

Registration fee # \_\_\_\_\_ @ \$5.00 ea. = \_\_\_\_\_

Number of tables: \_\_\_\_\_ @ \$3.00 ea. = \_\_\_\_\_  
(you must pay for the tables now to reserve them)

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



A COLLECTORS CLUB...

# EXCLUSIVE!

COLLECTABLE-WEARABLES WITH A  
"TOUCH OF CLASS"...FOR PEPSI-COLA COLLECTORS ONLY!!!

HERE IS THAT "ONCE IN A LIFETIME" OPPORTUNITY TO COLLECT SOME VERY HANDSOME LOOKING NOSTALGIA. DESIGNED SPECIFICALLY FOR PEPSI-COLA BOTTLERS, THESE GREAT LOOKING PIECES ARE SCHEDULED FOR RELEASE THIS FALL...

BUT FOR NOW, WE ARE OFFERING THEM TO PEPSI-COLA COLLECTORS CLUB MEMBERS "EXCLUSIVELY" FOR A LIMITED TIME.

EVERYTHING YOU SEE HERE IS "TOP OF THE LINE" MERCHANDISE AND IF IT WERE POSSIBLE TO SHOW THESE TO YOU IN FULL COLOR, WE WOULD NOT HAVE TO TELL YOU HOW FANTASTIC THEY REALLY LOOK.

THE BASIC COLOR OF EACH ITEM IS NAVY. PEPSI-COLA LOGO'S AND TRADEMARKS ARE PRINTED IN "ANTIQUE GOLD" WITH A THIN WHITE OUTLINE...THE COLOR COMBINATION OF BLUE, GOLD AND WHITE IS OUTSTANDING—AND UNLIKE ANYTHING OFFERED BEFORE.

SHIRT FABRICS AND YARNS ARE ALL TOP GRADE, PRE-SHRUNK AND "CUT FULL"...EVERY SIZE IS A TRUE SIZE, NOT SKIMPY CUT. EVERYTHING ABOUT THIS MERCHANDISE IS FIRST CLASS AND WE'LL STAND BEHIND IT.

SO IF YOU'RE LOOKING FOR SOMETHING NEW AND UNIQUE TO ADD TO YOUR COLLECTION OF PEPSI MEMORABILIA, TRY ANY ONE OR ALL OF THESE ON FOR SIZE AND ADD THAT "TOUCH OF CLASS" WHILE OUR SUPPLY LASTS...YOU WON'T REGRET THE INVESTMENT.

**PRICE SCHEDULE:**

SHIRTS AVAILABLE IN  
MED. LG. EXL. ONLY

SWEATSHIRT ..... \$21.95 EA.

"T" SHIRT ..... 14.95 EA.

KNIT HAT ..... 7.95 EA.

(ONE SIZE FITS ALL)

FOR EACH ORDER, ADD \$3.00  
FOR HANDLING - MAILING

**OFFER GOOD ONLY UNTIL JUNE 30, 1991 OR SUPPLY RUNS OUT**

MAIL TO:

**SHUDDA ASSOCIATES**  
PO BOX 7967 SHREWSBURY, NJ 07702  
TELEPHONE: 908 542-1677

CHECK OR  
MONEY ORDER  
ONLY

SERVING PEPSI-COLA SINCE 1948

**\*THANK YOU**

FOR YOUR OVERWHELMING RESPONSE TO OUR "LIMITED EDITION" PORTFOLIO OFFER...WE HOPE YOU ENJOYED IT.

© PepsiCo, Inc. "Pepsi-Cola" and "Pepsi" are registered trademarks for soft drinks used with the permission of PepsiCo, Inc. Not to be reproduced without the permission of PepsiCo, Inc.

# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



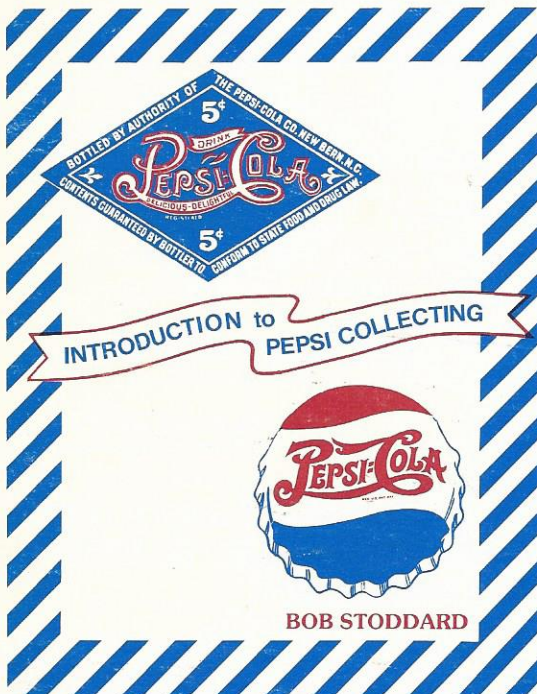
FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722  
Permit No. 173

Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430  
usa



"INTRODUCTION TO PEPSI COLLECTING" BY BOB STODDARD

BRAND NEW!!! Just released April 25th, 1991. This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs, over 1100 Pepsi collectibles.

The price of the book is \$19.95 plus \$3.00 for postage (for each add'l book add .50¢ for postage). As an introductory offer for Pepsi club members only, the price is \$16.95 plus \$3.00 postage. This introductory offer expires July 31, 1991. If you would like the book autographed please indicate to whom.

Send to: Double Dot Enterprises, P.O. Box 1548,  
Pomona, CA. 91769,

# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 8 NUMBER 4

NEWSLETTER

SEPTEMBER-OCTOBER 1991

### Catch That Pepsi Spirit

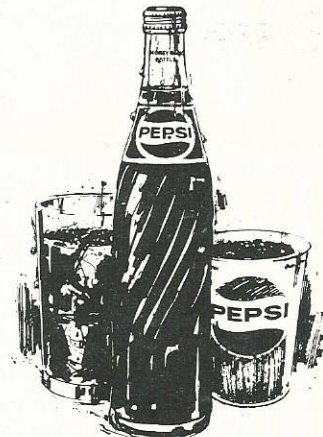
As the summer of '91 fades away, we begin our preparations for Pepsi-Fest '92. We have some ambitious plans for next years event, including adding of an extra day.

Pepsi-Fest '92 will be held March 26, 27, & 28, 1992 at the Sheraton Northeast, Indianapolis, Indiana, (317) 897-4000. Once again we have a flat rate of \$45.00 + tax up to 4 people. Make your reservations early. Last year the Sheraton was sold out, remember you can always cancel if you can't make it.

Pepsi-Fest West was held this past July and by all accounts it's becoming an excellent club event. It has taken a long time but Pepsi-Fest West is truly becoming a regional event. To further enhance the image of Pepsi-Fest West we have decided to hold next year's event in Las Vegas, Nevada. The dates are July 18th & 19th, 1992. Further details will follow.

A get well quick to club member Joe Brown who has been battling an illness since July. His wife, Ernette assures us it won't be long before Joe will be attending club meetings.

As a reminder; towards the back of the newsletter is our policy on ads, such as the rates and cut-off dates for future issues.



### IN THIS ISSUE:

Rare Pepsi 3 pack      Counter Spy Certificate  
Mel's Diner      Pepsi Fest '92 March 26,27 &28, 1992

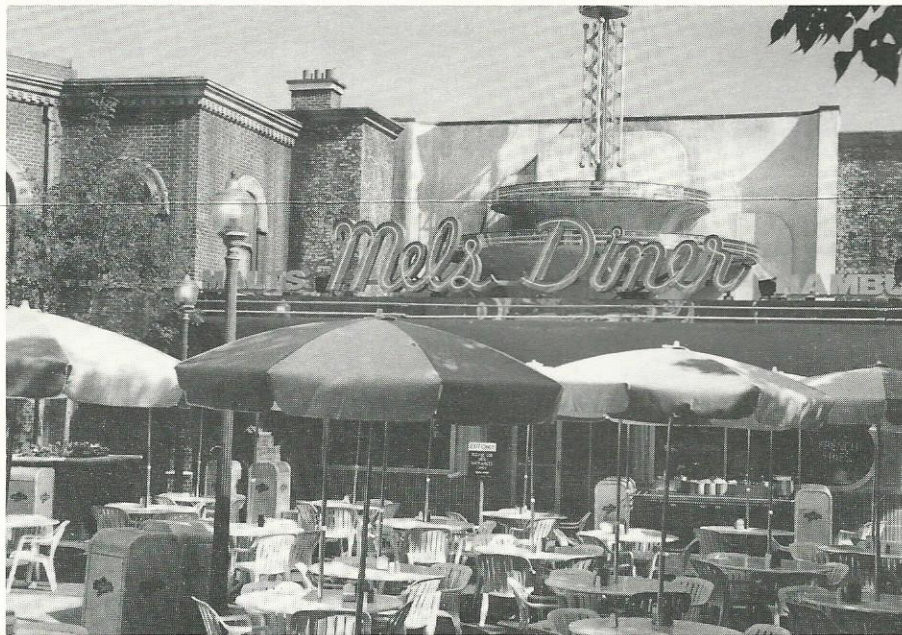
## Collectors' Information



Just Found! A 3 pack carton for 12-oz. Pepsi cans from 1949

Universal Studios Hollywood offers such exciting attractions as; ET, King Kong, and earthquakes, but for serious Pepsi people the main attraction may be Mel's Diner.

This restaurant in the theme park has on display a nice collection of Pepsi-Cola memorabilia. So have a Pepsi, enjoy the scenery and remember King Kong only drinks Pepsi!



## THE MUSEUM of BEVERAGE CONTAINERS and ADVERTISING

Thousands of Soda Bottles on display

The World's LARGEST collection of Soda and Beer Cans... Over 28,000

- Soda and Beer Advertising • Large, well stocked Gift Shop.
- A Collectors Dream Place with something for everyone.
- Just 15 minutes from downtown Nashville, TN

1055 Ridgcrest Dr.

Goodlettsville, TN 37072

Phone: (615)859-5236 FAX (615)859-5238

The current issue of Consumer Reports does a comparison between several colas including Pepsi (the best tasting soda in the world) and that cola from Atlanta (that tastes like swamp water). Save your \$2.50 we already know Pepsi's the best .

Like a Million Dollars and a Happy Disposition

# Pepsi-Cola

BOOSTS AND CHEERS

*Pepifying—with fruitly flavors appealing to taste*

"YOUR VERDICT"

SO MUCH BETTER—MADE IN RICHMOND

By

## Pepsi-Cola Corporation

Here is a rare ad from the Pepsi-Cola Corporation of Richmond, Virginia. This was the headquarters of Pepsi-Cola during the late 1920's.

### PEPSI-COLA COLLECTIBLES VOL#1

with revised 1989 prices by Bill Vehling & Michael Hunt 148 pages with over 900 items illustrated and priced.

Price: \$14.95 + \$3.05 postage = \$18.00 per book.

### PEPSI-COLA COLLECTIBLES VOL#2

200 pages with over 800 items pictured and prices. No duplications from Volume 1.

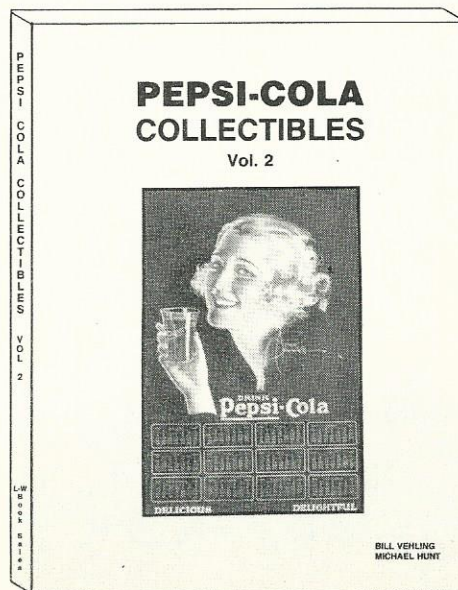
Price: \$17.95 + \$3.05 postage = \$21.00 per book.

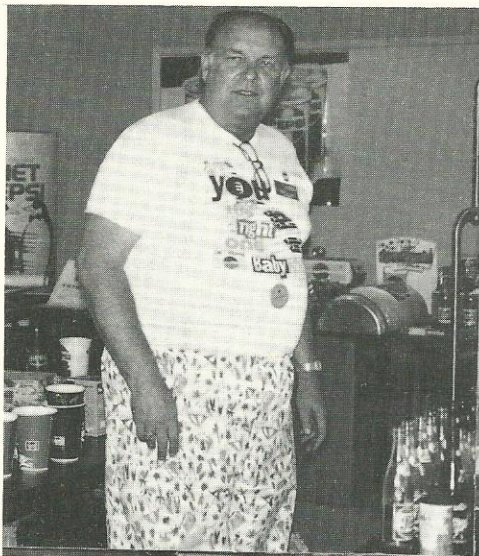
ALSO AVAILABLE: 1989 price list to update 1986 printing of Volume #1. Price: \$3.00ppd. Send order with payment to: Bill Vehling, P.O. Box 41233 Indianapolis, IN. 46241.



**Counter-Spy Junior Agents Club**  
THIS CERTIFIES THAT  
*Bernard Volshi*  
(sign your name here)  
IS AN OFFICIAL SECRET MEMBER IN GOOD STANDING  
*I promise:* To be courageous and truthful. To fight crime with all my power. To assist crime-fighting organizations wherever possible. To help the weak and unfortunate. To protect my family and friends. And to be a good American, always.  
*Bernard Volshi*  
(sign your name again here)  
*David Harding*  
(Counter-signed)

In 1950 Pepsi sponsored the Counter Spy Radio program. This radio show has spawned a few Pepsi collectables including this Junior Counter Spy certificate.





# WEST PEPSIFEST WEST





## Pepsi History

It has always been my belief that one of the most important contributions to the success of Pepsi-Cola was made by the franchise bottlers. These innovative pioneers overcame the challenges of the times, to build the foundation for one of the greatest success stories in American corporate history.

One such pioneer family is the Johnson's of Memphis, Missouri. The Johnson's have been soft drink bottlers since 1927 when J. Harold & Muriel A. Johnson, now deceased, started their first bottling operations at 204 S. Market. They operated under the name of "Memphis Bottling Works".

Mr. Weldon Smith, a close associate of Mr. Johnson, had obtained a Pepsi-Cola franchise in 1934, and convinced Mr. Johnson to apply for his own territory. Mr. Smith arranged a meeting for him with George and V.O. Robertson, representatives of Pepsi-Cola Company. The Johnsons were granted a Pepsi-Cola franchise on Oct. 31, 1935. A unit of Pepsi at that time sold for \$315.00. This "unit" contained enough concentrate, crowns, and labels to bottle 1200 cases of 12-oz. product.

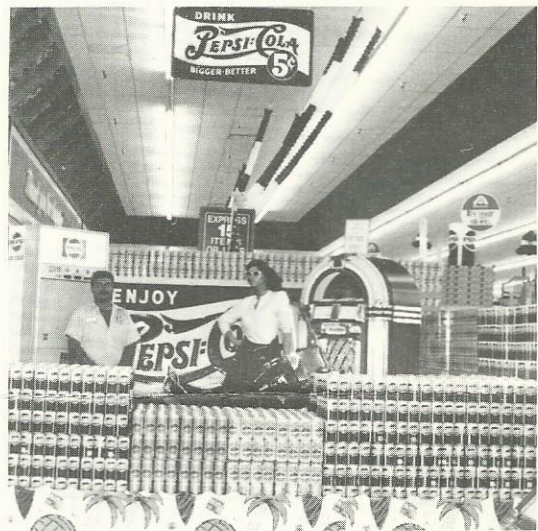
Mr. Johnson's investment paid off, today the "Pepsi-Cola Memphis Bottling Co., Inc." employs 71 men and women in three communities, serving Pepsi-Cola to some 110,000 people in 8 counties.

Mr. Michael Johnson, grandson of the founder, is the President of operations and his father, John Johnson is the C.E.O. and member of the Pepsi-Cola Collectors Club.



## Collectors' Spotlight

In this collectors spotlight is a picture of Emmett and Brenda Stanicki of Ontario, Canada.



Some of you who attend Pepsi Fest may have seen John McLaughlin, he is known as the stealth Pepsi collector; quiet, fast, and always gets the best Pepsi items. In John's other life he is a route salesman for Pepsi-cola Buena Park, CA. Recently one of John's accounts wanted to promote lower prices by turning the clock back to the 1950's. So together with Tony Llamas and Pat Casey, John created this display (see photo) using some very old Pepsi signs. John certainly has the Pepsi Spirit!!!!

## From the Local Chapters

Green Country PC Club  
Ron Nickens  
21413 E. 33rd St.  
Broken Arrow, OK. 74014

Mile High PC Club  
Brent Hinton  
6511 W. Elmhurst Ave.  
Littleton, CO. 80123

No. Shore of Ohio PC Club  
Jim Wolfe  
2315 Ross Dr.  
Stow, OH. 44224

Old Dominion PC Club  
Scott Kinzie  
P.O. Box 916  
Chester, VA. 23831

Central VA/DC PC Club  
Richard Hertzler  
6110 Yates Ford Rd.  
Manassas, VA. 22111

Lone Star PC Club  
Robert Key/Lawrence Cook  
13834 Methuen Green  
Dalla, TX. 75240

Minnesota Chapter PC Club  
Roy Bernick  
Box 1184  
St. Cloud, MN. 56302

So. Calif. PC Club  
Tony Llamas  
1142 W. Porter  
Fullerton, CA. 92633

Phenix Benton, National  
Director of Chapters. You  
can contact him at: 4949  
So. 94th E. Pl., Tulsa  
Ok. 74145.

# Plugs

By Garry Trudeau

*"Hey, Stormin' Norman! You've just annihilated the fourth largest army in the world! What are you going to do now?"*

*"I'm going to crack open a Diet Pepsi."*

It was the mother, father and next of kin of all product placements — too insanely great to be true. And yet there it was. Clearly visible on the table directly in front of the commander in chief during the historic cease-fire ceremony was a lone can of Diet Pepsi.

As the official pool photo of the event was beamed around the world to thousands of newspapers, Pepsico executives were jubilant. It was the biggest coup since the live pictures of U.S. troops watching the Super Bowl in front of a Pepsi machine.

For Pepsi, it was the culmination of a hugely successful campaign to associate its products with the winning side in the gulf war. True, Pepsi had enjoyed a regional edge over its chief competition for some time. In the late 60's, Coca-Cola had been expelled from the Arab world after opening a bottling plant in Israel. Pepsi, meanwhile, had shrewdly detoured the Holy Land and gone on to build 24 plants in the future war zone alone.

So when country called, Pepsi had the infrastructure. With plants cranked up for 24-hour production, Pepsi began producing 12 million cans a month as part of an exclusive contract with U.S. forces. Coke could only look on with horror.

But surely the CINC (commander in chief) could requisition any beverage he wanted, including The Real Thing? Did the presence of a Diet Pepsi can signify an actual preference on the part of "God," as he is affectionately known to his troops?

When pressed, Pepsi executive Barry Holt was circumspect. "We think we have a loyal following in the General. The best we can piece together, what with the dryness of the desert, he's probably got a Diet Pepsi with him at all times."

Wishful thinking? When I sought confirmation from a source close to General Schwarzkopf in Riyadh, there was a nervous silence on the line as he contemplated the implications. When the answer finally came, it was terse, but unequivocal: "The CINC drinks Diet Pepsi." Eat death, Coke.



## Collectors' Marketplace

### 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                                | .22   |
| 3. Mural (13" x 7") 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  |
| 9. Birthplace of Pepsi letterhead   | .15   |
| Birthplace of Pepsi cigarette lighters  | 2.50  |
| Birthplace of Pepsi hand fan with Gibson Girl on silk screen                                      | 4.00  |
| Birthplace of Pepsi enameled board nail file  | .35   |
| Birthplace of Pepsi wooden nickels  | .50   |

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.

The **PEPSI-COLA** Store

Soda Water Collectibles - Past and Present

New Haven Antique Mall

117-119 Front St. New Haven, MO 63068  
 314-237-2420 or 314-237-2411

- |  |          |
|--|----------|
| 1. Rose Tip Tray   | \$20.00  |
| 2. Tip Tray-Rose Girl repro                                | \$10.00  |
| 3. Tip Tray-Gibson Girl, made in Italy                     | \$15.00  |
| 4. 75th Anniv. Tray  | \$35.00  |
| 5. Bicentennial Tray 16"                                   | \$50.00  |
| 6. Stadium Vendors Carrier, metal-white-40's               | \$100.00 |
| 7. Postcard Time Square, N.Y.                              | \$12.00  |
| 8. Postcard "The Goat Man"                                 | \$12.00  |
| 9. Bottle case, cardboard #111                             | \$100.00 |
| 10. Pepsi ice pick   | \$10.00  |
| 11. Pepsi wooden pencil                                    | \$6.00   |
| 12. Toy dispenser, plastic, Bi-Plane, decal                | \$25.00  |
| 13. Print block (2" bottle cap single dot)                 | \$15.00  |
| 14. Print block (4" bottle single dot)                     | \$15.00  |
| 15. Ball point pen- white black trim logo top and side     | \$6.00   |
| 16. Key holder (Pepsi-Cola Bottling Co., Marlin, TN.) 60's | \$10.00  |
| 17. Pin back 3" (play taste the excitement: have-U-1?)     | \$10.00  |
| 18. China Plate (similar to #828)                          | \$75.00  |
| 19. Pin back 1" may be repro (Bigger-Better)               | \$5.00   |
| 20. Tennis shoes (new in box size 5 )                      | \$45.00  |
| 21. Masonite sign 23" #442                                 | \$30.00  |
| 22. Shoe horn white  | \$5.00   |
| 23. Dk. Blue plastic mug 7" white (Pepsi-Cola)             | \$3.00   |
| 24. Cardboard six pack #113                                | \$7.50   |

Contact: Norman & Sharon Horn  
 6544 N.E. Indian Creek Rd.  
 Topeka, Kansas 66617 or call  
 913 246-1105.

\*\*\*\*\*

Pepsi logo pierced earrings  
\$10.00 pr; Pepsi bottle cap  
wristwatch \$24.00; Pepsi shoe-  
laces \$5.00pr.; Pepsi marble  
paperweight \$8.00; Pepsi  
plastic piggybank \$5.00; Pepsi  
old fashion lady 5" tin box  
\$5.00; Pepsi logo 3" pinbacks 3  
for \$5.00 or 8 for \$10.00;  
Pepsi dice - 2 different pair  
\$6.00 for both. Add \$2.00 for  
shipping & handling. Contact:  
R.L. Peck, 6001 Canyon,  
Harrisburg, PA. 17111.

\*\*\*\*\*  
Pepsi-Cola and other major  
brand: bottles, paper cups,  
glasses, and other related  
items. Please write for a  
complete list. Please send me  
your list of pre 60's bottles  
etc. you have for sale.  
Contact: Robert J. Diwar,  
9551 Patterson Rd., Richmond  
B.C. V6X 1P8 Canada.

\*\*\*\*\*  
Pepsi neon signs new in the  
box. Pepsi logo - circle in  
rectangle - red white & blue  
\$265.00 post paid. Pepsi neon  
cup w/neon ice, straw and  
bubbles red, white & blue  
\$285.00 post paid. Older Pepsi  
script logo in oval border  
blue and red \$265.00 Contact:  
Robert Newman, 10809 Charnock  
Rd., Los Angeles, Ca. 90034  
or 213 559-0539.

\*\*\*\*\*  
1992 Soda Sweethearts calendar  
featuring 12 of the most  
collectible soda machines  
today, each accented by a  
gorgeous young lady. Features  
several brands including the  
Pepsi Jacobs, Pepsi Heintz  
(Gullwing), and Pepsi Model  
81. All photos 10x13 full  
color. Covers September 91  
thru December 92. Definitely  
a "must have" for all soda  
enthusiasts. Send \$9.95 +  
\$3.00 shipping (per calendar)  
to: Lee Walters, P.O. Box 6239  
Laguna Niguel, CA. 92607.

I want to sell or trade 13  
Pepsi blotters #708 in Pepsi  
book, mint condition, Contact:  
Karen Guay, 75 Baldwin Rd.,  
Glenville, N.Y. 12302 or call  
518 384-0299.

\*\*\*\*\*  
1940 complete set of Disney  
matchbooks, \$300.00. Money  
order or certified check only.  
Contact: John McLaughlin, 1143  
Dover Way, Placentia, CA.  
92670 or call 714 528-8192.

\*\*\*\*\*  
Russian Pepsi bottle w/cap  
empty \$25.00. Desert Storm  
longneck, full \$4.00, empty  
\$2.00; Blue bookend logo  
straws 100 for \$3.00 or 1,000  
for \$20.00. Contact: M.A.  
Noll, 1647 La Salle, Santa  
Maria, CA. 93454-1553.

\*\*\*\*\*  
Set of 4 Petty Longneck Race  
Career commemeratives complete  
Richard Petty line "Win a  
Petty Pontiac" cans and  
plastic bottles - Pepsi and  
Mt. Dew., \$28.00. Send  
S.A.S.E. for details.  
Energy-Florence \$10.00  
Clemson-Anderson \$10.00  
Contact: Marjorie Miller,  
P.O. Box 301, Darlington,  
S.C. 29532.

\*\*\*\*\*  
Set of 4 different Winter  
Cool glasses. \$10.00 per set,  
plus UPS shipping. Contact:  
Bob Wilkerson, 1141 So. 30th  
Ave., #9, Omaha, NE. 68105  
or call 402 341-6981.

\*\*\*\*\*  
New for Pepsi collectors -  
"The Guide to Magazine Adver-  
tising for Pepsi-Cola 1940-  
1970" This guide includes:  
reference coding system, mag.  
info. (name, date, size, etc.)  
price guide, ad descriptions,  
system for identifying the  
magazine, and your personal  
info. The guide covers over  
700 mags for 30 years of Pepsi  
advertising. Price \$13.95,

(special PCCC member intro price \$11.95 plus \$1.75 for postage) Contact: Tom Rosing c/o M&M Publishing Co., 15 Glendalough Rd., Dallas, PA. 18612.

\*\*\*\*\*

1. V-27 PC machine complete #770 w/stand & skirt working \$1,850.00
2. 1908 #3 PC serving tray NM \$975.00
3. 1947 #695 Calendar complete M+ \$175.00
4. 1930's #413 Reverse on glass M+ \$450.00
5. 1950 #403 9" celluloid NM+ \$150.00
6. #626 1930's Tin flange nice E++ \$545.00
7. 1940's 30 cardboard case display M \$245.00

Contact: Douglas Bowman, 339 Chicago Ave., Harrisonburg, VA. 22801 or 703 434-7311.

\*\*\*\*\*

Pepsi-Cola metal advertising thermometer- 27"long in package. \$15.00ea. or 3 for \$40.00. Pepsi-Cola logo playing cards 12 for \$21.00 Dr. Pepper logo oly tyme glass straw dispenser w/metal top/lid - heavy duty- in colorful gift box - the real thing! \$25.00 ea. or 6 for \$120.00. All items postpaid in continental USA. Contact: John F. Langlois, 5236 Essex Farms Lane, Stone Mountian Georgia 30088 or 404 981-6394.

\*\*\*\*\*

PEPSI-COLA NEON CLOCK, this nostalgia design neon clock will add a soft glow to any game roon, den, office, etc. This handcrafted quality replica and licensed by Pepsico offers the same design and nostalgia at an affordable price. For more info contact: Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI. 48081 or 313 773-5000. Fax 313 772-6224.

\*\*\*\*\*

Pepsi serving tray #3 in Vol I, excellent condition, \$375.00. Menuboard, plastic woodgrain 21"x27" \$30.00 Contact: Cinda Asp, 530 Center Rockton, IL. 61072 or call 815 624-4330.

\*\*\*\*\*

1930's paper label bottles, near mint: #495, \$60 Same, but amber glass, \$60.00 #496, \$70., #497, \$30.00 Cardboard carriers, #99, \$40. #100, \$37.50, #111 \$80. Batman on NDNR Pepsi. 4 Pepsi & 2 Diet. \$3.50ea. Early double dot logo letter and envelope from Socorro, N.M. \$15. All postpaid: contact: Jerry Watkinson, P.O. Box 1088 Imperial Beach, Ca. 91933

\*\*\*\*\*

**Wanted**

Pepsi-Cola trays, picnic coolers, thermometers, door pulls, cassette radio's, any small memorabilia items. Am interested in any soda. Excellent condition only. Please send info. with price list to: L. Wildman, 175 E. Chick Rd., Camano Is., WA. 98292.

\*\*\*\*\*

A full can or bottle of Mt. Dew sport. Will pay for everything. Please help this dedicated Pepsi-holic! Contact: Don Harper, VXN-8 T/R, NAS, Patuxentriver, MD. 20670.

\*\*\*\*\*

1960-1970 12oz. Pepsi-Cola and Mt. Dew tin cans in good condition, full or empty from the U.S., no diet Pepsi cans. Contact: Jeffery S. Costa, 145 F Spring St., Portland, ME. 04101.

\*\*\*\*\*

**Places to Find Pepsi**

So. Pasadena Mercantile Co.  
1030 Mission St. So Pasadena CA

Old Main St. Antiques  
203 E. Vista Wy, Vista CA

Sign of Good Taste  
269 E. 2nd St., Pomona CA

The Pepsi Parlor  
On the Square, Lynchburg TN.

The Gallery/Pepsee Lady  
1302 Hwy 98, Daphne AL.

The Gasworks/Pepsee Lady  
818 N, McKenzie, Foley AL.

The Silk Mill Antique Centre  
18 Forrest St., Wilkes-Barre PA

Evie's Country Store  
4005 S. 65Hwy, Sedalia MI.

Sandy's Curiosity Shop  
Glenstone at Chestnut, Spgfld MO.

Webb's Antique Mall  
200 W. Union, Centerville IN.

Pepsi-Cola Memphis Bottling  
520 E. Grand Ave., Memphis MO.

The Neon Lady  
1950 Cherokee St., St. Louis MO.

Bev's Oldies & Goodies  
1186 Meyerland Plz. Houston TX.

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 typesetting charge of \$7.00. 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.

**Advertising Information**—Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera-ready. All ads subject to the discretion of the Editor.

Cartoon and character glasses. Buy, sell or trade. Oct., Jan. and April mail order auctions, over 1,000 glasses each auction. \$3.50 for current booklet. Contact: Tom Hoder, 444 S. Cherry, Itasca, IL. 60143 or 708 773-2635.

Pepsi-Cola toy trucks and cars wanted. Old or new. Top dollar paid for models in near mint or mint condition. Contact: Charles Ehler, P.O. Box 1186, Yonkers, New York 10702.

Pepsi-Fest Bears: 1988's Brown Bear, 1989's White Bear. Contact: Pat Richardson, 136 Ridgewood Rd., Cookeville TN. 38501.

Drum for VMC 33 and coin entry plate for Vendo 39. Contact: Jim Dougan, 828 Butler Ave. New Castle, PA. 16101 or evenings 412 652-2351.

Plastic Pepsi-Cola (die formed) bottle cap approx. 4" dia. originally covered belt buckle on full size Santa over 25yrs. ago. Contact: Bob Zidek 503 Main St., Evanston, Il. 60202.

1950's and earlier tin signs and cardboard items, also radios and trolley car signs. Contact: John McLaughlin 1143 Dover Way, Placentia, CA. 92670 or home 714 528-8192.

Devil's shake advertising items; bottles, signs, paper-work etc. Contact: M. A. Noll 1647 La Salle, Santa Maria, CA. 93454-1553.

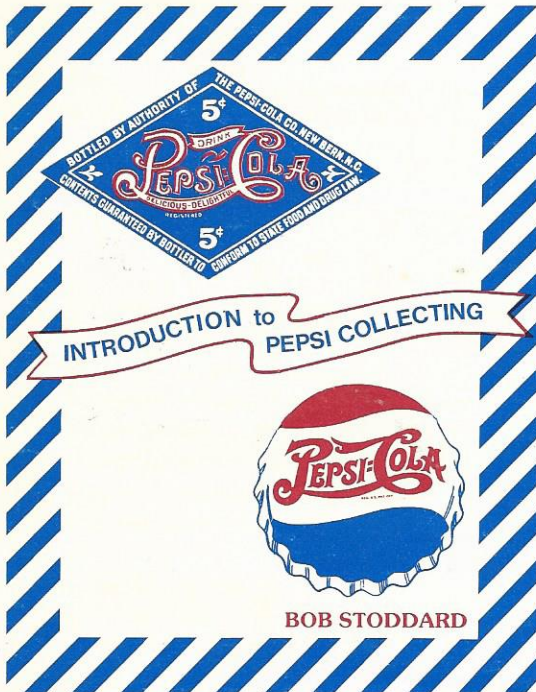
# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



FIRST-CLASS MAIL  
U.S. POSTAGE  
P A I D  
Covina, CA 91722  
Permit No. 173



"INTRODUCTION TO PEPSI COLLECTING" BY BOB STODDARD

BRAND NEW!!! Just released April 25th, 1991. This is not just a price guide it is also an authoritative work on Pepsi history and Pepsi dating. Included in this book are 8 pages of color photographs, over 1100 Pepsi collectibles.

The price of the book is \$19.95 plus \$3.00 for postage (for each add'l book add .50¢ for postage). As an introductory offer for Pepsi club members only, the price is \$16.95 plus \$3.00 postage. This introductory offer expires July 31, 1991. If you would like the book autographed please indicate to whom.

Send to: Double Dot Enterprises, P.O. Box 1548,  
Pomona, CA. 91769,