



NEWSLETTER

post office box 1275 covina, california 91722

VOL. 6 NUMBER 3

JULY-AUGUST 1989

NEWSLETTER NOTES

I hope everyone is having a great summer, drinking lots of Pepsi and finding some great Pepsi items for your collection.

My apologies for running late on the last few newsletters, with work, Pepsi Fest and Pepsi Fair it gets hard to get it all done. Hopefully the newsletters will be more timely in the future.

Finally after many years we now have official PCCC By Laws, thanks to Jim Wolfe. The By Laws have been included in this newsletter.

In the last issue we included a form soliciting comments on matters concerning the club. So far the response has been light, please participate, we need your input!

The Pepsi-Fest '87 pin (using Pepsi & Pete logo) and the directory are being made based on the number of orders we receive, so if you want either or both, order them now.
1987 Lapel Pin \$3.50ppd.
PCCC Club Directory \$2.00ppd.

Congratulations to Phenix Benton who has just become our National Director of Chapters for the Pepsi-Cola Collectors Club. I believe that Phenix shares my commitment to developing local chapters. So with your support of Phenix I know we'll see the chapters take off.



Enjoy PEPSI-"E"
between the acts at
the American Hotel

PEPSI'S BEST—
TAKE NO LESS

PEPSI-COLA BOTTLERS OF ST. LOUIS, INC.

IN THIS ISSUE : Bibliography of Pepsi Books Delmarvia Pepsi Cans
Local Chapter Information Early 1900's Dispenser for sale

CLUB NEWS

Phenix Benton, National Director of Chapters. You can contact him at; 4949 S. 94th E. Pl., Tulsa, OK. 74145.

Local Chapters

So. California:

Mike & Cindy Gordon
16465 Trisha Way
Riverside, CA. 92504

Colorado:

Brent Hinton
6511 W. Elmhurst Ave.
Littleton, CO. 80123

Minnesota:

Don Peterson
1520 E. Hwy 23, #203
St. Cloud, MN. 56301

Ohio:

Shawn Dawson
915 Nelbar St.
Middletown, OH. 45042

If interested in joining one of the above chapters please contact the person in your area.

If we missed listing a chapter you have started, please let us know. If you want to start a chapter please contact Phenix.

BOOKS ON PEPSI-COLA

One of the more frequent questions I'm asked is "where can I get information on Pepsi-Cola,?". Listed below is my list of Pepsi-Cola reference materials, listed in no significant order.

1. Twelve Full Ounces by Milward W. Martin. It contains historical information on Pepsi-Cola from 1898 thru 1950's

Now out of print, might check your local library.

2. The Other Guy Blinked by Roger Enrico, President of Pepsi-Cola. Great behind the scenes look at the modern Pepsi-Cola Co.
3. Pepsi-Cola Collectibles Guide by Bill Vehling & Michael Hunt. Refer to "For Sale" section of newsletter.
4. No Time Lost, The Autobiography of Walter Mack. Walter Mack was President of Pepsi-Cola from 1939 thru 1950. Some interesting stories on his tenure with Pepsi.

This book is also out of print. The local library or used book store might have one.

5. The Cola Wars by JC Louis and Harvey Z. Yazijian. The story of the global battle between Pepsi and Coke.

Also out of print. This maybe hard to find.

6. Odyssey by John Sculley. John Sculley was President preceding Roger Enrico. He left to become the main man at Apple Computers.

Not enough about Pepsi-Cola to make it worth the money, get this at the library.

7. Brad's Drink, by Fred D. Rawlinson. This is called a primer for Pepsi collecting. This book is a must!

Is available from the New Bern Bottler for \$4.95 (see past newsletter issues).

8. Fortune Magazine, November 1947. Not a book but does contain a lot of information about Pepsi-Cola and Walter Mack.

Try your library.

PEPSI-COLA COLLECTORS CLUB CONSTITUTION

ARTICLE 1. NAME

The name of this organization shall be "Pepsi-Cola Collectors Club"

ARTICLE 2. OBJECT

The object of this club shall be; to be a non profit service to those interested in Pepsi-Cola memorabilia, to promote fellowship among collectors, to encourage interest in preserving Pepsi-Cola collectibles and to maintain good relations with the Pepsi-Cola company policies.

ARTICLE 3. MEMBERS

The members of this club shall be persons of reputable character interested in Pepsi-Cola collectibles. Local chapters may be organized under the jurisdiction of the parent club.

ARTICLE 4. OFFICERS

(the officers of this club shall be President Bob Stoddard, Sec/Treas Sheri Stoddard. They shall remain in office until the club membership grows and they deem it necessary for assistance in guiding the leadership of the club.) When at their direction-----

SECTION 1. The elected officers of this club shall be President, Vice President, Secretary, and Treasurer. Their duties shall be those usually devolving upon such officers, and they shall serve until his or her successor has assumed office.

SECTION 2. The officers shall be elected at the annual business meeting. Nominations from the floor shall be recognized for each office.

ARTICLE 5. COMMITTEES

SECTION 1. The executive board shall be composed of the elected officers of the club, plus the immediate past President. Its duties shall be; to suggest legislation, approve appointments by the President, and act on emergency matters that may arise.

SECTION 2. The standing committees appointed by the President shall be; Membership, Finance, Convention, Newsletter. Their duties shall be to advise and assist the President.

ARTICLE 6. MEETINGS

The annual Pepsifest shall be held in March in the Indianapolis area. (in conjunction with the National Ad Show if possible)
A majority vote of the body shall rule at the business meeting.

ARTICLE 7. AMENDING THE CONSTITUTION

The constitution of this club may be amended by a two thirds majority at the annual meeting provided a notice of the proposal has been submitted to the President in writing prior to the start of the business meeting. This in no way precludes the executive board from suggesting emergency legislation.

PEPSI-COLA COLLECTORS CLUB BY-LAWS

ARTICLE 1. QUORUM

SECTION 1. Ten members in good standing shall constitute a quorum provided one of the ten is a duly elected officer of the club.

SECTION 2. A quorum must be present at the annual business meeting at which the club business is transacted, or a vote taken which commits the club to any proposal or action.

ARTICLE 2. JUNIOR MEMBERS

SECTION 1. Junior members under 18 years of age shall be accepted provided the parents or guardians of said applicants shall sign the application.

SECTION 2. Junior members shall have the privilege of voting but will not hold office.

ARTICLE 3. RIGHTS AND DUTIES OF MEMBERS

SECTION 1. Members will be accepted upon payment of dues and so noted by the Secretary.

SECTION 2. All members in good standing shall vote one vote in person on any business brought before the club.

SECTION 3. To be in good standing a members dues must not be in arrears.

ARTICLE 4 LOSS OF MEMBERSHIP

SECTION 1. A member whose conduct reflects against the character of the club shall be put on suspension by the executive board and lose membership if not corrected.

SECTION 2. Bi-monthly newsletters will be sent only to members in good standing. Members whose dues are two months in arrears shall be dropped from the rolls. Such members shall be reinstated by payment of current dues.

ARTICLE 5. ORDER OF BUSINESS

SECTION 1. The order of business at any club meeting shall be; Reading of the minutes, Treasurers report, receipts of communications reports of officers, reports of committees, unfinished business, new business, elections, and adjournment.

SECTION 2. Roberts rules of order shall be used as a guide line on any by-law not covered specifically.

ARTICLE 6. DUES AND ASSESSMENTS

SECTION 1. The annual dues shall be recommended by the executive board and approved by the body at the March meeting. A raise in dues can be approved by the executive board only if the finances of the club are in jeopardy.

SECTION 2. No assessments shall be levied in the club.

BY-LAWS PAGE 2

ARTICLE 7. MEETING SALES AND SWAP

SECTION 1. Any member of the club may offer material for sale or swap at the club meetings, provided such material meets the approval of the executive board.

SECTION 2. Junior members shall have written parental permission.

ARTICLE 8. OFFICERS AND EXECUTIVE COMMITTEE

SECTION 1. The President shall have power to appoint another member to office or executive committee when due to illness or other an elected officer is unable to perform the duties of office.

ARTICLE 9. AMENDING THE BY-LAWS

SECTION 1. The by-laws of this club may be amended by a two thirds majority at the annual meeting provided that notice of the proposed amendment has been submitted to the President prior to the business meetig. This in no way precludes the executive board from implementing temporary legislation between annual meetings.

ARTICLE 10. TRUSTEESHIP

A three member committee approved by the body shall audit the books of the Treasurer at the annual meeting.

ARTICLE 11. GRATUITIES

NO salaries shall be paid to any member of the club. However a gratuity approved by the body may be granted to the Editor to cover time and expenses.



BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay 25¢ per word. Ads over 50 words include typesetting charge \$7.00. Ads will be run once unless otherwise stated. Please note whether your ad is "for sale", "wanted", or "trade".

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

HERVEY & BADER



**COLLECTORS' GUIDE
TO
GLASS COLLECTING**



**CARTOON CHARACTERS
SUPERHEROS
STAR TREK
WARNER BROS.
PEPSI COKE
ROCKWELL DR PEPPER
OVER 450 PHOTOS**

BY LYLES BADER BY JOHN HERVEY

NEW BOOK

Contains over 1000 listings and 450 photos. The most up-to-date Pepsi glass list available. Mail \$12.00 to John Hervey P.O. Box 1373 Frisco, TX 75034

**THE MUSEUM OF
BEVERAGE CONTAINERS
& ADVERTISING**

COLLECTABLES GIFT SHOP

GOODLETTSVILLE, TN 37072
615-859-5236 OPEN 9:00 TO 5:00



PEPSI-COLA

COLLECTABLES by Bill Vehling and Michael Hunt. 160 pages with over 850 items illustrated and priced. 8½"x11", cover price is \$14.95. PCCC members only! Save \$2.00, price is \$12.95 + \$1.25 postage & handling for each book for a total of \$14.20. Please enclose remittance and send to: Bill Vehling Box 41233, Indianapolis, IN 46241

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

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
9. Birthplace of Pepsi letterhead .15
Birthplace of Pepsi cigarette lighters 2.50
Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00

Birthplace of Pepsi emeryboard nail file .35
Birthplace of Pepsi wooden nickels .50

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

Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

HOME ARCADE WANTS TO BUY

JUKEBOXES
PINBALLS
SLOT MACHINES
OLD BARBER POLES
OLD TAVERN ITEMS



COKE MACHINES
NEON SIGNS
PHONE BOOTHS
BEER SIGNS
OLD ADVERTISING

5¢ & 10¢ PEPSI MACHINES

\$ WILL PICK UP/PAY CASH \$
CALL PAUL (312) 964-2555



HOME ARCADE CORP.
Established 1976
1108 Front Street
LISLE, IL 60532



FOR SALE

Original Pepsi n Pete comic strips, 15.00ea. or 2 for 25.00 Mountain Dew bottle caps "cork lined", never used, .50ea. or 12 for 5.00. Postage & Ins. not incld. Contact: Susan Rife 12600 SE Shady Meadow Ct., Clackamas, OR. 97015

- 1. Paper weight with 1912 Pepsi-Cola invoice inside, \$20.00 + 3.00 postage.
2. 1911 Dr. Pepper watch fob, no strap, \$45.00
3. Moxie bottles 1890 to 1935, \$10.00 to \$35.00
4. 1900 Dr. Pepper bottles, \$15.00 to \$100.00
5. 1910 Pepsi-Cola blotter #706 in book, \$100.00
Contact: Fred Mosrie, 5057 Bradley Blvd., Chevy Chase, MD. 20815 or 301-654-0348.

Rare - 1905 porcelain Pepsi-Cola syrup dispenser. Has one tiny chip in lid, missing spigot. Accepting bids over \$600.00min. Contact: The Tennis Club Gift Shop, 701 W. Baristo Rd., Palm Springs CA. 92262.

Pepsi Escambia embossed Hutchin-son & straight wall bottles. Contact: Gregory Quina, 3942 Highway 297-A, Cantonment, Fl. 32533.

Send SASE for list of 75 different quantity closeout items. Includes, soft drink & other collectibles. Trays, pinbacks, mirrors, etc. Contact: Al Herbert, 606 S. Main St., Bamberg, S.C. 29003

Metal Pepsi-Cola sign, early 50's, approx. 28" dia. \$165.00 or best offer. Contact: D.W. Bolton, 7221 Wilburdale Dr., Annandale, VA. 22003

WANTED

Have a few extra pinbacks, #673 to trade for your extra pinback on pg. 104 of P.C. book. My offer; will trade even for like or less value & 2 to 1 for those above like value. contact Al Herbert, 606 S. Main St., Bamberg, S.C. 29003.

Wanted! Pepsi-Cola decks of playing cards. Paying top \$\$ Contact: Gregory Quina, 3942 Highway 297-A, Cantonment Fl. 32533

7up, 7up, 7up wanted. Calendars penicls, tin & glass signs, clocks, etc. Contact: Don Fiebiger, 1970 Las Lomitas Hacienda Hts., CA. 91745

Michael Jackson Bad Town/Pepsi jacket; Pepsi world magazine w/record, winter 1984, vol. 45, Num. 1. Also, any Michael Jackson/Pepsi promotional stand ups, displays, posters, etc. Contact: Melissa Strecker, 1255 N. Sandburg Terr. #1007, Chicago IL. 60610.

1930's - 1950's 6 pack bottle display racks, .5 & .10 vending machines, fountain dispensers, 1940's metal menu board, in mint. Vendors bottle carrier Can pickup this summer. Contact: J.T. Smith, 896 S.W. 62 Ave. No. Lauderdale, Fl. 33068 or call 305-974-1757

Cherry Smash items, signs, glasses, bottles, etc. Contact Bill Derrick, 424 NW 97th Terr. Gainesville, Fl. 32607 or call evenings 904-332-0315.

Pepsi-Cola toy trucks/cars, old and new. In good/mint cond. All scales. Contact: Charles Ehlers, P.O. Box 1186, Yonkers, NY.10702

FOR SALE FROM THE P.C.C.C.



A



B



C

say "Pepsi, please"

E



F



G



H



A) 3x5 PCCC Decal, red, white & blue
\$1.50ea. ppd.

B) Playing cards w/Pepsi Fest '88
logo. \$5.00ea. ppd.

C) PCCC Pin-back button. \$2.00ea. ppd.

E) Say "Pepsi Please" badge. \$1.50ea. ppd.

F) 1987 Pepsi Fair Lapel pin.
\$3.50ea. ppd.

G) PCCC Lapel pin. \$3.50ea. ppd.

H) Pepsi logo pin-back button.
\$2.00ea. ppd.

I) Pepsi Fest '87 pin-back button
\$2.00ea. ppd.

Past issues of the PCCC Newsletter available for only \$1.50 each. Please indicate which issue you want and enclose a legal size S.A.S.E. Send to: PCCC, P.O. BOX 1275, Covina, CA 91722.

North Carolina Department of Cultural Resources



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

COLLECTOR GLASS PRICE GUIDE

Contemporary Fast-Food and Drinking Glass Collectibles

by Mark E. Chase and
Michael J. Kelly

This 6" X 9" paperbound book from Wallace Homestead Publishers is the first comprehensive identification and price guide for glasses from fast-food restaurants and food products. With over 430 B&W photographs of glass sets and over 250 pages of extensive descriptions and pricing information, this is the most authoritative collection of reference material on fast-food and contemporary collectible glasses available.

Our introduction contains an overview of the history of glass collecting; pricing and grading information; suggestions for inventory systems, storage, and shipping; and useful information on production errors and collector networks.

Send \$16.95 (postage paid) to:

Collector Glass News,
PO Box 308M,
Slippery Rock, PA 16057.

Pennsylvania residents add 6% Sales
Tax (\$16.95 + \$1.01 = \$17.96).



Purchase three bottles of *Pepsi-Cola*
at the regular price of 5c per bottle + Sales
Tax—present this special gift card and receive

THREE BOTTLES OF

PEPSI-COLA FREE

This card good at any store or stand
2c bottle deposit to be refunded

To Merchant: Service Salesman will allow credit of
10c on this card.

J. F. GIERING BOTTLING CO.

Youngstown, Ohio

Phone 6-2212

PEPSEE=LADY

701 GULF SHORES PKWY, GULF SHORES
AL.

SIGN OF GOOD TASTE

269 E. 2ND ST., POMONA, CA.

CARNIVAL HOUSE ANTIQUES

17 PADANARAM RD., DANBURY, CT.

THE NEON LADY

1959 CHEROKEE, ST. LOUIS, MO.

THE PEPSI PARLOR

ON THE SQUARE, LYNCHBURG, TN.

SULLIVAN'S ANTIQUES

866 57TH ST., SACRAMENTO, CA.

STODEL'S ANTIQUES & COLLECTABLES

1035 CENTRAL AVE., TRACY, CA.

BEV'S OLDIES & GOODIES

1186 MEYERLAND PLZ., HOUSTON, TX.

THE SHANHASKA DRUMMER ANTIQUES

BOX 32, RT. 2, ST. PETER, MN.

END OF THE TRAILS ANTIQUES

5937 N. GREELY, PORTLAND, OR.

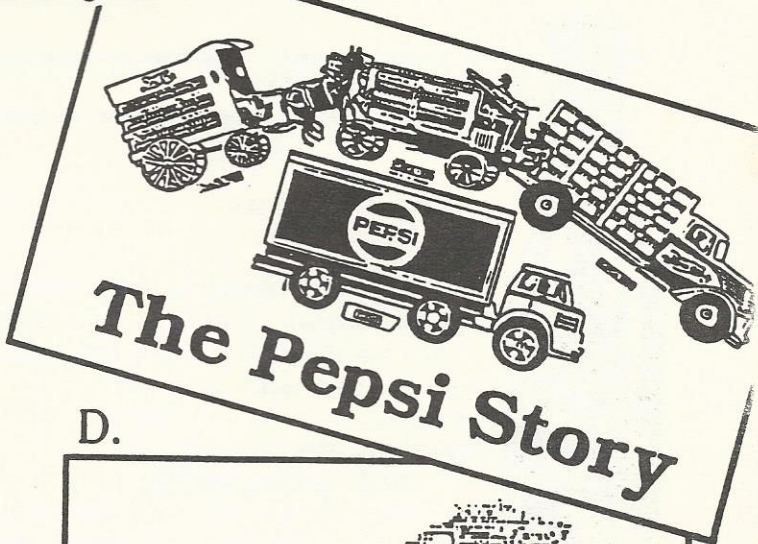
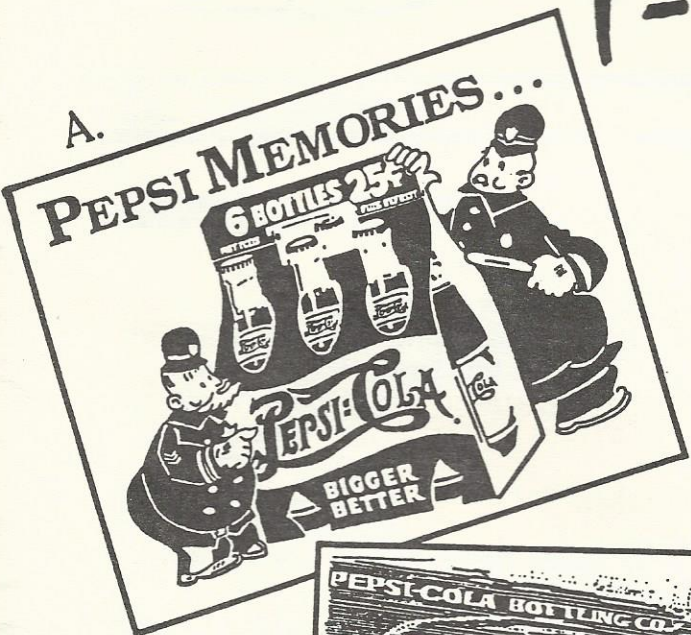
NOSTALGIA-VILLA

978 THE QUEENSWAY, TORONTO, CANADA

JUDY'S PLACE

308 SALTER ST., WINNIPEG, CANADA

Pepsi Memories T-Shirts



Collect Pepsi Memorabilia T-shirts and enjoy your favorite designs from the past for years to come.

T-shirts are white with red and navy 2 color designs, 50/50 poly/cotton.

Pepsi Memories T-shirts are just \$8.50. Order yours today!

— order form —

Mail to:
Pepsi Memories T-Shirts
P.O. Box 316
Williamsville, NY 14221

Choose the style,
size and quantity
desired:

	A	B	C	D
S (34-36)	_____	_____	_____	_____
M (38-40)	_____	_____	_____	_____
L (42-44)	_____	_____	_____	_____
XL (46)	_____	_____	_____	_____

\$8.50 each includes all handling and shipping charges. In New York State add 8% Sales Tax.

Enclosed is \$ _____ for _____ T-Shirts.
Please Print. Allow 3-6 weeks for delivery.

Name _____
Shipping Address _____
City, State _____
Zip Code _____
Telephone _____

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

FIRST-CLASS MAIL

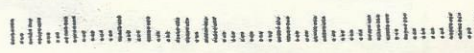
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Covina, CA 91722
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17733 HIGHLAND AVE.
HOMWOOD, IL. 60430



POOL-BILLIARDS

ENJOY

PEPSI-COLA

BIGGER BETTER

WINDOW VALANCE DECAL D-38

Reproduced in Pepsi-Cola Red and Blue on White and Gray background



NEWSLETTER

post office box 1275 covina, california 91722

VOL. 6 NUMBER 4

SEPT.-OCTOBER 1989

NEWSLETTER NOTES

I hope everyone has had a good summer, I've been keeping busy with various Pepsi club projects, including working on the directory. Yes, I'm still trying to finish the pasting up of the directory! Please be patient it should be done soon. The 1987 Fest pins are being made and as soon as we receive them they'll be mailed out.

Sue Gustin a club member from Hesperia, Calif. has agreed to become the National Director of Membership. Her duties will consist of keeping the membership list up to date and sending out renewals. Let's all give Sue our support by renewing membership on time and being prompt with address changes. You can contact Sue through the club, P.O. Box 1275, Covina, CA. 91722.

In the past we were unable to use color pictures to re-print in the newsletter that is no longer true, so please send us color photographs of your favorite Pepsi item and we will include it in the newsletter.



P.O. BOX 1275
COVINA, CA. 91722



IN THIS ISSUE

- 1989 Pepsi Fair
- McPherson Beverages Story
- 1990 Pepsi Fest Information
- Rare 1932 Pepsi Letter

CLUB NEWS

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1520 E. Hwy 23, #203
St. Cloud, MN. 56301

Ohio:

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915 Nelbar St.
Middletown, OH. 45042

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If we missed listing a chapter you have started, please let us know. If you want to start a chapter please contact Phenix.

PEPSI-COLA FACTS

If you're a printer who does jobs that are translated from a foreign language, or if you ever have to do the translating, you had better make sure the idioms are correct.

A case in point was Pepsi's experience in Thailand. The phrase "Come alive with Pepsi" completely baffled a Southeast Asian printer. The Thai translation read "Pepsi brings your ancestors back from the grave". (Would that be a new Pepsi Generation, or just a pause that refreshes?).

PEPSI - FEST '90

With Pepsi-Fest '90 still (6) months away we're busily at work making plans to have the BEST Pepsi-Fest ever. So be sure to make your plans to join us MARCH 23-24, 1990 in Indianapolis, Indiana.

Along with our Friday night meeting we're planning a giant pizza party for club members. Saturday will be the usual swap meet plus a couple of seminars. For the early birds there will be some activities planned for Thursday.

Pepsi-Fest '90 is being held at the same hotel as Pepsi-Fest '89 but, note that the hotel has changed their name from Best Western Airport Inn to Days Inn Airport Hotel.

P.S. At the end of Pepsi-Fest '89 I spent hours trying to find a responsible, loyal Pepsi member to keep the Pepsi-Fest banners till next year. Now that responsible person has informed me that in order to stay a loyal member she had to sell the banners to pay her PCCC dues! I have only one thing to say about that; If the banners are not brought to Pepsi Fest '90, I will be forced to tell everyone that it was your kids running up and down the halls of the hotel at 2 in the morning. SEE YOU AT PEPSI-FEST '90!!!!!!!



CATCH THAT PEPSI SPIRIT

In previous issues I've stressed the importance of the small independent bottler to the success of Pepsi-Cola. Lee Jones, our member from Roanoke Rapids, Virginia is proud to be associated with one such bottling company.



McPherson Beverages, Inc. was opened in 1932 by partners J.E. McPherson, Dallas W. McPherson, and Mr. & Mrs. W.C. Jones Sr. The family owned operation began with only two trucks and nine employees. In 1935 the firm obtained the Pepsi-Cola franchise and sales were increased from 1,600 to 2,300 cases a week within a year. In 1936 the sales territory was extended from North Carolina to Virginia.

By 1937 a new plant and new equipment had been added. Growth continued through the 1930's and 40's until in 1949 they received their first per capita award for production.

In 1950 Dallas McPherson died and Lee's father W.C. Jones Sr. was named President, in that same year he introduced the new 10oz. Pepsi-Cola.

Through the years McPherson Beverages, Inc. has not only played part in the growth of Pepsi-Cola but apparently in the town of Littleton, North Carolina. As part of research for this article Lee sent me several newspaper clippings commemorating various milestones in the Company's history. In most cases, activity at the bottling plant was front page news. New bookkeeping systems were congratulated, retiring employees' pictures were in the paper, employee service awards were reported, even office workers and janitors were publicly thanked for their service.

The concept of employee recognition and community involvement is one that the Fortune 500 companies are just beginning to re-discover. For the small town independent bottler it has been an integral part of their success. My thanks to Lee for sharing this part of his family's history.

<p>Bigger and Better Sparkling Bracing Beverage</p>  <p>Refreshing — Healthful</p>	 <p>Everywhere</p>	<p>DRINK NU-GRAPE Imitation Grape Flavor "First In Taste— First in Favor"</p>
<p>PILOT GINGER ALE PALE DRY The Perfect Ginger Ale</p>	<p>McPherson's Beverages In Mixed Sodas—Large Size Many Delicious Flavors</p>	

ORDER BY CASE FOR HOME USE!



PEPSI FAIR '89

For the first time the Pepsi Fair took place indoors. Judging from the positive comments this will become our permanent format. On Friday night there was a pizza party complete with video tapes of Pepsi commercials. The surprise of the evening was the presentation of a clock/plaque to Bob Stoddard from the Pepsi-Cola Company. On Saturday the swap meet room was filled to overflow capacity with Pepsi collectables and Pepsi collectors. Everyone seemed to have a good time and are looking forward to next year.



VIRGINIA PEPSI-COLA COMPANY

CORNER FOURTH AND WATER STREETS

CHARLOTTESVILLE, VIRGINIA

December 20, 1932



Mr. Butler and Mr. McDonald,
Warrenton, Virginia.

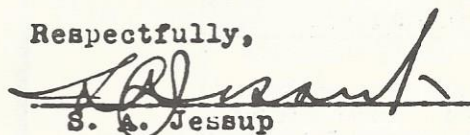
Gentlemen;

On account of the present conditions you had better lay off Mr. Swabs, and only get him a day now and then, when you cannot possibly get around your selves.

Catch up all the little odd jobs, and go over the trucks when you cannot get outside so that every thing will be in apple pie condition in case we do get throught the winter and business opens up.

With kindest personal regards, and a Merry Christmas, I remain,

Respectfully,



S. A. Jessup

BUY, SELL, & TRADE

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Y** **B
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**COLLECTORS' GUIDE
TO
GLASS COLLECTING**



**CARTOON CHARACTERS
SUPERHEROS
STAR TREK
WARNER BROS.
PEPSI, COKE
ROCKWELL, DR PEPPER
OVER 450 PHOTOS**

STYLES BAKER BY JOHN HERVEY

NEW BOOK

Contains over 1000 listings and 450 photos. The most up-to-date Pepsi glass list available. Mail \$12.00 to

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THE MUSEUM OF BEVERAGE CONTAINERS & ADVERTISING

COLLECTABLES GIFT SHOP
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PEPSI-COLA COLLECTIBLES



BILL VEHLING
MICHAEL HUNT

**PEPSI-COLA
COLLECTIBLES** by Bill Vehling and Michael Hunt. 160 pages with over 850 items illustrated and priced. 8½"x11", cover price is \$14.95. PCCC members only! Save \$2.00, price is \$12.95 + \$1.25 postage & handling for each book for a total of \$14.20. Please enclose remittance and send to: Bill Vehling Box 41233, Indianapolis, IN 46241

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

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennox Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95 —
9. Birthplace of Pepsi letterhead .15
Birthplace of Pepsi cigarette lighters 2.50
Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00
- Birthplace of Pepsi enameled board nail file .35
Birthplace of Pepsi wooden nickels .50
10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

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COKE MACHINES
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\$ WILL PICK UP/PAY CASH \$
CALL PAUL (312) 964-2555



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Established 1976
1108 Front Street
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FOR SALE

Pepsi glasses, matches & list (send SASE)
 1930 bottle bag #839 M \$22.
 1940 Cardboard coaster #856 & 857, NM, \$15. ea.
 1960 Tin sign "Say Pepsi Please" 9x12, #272, NM, \$15.
 1940 Match designed insignia \$8.ea.
 1910 bottle #495, 12 oz., EX, \$65.
 #488, EX, \$60., #490 VG, \$45., #498 12oz., NM, \$30., mini #498, EX, \$25.; test thin glass 10oz. \$15.
 Tray #14, \$40; #16 EX, \$15.; Tip #29 NM, \$30.; #27 EX, \$18.
 1940&50's adv. \$5-10ea. want info on ads for future list.
 Contact: Thomas Rosing, 15 Glendalough Rd, Dallas, PA. 18612 or 717-675-6302 aft 7pm.

AD CORRECTION

Rare - 1905 Porcelain Pepsi-Cola syrup dispenser. Has one tiny chip in lid, missing spigot. Accepting bids over \$6000.00 min. Contact: The Tennis Club Gift Shop, 701 W. Baristo Rd., Palm Springs CA. 92262.

3 different tumblers (glass) all mint & dated from Viola, CA.
 a) CA. Pepsi-Cola 1st annual Stag meeting, Aug. 8-10, 61.
 b) In the hills with Bud Hill Pepsi-Cola outing, Aug. 16-18, 57.
 c) Pepsi outing, Aug. 13-14, 62. \$60.00 for the set
 6oz. "Hits the Spot" glass #477, mint, \$25.
 1965 dated paper hat, mint \$3.00
 Prices do not include postage and insurance. Contact: Susan Rife, 12600 S.E. Shady Meadow Ct., Clackamas, OR. 97015.

All listed in Pepsi-Cola book #3, 1900's tray, VG to EX, rough around edges, \$70.

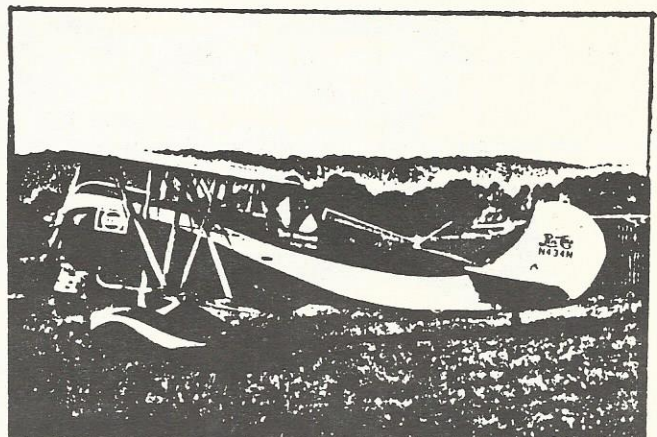
#27 tip tray, VG, \$20.
 #83 tin 6 pack, VG, \$20.
 #469 1930's paper cup, mint \$60.
 #502 1950's bottle, VG, \$5.
 #661 wire opener, VG, \$5.
 #672 1930's pin (yellow) mint \$40.
 #839 1960's tin cake carrier, never used, EX to Mint, \$40.
 #881 1950's pencil clip, mint \$5.

Shipping & handling extra.
 Contact: Linda Rosati, 325 Church St., Amsterdam, N.Y. 12010 or 518-842-5542.

 PEPSI-COLA COLLECTIBLES
 (with revised prices/1988-89)
 by Bill Vehling & Michael Hunt

160 pages with over 850 items illustrated and priced. Cover price \$14.95, PCCC members save \$2.00, price is \$12.95 + \$1.25 postage and handling per book - \$14.20 total.

"Price guide update" available for \$3.00 ppd. Updates prices in first printing of above book. Send order & payment to: Bill Vehling, Box 41233, Indianapolis In. 46241.



Pepsi Skywriting Airplane

WANTED

Pre 1960's Pepsi-Cola memorabilia
no reproductions-buy, sell &
trade, contact: Mark Walters, #58
Stratford, Wichita, KS. 67207.
316-686-6217.

Pepsi Zippo lighters. Also items
#765, 759, 747, 719 & 655 or any
Pepsi items under \$50.00, Contact
Gary Checkai, 847 Hayes Ave.,
Racine, WI. 53405 or 414-633-9430.

Pepsi-Cola advertising of all
types from 1960's and before.
Also buy other brands. One pc.
or entire collection. contact:
C.C. Cowboys, Rt.1, box 430,
Chester, S.C. 29706 or call
803-377-8225.

No. Carolina & Virginia Pepsi
bottles, pre 1930. Contact: D.J.
Odell, P.O. Box 988, Mt. Airy,
N.C. 27030 or 919-786-7025.

Cartoon character glasses, buy,
sell or trade. Contact: Carol
Markowski, 3141 W. Platte Ave.
Colorado Spgs. Co. 80904

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**1990 Who's Who in Collectibles
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10036. (Receive two free copies
per listing. Order add'l copies
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A BIG O.K...

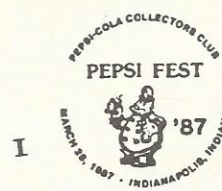
PEPSI-COLA
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- A) 3X5 PCCC decal, red, white & blue. \$1.50 ea. ppd.
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- C) PCCC pin-back button. \$2.00 ea
- D) Pepsi-Fest '89 flying disc \$3.50 ea. ppd.
- E) 1988 Pepsi Fair lapel pin. \$3.50 ea. ppd.
- F) 1987 Pepsi Fair lapel pin. \$3.50 ea. ppd.
- G) PCCC lapel pin. \$3.50 ea. ppd.
- H) Pepsi-Fest '89 magnet \$2.00 ea. ppd.
- I) Pepsi-Fest '87 pin-back button \$2.00 ea. ppd.

Past issues of the PCCC Newsletter available for only \$1.50 each. Please indicate which issue you want and enclose a legal size S.A.S.E. Send to: PCCC, P.O. BOX 1275, Covina, CA 91722.

North Carolina Department of Cultural Resources



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

COLLECTOR GLASS PRICE GUIDE

Contemporary Fast-Food and Drinking Glass Collectibles

by Mark E. Chase and
Michael J. Kelly

This 6" X 9" paperbound book from Wallace Homestead Publishers is the first comprehensive identification and price guide for glasses from fast-food restaurants and food products. With over 430 B&W photographs of glass sets and over 250 pages of extensive descriptions and pricing information, this is the most authoritative collection of reference material on fast-food and contemporary collectible glasses available.

Our introduction contains an overview of the history of glass collecting; pricing and grading information; suggestions for inventory systems, storage, and shipping; and useful information on production errors and collector networks.

Send \$16.95 (postage paid) to:

Collector Glass News,
PO Box 308M,
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Pennsylvania residents add 6% Sales
Tax (\$16.95 + \$1.01 = \$17.96).

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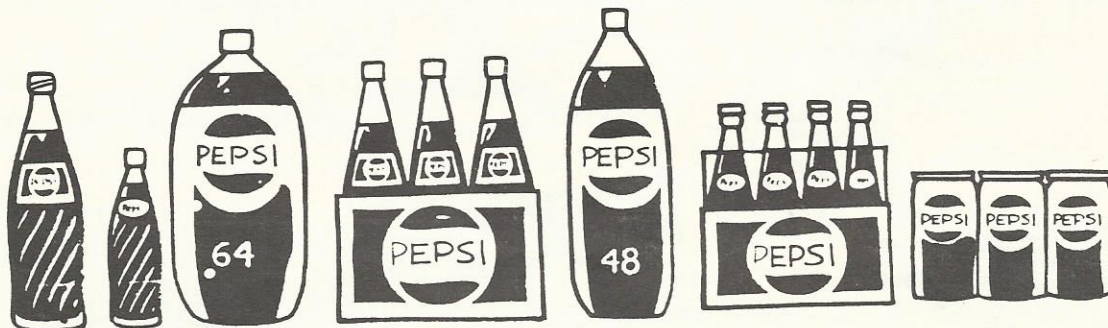
NOSTALGIA-VILLA

978 THE QUEENSWAY, TORONTO, CANADA

JUDY'S PLACE

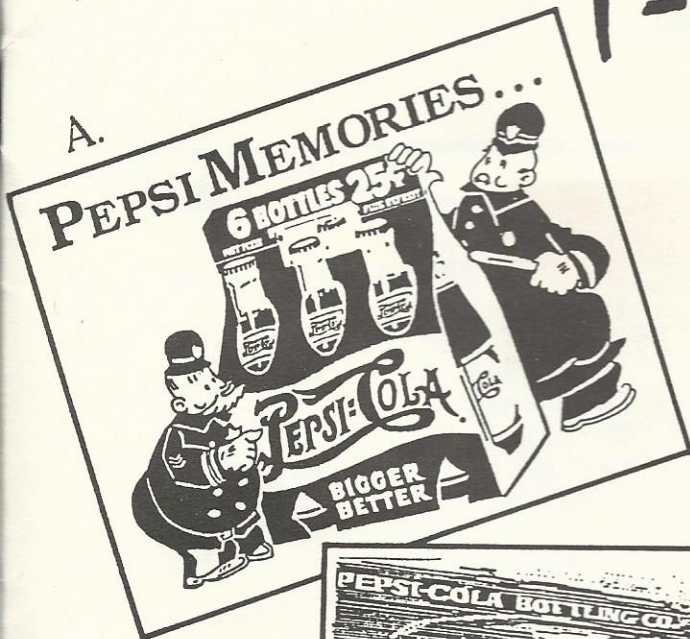
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PEPSI-COLA MEMPHIS BOTTLING CO.
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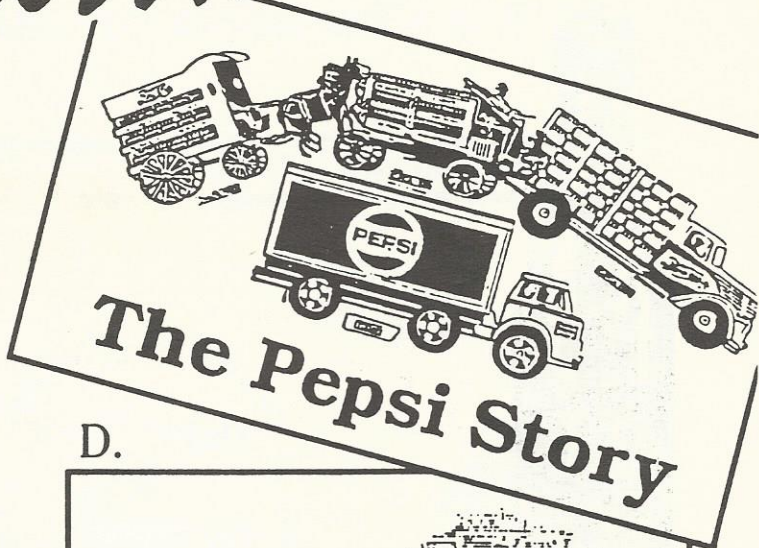


Pepsi Memories T-Shirts

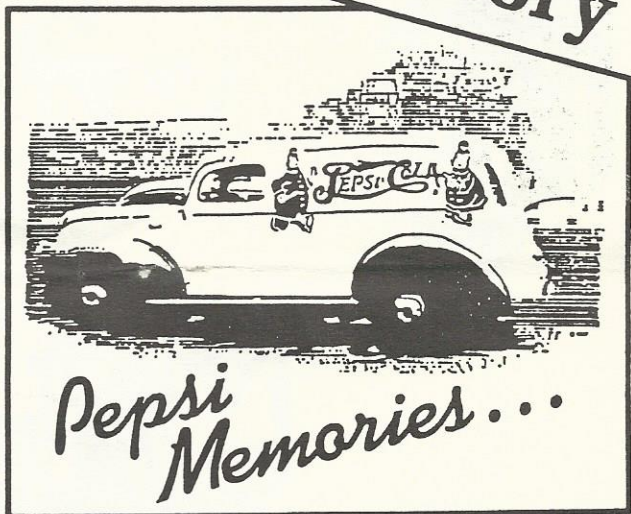
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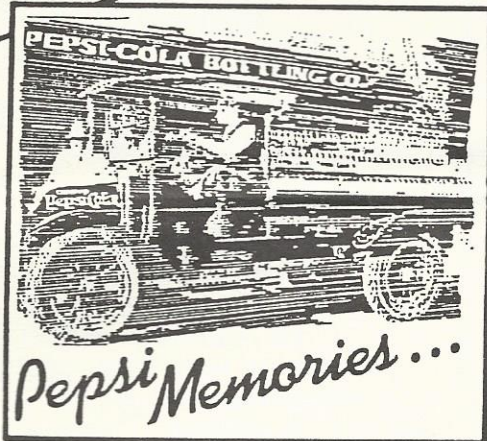
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T-shirts are white with red and navy 2 color designs, 50/50 poly/cotton.

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