



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL. 2 NUMBER 5

NOVEMBER-DECEMBER 1985

NEWSLETTER NOTES

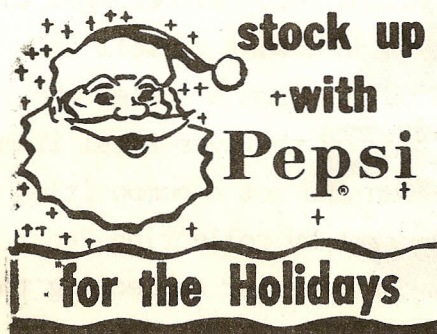
Congratulations to Aire Skowronski a PCCC member from San Diego, California. Aire recently won a contest sponsored by Pepsi-Cola of San Diego. The prize was 15 cases of Pepsi-Cola, the perfect prize for a Pepsi collector!

From a member in Canada comes word of a cherry flavored Pepsi-Cola soft drink. Winnipeg Canada was chosen as the launch site for Cherry Pepsi, it is not known at this time if or when Cherry Pepsi will be sold in the United States.

As the holidays quickly approach, I want to wish all of you a **HAPPY AND SAFE HOLIDAY SEASON!**

IN THIS ISSUE

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Collectors Club license plate frame
Photographs of collectables



COLLECTORS SPOTLIGHT

In this issue of Collectors Spotlight we feature Carole Carlock of So. San Francisco, California.

I have always been a collector of something since I was a kid; marbles, baseball cards, arcade cards, dixie cup lids, later on records and Pepsi-Cola. My favorite collection now is Pepsi-Cola although I still buy Jazz l.p.'s.

I started drinking Pepsi-Cola back in the "Hits the Spot" jingle days. We like it better than other cola beverages because of the 12 full ounce size. I currently drink the 16oz. 6pack returnable bottles, even have it at breakfast.

When my husband and I were at a flea market, (he collects pre 1910 post cards), in 1971 I saw a Pepsi oval sign, I thought it was nice since I was a Pepsi drinking fiend. A little while afterward I found a mini bottle double-dot. That got me hooked on collecting. Every week we would search in flea markets, antique shows, and shops. It was very rare that we would spend over \$5.00 for any one item.

My first trays were the singing children (1940's), a black tray with flowers (1940's), and "Hits the Spot" (red, white & blue 1940's). My favorite tray is the map of the United States bottle tray.

I have specialized in smaller promotional items such as lighters, key chains, tie clips, pins, buttons which are mostly commemorative items. I feel I have a very good representation in this area. My favorite signs are the self framed cardboard girls from the 40's. I also like anything with 5¢ on it. I also collect old ads. My favorites are the movie stars "on the set". Toy trucks are fun to collect.

Sometimes the best items show up in the most unlikely places. I bought a Pepsi miniature sixpack at a show where jewelry was displayed. It belonged to the dealer, she had had it since a child and really didn't want to sell it. I also found a Pepsi mechanical pencil with a bottle on top from a dealer who handled fancy lamps. I feel that a person should collect whatever Pepsi items appeals to them; new or old. Collecting should be fun and not a competition of dollars paid for rare items. New collectors could start by collecting Pepsi glasses there is an endless variety of them, (I personally can't resist collecting them).

Anyone who collects should read about the subject or inquire and gain knowledge from advanced collectors. That is why I feel that the Pepsi-Cola Collectors Club is such a good thing, it helps by distributing knowledge and brings collectors together. Thanks to Bob Stoddard, he made the club a reality. Something we collectors talked about for years but he did something about.

If anyone has made a checklist of trays or has knowledge of any new issues, please get in touch with me. I don't believe anyone has made a list yet.

Even though I have been collecting Pepsi since 1971, I am still excited about finding and looking for "stuff" old and new. HAVE A PEPSI DAY!!

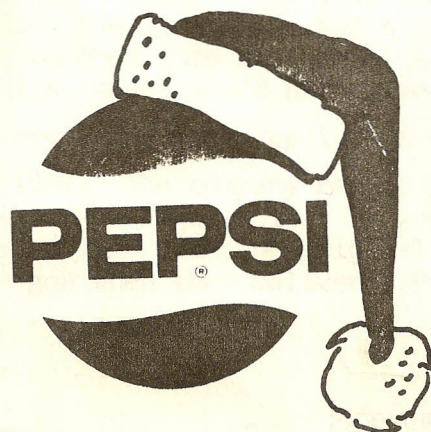
CLUB NEWS

The PCCC annual picnic will be held in July of 1986. Any members planning their vacation to Southern California should contact the club for further information.

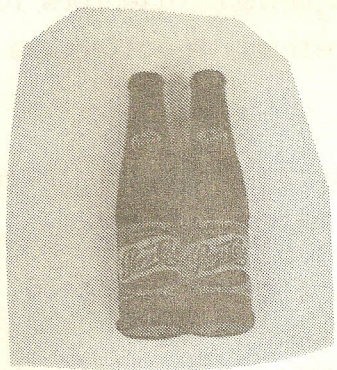
The month of November marks the 2nd anniversary of the founding of the Pepsi-Cola Collectors Club. In November 1983, Rick Russell, Lee Jackson, and myself (Bob Stoddard) met at Rick's home and developed the format that is the PCCC today.

The Southern California Chapter of the PCCC will be having their annual picnic/swap meet in July of 1986. Any members planning on attending from out of state should contact the club for further information, direct your inquiries to the club address.

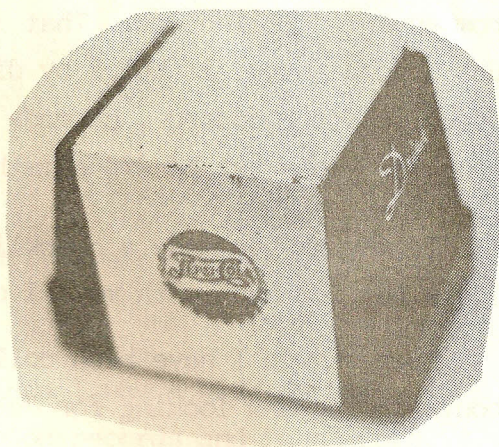
Recently we discussed the need for PCCC memorabilia. We have several ideas of items we hope to develop. The first item that will be available as a club memorabilia will be a Pepsi-Cola Collectors Club license plate frame. They will be on sale beginning December 1, 1985. The price will be \$3.50 plus .75¢ postage for a total amount of \$4.25. Orders are being accepted now.



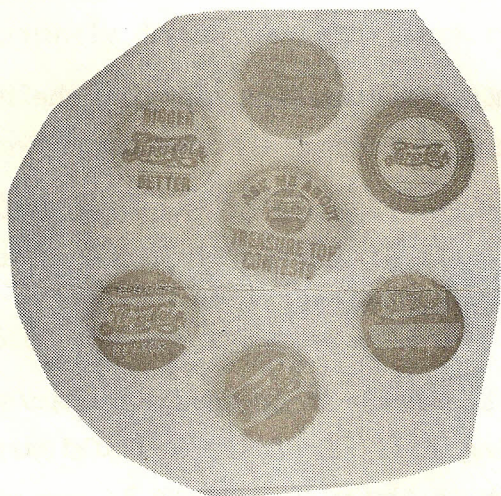
PEPSI-COLA COLLECTABLES



1950's WHISTLE



MIDDLE 1940's NAPKIN HOLDER



ASSORTED CELLULOID BUTTONS



1940's PLASTER PENCIL HOLDER



EARLY 1940's SALT & PEPPER SHAKERS



LATE 1930's CELLULOID WALL SIGN

George Bradham is the last surviving offspring of Caleb Bradham, inventor of Pepsi-Cola and founder of the original Pepsi-Cola Company. In a recent interview via telephone with George Bradham (now 78 years old) I asked about the early days of Pepsi-Cola, the below article is a result of that interview.

**INTERVIEW WITH GEORGE BRADHAM ON JULY 13, 1985
INTERVIEWED BY BOB STODDARD**

**Code: 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's 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 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
- 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 sometime 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 Brads 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 a \$100.00, 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 it Pepsi-Cola. So you see it's a matter of interpretation.
- B. Does the drink today taste quite a bit different 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.
- B. It makes it a lot of fun!

COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

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

Ads will be run once unless otherwise stated. Please note whether your ad is "for sale", "wanted", or "trade".

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling and trading of items advertised herein, the Editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The DEADLINE for ads is the 15th of the month preceding the one in which the ad is to appear.

FOR SALE

The following items are available from: Pepsi-Cola Bottling Co. of New Bern
P.O. Box 2036 New Bern, N.C. 28560.

- 1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
- 2. Postcard using original girl that was used in Pepsi advertising .12
- 3. Mural (13"x7") New Bern, N.C. w/brochure 15.00
- 4. Mural postcard w/brochure .32
- 5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
- 6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
- 7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
- 8. Pepsi-Cola can piggy banks .50
- 9. Birthplace of Pepsi letterhead .15
 - " " " Cigarette lighters 2.50
 - " " " Hand fan with Gibson Girl on silk screen 4.00
 - " " " Key Ring 1.00
 - " " " Enamoryboard nail file .35
 - " " " Wooden nickels .50

Please include postage for shipping. 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.

Pepsi-Cola bottle radio (circa 1940's) 24" tall. Excellent conditon & playing. Best offer. Contact: Jim Clark, 1006 Pendleton, Lansing MI. 48917 or (517) 323-9595.

- 1. Pepsi-Cola trivia game (spec Tenn. homecoming '86) 5600 questions 7 categories \$25.00
- 2. Darrell Waltrip, Pepsi Challenger ertl die cast metal, \$15.00
- 3. Pepsi 50th anniversary wooden bottle/pepper mill, \$8.00
- 4. Pepsi can puzzle, \$3.00
- 5. Pepsi AM radio w/bottle cap ear phones, \$15.00
- 6. Pepsi items list, \$1.00

Contact: Pauline M. Morris, 178 Greenfield Dr., LaVergne, TN.37086 or (616)793-7461

The following is a list of items that Joe Kennedy is selling. Please add postage, for orders over \$75.00 Joe will pay postage. Forward all orders to: Joe Kennedy 3840 E. 13Th St., Indianapolis, IN. 46201.

1. Bottler's tray, Gierling's Pepsi-Cola, double dot. Few minor scratches, \$225.00
2. Unique brass cash register w/Pepsi-Cola brass plate. Cash register dated 1900 approx. Plate has "Hits the Spot" logo (obviously a later addition). Very nice \$1250.00
3. Unique tray, double dot Pepsi bottle laying over map of the U.S. w/yellow cap, some scratches & fading, "Pepsi coast to coast" \$90.00
4. Clock w/plastic front, has double dot cap on front doesn't work \$35.00
5. Jacksons "Victory Tour" posters. \$2.50ea.
6. Memo board "Say Pepsi Please". Paint good, some fading \$30.00
7. Door sign "Pepsi Cola Sold Here" double dot \$30.00
8. License plates "Take the Pepsi Challenge" plastic \$3.00
9. Magazine ads, single dot script writing, \$5.00 ea.
10. Gibson girl trays, reproductions. Girl holding glass in front of counter \$8.00 ea.
11. "Catch that Pepsi Sprite" 3" diameter. \$3.00 ea.
12. "Coney Island tray near mint. \$20.00
13. "Lennedy Space Center" cup, \$5.00 ea.
14. Double dot metal carriers. Full paint, \$12.00. Scratched paint \$7.00
15. "Dr. Pepper" lion tray, mint reproduction \$8.00
16. "Say Pepsi Please" thermometer near mint \$25.00
17. Mountain Dew can with tee shirt and money inside, unopened mint \$15.00

"Interactive Books" The perfect gift for the Pepsi collector! Now with a 15% discount through the holidays. Pepsi Generations...only \$6.00 plus 1.50 postage. Visa & MasterCard accepted: 615-859-5236. Or send for free brochure to: Soda Mart Dept. P Ridgecrest Dr., Goddlettsville TN. 37072

Norman and Sharon Horn
 6544 N. E. Indian Creek Road
 Topeka, Kansas 66617
 1-913-288-1105

Price Plus postage and insurance

Tennis shoes 1pr. red&blue size 5 (new in box)	25.00	Bottle Cap necklase	1.00
Bottle cap lighted sign 16" round	30.00	3 Round Tie Tacks (shape of people spells Pepsi)	20.00
Thermoneter blue background Double dot bottle		New wall mount bottle opener	5.00
Bigger Better (Mercury tube broken)	20.00	1967 refillable cardboard calendar from Indianapolis	7.50
Gibson Girl oval tray that went with glass set	12.00	Bean Bag chair	15.00
Indoor-outdoor thermomter HAPD	10.00	Pencil clip RWB single dot	2.50
Gibson Girl oval metal tip tray (new)	7.50	Small Plastic cooler or tote bag	
Rose Girl oval metal tip tray (new)	7.50	(Be Sociable Have A Pepsi) inside of top	20.00
Gibson Girl oval metal large tray (new)	12.00	Cloth & Nylon cooler blue & White Plastic liner	
Rose Girl oval metal large tray (new)	12.00	14" tall 12" wide 6" deep	15.00
HAPD Tote bag canvas	5.00	Rectangular tray, ice bucket, 4 glasses with blue	
Tote bag light weight denim	5.00	Plastic sleeves Blue/White	35.00
HAPD Change apron canvas	5.00	Blue Plastic toy van about 1' long	10.00
Ladies travel valet (plastic) zippered	5.00	Blue plastic ice bucket (by Beacan Plastics)	10.00
Round 7" patch Bottle cap in center	4.00	Mirrored Gibson Girl tray trimmed in wicker	15.00
Small rectangle patch	2.50	Whole sheet of Diet Pepsi cans never cut	5.00
Small Diet Pepsi Cola patch	3.00	wood Gibson Girl thermometer	15.00
Small round patch	2.50	Milage chart from Colorado Springs	20.00
Wall mount bottle opener (older)	10.00	Milage chart from Helena Montana	20.00
Chain or Bracelet Charms:		Rubber change mat 1rectangular	10.00
Round- size of quarter gold colored	5.00	1 oval	10.00
Round- size of quarter gold & silver	5.00		
4 Leaf clover gold & silver	5.00		
octagan silver color	5.00		

Denim tote bag	12.00
Playing cards (Gibson Girl & Rose Girl)	12.00
Angular tray, 4 mugs & pitcher with lid	
Diet Pepsi Silver writing on White	35.00
Set of 7 snack plates & glasses plastic Tiffany design	10.00
Metal calendar, day of week, date, month	
Change by plastic knobs on side	12.50
1954 Cardboard framed calendar 16"/13"	
Nice- complete hangs on wall or stand up	20.00
13 1/2"/6" Mirror (Lady dressed in black holding Pepsi bottle	35.00
Evervess Tray	25.00
Small Evervess tip tray -Parrott holding Top Hat	25.00
Square cracked ice tray Logo in center	15.00
Square tray with bottle caps Logo in center	15.00
Round white tray logo in center 12 1/2"	10.00
Indoor thermometer (9" square blue plastic)	12.00
Indoor thermometer (9" square glass face & metal) "Say Pepsi Please"	25.00
Gibson Girl mirrored serving tray, trimmed in wood	25.00
Plastic menu holder - Say Pepsi Please	12.50
Plastic menu holder - Pepsi	10.00
Plastic bottle bib - 7up, Coke, Dr Pepper &Pepsi Cola Trimed in green	10.00
Small plastic holder with cardboard sign, Picture of George Brett, Pizza Hut & Pepsi on sign	7.50
Plastic sign 12"/9" stand up or stick on Say Pepsi and taste the difference	5.00
Plastic sign 11"/7 1/2" - Say Pepsi Please	7.50
Pepsi Cola serviceman record	18.00
Round radio speaker 10" tall	25.00
7 pack Parti Lites - shaped like cans	
1 R/W/ B can	12.00
1 HAPD can	12.00
Gibson Girl bulletin board	17.00
Gibson Girl menu chalk board	17.00
Say Pepsi Please (cardboard) menu chalk board	20.00
Metal red, white, Blue menu chalk board	12.00
Menu chalk board Pepsi: Cola (Todays Special Pepsi Cola 6 for ___¢ plus deposit)	35.00

Toys	
Small red friction truck Plastic & metal	5.00
" Tomica Honda #360 truck	3.00
" Tomica Nissan caball truck	3.00
" Corgi Juniors Leyland Terrier truck	3.00
" Corgi Chevrolet Van	3.00
" Majorette Saviem truck	3.00
" Tiny truck Wheeler truck	3.00
" Pocket cars Fuso truck	3.00
" Camaro street machine car (Blue)	3.00
Buddy L 4 piece set (new in Box)	12.00
" Truck & trailer with blue cab	10.00
" Truck & trailer with white cab	10.00
Tootsie Toy truck & trailer	10.00
Winross truck & Trailer	10.00
Ertl truck & Trailer	10.00
Tonka pickup delivery truck	10.00
Tootsie Toy pickup delivery truck	10.00
Little yellow plastic truck (new, but not in box)	8.00
Set of three trucks - plastic in box Holiday Inn, Pan Am, Pepsi	10.00
Model- Chevella , Pepsi car	10.00
Model- Pepsi Skateboard Van	12.00
Lionel Train box car	20.00
Tente - 96 interlocking plastic pieces, (new in box Build your own truck)	12.00
Wooden wheeled plastic delivery truck (in box) Shown in previous Newsletter	100.00
Plastic rail car inside plastic bottle	5.00
Round puzzle - Pop Art 1968 in can	15.00
Pepsi frisbee - textured Surface	2.00
Plastic can bank 9" tall	6.00
Pepsi rubber ball	2.00

WANTED

Wanted: I'm always looking for Pepsi radios of the 40's & 50's. Please contact: Marc Carlson, 587 11th St., Brooklyn, N.Y. 11215.

Wanted: Commemorative bottle "135Truckloads" of Pepsi Free 160z. bottle. Contact: Mike Fleszar, 15 B Virginia St., Satellite Bch., FL. 32937 or (305) 773-1429.

Wanted: Persons interested in trading in Pepsi (or any kind of cola) cans. Will also buy and sell. Contact: Carr M. Suter, 111 W. Woodbury, Garland, TX. 75041 or 214 278-4411

PLACES TO FIND PEPSI-COLA

Bob Adam's 7 Mile Antique Mall: 441 So. Highway 41, Caledonia, WI 53108

Palmetto Collectables Warehouse: Highway 321, Norway, So. Carolina

Stodel's Antiques & Collectables: 212 S. "L" St., Livermore, CA. 94550

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

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

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

Orange Crate Mercantile: 140 N. Glassell, Orange, CA. 92666

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

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

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

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



JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323

ANNOUNCEMENTS

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

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

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

FOR SALE

AVAILABLE FROM PCCC: New playing cards w/double-dot Pepsi logo, \$3.50ea. ppd., Key chains in shape of a Pepsi-Cola can (new) \$1.50ea. ppd., PCCC LICENSE PLATE FRAME \$4.25ea. ppd. Make checks payable to: Pepsi-Cola Collectors Club. Send to: PCCC, P.O. Box 1275, Covina CA. 91722.





Pepsi-Cola Collectors Club

NEWSLETTER

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VOL. 2 NUMBER 6

JAN.-FEB. 1985

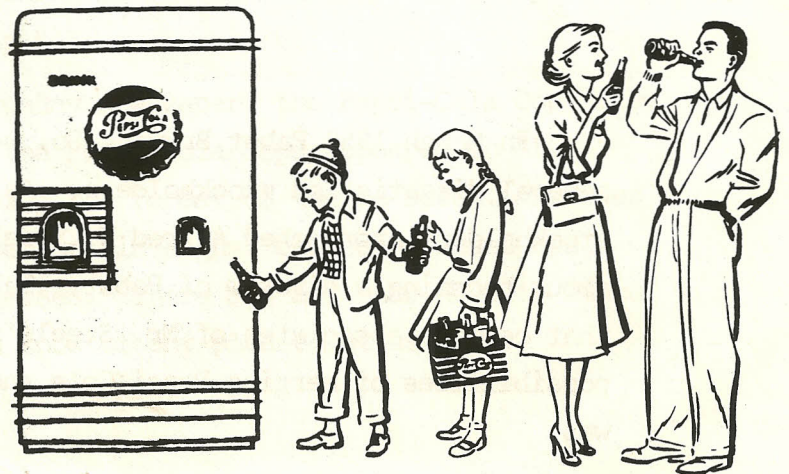
NEWSLETTER NOTES

HAPPY NEW YEAR!! Thanks to everyone who contributed articles and information to the PCCC Newsletter over the last year. As we close out Volume II of the PCCC Newsletter we want to remind our readers that the goal of the PCCC Newsletter is to keep readers informed on Pepsi-Cola collecting and club activities. How well we meet those goals can only be answered by you the reader, please let us know. Any suggestions for improving the PCCC Newsletter are welcome. Remember too, that all members are invited to write articles including the Collector's Spotlight. We welcome photographs to be reproduced in the PCCC Newsletter (black & white only) and any Pepsi-Cola free offer coupons. We had made some changes to the PCCC Newsletter in 1985 that we felt improved the newsletter, we hope to have an even better newsletter in 1986. With your help volume III can be even better.

Some articles to look for in future issues of the newsletter will be: An interview with Mr. Walter Mack, former Chairman of the Board with the Pepsi-Cola Company. The story of how the Colorado Springs, Colorado Pepsi-Cola franchise was built, and more stories about the early days of the Pepsi-Cola Company.

IN THIS ISSUE

Pepsi-Cola goes to the Smithsonian
The Pepsi & Pete Story
I Love Lucy Loves Pepsi
Photographs and more!



CLUB NEWS

The PCCC Southern California Chapters annual picnic will be held in July 1986. All members are invited to attend. Besides fun and food we will also have a swap meet at the picnic. If your making vacation plans to come to Los Angeles, Calif. this summer please try and include our picnic in your plans. For details write to: PCCC, attn: Bob Stoddard, P.O. Box 1275 Covina CA. 91722.

Our club photo album still has room for photos of your Pepsi-Cola collection, don't be left out send your photographs in now.

Anyone interested in starting a local chapter of the PCCC is welcome to do so, contact Bob Stoddard if interested or if you have any questions.

We now have our official PCCC license plate frame available. Send 4.25 per frame, (see classifieds).

PEPSI-COLA FACTS

- 1960: "Be sociable. Have a PEPSI."
- 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."
- 1973: "Join the PEPSI people. Feelin free."
- 1976: "Have a PEPSI day!"
- 1979: "Catch that PEPSI spirit!"
- 1981: "PEPSI'S got your taste for life!"
- 1983: "PEPSI now! Take the challenge!"

In March 1958 Pabst Brewing Co. was in the middle of a proxy fight with several dissatisfied stockholders. As it was later revealed these dissatisfied stockholders approached Alfred N. Steele, then chairman of the Pepsi-Cola Co. about becoming a director of Pabst. Talks where broken off when the group learned that certain associates of Mr. Steele's and Pabst management were discussing the possibilities of merging Pepsi-Cola and Pabst. The merger that almost was, never was.

**"PEPSI
AND
PETE"
...
THE
PEPSI-COLA
COPS**

On October 4th, 1939 the Pepsi-Cola Company introduced a couple of jovial cops somewhat reminiscent of Mark Sennetts Keystone Cops, to readers in 712 newspapers across the country. The cartoon strip was called, "Pepsi and Pete... The Pepsi-Cola Cops.

The introduction of the Pepsi-Cola Cops marked a noticeable change in the emphasis of Pepsi-Cola advertising, previously all advertisement was built around price, now humor was to become an additional vehicle to sell Pepsi-Cola.

The idea for a Pepsi-Cola comic strip was thought up by Walter Mack, then President of the Pepsi-Cola Company, who wanted to use Popeye for the cartoon strip. The idea was to replace spinach with Pepsi-Cola. Unfortunately the Company who owned the rights to Popeye wanted more money for him than Pepsi-Cola could afford to pay at that time. At this point Walter Mack decided to use the Pepsi-Cola Cops. When I asked Mr. Mack if he had any regrets in not purchasing Popeye he said, "No, because the Pepsi-Cola Cops had accomplished what we wanted them to do." Some felt the key to the success of the Pepsi-Cola Cops comic strip was Walter Mack's insistence that while selling the product the comic strip should be funny. Mr. Mack's theory must have been right, the comic strip ran for eleven years from October 1939 until sometime in 1950.

During their eleven year run the small cop and the large cop alternated using the names of Pepsi and Pete, due possibly to the fact that several different artists drew the comic strip.

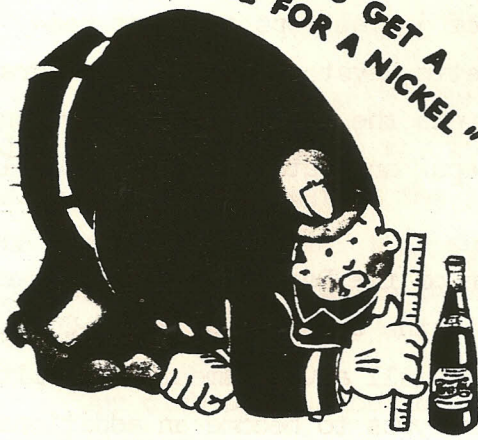
In their initial appearance Pepsi and Pete revealed the roles they were to play. One puts a tape measure around the bottle and declares, "I make sure you get a big, big bottle - 12 full ounces." His companion is shown in the act of sampling the product says, "I make sure it's wholesome and grand tasting."

In addition to the comic strip in the Sunday newspaper, the Pepsi-Cola Cops also appeared in various magazines. During 1940 the Pepsi-Cola Cops appeared in "LOOK" magazine, they were used in half page ads using the format of the ad below. Besides the print median the Pepsi-Cola Cops were used on tin signs, cardboard stand-ups, matchbook covers, paper cups and drinking glasses. There may be other novelty items that the Pepsi-Cola Cops appeared on, if you know of any please let us know.

"PEPSI AND PETE" THE PEPSI-COLA CO.

"I MAKE SURE YOU GET A BIG, BIG BOTTLE FOR A NICKEL"

"I MAKE SURE IT'S BETTER TASTING AND WHOLESOME"



HINT TO REFRIGERATORS:
Keep this handy carton icy cold.
Be ready for unexpected guests.

If your dealer cannot supply you fill in his name and address and mail to Dept. A, Pepsi-Cola Co., Long Island City, N. Y.

Dealer's Name

Address

City State

The above ad came from LOOK magazine, February 1947. It was a half page ad printed in two colors.

The below comic strip came from the comic section of a 1947 Sunday newspaper. the comic strip was printed in color.

AN ADVERTISEMENT OF PEPSI-COLA COMPANY



WHAT PEPSI SPIRIT

Recently I've received some information on Pepsi-Cola's involvement with the Smithsonian Institution, specifically the Archives Center of the National Museum of American History. Pepsi-Cola's involvement with the museum is purely non-commercial and donated items will not receive promotional rights or consideration.

Listed below are the highlights of a number of on going projects:

Memorabilia Collection

Pepsi USA donated all historical inventory of flat art to the museum for use in building exhibits, conducting research, etc. This donation included antique ads, tear sheets, pop, booklets, brochures, and records. Because of restricted space, we did not donate three-dimensional objects.

Oral History Project

Pepsi funded a research program which involved subsidizing a full time historian to revisit and interview all of those (25) who played a key role in creating and sustaining the Pepsi Generation advertising campaign for the past 22 years.

Historical Ads Collection

Pepsi has recently donated to the Smithsonian a complete, air quality set of every television commercial we've ever made. This inventory will be permanently housed at the Archives Center and open to the public for review, entertainment and research.

Pepsi-Cola Story

Smithsonian researchers will include Pepsi advertising as one of the 10 best consumer product campaigns of all time. Their selections will be honored in a book which is due to be published in 1987.

A word of caution to anyone who has something they think the Smithsonian would be interested in, they should know two things: 1) the Smithsonian will not buy any items; they must be donated: 2) storage space is a real problem at the museum. As such, the curators do not accept the donation of three-dimensional objects. Their interest centers primarily on printed matter.

COLLECTORS INFORMATION

On my latest excursion to the toy store I found some new Pepsi items that I've added to my collection. A battery operated pencil sharpener in the shape of a Pepsi can selling for \$6.00 and a Pepsi notebook for \$3.00, these items were found at Toys R Us.

Be on the lookout for a new Pepsi-Cola sign that has the double dot logo and a Pepsi-Cola cop on it. There is nothing wrong with the sign but make sure you buy it as a new sign and not an old one.

Speaking of the Pepsi-Cola cops does anyone have or know of the Pepsi-Cola Cop glasses issued in the early 1940's? We would like to have any information on them available.

... BETWEEN TAKES THEY TAKE TO **PEPSI-COLA**



The "movie lots" in Hollywood are going Pepsi-Cola in a great big way. Different from other cola drinks, Pepsi-Cola appeals because of its *finer flavor*. Each big bottle pours 12 full ounces . . . a generous helping that really quenches thirst. Enjoy America's BIG favorite—go Pepsi-Cola now.

Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N. Y. and is bottled locally by authorized bottlers from coast to coast.

Edmond O'Brien and Lucille Ball starred in RKO-Radio Pictures' current hit "A Guy, A Guy and A Guy"



FREE: Pepsi-Cola recipe booklet . . . write Pepsi-Cola Company, Long Island City, N. Y. Dept. H.

A SPARKLING BRACING BEVERAGE *Serve with*
-CRACKED ICE-

PEPSI-COLA TRADE MARK

TWO LARGE GLASSES IN EACH BOTTLE

10¢

Small Deposit on Bottle



MASON AND MARKET STREETS, SAN FRANCISCO, CALIFORNIA



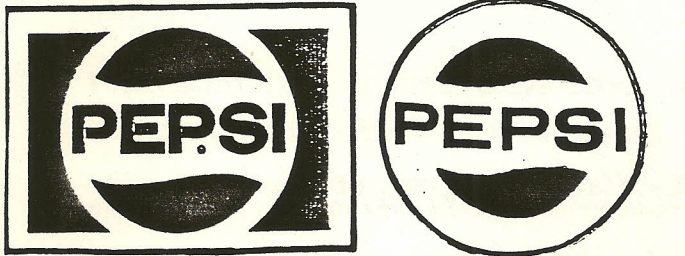
EARLY DIET PEPSI

LA COLLECTABLES

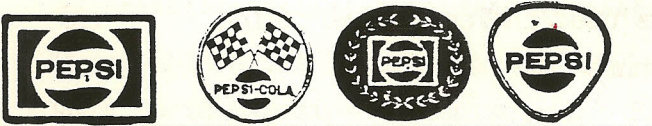
PEPSI COLA PATCHES



P-1 P-2 P-3



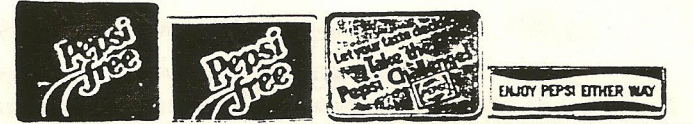
P-4 P-5



P-6 P-7 P-8 P-9

PEPSI COLLECTORS: We need some help from those of you who collect soda patches. If you have any not shown above, please make copies of them on a copy machine and send them to: PAUL BATES, Soda Mart, Ridgcrest Drive, Goodlettsville, TN 37072. All help appreciated!

PEPSI COLA PATCHES



P-10 P-11 P-12 P-13



P-14 P-15

KEY TO TERMS AND SYMBOLS:

C/N= COLLECTION FOUND IN OR FIRST REPORTED BY:
 X= SODA MART, Ridgcrest Dr., Goodlettsville, TN 37072 615-859-5232
 C27= JOHN JOHNSON, P.O. Box 3414, Midland, TX 79702
 P3= REV. MERVIN WESELOH, 227 E Market, Havana, IL 62644

PN= PICTURE NUMBER- References Pictures in Appendix

S= SHAPE OF PATCH
 S= SQUARE
 R= ROUND
 O= OVAL
 T= RECTANGULAR
 M= OTHER

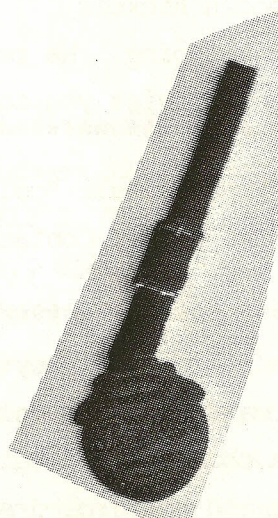
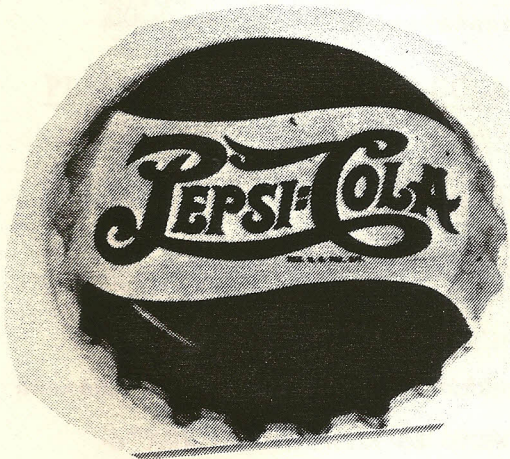
SIZE= Size of Patch in Inches (LENGTH X WIDTH-DIAMETER IF ROUND)

LCL= PATCH COLORS
 B= BLACK L= BLUE Z= BROWN C= COPPER M= CREAM
 D= GOLD G= GREEN A= GRAY N= MAROON X= MULTIPLE
 V= OLIVE O= ORANGE K= PINK P= PURPLE R= RED
 S= SILVER T= TAN W= WHITE Y= YELLOW

DESCRIPTION= Word Description of Patch. Portions in () are written on Patch.

NAME	C/N (PN) S	SIZE	LCL	DESCRIPTION
PEPSI	P3 1)R (6(D)		W/L/B/R/Y	"PEPSI" on Bottle Cap
PEPSI	P3 2)M (4-1/4x5		W/R/L	"DRINK" + Nm on P31 Cap Shade
PEPSI	P3 3)S (2-1/2x3		L/R/W/P	"PEPSI" on Bottle Cap
PEPSI	P3 4)T (6 x9		W/L/R	"PEPSI"
PEPSI	P3 5)R (6-1/2(D)		W/L/B/R/Y	"PEPSI" on Circle
PEPSI	P3 6)T (2-3/4x3-3/4		W/L/R	"PEPSI" on Rectangle
PEPSI	P3 7)R (3(D)		W/L/R/Y	"PEPSI-COLA"-Racing Flags
PEPSI	P3 8)O (3 x3-1/2)		B/L/R/W/D	"PEPSI" w/Wheat Stalk Border
PEPSI	P3 9)M (3 x3		W/L/R/Y	"PEPSI" on Rounded Triangle
PEPSI	P3 10)T (3 x3-1/2)		R/L/W	"PEPSI FREE" on Rectangle
PEPSI	P3 11)T (2-3/4x3-3/4)		R/W	"PEPSI FREE" on Rectangle
PEPSI	P3 12)T (2-3/4x4		Y/L/R/W	"TAKE THE PEPSI CHALLENGE"
PEPSI	P3 13)T (1-1/4x4-1/2)		W/L/R/B/Y	"ENJOY PEPSI EITHER WAY"
PEPSI	P3 14)M (3 x3		W/R/L	"DIET PEPSI-COLA" And Triangle
PEPSI	X (15)T (2-3/4x4-1/4)		W/L/Y/B	"PEPSI LIGHT BRIGADE"

The above information was sent in by Paul Bates and is contained in his "Interactive Books" from the collectables database. See collectors marketplace for his ad.



(ABOVE) CELLULOID WALL SIGN 9" DIAMETER
 (CENTER) 1906 PEPSI-COLA WATCH FOB
 (RIGHT) PICTURE POST CARD OF TIMES SQUARE PEPSI SIGN

COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay .25¢ per word. Ads will be run once unless otherwise stated. Please note whether your ad is "for sale", "wanted", or "trade".

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling and trading of items advertised herein, the Editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The DEADLINE for ads is the 15th of the month preceding the one in which the ad is to appear.

FOR SALE

The following items are available from: Pepsi-Cola Bottling Co. of New Bern
P.O. Box 2036 New Bern, N.C. 28560.

- | | |
|---|-------|
| 1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) | 19.95 |
| 2. Postcard using original girl that was used in Pepsi advertising | .12 |
| 3. Mural (13"x7") New Bern, N.C. w/brochure | 15.00 |
| 4. Mural postcard w/brochure | .32 |
| 5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) | 75.00 |
| 6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 | 5.00 |
| 7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) | 4.95 |
| 8. Pepsi-Cola can piggy banks | .50 |
| 9. Birthplace of Pepsi letterhead | .15 |
| " " " Cigarette lighters | 2.50 |
| " " " Hand fan with Gibson Girl on silk screen | 4.00 |
| " " " Key Ring | 1.00 |
| " " " Enaoryboard nail file | .35 |
| " " " Wooden nickels | .50 |

Please include postage for shipping. 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.

Pepsi Bottle, 7oz. green large "Pepsi" small "cola" on neck, probably early 20's. Warrenton VA. embossed. make offer. Contact: K. Lee Monroe, RT1, Box 154 Round Hill, VA. 22141.

INTERACTIVE BOOKS for collectors presents: Everything you want to know about what's available in SODA CANS. 4 information packed volumes (over 500 pgs.) With more than 7000 pictures. If you're a soda can collector this book is a must! NOW ONLY \$29.95 plus \$2.00 postage. Visa and Mastercard accepted: 615-859-5236 or The Soda Mart, Dept. P, Ridgecrest Dr., Goodlettsville, TN. 37072

FOR SALE

1940 Pepsi Label stock found in closing printing co. Like brand new. Same as the bottom label on a bottle shown in the PCCC Newsletter, volume 2, page 1 & 3. \$5.00

EASP.P contact: Jean-Cluade Labrecque, P.O. Box 246, Montreal, Quebec, Canada H2X 3M4

Pepsi-Cola & Pete miniature trucks, trays, signs, clockes, and collectibles, etc, to

Buy, Sell or Trade. Contact: Larry Shapiro, 804 Dorais, Montreal, Quebec Canada H4M-2P9

WANTED

Pepsi miniature trucks, trays from other countries like Spain, Bulgaria, Italy, Russia, USSR, and other items that say Pepsi in different languages. Send price and details to

Jean-Claude Labrecque, P.O. Box 246, Montreal, Quebec, Canada H2X-3M4

Pepsi-Cola business card or any members Pepsi-Cola card for collection. Will send mine

in trade contact: Jean-Claude Labrecque, P.O. Box 246, Montreal, Quebec, Canada H2X-3M4

Pepsi-Cola sales literature, old POP books, annual reports from 1950's on back and Pepsi

Cola World Magazines. Contact: Bob Stoddard, P.O. Box 1275, Covina, CA. 91722

I'm always looking for Pepsi radios of the 40's and 50's. Contact: Marc Carlson,

587 11th St., Brooklyn, N.Y. 11215.

Commemorative bottle "135 Truckloads" of Pepsi Free, 16oz. bottle. Contact: Mike

Fleszar, 8500 Macoma Dr., N.E., St. Petersburg, FL. 33702. (813) 577-7078.

Persons interested in trading Pepsi (or any kind of cola) cans. Will also buy and sell.

Contact: Carr M. Suter, 111 W. Woodbury, Garland, TX. 75041. (214) 278-4411.

PLACES TO FIND PEPSI-COLA

Bob Adam's 7 Mile Antique Mall: 441 So. Highway 41, Caledonia, WI 53108

Palmetto Collectables Warehouse: Highway 321, Norway, So. Carolina

Stodel's Antiques & Collectables: 212 S. "L" St., Livermore, CA. 94550

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

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

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

Orange Crate Mercantile: 140 N. Glassell, Orange, CA. 92666

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

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

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

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



JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323

ANNOUNCEMENTS

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

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

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

FOR SALE

AVAILABLE FROM PCCC: New playing cards w/double-dot Pepsi logo, \$3.50ea. ppd., Key chains in shape of a Pepsi-Cola can (new) \$1.50ea. ppd., PCCC LICENSE PLATE FRAME \$4.25ea. ppd. Make checks payable to: Pepsi-Cola Collectors Club. Send to: PCCC, P.O. Box 1275, Covina CA. 91722.

