



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 14 Issue 5

Nov.-Dec. 1997

100th Anniversary Approaching

With 1997 practically coming to an end, the planning of Pepsi Fest 100th Anniversary is well under way. The event will be held April 1st - April 4th in North Carolina. Club activities will begin April 1st and 2nd in Greenville, North Carolina. The Ramada Plaza Hotel will be the primary hotel for the Pepsi-Cola Collectors Club. For reservations, please call (919)355-8300 or 1-800-2-RAMADA. See further information listed in this newsletter. Please make your reservations early, as this will be our biggest event ever. We also have rooms blocked at the Greenville Hilton Inn since we anticipate the Ramada Plaza Hotel will sell out.

The four day event will be divided into two stages. April 1st and 2nd will focus on club activities in Greenville. April 3rd and 4th will take place in New Bern, North Carolina, with the club participating in 100th anniversary activities there. Because of limited hotel space in New Bern, we will car pool to the events there.

There will be opportunities to participate in organized celebrations, and free time to explore the Pepsi-Cola historical sights of New Bern.

I will be making a trip to North Carolina this month and will provide more details about these events in the January newsletter. The agenda is subject to change depending on what the Pepsi-Cola bottlers in North Carolina will be doing.

Remember, this is your club's event, so tell us if there is anything special you would like to do during the celebration. We are still accepting ideas for the club float in the New Bern parade. This is going to be the biggest celebration of Pepsi's birth in the United States in 1998, so don't miss it!

Based on the vote of the membership present at Pepsi Fest in March, there will only be one Pepsi Fest in 1998. It was decided that this would give all club members a better chance to attend the Pepsi Fest 100 celebration.

Happy Birthday to us! It was 14 years

ago this November that the Pepsi-Cola Collector's Club began. Since then, we have seen the club grow into a worldwide organization. Hopefully, the best is yet to come for the club and Pepsi collectors.

To help better keep in touch with club members, I'm going to form an advisory board. The board will be made up of representatives from each active chapter. The board will meet at Pepsi Fest events to discuss the areas of concern to the club members. It is my hope that this will help make the club more responsive to the members needs and concerns.

I'm very pleased at the response of the PCCC chapters providing us with reports on what they are doing. If we all pitch in together, we can energize the inactive chapters and form new chapters. Tip of the hat to Phil Dillman for the great job he is doing organizing and promoting local chapters.

Inside This Issue

100th Anniversary Info

Pepsi History

Collectible Photographs

New Pepsi History Book



Miss Joan Crawford, former movie star and Pepsi-Cola board member

PEPSI: 100 Years

Look for a new book about the history of Pepsi-Cola to be in your local bookstores by the end of November. The book is *Pepsi: 100 Years*, written by Bob Stoddard, President of the Pepsi-Cola Collectors Club. It is published by General Publishing Group.

This pictorial chronicle reveals, for the first time, the story of Pepsi-Cola - from its humble beginning in a North Carolina pharmacy to the celebrity endorsements of today. Taste test the Pepsi phenomenon, a dramatic saga of resilience, spirit, and revolution.

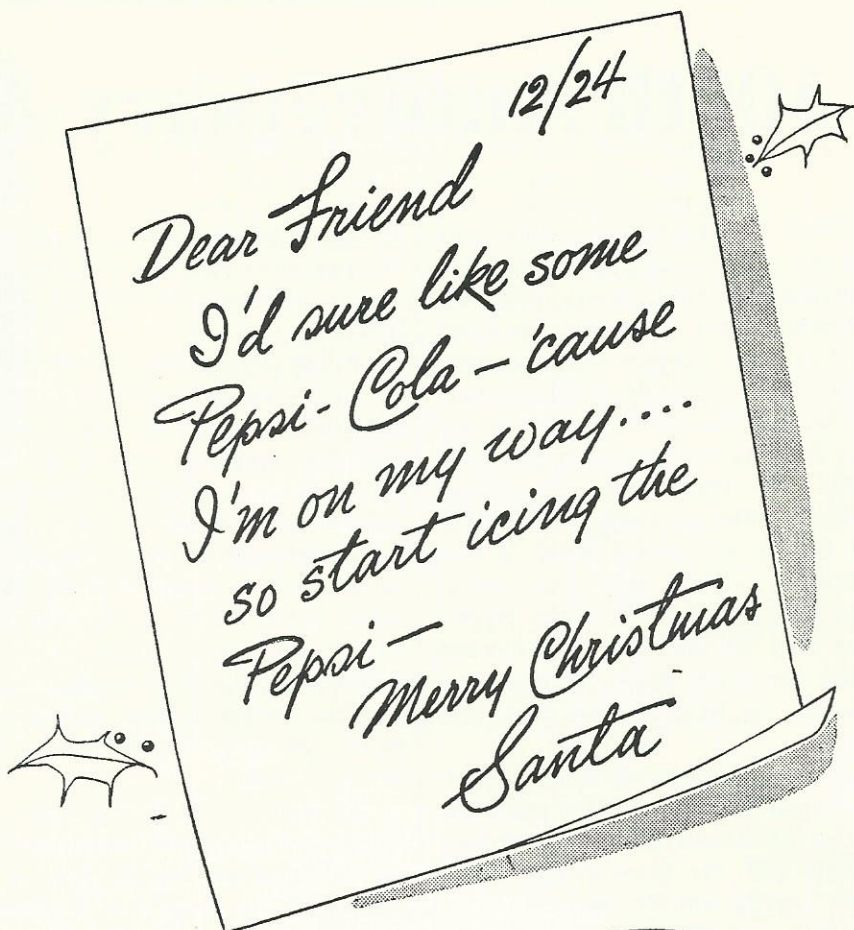
Legendary former President and Chairman of Pepsi, Donald M. Kendall says, "I'd started with the company in 1947 selling syrup, so when it comes to Pepsi-Cola, I'd heard all the stories... or so I thought until I read this book."

Pepsi-Cola Club members can order *Pepsi: 100 Years* direct from Double Dot Enterprises. For more details, see back cover of this newsletter.

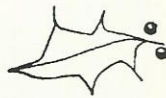
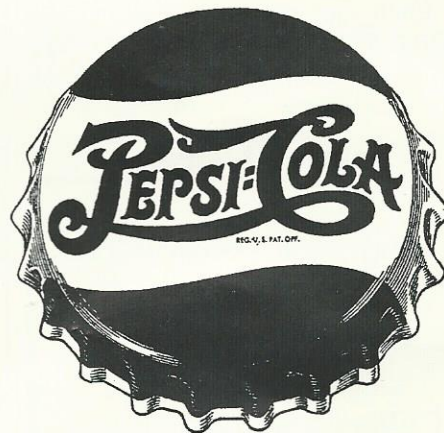
Chapter News

We hope to make the chapters a bigger part of the operation of the national club. In order to do this, we need your involvement. Every chapter that is representing itself as a chapter of the Pepsi-Cola Collectors Club needs to be recognized by the national club. Listed below are the clubs that have responded to our efforts. If your chapter is not listed here, please contact Phil Dillman at 17733 Highland Ave., Homewood, IL 60430-1319.

Arizona Pepsi Club	(Mesa area)
Chicago Connection	Chicago, IL
Mile High Chapter	Denver, CO
Minnesota Chapter	Minneapolis
Northwoods Chapter	Fond du Lac, WI
"Show Me" Pepsi Club	St. Louis, MO

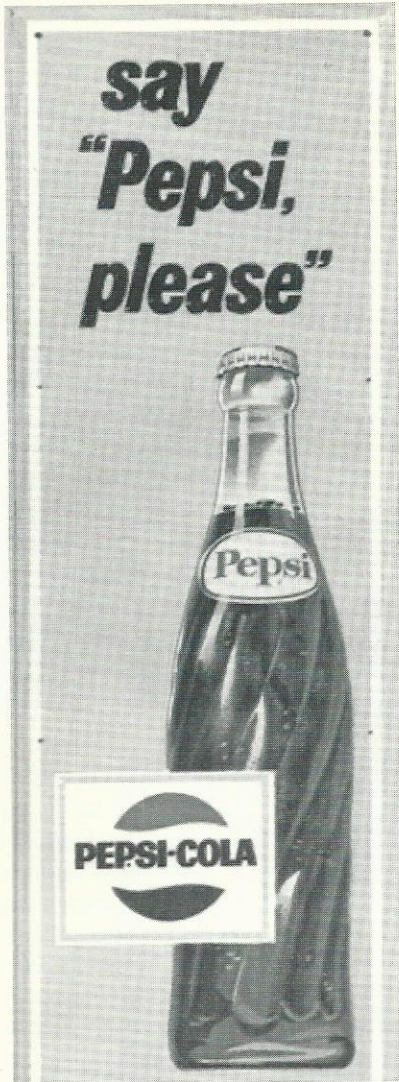


★ ★ Yes, it's really a Merry Christmas with plenty of Pepsi for holiday hospitality. Treat your guests the Pepsi way—good, big, plenty.



IS IT OR ISN'T IT?

There seems to be quite a controversy over the Pepsi bottle sign pictured to the left. It appears to many that this is a reproduction. I took the picture of this bottle sign from a 1969 Pepsi-Cola point of purchase book. In difference to anyone who says Pepsi never made a sign like this, I think the Pepsi P.O.P. book speaks for itself. In fact, Pepsi also offered a sign similar to this in 1964, featuring the earlier logo. I can't personally speak to whether this sign is legitimate or not, but I would be very careful not to label signs looking like this as fakes. Unfortunately, with the spiraling value of Pepsi-Cola collectibles, we will probably see more efforts to deceive unsuspecting collectors. There is no doubt in my mind that there are people out there who call themselves antique dealers and are really just crooks trying to sell you over-valued reproductions, counterfeits, or fakes. Remember, I am not talking about this sign in particular because I have not seen it. I do not know anything about the people who have been selling this sign. The most important rule in buying memorabilia is to know the dealer you buy from - will he guarantee the authenticity of the item? Generally, when the dealers won't, it is because they know it is a reproduction. When in doubt, get a guarantee in writing.



FUTURE FEST EVENTS

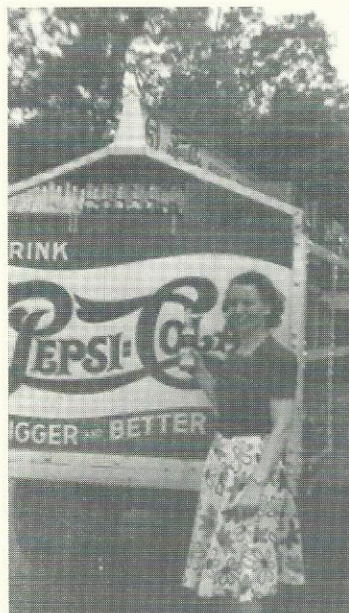
Pepsi Fest '98
April 1-4, 1998
North Carolina

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711

COLLECTOR INFORMATION



OLD PEPSI PHOTOS

Photographs As Collectibles

As a Pepsi historian, I've always searched for old Pepsi-related photographs and photo postcards. Like the old saying goes, a picture is worth a thousand words. I've found that pictures are also an important tool for gaining knowledge of the Pepsi-Cola story. They also provide documentation of Pepsi advertising material that no longer exists. For some reason, many collectors haven't paid more attention to photographs. But, as your walls begin to fill up with Pepsi signs, photographs offers collectors a new category of collecting that doesn't take up that much space. A photo album of old Pepsi pictures can be as interesting as a room full of Pepsi memorabilia.



THE HISTORY OF PEPSI-COLA

This is part eleven of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.

The importance of advertising in the soft drink business cannot be overstated. The need for good and effective advertising for Pepsi was never more important than it was for Pepsi-Cola in the 1960's. The Pepsi Generation advertising campaign was just what was needed. Almost overnight, Pepsi's image as the youth oriented soft drink began to stick. Then, without explanation, Pepsi switched their advertising approach in 1967. It has long been a hot debate in the advertising community whether to feature the product or the image of the product - that is, the association between a product and the people who consume it. In the early 1960's, the Pepsi Generation advertising was completely oriented to image. In 1967, Pepsi introduced a new ad campaign: "The Taste That Beats the Others Cold, Pepsi Pours It On!" This return to product advertising did not have the results experienced by the Pepsi Generation campaign. The idea behind this slogan was that no other cola drink tasted as good as a cold Pepsi-Cola. The Taste That Beats the Others Cold advertising campaign was featured in television commercials and magazine ads. By 1969, it was replaced with "You've Got a Lot to Live. Pepsi's Got a Lot to Give."

After the merger of Frito-Lay and Pepsi in 1965, Donald Kendall assumed the responsibilities of Chief Executive Officer of PepsiCo. Pepsi-Cola was now operated as a separate division, and James B. Somerall became President of Pepsi-Cola.

Somerall is the only President of Pepsi who was formerly a Pepsi-Cola bottler. He operated the Pepsi-Cola franchise in Cincinnati Ohio, prior to becoming President of Pepsi-Cola. Before going to work for Pepsi-Cola, Somerall was employed by the cola company in Atlanta.

Besides expanding their business into new packaging and container sizes, Pepsi

also introduced a number of new soft drinks during the 60's. The most important of these was Mountain Dew. Mountain Dew was developed and distributed by Tip Corporation, whose investors included Pepsi bottlers in the southeastern part of the United States. When Pepsi-Cola learned of the success Mountain Dew was having, they decided to purchase it from Tip Corporation in 1964.

ADVERTISING SLOGANS USED IN THE 1960'S

1961: Now It's Pepsi for Those Who Think Young

1963: Come Alive! You're In the Pepsi Generation

1967: Taste That Beats the Others Cold! Pepsi Pours It On.

1969: You've Got a Lot to Live. Pepsi's Got a Lot to Give

In 1967, Pepsi-Cola introduced a chocolate drink called Devil Shake. Devil Shake had regional success, but was eventually withdrawn from the market. The failure of Devil Shake may have resulted more from the instability of the product than from public acceptance.

Tropic Surf was introduced in 1968 as a low-calorie, citrus-flavored drink. After some initial success, it was distributed nationally. However, sales never reached the level that would justify continued marketing of Tropic Surf.

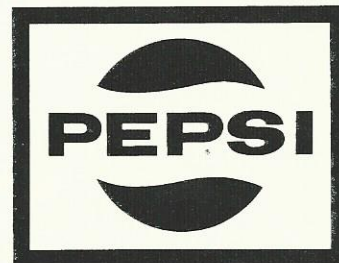
Overall, the 1960's was the most successful decade in Pepsi's history to that point. They had started the 1960's as a company with just over \$100 million in sales, and by the end of the 1960's, PepsiCo was close to a billion dollars in sales. One of the most important prod-

uct innovations of the 1960's for Pepsi-Cola came in 1969 when they test marketed plastic bottles. The initial results were mixed, but as we all know, plastic bottles are now an important part of the soft drink industry.

The 1969 advertising slogan, "You've Got a Lot to Live, Pepsi's Got a Lot to Give, was accompanied by a very popular jingle. Consumers enjoyed it so much, that they wrote Pepsi asking that a record be made featuring the jingle. Below are the words from that jingle:

YOU'VE GOT A LOT TO LIVE,
PEPSI'S GOT A LOT TO GIVE

There's a whole new way of livin'
Pepsi helps supply the drive
It's got a lot to give to those who like to live
'Cause Pepsi helps 'em come alive
It's the Pepsi generation comin' at ya,
goin' strong
Put yourself behind a Pepsi, If you're livin', you belong.
You've got a lot to live, and Pepsi's got a lot to give.
You've got a lot to live, and Pepsi's got a lot to give.



The above pictured logo was introduced in 1965. This does not mean that every Pepsi bottler stopped using the previous logo. However, over the next few years, most did change to this logo. This logo was used until 1973, when the logo known as the "bookends" logo was adopted.

“Additional Demand”
Collectibles
by Phil Dillman

We all know that some Pepsi collectibles are harder to find than others. That is a given. An item's age, scarcity, and popularity, as well as an ever-increasing number of collectors all play a role in this aspect of collecting. There are also those collectors that only collect certain groups of items, such as character glasses, lighters, playing cards, cans, etc. But they usually include other brands besides Pepsi. However, there is yet another characteristic unique to a number of collectibles, which is the “additional demand” factor. This is when there is more than one group of collectors chasing after the same item. A perfect example of this would be the current Star Wars/Pepsi pieces: Star Wars collectors and Pepsi collectors going after the same cardboard stand-ups, R2D2 coolers, shelf talkers, and anything else from this promotion.

The vinyl cooler pictured here falls

into the same category. It is from the Disneyland Pepsi Pavilion at the '64-'65 New York World's Fair. Thus, we Pepsi collectors have to compete with Disney collectors as well as with World's Fair collectors for this piece. (Which might explain why I've only seen one of these).

Some sports fanatics, no doubt, have some of the Pepsi baseball cards or the newer sports cards with Shaquille O'Neal. Racing fans probably have all of the Richard Petty Longnecks, or model car kits of number 43. The “Pepsi Challenger” race car exists as a model kit, a hotwheels car, in photos, on patches and pinbacks, in booklets, etc.

And the list of “other” collector possibilities is endless. Actually, in order to locate some of these items, it wouldn't hurt to talk to some of those “other” collectors. It's probably one of the less traveled routes to finding Pepsi collectibles. Good luck!



1939 Ford Sedan Owned by Dennis and Judy Rohr of Ludlow Falls, Ohio



Rumor has it that this can will be the new Pepsi-Cola can in 1998.

PEPSI FEST 100 REGISTRATION

April 1, 1998 - April 4, 1998

Greenville, North Carolina

If you plan on attending Pepsi Fest 100, April 1, - April 4, 1998, please complete and return this form as soon as possible - we need to have an accurate count of those attending the various events.

The registration fee of \$20.00 per person includes a Registration badge that MUST be worn to all Pepsi Fest 100 functions. The packet will contain a lapel pin, deck of playing cards, tankard mug, and several other items bearing the Pepsi Fest 100 logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

SWAP meet tables are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Ramada Plaza Hotel must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to: PCCC PO Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909) 946-6026. Please return this form no later than October 15, 1997.

Members Name _____ Phone () _____

Address _____ City _____ State _____ Zip _____

Names of persons attending with you: 1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY	# _____ @ 6.00 ea =	\$ _____
—children under 10 free—		
PACKET WITH REGISTRATION FEE	# _____ @ 20.00 ea.=	\$ _____
100th ANNIVERSARY BANQUET 4/2/98	# _____ @ 15.00 ea. =	\$ _____
Child's Meal	# _____ @ 5.00 ea. =	\$ _____
SWAP MEET TABLE(S) 4/1/98	# _____ X cost (see below)	\$ _____
	TOTAL ENCLOSED	\$ _____

SWAP MEET TABLES: \$ 10.00 for the first table and \$6.00 for each Addnl. table, ONLY IF STAYING AT THE RAMADA PLAZA HOTEL.

Otherwise, \$20.00 for the first table and \$10.00 for each Addnl. table. Tables must be paid for now in order to reserve.

IF NOT ATTENDING but you wish to order a packet the cost is \$24.00. Complete the above name and address section, packet will be mailed AFTER Pepsi Fest 100. # of packets _____ @ \$24.00 ea. = \$ _____

PEPSI FEST 100 REGISTRATION
Hotel Information on Reverse Side

PEPSI FEST 100 SCHEDULE

**Ramada Plaza Hotel
203 W. Greenville Blvd.
Greenville, NC 27834
(919)355-8300**

Preparations are being made for Pepsi Fest 100 which will be held April 1 - April 4, 1998 in Greenville, North Carolina. This year's event will be held at the Ramada Plaza Hotel in Greenville, North Carolina. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

Tuesday, March 31st

1:00 - 4:00 p.m. Early Registration

Wednesday, April 1st

8:00 a.m. Registration Room Open
9:00 a.m. Silent Auction Check-In
10:00 a.m. Silent Auction Preview
10:30 a.m. Silent Auction Begins
1:00 p.m. Swap Meet Set-Up

2:00 p.m. Swap Meet Begins
7:00 p.m. Room Hopping

Thursday, April 2nd

8:00 a.m. Registration Room Open
9:00 a.m. Auction Check-In
10:00 a.m. Auction Begins
3:00 p.m. Group Picture
6:00 p.m. 100 Anniversary Banquet
8:00 p.m. Room Hopping

Friday, April 3rd

Activities at New Bern TBA

Saturday, April 4th

Activities at New Bern TBA

SCHEDULE SUBJECT TO CHANGE

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; 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.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

For Sale

For Sale: Pepsi Double Bubble Clock, NM, for sale or trade. Contact: Walt Dillon, (919)365-3611 After 6:00 p.m.

For Sale: 3-Pepsi-Cola Vendo 56 square tops, good, original, run well, and complete. \$500 each. Package deal: \$1200. Rare 1970's 10 oz. embossed throw-aways. Very few left, when they go that's it! \$15 each. Call afternoons/weekends. Contact: Chris Page, 310 Ironwood, Huron, Ohio 44839. (419)433-3614.

For Sale: Update- "Guide to Magazine Advertising 1940-1970 for Pepsi: Cola." Covers 1,400 + advertisements - new format, \$18.95 + \$3 S & H. Bottles: Amber Birmingham NM - \$150, 48' Throwaway embossed script 6 oz. NM \$150. Embossed Drum Bethlehem, PA EX+ \$95, Exmore, VA - Ding EX \$60, Pinch #0499 M \$85; 30' w/paper label -clear, green, amber EX \$75 each. ACL - r/w/b NM \$22, Tray; S #1185 NM+ \$120, S #1186 NM \$55, Evervess #1-14 EX+ \$75, Nylint Trucks: Bookend and Gotta-Tractor and Tanker MIB \$60 Each, China Plate- Pepsi-Cola Girl #2-828 MIB \$100; List(SASE). Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612. (717) 675-6302 (after 7 p.m.) E-Mail JTROSING@JUNO.COM

For Sale: Pepsi banks, trucks, cars, and airplanes, over 100 different toys. For complete list send SASE with 78 cents postage to: Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.

For Sale: 1930 Bottle Tin Sign V1 #236 (Canadian) \$395. 1950 Clock V2#105,

\$175. 1940 Paper Cup V2 #161 \$70. 1940 Porcelain Sign 29" x 12" Drink Pepsi: Cola iced. Bottle cap in middle. (Not in book) \$250. Send SASE for list of other soda pop for sale.

Contact: Eddie Tamas, 2104-168 St., Surrey, B.C. Canada V4P2S8.

For Sale: Over 300 Pepsi toys - all different scales, some with boxes, trucks, cars, motorcycles, planes, banks, sets. Disposing of private collection. Call after 6:00 p.m. EST (614)231-8979 - will send color pictures. Contact: Larry Rinehart, 3541 Roswell Dr., Columbus, OH 43227.

For Sale: Interesting Pepsi-Cola items. Signs, License plates, bottle openers, die cast models, dividers, telephone, watches, magnets, clock, strawholders, salt & pepper sets. Send \$3 for listing and info to: Sherwin Greenberg, 579 S. Custer, Wheeling, IL 60090. (847)255-6337.

For Sale: Pepsi Die cast pedal car bank and Pepsi Die cast Pump bank 1/25 scale. Working headlights, tail lights, steering and pedals. Pump bank - globe flashes on and off when coin inserts. Both \$89.95 + \$5. S & H. Contact: Valerie Brokus, 1500 Meadow Ct., Bel-Air, MD 21014. (410) 879-6649.

For Sale: Movie Paper Poster of Indiana Jones 25" x 35" sp.. of The Last Crusade 1989. Beautiful color, with a 2" x 3" Pepsi TM - Put this in a frame and all it can do is go up in value with movie star and Pepsi. Min Tube \$100. p.p. Contact: Gregory Quina, 3942 Hwy. 297-A,

Cantonment, FL 32533. (850)477-5031.

For Sale: Embossed Teem & Mountain Dew throw aways/no returns. \$45 includes insurance, shipping, & handling. Contact Rod @ (417)782-2149.

For Sale or Trade: Approximately 500 different Pepsi cans. Anyone interested in collecting cans, please contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA, 15017-2935. E-mail: MMJK@worldnet.att.net

For Sale: Send \$1 in stamps to cover postage for my latest list of Pepsi/Pepsi products for sale/trade. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

For Sale: Bottles from the Orient. China - Pepsi \$18, Indonesia - Pepsi & Mt. Dew \$11, Korea \$11, Philippines - Mirinda, Mt. Dew, & Pepsi - \$11. Thailand - Pepsi, Pepsi Max, Mirinda, & Mt. Dew \$11. Shipping not included. Contact: Gene Gong, 211 N. Valenica, Woodlake, CA 93286. (209)564-3690. E-mail: CALPACINTL@AOL.COM

For Sale: Pepsi AM-FM Radio-cassette player \$35; Pepsi Metal License Plate - new or old logo \$6 each; Pepsi Wall opener \$9; 6" 1980's oval tip trays - 2 different - brown, blue, \$6 each; Set of 2 different Pepsi marbles \$6; 3" Glass Liquid filled mini bottles \$5 each; Bottle Cap Logo Spoon \$7; Small Pepsi Billboard Magnets, 3 different \$4 each. Add \$4 S & H. Contact: Ron Peck, 6001 Canyon Rd., Harrisburg, PA 17111 (717)558-2653.

For Sale: Collection of Pepsi, Coke, Royal Crown, Orange Crush, Sprite, 7Up, Like, Sun Drop, Canada Dry, Etc. Etc. Signs and Thermometers, all from the 1940's, 1950's, & 1960's. 8.5 to mint condition. Some flange signs. NuGrape and 7Up Diecut. Vendo 39 Restored \$2000. Call before 9 P.M. (803)679-9134 for info and photos. Jim King.

For Sale: Pepsi Brass bottle opener 5" good condition \$65, New in Box 7Up Brass Opener 5", \$65, 7 Up Santa Claus, excellent condition 40" high, 36" waist \$65. 1960's Pepsi Syrup Jug Paper Label \$25. Plus Frt. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, SC 29609. (864)232-5206.

For Sale: Pepsi & Pete Cardboard mint Buy Pepsi Cola today! Stoddard New book, Page 77, top left \$325. Counter-Spy Pepsi's Radio Thriller Double Dot sign mint \$30. Page 47 #0207. Buy Pepsi by the carton sign Vol. 3 page 117 #691 \$20 mint. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. Call (910) 288-3780.

For Sale: Rare/unique Pepsi-Cola Bottle, pink glass, 1953 Prototype. Has large bottle cap on front. Taking serious offers only. Also - Ink blotters Vol. 1 #705 - \$400, #708 - \$225. Contact: Fred Bailey, 419 Fairway Ave., Elmira, NY 14904. (607)734-9965.

For Sale: Pepsi cans from other lands. Box of 48 assorted Pepsico cans from different countries. Only \$50. Includes shipping. Makes great display. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

WANTED

Wanted: I buy, sell, trade all soda decks of playing cards and matchbooks. I have the Johnnie Bench, Joe Morgan, Normal Rockwell - all Pepsi-Cola mint decks and more. If you collect any of these please write or call me and let's help each other

with our collections. Mint - Indiana Jones movie paper banner "The Last Crusade" dated 1989. App. 25 x 35. Beautiful color 2" x 3" Pepsi trademark, put it in a frame and all it can do is get valuable. Contact: Gregory & Margie Quina, 3942 Hwy. 297-A, Cantonment, FL 32533. (850)477-5031 evenings, CST.

Wanted: Any items with the following logos: Evervess -TropicSurf - Skandi - Sugar Free Teem - Aspen - Devils Shake - Jakes Mountain Dew Red - Pepsi AM - Hillybilly Mountain Dew items - Teem On Tap Root Beer. I have doubles of some of the above items to trade for items I don't have. Please write me: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455. (805)937-1622 (9AM-1PM) or e-mail: bradsdrink@thegrid.net

Wanted: New collector would like to trade cans from other collectors. Am most willing to buy collections no longer wanted. Also interested in other items displaying the Pepsi-Cola logo. Contact: Bill Vandeweghe, RR 1, Blenheim, Ontario, Canada, N0P 1A0. (519)676-8701; bvande@ciaccess.com

Wanted: Looking for a bolt in mechanism for a Vendo 56 to make it a can machine. Write: Joe Sheahan, 456 Whitebirch Way, Hazelwood, MO 63042.

Wanted: Want to buy nice 1960's and back Pepsi-Cola items. What do you have? I'll buy one item or while collection, or trade. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.

Wanted: Pepsi straw girl thermometer, Ex. - NM, will pay your price. Contact: Walt Dillon, (919)365-3611 after 6:00 p.m.

WELCOME NEW MEMBERS

Daniel Dowe
Sydney, Australia

Donald & Beth Erickson
Arvada, CO

Anita & Michael Westman
Zimmerman, MN

Bobby & Patricia Brittain
Morgantown, NC

Linda Becksby
Mt. Shasta, CA

Larry & Joanne Sandberg
Brooklyn Park, MN

Robert Ley
Rochester, IL

Sue Cran
Indianola, IA

Maria Closson
Delran, NJ

Sam & Katy Williams
Winston-Salem, NC

Raymond L. Scott
St. Louis, MO

Mary & Richard McDaniel
Lakewood, WA

Robin Lopeman
Chenoa, IL

Callie Clark
Jackson, MI

Erin Fitzpatrick
Florence, NJ

David & Joan Schwartz
Huntingdon Valley, PA

Brett Hoover
Waverly, IA

Roger Sluder
Roanoke, VA

Sharon Mear
Phoenix, AZ

Tim O'Brion
Linden, CA

Larry Hoskins
Cypress, CA

Stephanie Kopetski
Osceola, IN

Joceyln Chu
Newport Beach, CA

Janice Mosier
El Dorado, KS

Kent Sutton
Burlington, WA

Jerry Muehlius
Lomira, WI

Michael & Danielle Porter
Tulsa, OK

Cary Elgin
Houston, TX

Mark Buckmaster
Oklahoma City, OK

Todd Barnes
Glendale, AZ

Donna Addy
Parksville, BC, Canada

Phil Latham
Columbia, SC

Robert Thornton Jr.
Denton, MD

Scott & Misty Betts
Ray City, GA

Terry Kester
Colorado Springs, CO

Ruth Adams
Hughson, CA

Teri & Tom Scharfenkamp
Carroll, IA

Manual Rodriguez
S. Pasadena, CA

Sue Lewis
Sandusky, OH

Ernie Fossi
Clinton, IN

David Crim
Winchester, KY

Carlos Castro
Orlando, FL

Florenz Steiner
Omaha, NE

Jerry & Susan Bolick
Lenoir, NC

Terrence Farley & Family
Anahola, HI

Michael Fitzgerald
Shortsville, NY

George Byars
Brookston, IN

Neil DeVore & Rosemary
Snellville, GA

Larry & Nancy Ashlock
Blue Springs, MO

Joan Greene
Joliet, IL

Julie Brecht
Hartford, IA

Bobby & Lynette Wall
Crosbyton, TX

Judy Manbeck
Chanute, KS

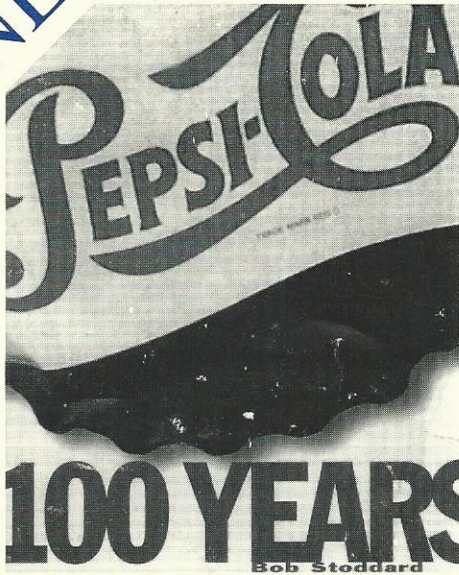
Tom and Eileen Ramaekers
Singer Island, FL

Valerie Wallis & Family
East Peoria, IL

Dawn Cook
Carrollton, GA

**A Pictorial History of Pepsi-Cola - one of the century's
greatest marketing success stories!**

NEW!



#1099 PEPSI: 100 Years by Bob Stoddard

Through its 100 years on America's culture scene - facing bankruptcy more than once - Pepsi has become a trendsetter. *Pepsi: 100 Years* chronicles a company that's proven innovative in its marketing and promotion. It was Pepsi that introduced the first advertising jingle heard coast to coast and the first-ever episodic commercial, fully engaging the growing consumer culture. Capture a bit of history through the enduring images featured in the pages of *Pepsi: 100 Years*. Hardcover with 288 pages including 300 B/W and color images and photographs.

\$35.00

Available November 1997

To order, send \$35.00 plus \$6.00 shipping and handling to Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. To order by phone, call (909)946-6026 or FAX orders to (909)946-4786. We accept Visa, Mastercard, American Express, and Discover Card.

PEPSI-COLA COLLECTORS CLUB

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EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 14 Issue 6

Jan.-Feb. 1998

PEPSI'S 100th YEAR BEGINS

1998 has finally arrived! This will be a very special year for Pepsi enthusiasts celebrating the 100th Anniversary of the invention of Pepsi-Cola. Over the next 12 months there will be numerous celebrations and events to commemorate this historic occasion. The epicenter of the Pepsi-Cola anniversary celebration will be in the Carolinas - where it all began for Pepsi-Cola.

The event will be held April 1st - April 4th in North Carolina. Club activities will begin April 1st and 2nd in Greenville, North Carolina. The Ramada Plaza Hotel will be the primary hotel for the Pepsi-Cola Collectors Club. However, the Ramada Plaza is already sold out for the event. There are a limited number of rooms still available at the Greenville Hilton Inn, which is next door to the Ramada Plaza Hotel. The Hilton will give PCCC club members a rate of \$67 plus tax. For reservations call (919)355-5000. If you have not already made room reservations you need to call as soon as possi-

ble! Also, be sure to register for club events with the PCCC. A registration form is included in this newsletter. Please note a mistake was made in the last newsletter regarding the deadline for the Fest registration. The actual deadline is February 15, 1998.

The four day event will be divided into two stages. April 1st and 2nd will focus on club activities in Greenville. April 3rd and 4th will take place in New Bern, North Carolina, with the club participating in 100th anniversary activities there. Because of limited hotel space in New Bern, we will car pool to the events there. There will be opportunities to participate in organized celebrations, and free time to explore the Pepsi-Cola historical sights of New Bern.

The mailing address for the Pepsi-Cola Collectors Club is P.O. Box 817, Claremont, CA 91711. This address has been in effect for two years. Even though we still pick up mail at the Covina address, we do not check it on a regular basis.

There are still some older publications with this address, therefore we will continue to pick up mail there. However, if using that address expect some delays in response time.

Anyone owning a vintage automobile featuring Pepsi graphics is invited to bring their vehicle to Pepsi Fest 100 and the Pepsi celebration in New Bern. If you would like your automobile to be considered for the New Bern parade and on display, please send a photograph of your vintage vehicle with your name, address, and phone number on the back.

Once again we are asking for suggestions for a theme for the Pepsi-Cola Collectors Club float for the New Bern 100th anniversary parade. Along with a theme, we need a drawing of what the float would look like. If anyone in the club has ever built a float before, please let us know. We are still looking for volunteers to step forward for this project!

Inside This Issue

100th Anniversary Info

Pepsi History

George W. Bradham Dies

Fest West Photographs



100th Anniversary commercial being filmed in New Bern, NC

Chapter News

from Phil Dillman

The Sunshine State Pepsi-Cola Collectors Club has informed me of their existence in the Tampa Bay area.

I would like to see all of the local chapters make their presence known at the hotels at this year's Fest. This could be accomplished by placing pole posters or banners outside of your rooms with your chapter's name, city and state, chapter contact and, perhaps, any additional information such as how often you meet, what your meeting consists of, etc. Sell your chapter!

While it is true that some hobbies can be enjoyed by one's self, I believe most people prefer to share their hobby with others. The PCCC was started for that reason, and Pepsi Fest provides a meeting place for all of us that share in the hobby of Pepsi collecting. Local chapters are simply an extension of the club and of Pepsi Fest. Many chapters meet several times throughout the year at different member's homes, sometimes

eating, always drinking (Pepsi products, of course), and usually featuring show-and-tell (my favorite part of the meeting). Picnics, swap-meets, and Christmas parties seem to round out the calendars of most of the chapters.

Another chapter has notified me that they are alive and well - the Southern California Chapter. It covers an area ranging from Los Angeles to San Diego.

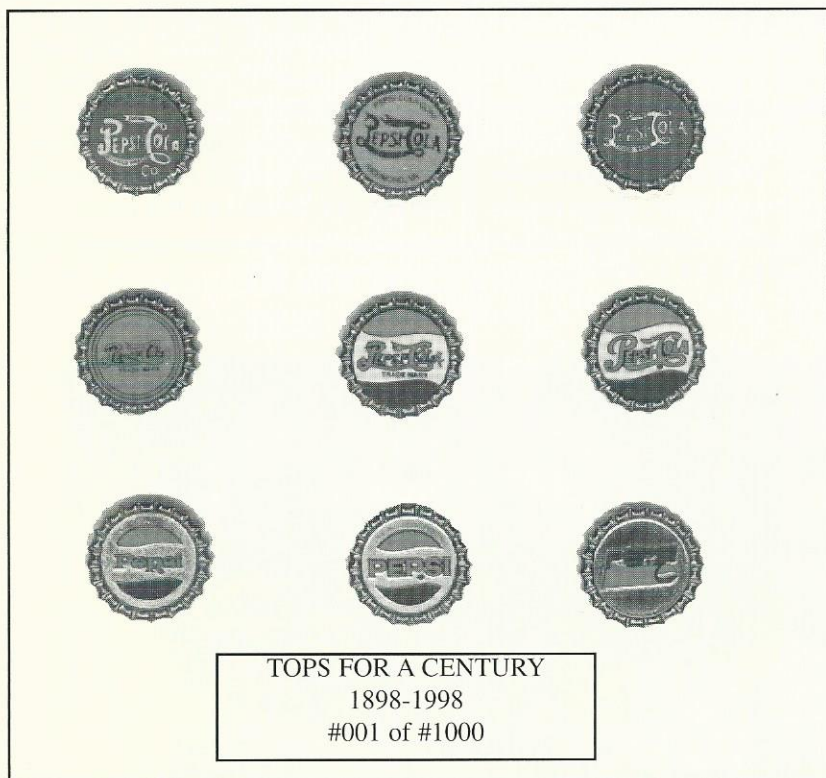
I started this local chapter position from scratch, so I only know of the chapters that have contacted me. However, I did do some research into some past newsletters and found some chapters that haven't been heard from in quite some time. If any of the following chapters still exist or if you have disbanded, please let me know either way.

- Ohio
- N.E. Ohio - North Shore
- Oklahoma - Green Country
- Dallas, TX - Lone Star
- Central VA/DC
- Heartland - Illinois
- NC - Tarheel

It has been my experience with the Chicago Connection chapter that if you want people to know about you and your chapter, you must advertise. It's not unlike selling Pepsi to the public. Most people are less aware of "soda pop" (or anything else, for that matter) unless you put it right in their face. That is basically advertising in a nutshell. "Advertise it and they will buy." The same holds true for any collectors club. You might want to try some of these avenue:

- Post flyers in stores
- Have a swap meet open to the public
- Hand out business cards
- Notify your local bottler
- Display your collection in a library or other public building displays
- Offer interviews to your local paper or cable station.

Even though more members means more competition, it also means more collectibles will surface from other collections.



THIS LIMITED EDITION PEPSI-COLA BOTTLE CAP LAPEL PIN SET FEATURES 9 LAPEL PINS DEPICTING THE VARIOUS PEPSI BOTTLE CAPS USED OVER PEPSI'S PAST 100 YEARS. EACH IS INDIVIDUALLY NUMBERED 1 TO 1000. IF YOU WISH TO HAVE THE SAME NUMBER YOU PREVIOUSLY PURCHASED OTHER LIMITED EDITION ITEMS FROM US, PLEASE ADVISE US OF THE NUMBER AND PLACE YOUR ORDER BY MARCH 1ST. AFTER MARCH 1st THE NUMBERS WILL BE RELEASED. SET IN AN 8" X 10" OAK FRAME. TO ORDER, SEND CHECK, MONEY ORDER, OR VISA, MASTERCARD, DISCOVER, OR AMERICAN EXPRESS CARD NUMBER AND EXPIRATION DATE TO:

Double Dot Enterprises
 P.O. Box 817
 Claremont, CA 91711
 Or FAX: (909)946-4786

NEW 100TH ANNIVERSARY LAPEL PIN SET

Item # 9298 \$75.00
Free shipping for all orders placed by March 1st. After March 1st, add \$5.00

PEPSI FEST 100 SCHEDULE

**Ramada Plaza Hotel
203 W. Greenville Blvd.
Greenville, NC 27834
(919)355-8300**

We have received numerous requests for more information about the 100th anniversary activities that will be taking place in New Bern the week of the Fest. To date, the exact schedule has not been finalized, but here is a tentative schedule of 100th anniversary activities for April 1-4, 1998.

PCCC Activities in Greenville

Wednesday, April 1st

Silent Auction
Swap Meet
Room Hopping

Thursday, April 2nd

Auction
Group Picture
100th Anniversary Banquet
Room Hopping

CPB 100th Anniversary Events in New Bern

Friday, April 3rd

Walking Tour of Pepsi Historical Sites
Private Tour of Pepsi Museum
Fireworks Display
Caleb Bradham Dramatization

Saturday, April 4th

Parade
New Bern Anniversary Festival
Unveiling of Caleb Bradham Bust
Charlie Daniels Band Concert at New Bern High
(Tickets for Concert will be sold in New Bern)

This schedule is subject to change. We will update the schedule in the March-April newsletter with exact times.

FUTURE FEST EVENTS

Pepsi Fest '98
April 1-4, 1998
North Carolina

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

**Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711**

SON OF PEPSI-COLA FOUNDER DIES

On behalf of the Pepsi-Cola Collectors Club, we offer our condolences to the family and friends of George Washington Bradham, who passed away on December 5, 1997.

Mr. Bradham was the son of the late Charity and Caleb Bradham. His father was the inventor of Pepsi-Cola. George Washington Bradham was born November 21, 1907 in New Bern, North Carolina.

Mr. Bradham is survived by his wife of sixty-two years, Page Howard Bradham; son, George Caleb Bradham of High Point; and daughter, Mrs. Edward Kizer of Denver; five grandchildren; and two great-grandchildren.

The following interview is reprinted from our Nov.-Dec. 1985 PCCC Newsletter. The interview is with George Bradham by Bob Stoddard and was done on July 13, 1985.

George Bradham = G
Bob Stoddard = B

B: The first question I would like to ask, are you involved with the Pepsi Co?

G: No, not officially.

B: Do they ever ask you for appearances for anniversaries or other events?

G: They do. They had the big meeting in New Bern, 85th anniversary. I was the Chief Marshal of the parade, stuff like that which I'm glad to do. I've been to two or three meetings of bottlers down at the beach in So. Carolina, and so forth, but I have no official capacity and the company doesn't pay me anything. I'm glad to be of any assistance that I can.

B: Are you aware of the popularity of all the Pepsi memorabilia today?

G: Yes.

B: Does this surprise you that it has

become so popular?

G: Well, no. I just think it's an American phenomena. People collect every damn thing there is. Some people collect Pepsi-Cola and Coca-Cola stuff, others collect shotguns, ... all kinds of things, you know, plants, whatever. Yeah, I'm familiar with that, and I had one poster here. A fellow came by one day and offered to buy it, I was ready to give it to him for \$10.00, he reached in his pocket and said "Would you take \$200 for it?" I got to thinking then this guy wants this thing, so I said, "Oh, no, I won't sell it for less than \$500." He said "You drive a hard bargain." I said, "Well, that's what this thing's worth, not too many of them around." So he reached into his pocket and pulled out a roll of bills and gave me five \$100 bills - and I would have given it to him for \$10.00.

B: You must have been very young when Pepsi-Cola was first started?

G: Well, I was born in 1907. The company really got going in 1903, when it was incorporated under the name Pepsi-Cola. It was pretty well along by the time I was born, but I'm familiar with the original plant in New Bern. I used to ride around in the wagon when they delivered Pepsi-Cola to the stores in old wooden crates.

B: Was your father aware of the success Pepsi had obtained before he passed away?

G: Well, it was beginning to come back to life, you know the story of Charlie Guth - he had a candy store. Well, he began to revive Pepsi-Cola about the time my father passed away. So no, he didn't live long enough to know of Pepsi-Cola's success. He died in 1934.

B: Well, he sure had foresight with

Pepsi-Cola.

G: People ask me, if my father started Pepsi-Cola, then why aren't I rich? Well, I tell them this company is the third corporation.

B: I notice that Caleb Bradham, Jr. worked for the New York based company.

G: Yes he did. He died. It's been some time since he worked for them.

B: I have an old magazine of theirs from 1940 with a picture of him. What did he do with the company?

G: Caleb was in the promotions working with bottlers visiting bottling plants, and entertained them when they came to New York.

B: One thing that I find very interesting is the starting date of Pepsi-Cola. They celebrated the 75th Anniversary in 1973, that would make Pepsi-Cola's starting date 1898.

G: That's about right.

B: Now, I've seen other things where Pepsi celebrated an anniversary in 1938, their 38th anniversary.

G: I see the inconsistency. Pepsi-Cola itself started out as Brad's Drink. There was a company in Newark, New Jersey that had a drink called Pep Cola, that company went broke. My father bought the name Pep Cola from them for \$100, and he changed the name to Pepsi-Cola. He had an artist that lived next door to us do the original logo, so that kind of started it. Actually it wasn't called Pepsi-Cola at first, my father experimented with it and finally called in Pepsi-Cola. So you see, it's a matter of interpretation.

B: Does the drink today taste quite dif-

PEPSI-COLA COLLECTORS CLUB EXPRESS

ferent from the time your father was first bottling it?

G: I don't think so. It stayed pretty much the same. You know I tried Coca-Cola with their new stuff. I couldn't believe that they would screw up the formula like they did, it tasted flat. have you ever tried it?

B: No, I don't drink Coke at all.

G: Well, I bought a six pack and gave it away to the help, and bought some more Pepsi-Cola which is what you drink.

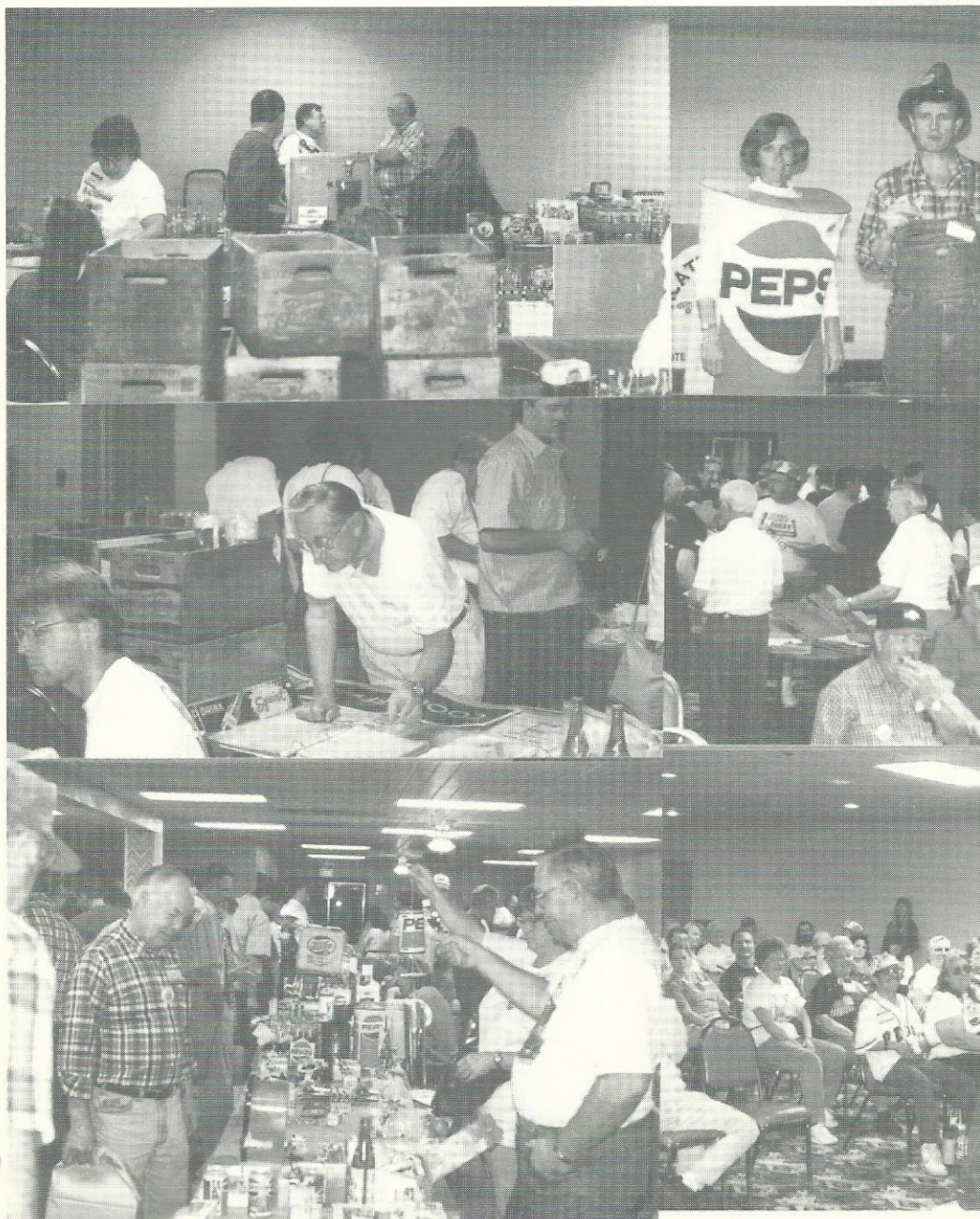
B: When Pepsi first started out, do you know if your father felt there was a rivalry between Coke and himself at that time?

G: No, my father knew the Chandler family in Atlanta. They really started Coca-Cola. My father and Asa Chandler

helped each other to some degree, they would talk things over... I don't know how they got together.

B: There's a very big rivalry today, not only with Pepsi-Cola Company and Coca-Cola Company, but between the collectors.

G: I know that, and that makes it more interesting.



Photographs from Pepsi Fest West in Las Vegas, Nevada in November.

THE HISTORY OF PEPSI-COLA

This is part twelve of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.

The 1960's was a time of tremendous growth and product innovation for the Pepsi-Cola Company. The 1970's would see even more growth and management changes, including a new President, Vic Bonomo, who replaced James Sumerall in 1970. Bonomo was the first President in many years who had not been involved with the soft drink business. It was believed that his experience at General Foods would help Pepsi with the most important aspect of their business - the growing trend of consumers to buy from large super market chain, rather than the local mom and pop businesses. The supermarkets represented the most important battlefield for Pepsi in the 1970's.

During the 1950's and 1960's, the Pepsi Company grew so fast and made so many logo and advertising changes that many bottlers could not keep up. Traveling across the country, Pepsi had a different look everywhere you went. This lack of uniformity became an enormous problem by the 1970's. To rectify this situation, Pepsi instituted a program called "one sight one sell." The theory



was that Pepsi would be more recognizable to the consumers if bottles, cans, trucks, bottling plants, and advertising materials all had the same logo and color scheme. To help implement this program, Pepsi introduced a new logo. This is referred to as the bookend logo.

The advertising in the 1970's was an extension of the Pepsi generation advertising of the 1960's - aimed at youth-oriented cola drinks and their life style. The commercials were well received by the public once again. The music was very popular with consumers and bottlers alike. These commercials helped maintain and improve the sales gain by Pepsi in the 1960's.

Unfortunately, good advertising and a good product isn't always enough to

ADVERTISING SLOGANS USED IN THE 1970'S

1973: Join the Pepsi People Feelin' Free

1976: Have a Pepsi Day

1979: Catch that Pepsi Spirit

increase sales. Sometimes it takes great promoting. That is exactly what Pepsi came up with in 1975. The Pepsi Challenge was a program designed to challenge Coke in their own backyard.

Since the earliest days of the cola wars, the south, with a few exceptions, had been the stronghold of the cola company from Atlanta. The Pepsi Challenge, first introduced in Dallas - where

Pepsi was a distant third behind Coke and Dr. Pepper, had positive results for Pepsi almost immediately. Many long time cola drinkers, anxious to reaffirm their choice of Coke, found out they preferred the taste of Pepsi. The success of the Pepsi Challenge in Dallas resulted in a national roll out of the Pepsi challenge. All across the country, people were standing in line to take the Pepsi challenge - and finding out they liked Pepsi best!

It is my opinion that the Pepsi Challenge, more than any other program or event, made it necessary for Coke to change its formula a decade later. The success of the challenge was that it made many Coke drinkers question whether they were drinking the best tasting cola.

In 1977, John Sculley replaced Vic Bonomo as President of Pepsi-Cola. Sculley, with a background in marketing, had been groomed to lead Pepsi into the next decade. He was an aggressive marketer, anxious to shake up the soft drink industry. During this period, Pepsi finally caught up to Coca-Cola in grocery store sales. Pepsi believes this is the most important consumer market because this is where customers make the choice.

**Catch that
Pepsi Spirit...
Take the
Pepsi Challenge!**



PEPSI FEST 100 REGISTRATION

April 1, 1998 - April 4, 1998

Greenville, North Carolina

If you plan on attending Pepsi Fest 100, April 1, - April 4, 1998, please complete and return this form as soon as possible - we need to have an accurate count of those attending the various events.

The registration fee of \$20.00 per person includes a Registration badge that MUST be worn to all Pepsi Fest 100 functions. The packet will contain a lapel pin, deck of playing cards, tankard mug, and several other items bearing the Pepsi Fest 100 logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

SWAP meet tables are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Ramada Plaza Hotel must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to: PCCC PO Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909) 946-6026. Please return this form no later than February 15, 1998.

Members Name _____ Phone () _____

Address _____ City _____ State _____ Zip _____

Names of persons attending with you: 1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ 6.00 ea = \$ _____

—children under 10 free—

PACKET WITH REGISTRATION FEE # _____ @ 20.00 ea.= \$ _____

100th ANNIVERSARY BANQUET 4/2/98 # _____ @ 15.00 ea. = \$ _____

Child's Meal # _____ @ 5.00 ea. = \$ _____

SWAP MEET TABLE(S) 4/1/98 # _____ X cost (see below) \$ _____

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$ 10.00 for the first table and \$6.00 for each Addnl. table, ONLY IF STAYING AT THE RAMADA PLAZA HOTEL.

Otherwise, \$20.00 for the first table and \$10.00 for each Addnl. table. Tables must be paid for now in order to reserve.

IF NOT ATTENDING but you wish to order a packet the cost is \$24.00. Complete the above name and address section, packet will be mailed AFTER Pepsi Fest 100. # of packets _____ @ \$24.00 ea. = \$ _____

PEPSI FEST 100 REGISTRATION
Hotel Information on Reverse Side

PEPSI FEST 100 SCHEDULE

**Ramada Plaza Hotel
203 W. Greenville Blvd.
Greenville, NC 27834
(919)355-8300**

Preparations are being made for Pepsi Fest 100 which will be held April 1 - April 4, 1998 in Greenville, North Carolina. This year's event will be held at the Ramada Plaza Hotel in Greenville, North Carolina. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

Tuesday, March 31st

1:00 - 4:00 p.m. Early Registration

Wednesday, April 1st

8:00 a.m.	Registration Room Open
9:00 a.m.	Silent Auction Check-In
10:00 a.m.	Silent Auction Preview
10:30 a.m.	Silent Auction Begins
1:00 p.m.	Swap Meet Set-Up
2:00 p.m.	Swap Meet Begins
7:00 p.m.	Room Hopping

Thursday, April 2nd

8:00 a.m.	Registration Room Open
9:00 a.m.	Auction Check-In
10:00 a.m.	Auction Begins
3:00 p.m.	Group Picture
6:00 p.m.	100 Anniversary Banquet
8:00 p.m.	Room Hopping

Friday, April 3rd

Activities at New Bern TBA

Saturday, April 4th

Activities at New Bern TBA

SCHEDULE SUBJECT TO CHANGE

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; 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.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

FOR SALE

For Sale: The largest collection of Pepsi-Cola items ever offered for sale. Items from \$1 to many \$1000's. If it is in the books there's a good chance I've got it. For list send SASE to Roger Blad, 1317 Orchard Dr., Burnsville, MN 55306-4942, or call (612)435-5250.

For Sale: Three inflatable Pepsi cans about 45" x 23." They are the surfer, lips, and the lines pattern. Nice condition. \$25 each. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, CA 91933 (011)52-617-69989.

For Sale: 1905 Escambia Pepsi-Cola bottle. Icy Blue. PEN2.1/2" chip in crown. \$200 Ex. candidate for professional repair job. Books for \$600. Contact: C.F. Crooke Jr., P.O. Box 4904, Pensacola, FL 32507. (904)455-9900.

For Sale: Matchbox Y-12, 1912 Ford Van \$20; SpecCast 29004, 1953 Willys Jeep, \$28; Herpa 185585, VW Car-Pepsi Max, \$20; Arch 0997, Bi-plane-Pepsi cops, \$25; Arch 0195, Bi-plane, \$30; Spec Cast 31007, Peterbilt Tractor-Trailer, \$28; 2 different 1/43 vehicle ornaments, each \$15. Contact: Glenn Ackerman, (423)983-7187.

For Sale: Pepsi-Cola Glasses: 1960's 7 oz. 2 sided. 1 side Diet Pepsi/1 side Pepsi, mint \$20. 10 oz. Pepsi-Cola double dot (red on white) w/syrup line, mint \$30. 16 oz. all frosted with blue writing: 2) "circa 1906" Drink Pepsi-Cola, 1) "circa 1950" Pepsi w/bottle cap, 1) "circa 1962" Pepsi w/bottle cap \$6 each or all 4

for \$20. Set of 8 "Frosted Highball Glasses: 12 oz. in the box manufactured by Bartlett-Collins Co. Glasses are mint, box is good. Each glass has 4 squares down & 5 across w/different Pepsi logos in different languages - set \$85. Mexican plastic pitcher - clear with red writing "Pepsi-Cola" shaped like a bottle cap w/a handle. 8" tall, exc. condition except for 1 hinge missing on top lid \$80. All plus shipping. Contact: Bill Combs, 400 Montemar Ave., Balto., MD 21228-5213. (410)744-0816, or e-mail combs@umabnet.ab.umd.edu

For Sale: Bottles J. Ayers Guide

FA 4 -	\$75.00
RA5-V2-	\$90.00
Wilm 2 -	\$80.00
Ex 2 -	\$65.00
GR9 -	\$65.00
Was 4 -	\$200.00
Wilm. Script -	\$90.00
Char 7-V2 -	\$65.00
Ex - 1 -	\$70.00
Rocky 5 -	\$65.00
Wilm 3 -	\$65.00
Ex 2 -	\$65.00

Plus Shipping

Contact: Donnie & Nancy Brown, 518 Snow Hill St., Ayden, NC 28513, (919)746-4846.

For Sale: Send \$1 in stamps to cover postage for my latest list of Pepsi/Pepsi products for sale/trade. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

For Sale: When in Seiverville, Tennessee stop by Booths 984 at the Riverside Antique and Collectors Mall. Over 50 different Pepsi-Cola Co. die-cast vehicles for sale. Glenn

Ackerman (423)983-7187.

For Sale: WWII Pepsi dispenser unused and original box with paperwork, 10 Oz. for 5 cents. Visit a serviceman's Center on three sides \$2500. Pepsi plastic sign 6" x 9." Ice Cold Pepsi on draught, fluorescent orange \$350. Pepsi cheerleader football program with order forms \$45 or cheerleader football programs \$20.

Corrugated paper banner 6' x 12" Cool off with Pepsi Cola on ice here - \$125. WWII paper label on green Pepsi bottle \$85. Big Bottle letterhead 1939 \$20 letterhead from the office of the president, Walter S. Mack Jr. \$25. Pepsi invoice 1951 5 for \$10 Pepsi & Pete specimen coupon & order forms \$150 or Pepsi & Pete coupon & order forms \$100, unused checks 1940's 3 for \$10. Used checks 1948-49 \$5 each, 30 for \$100. Unused r/w/b Pepsi bottle caps \$4 each, unused salesman pads for fountain syrup and glasses 1940's 5 each, 25 for \$100.

Copy of maintenance manual for Heintz streamlined often called a Gullwing \$45. Contact: The Pop Man, Chris Dimitt, Salesman for Unique Antiques, 1831 E. 4 St. Hutchinson, KS 67501. (316)669-8678 Central.

For Sale: Pepsi banks, trucks, cars, and airplanes, over 100 different toys. For list send SASE with 78 cents postage to: Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.

For Sale: "Guide to Magazine Advertising 1940-1970 for Pepsi: Cola" covers 1,400 + magazine ads - new format - \$18.95 + \$3 postage. Serviceman's records #1-859 NM \$50, #1-861 EX \$40, Baseball cards set/72 #2-761 M \$180, Plate, #2-828 M \$100; Clock #1-142 NM \$225, Bingo Card- SD EX \$15; Cup Lid #1-111 NM + 20, 1960' Ashtray "Say Pepsi, Please" #1-578 M \$45, Fountain Syrup; Jug S2051 NM \$30, Bottle M \$25, Carriers (cups): Stadium Vendors (Metal) NM \$85, EX \$55, '60 Stock Certificate #1-887 NM \$18, Pepper Mill #2-827 EX \$25, EX+30, M \$50. List (SASE) Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612 (717)675-6302 (After 7 p.m.).

WANTED

Wanted: Any items with the following logos: Evervess - Tropic Surf - Skandi - Sugar Free Teem - Aspen - Devil's Shake - Jakes Mountain Dew Red - Pepsi AM - Hillbilly Mountain Dew items - Teem on Tap Rootbeer. I have doubles of some of the above items to trade for items I don't have. Please write me: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455. Phone me: (805)937-1622 (9 a.m. - 1 p.m.) or e-mail me: bradsdrink@thegrid.net

Wanted: Cardboard signs from the 1960's and 1970's. Original frames preferred. Please send lists or quotes to: Dennis Tackett, 1452 Countryside Drive, Indianapolis, IN 46231.

Wanted: Old and new, regular and special issue Pepsi and Pepsi product cans. Especially want 6.3 and 8 oz. cans from the Northwest. Will buy or trade. Contact: John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962. 3-mail JNDN96A@prodigy.com

Wanted: Michael Garman "Bus Stop Bench." Will buy or trade or sell "Two Men on Bench." Contact: Janet Blad, 1317 Orchard Dr., Burnsville, MN

55306. (612)435-5250.

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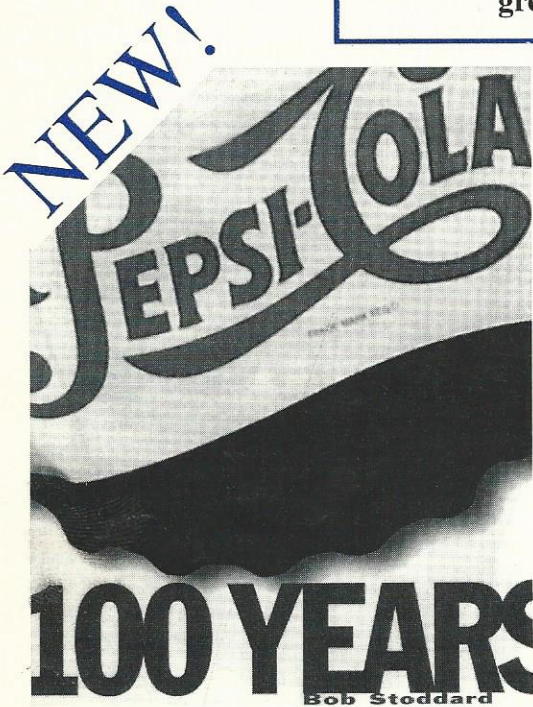
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