



# NEWSLETTER

post office box 1275 covina, california 91722

**VOL. 5 NUMBER 1**

**MARCH-APRIL 1988**

Pepsi Fest '88 is on it's way to being a smashing success! We already have more rooms booked now then we had total last year. We've also sold more swap meet tables. This year we're also having a silent auction on Saturday night at the swap meet, this should add alot more excitement to the event.

Pepsi Fest '88 is the one event of 1988 you don't want to miss, make your reservations now, call the Sheraton Northeast at (317) 897-4000. If you wait too long to reserve a room you may have to stay elsewhere, (don't forget to tell the Sheraton your with the Pepsi Club). Remember the Sheraton rate for club members is \$42.00 a night for up to 4 people.

The Pepsi Fest '88 packet sale is going very well and there is a good chance we will sell out, so order yours right away. Remember you don't have to attend Pepsi Fest to buy a packet (see ad for Pepsi Fest in newsletter).

HOPE TO SEE YOU AT PEPSI FEST '88!!!



**IN THIS  
ISSUE**

PEPSI FEST '88  
RECIPE FOR A PEPSI-COLA CAKE

THE CLINE COLLECTION  
LOGO VARIATIONS

## NEWSLETTER NOTES

Where are the name badges? This is the most common question I've been asked recently. The answer is they have been ordered and are due in soon. We were unable to have them made until we had accumulated a large enough order. Thank you for your patience.

Recently we've received a number of comments and criticisms of the newsletter which we do appreciate. We are evaluating these comments in an effort to improve the newsletter. We hope others will feel free to comment both pro and con.

Remember all members are welcome to submit articles, photographs (black & white only) and information for the newsletter. If we are not covering an area of Pepsi collecting that is of interest to you please let us know or submit an article of your own.

## PCCC NEWS

The Southern California Chapter held it's first meeting of the year in January. Besides the swap meet the highlight of the event was the viewing of a Pepsi & Pete 1940's animated commercial, which everyone thoroughly enjoyed. By the way, we will also be showing this commercial at Pepsi Fest '88.

## CATCH THAT PEPSI SPIRIT

Wondering what to make for that special day, well we have a suggestion, a PEPSI-COLA CAKE, below is a recipe submitted by Susan Rife.

### PEPSI-COLA CAKE

#### Cake:

- 2 cups sifted all-purpose flour
- 3 tablespoons cocoa
- 2 cups granulated sugar
- 2 sticks butter, melted (1 cup)
- 1 cup Pepsi
- 1/2 cup buttermilk
- 2 eggs, beaten
- 1 teaspoon baking soda
- 1 teaspoon vanilla
- 1 1/2 cups miniature marshmallows

#### Frosting:

- 1/2 cup butter, softened
- 3 1/2 cups sifted powdered sugar
- 2 tablespoons cocoa
- 1/2 cup Pepsi

Preheat oven to 350 degrees. Grease and flour a 13-by-9-inch pan. Mix flour, cocoa and sugar together in large bowl, then beat in remaining cake ingredients except marshmallows, which should be folded in last. Pour into prepared pan and bake 40 minutes. Frost while still warm.

To make frosting, cream butter and sugar, then beat in cocoa. Add Pepsi and beat until smooth. If necessary to make thicker frosting, add more powdered sugar.



## PEPSI-COLA HISTORY

**PEPSI-COLA**

**COMPANY**

**Empire State Building  
New York City**

January 26, 1932.

**PEPSI-COLA**  
TRADE MARK

**COMPANY**

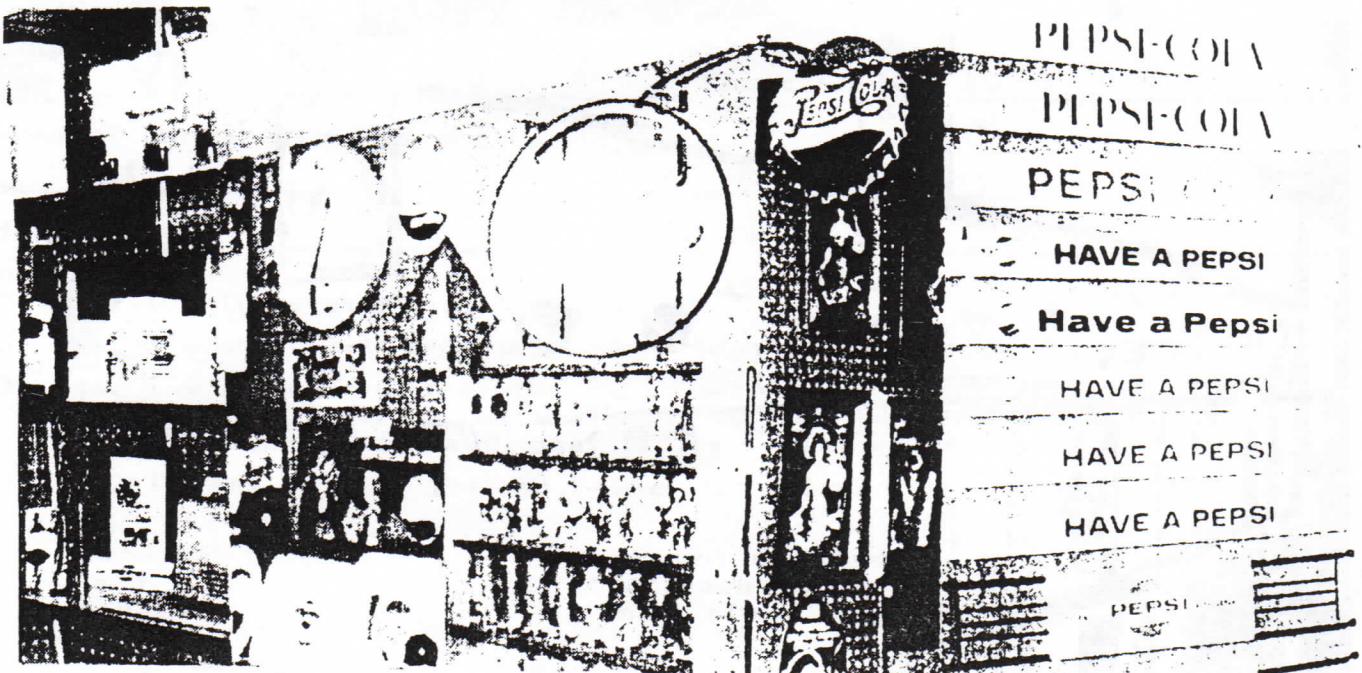
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Long Island City, N. Y.**

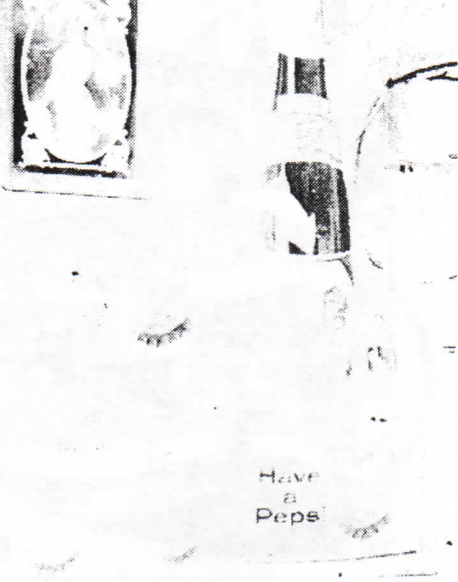
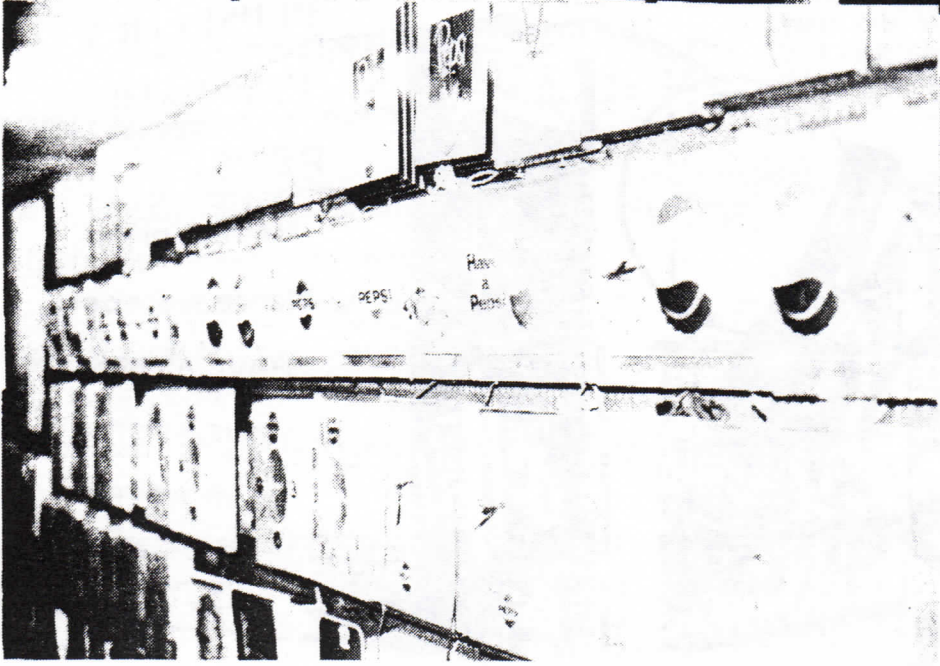
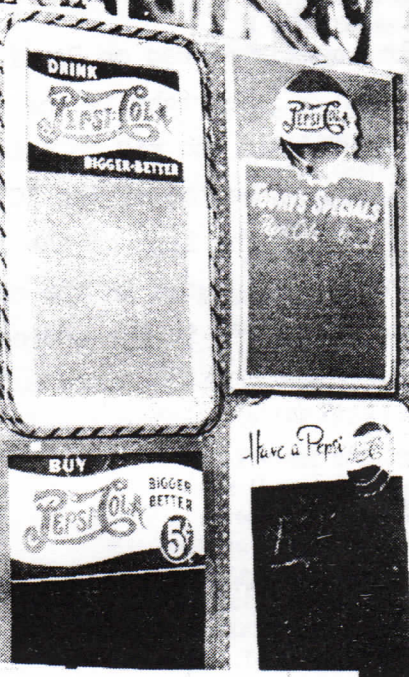
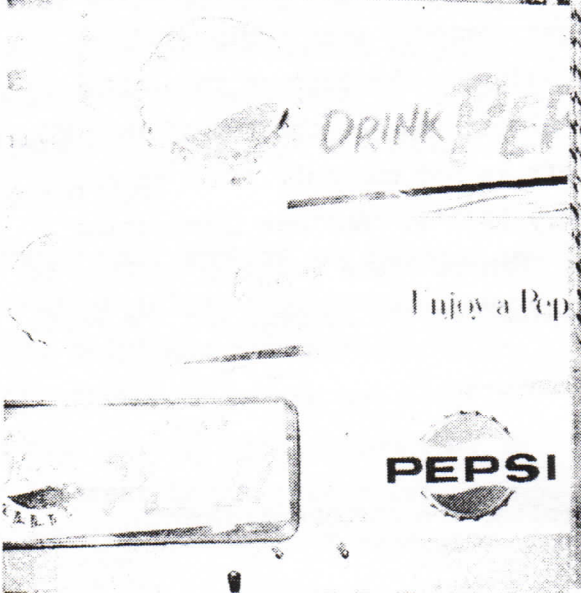
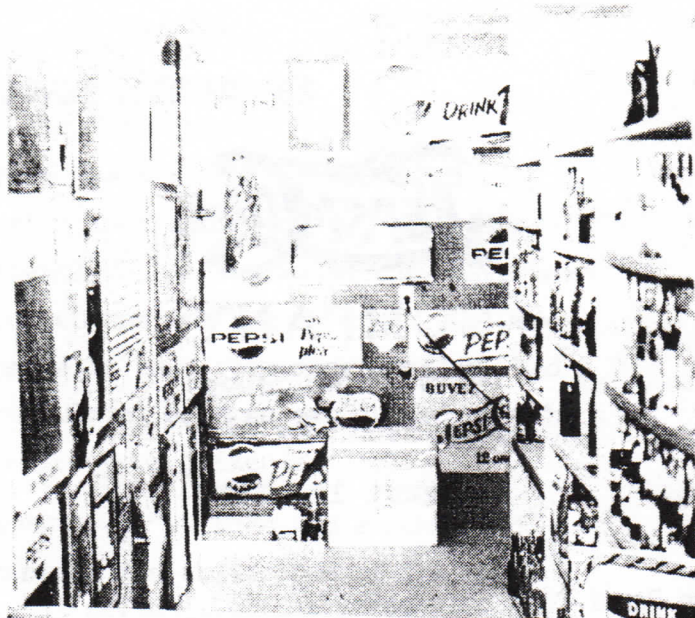
August 18, 1937

The above Pepsi-Cola logos appeared on Pepsi-Cola stationery in 1932 and 1937 respectively. The logo on the right is the most commonly seen script and was used before 1930 and again in the mid to late 1930's. The logo on the left is slightly different (notice the top of the "C" almost touches the top of the "P" on the logo on the right). The logo on the left is not commonly found on any Pepsi memorabilia and was only used in the early 1930's. Another interesting fact about the logo on the left is the address "Empire State Building". This is the only time I've seen the "Empire State Building" as the address for the Pepsi-Cola Company.

## COLLECTOR SHOWCASE

This Collectors Showcase features the Cline collection of Coburg, Oregon.





Have a Pepsi



# PEPSI FEST 88

March 25-26, 1988  
Sheraton Northeast - Indianapolis  
7201 East 42nd Street  
Indianapolis, IN 46226  
(317) 897-4000

**MARCH 25**  
GENERAL CLUB MEETING  
AND ROOM HOPPING

**MARCH 26**  
PCCC SWAP MEET  
SILENT AUCTION

This year we will be offering a Pepsi Fest 88 packet to be sold at the event, or by mail following Pepsi Fest 88.

The packet will include:

- \* Lapel Pin
- \* Deck of Cards
- \* Plastic Mug
- \* Key Fob
- \* Whistle
- \* Wooden Nickel

Pepsi Fest logo will be imprinted on all packet items.

All for only \$11.50 --


-----  
Name \_\_\_\_\_ Phone Number ( ) \_\_\_\_\_

Names of others attending with you:  
\_\_\_\_\_  
\_\_\_\_\_

Address \_\_\_\_\_ City & State \_\_\_\_\_  
Zip \_\_\_\_\_

- Yes, I will be attending.
- Yes, I plan to sell from my room Friday night, March 25, 1988.
- Yes, I will be selling at the PCCC Swap Meet, March 26, 1988. Enclosed is \$ \_\_\_\_\_ for \_\_\_\_\_ tables. (Cost of tables is \$8.00 for first table, \$3.00 each for additional tables — Tables or 6'x3')
- Yes, I want a Pepsi Fest 88 Packet for \$11.50

Number of Packets \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_, add \$3.00  
for each packet you want to receive in the  
mail after Pepsi Fest 88.

 SEND TO: P.O. Box 1275, Covina, CA 91722

# PEPSI-COLA HISTORY

During World War II metal was rationed for non war use. Below is an article on how bottlers maintain a supply of bottle caps. Taken from a Pepsi-Cola World magazine 1943.

## Wanted: Used Crowns!



**THIS LITTLE CAP  
WENT TO MARKET  
... AND NEVER  
CAME BACK**



**THIS LITTLE CAP  
STAYED HOME  
AND WAS LOST  
FOREVER**

One of the problems of Pepsi-Cola Bottlers during this and coming months, is quota-free crowns. The answer to this problem is, and will continue to be greater efforts on the part of each Bottler to collect used-crowns.

• There should never be a shortage of used-crowns—the quantity is increased every month by the influx of the 70% new crowns permitted under WPB allocation. The energetic, resourceful Bottler will collect not only a major percentage of the new crowns he distributes each month, but will also collect a good portion of the new crowns his less energetic competitors distribute.



**THIS LITTLE CAP WAS RETURNED BY  
THE DEALER, HAS BEEN REPROCESSED  
AND IS BACK IN SERVICE AGAIN!**

*This poem was used in newspaper advertising by the Pepsi-Cola Bottling Company of Detroit.*

A survey taken since the first of the year in the New York Metropolitan area show that over 55% of the number of crowns shipped out have been collected. Some Bottlers report even better success. Austin, Minnesota, reports a return of more than 60%, while Oklahoma City, Oklahoma, tops the list with 95%!

A country-wide advertising and promotional campaign to get back used-crowns is now in full force. Spot announcements on the radio, and advertisements in newspapers

and magazines constantly call the consumers' attention to the necessity of returning used-crowns. Special neck labels are available to all Bottlers, which ask

consumers to return the bottle caps.

Alert Bottlers have capitalized on the results of this publicity, by supplementing in their local markets campaigns of their own, and reminding retailers and distributors of the importance of returning used-crowns. Printed messages to distributors read, "Save crowns. We need them now — you will definitely need them later."

### Suggestions

In the New York Metropolitan area, distributors are offered one extra case of Pepsi-Cola for each 10-lbs. of crowns returned.

The Binghamton, New York Bottler stimulates collection of used-crowns among his salesmen by establishing a monthly quota of used crowns to be collected, and offering a first prize of \$15, second prize of \$10 and a third prize of \$5 for the largest quantity of crowns collected by the salesmen during the month. The challenge of the contest has been accepted with enthusiasm by his men and their collection of crowns has been substantially increased.

Other Bottlers have increased their collection of used-crowns by putting it up to their retail outlets either to save used-crowns or face the prospect of rationing Pepsi-Cola.

One Bottler offers a war bond to the dealer who collects the most bottle caps on a per-bottle basis.

A New England Bottler pays his driver salesmen a bonus of 1¢ a gross.

In Detroit, a contest was staged among colored churches for the return of used caps. The same idea has been carried out among women's clubs, high

Bring back them bottle caps  
... OR ELSE!



Bottle caps are scarce. It's all-important that your customers bring 'em back to you with their empty bottles. Keep reminding them every day. It'll help keep Pepsi-Cola coming to you.

**PEPSI-COLA**

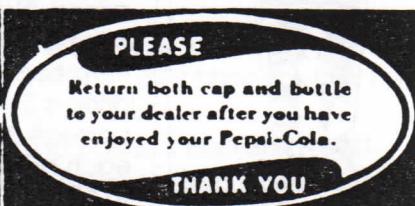
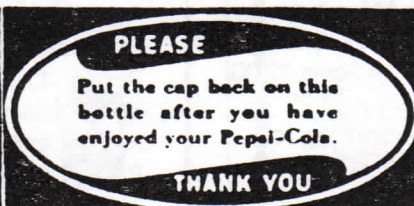
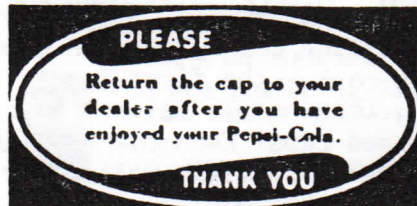
Pepsi-Cola Company, Long Island City, N. Y. Bottled locally by Franchised Bottlers from coast to coast.

This advertisement, and others like it appearing in Trade Publications get the point across.

to Pepsi-Cola Bottlers at the lowest price obtainable. Production has been stepped up to more than 200,000 gross a week, and the Company is maintaining its efforts to improve the reformed crowns by switching over to an enamel finish that will not only make the crowns rust-proof, but will "cushion" the metal and reduce bottle breakage.

• The one, big IF in the success of the entire reclamation program is the supply of used-crowns Pepsi-Cola Bottlers can collect during the summer months. This is your challenge, your job. It is up to every Bottler to use his ingenuity to increase his collections of used crowns. Many of you have already enjoyed considerable success with novel ideas and stunts — send in your suggestions; we will reprint them next month.

L-102, L-101 and L-103 . . . these three types of neck labels urge consumers to return bottle caps.



## 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.



PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost: \$10.00 ea. Also available: 5½x5½ red, white & blue embroidered patch, cost: \$10.00, include \$5.00 for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St., Huntington Beach, CA 92647 or (714) 842-3161. NO CODS.



**NEW BOOK!! 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
8. Pepsi-Cola can piggy banks .50
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 key ring 1.00
- 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.

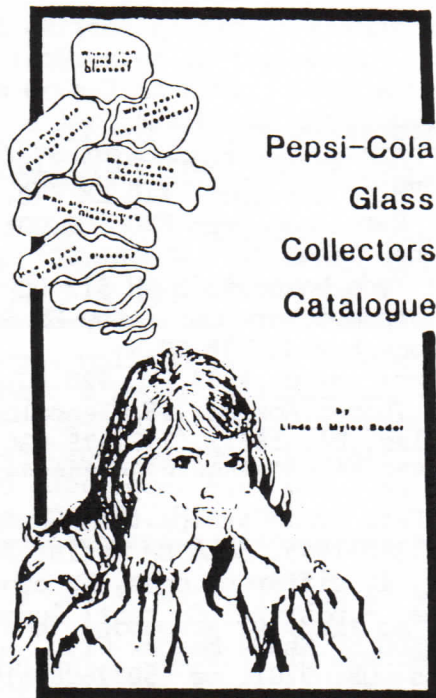
Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

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Escambia Bottling Co. Hutchinson embossed Pepsi trade-mark - the first & only Pepsi Hutchinson, this bottle is very rare. Also, embossed Pepsi Escambia Bottling Co. Pensacola, FL. - straight wall rarer than the Hutchinson - expensive - write if interested to: Greg Quina, 3942 Hwy 297-A Cantonment, FL. 32533.

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**Pepsi-Cola  
Glass  
Collectors  
Catalogue**

By  
Linda & Mylon Bader

© Mylon Bader

NEW BOOK - Pepsi-Cola Glasses  
Over 400 glasses listed with their  
scarcity codes and prices. Cartoon  
super heros, Rockwells, sports stars,  
etc.... \$5.00 includes postage and  
handling. 10+Books at \$2.25 each.  
SEND ORDERS TO:

M. Bader  
P.O. Box 483  
Loomis, CA 95650

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PEPSI COLLECTOR BOOKS!! ON SALE NOW!!

HOW PEPSI WON THE COLA WARS...\$17.95

PEPSI GENERATIONS...\$7.00

PEPSI-COLA COLLECTIBLES...\$14.95

Please include \$1.50 for postage & handling, and check,  
money order, Visa, or Mastercard to:

SODA MART/CAN WORLD, DEPT. P, RIDGECREST DR.,  
GOODLETTSVILLE, TN. 37072

\*\*\*\*\*

**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

**WE WANT  
YOU!!**

IN THE  
**NATIONAL  
POP CAN  
COLLECTORS  
CLUB**

FOR DETAILS CALL OR  
WRITE US AT:  
**NPCC**  
1124 Tyler St.  
Fairfield, Ca. 94533  
Ph. 707-426-5553

**1st Music City Madness Trade session**

March 5-6, 1988 Sopsnored by: The Goldcrest Chapter  
of the BCCA & The Museum of Beverage Containers  
and Advertising. Sat. & Sun. 9AM to 3PM each day.  
Trading Beer & Soda cans, and all types of Beer &  
Soda advertising. FREE tour of Museum, No admission.  
If you have any questions write or call: Tom Bates,  
Soda Mart/Can World Ridgecrest Dr. Goodlettsville,  
TN 37072 Phone (615)-859-5236

The Pepsi-Cola Collectors Club is a nation-  
wide organization dedicated to preserv-  
ing the history and memorabilia of the  
Pepsi-Cola Company.

The Pepsi-Cola Collectors Club Newsletter  
is a bi-monthly publication of the Pepsi-  
Cola Collectors Club.

Publisher and Editor is Bob Stoddard.

To contact The Pepsi-Cola Collectors Club:  
P.O. Box 1275, Covina, CA 91722  
or (714) 593-8750

FOR SALE

Cans for sale - Large selection from around the world, NY Seltzer plastic test cans - 8.00, American can Bicent. steel bank can - 5.00, 15 different cans from Australia - 10.00 add 1.50 postage or send SASE for large list and to be placed on mailing list to: Neal Balkun, 34 Crescent St., #1M, Stamford, CT. 06906.

\*\*\*\*\*

Pepsi & Coke flags 3'x5' made of outdoor nylon w/brass grommets - 35.00 ppd. UPS. Send for complete list of Pepsi items for sale to: Elizabeth Gay, Rt. 1, Box 90-D Fairhope, AL. 36532 or (205) 928-3008.

\*\*\*\*\*

Plastic Pepsi semi truck from Mexico, 24" long. Blue & White w/ "Todo Es Mas Sabroso Con Pepsi" & Pepsi Lo Maximo". Pepsi logos. 36 various colored cases to represent Pepsi and flavors. 12.50 + 5.00 shipping. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Bch., CA. 92032.

\*\*\*\*\*

1940's Pepsi-Cola bottle label, old stock found in a closing printing Co. Canadian label in French w/double dot, a nice way to restore old Pepsi bottle 5.00ea. ppd. Contact: Jean-Claude Labrecque, P.O. Box 246, Montreal, Quebec, Canada H2X 3M4 or (514) 376-6339.

\*\*\*\*\*

50th Anniversary commemorative trays. Trays feature primitive style Pepsi scene representing the counties we serve. \$4.00 + 1.00 postage. Contact: Pepsi-Cola Bottling Co. of New Haven P.O. Box 77, New Haven, MO. 63068.

\*\*\*\*\*

Tray-1970's page 4 #20, this is a mistake tray 25.00, Glass Pepsi-Cola "Hit's the Spot" page 8 #477 syrup line 35.00. Bottles: circa 1916 Jessup's 20.00 circa 1907 Durham, N.C. 20.00 circa 1906 Richmond, VA. 25.00 circa 1905 Durham, N.C. Pepsi-Cola script on bottom 30.00. Newport News Chester-Field mans picture on bottle 40.00 CONTACT: Fred Mosrie, (301) 654-0348.

\*\*\*\*\*

Send S.A.S.E. (44¢) for list of Pepsi-Cola items for sale. Contact: W.R. Miller, Box 413, Fair Oaks, CA. 95628

\*\*\*\*\*

Pepsi Glasses: send SASE for list.

Trays: Coney Island (worn-RIM) #16 EX \$15.00; "Hits the Spot" #10 EX \$40.00

Bottles: Bethlehem-Drum EXC \$65.00;

Green-paper label #495 NM \$65.00

Box car: Tyco boxed #552 NM \$12.00

Trucks: Strombecker-Tootsietoy EX \$18.00;

IVECO truck boxed M \$8.00.

Stock Certificate: #897 EXC \$20.00

Contact: Thomas Rosing, 15 Glendalough Rd., Dallas, PA. 18612 (717)675-6302

\*\*\*\*\*

Pepsi & Pete comic strips from Sunday Funnies 1940-1945. Some by artist Ruth Goldberg. 14 different ones, EX cond.

\$15.00 ea. + postage. Contact: Susan Rife, 12600 SE Shady Meadow Ct., Clackamas, OR. 97015 or (503)698-5144.

\*\*\*\*\*

Catepillar Tractor glasses w/ Pepsi logo below tractor #1 & #2, \$5.00ea. + 5.00 postage: limit, 2 of each. Contact: Dave Cole, P.O. Box 182, Newport, WA. 99156.

\*\*\*\*\*

For a list of Pepsi items for sale, send a #10(long) S.A.S.E. with 44 cents postage applied to: Joe Kennedy, 3840 E. 13th St., Indianapolis, IN. 46201.

\*\*\*\*\*

1970's Pepsi watch w/1½ face with original band, \$650.00. Contact: Steve (212)601-3092

\*\*\*\*\*

WANTED/TRADE

Pepsi-Cola commemorative and foreign bottles. Send list to: Chris Dahl 2500 N. Western, #92, Liberal, KS. 67901 or (316)626-7020.

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Any kind of article of Dr. Pepper items. Send S.A.S.E to: Dino, 620 N. 5th St., Rockport, IN. 47635

\*\*\*\*\*

Pepsi cartoon glasses "Friends are Us" only interested in top cond. - one glass or all in series. Contact: Mary Ann Mueller, 613 W. "D" St., Lemore CA. 93245 or (209) 924-5504

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Diet Pepsi items. Contact: Christopher Conrad, 9520 Royal Ln., #325, Dallas TX. 75243 or (214) 340-9708

\*\*\*\*\*

Old Pepsi uniform jacket patches that say "Have a Pepsi" yellow back w/blue letter 1"x4" will trade for other Pepsi or Diet Pepsi patches. Contact: Jean-Claude Labrecque, P.O. Box 246, Montreal Quebec, Canada, H2X 3M4

\*\*\*\*\*

Pepsi 9 can 86 sets, 12 can 87 sets, Places of Interest to visit on Delmarva plus US Naval Chapel. Interested in trading sets for Pepsi & Pepsi products, bottles, cans or advertising. List available of add'l trade items. Contact: Ed Protin, P.O. Box 1164, Clarksville, MD. 21029 or (301) 531-2441.

\*\*\*\*\*

Would like to correspond with other can collectors and trade special issue Texas Pepsi cans for cans from your area. Have large trade list, will send on request. Will also buy, sell cola cans of all brands if nothing to trade. Contact: Carr Suter, 111 W. Woodbury, Garland, TX. 75041 or (214) 278-4411.

\*\*\*\*\*

Pepsi/coke special issue cans and odd sized cans. I buy/sell/trade, send lists to: Neal Balkun, 34 Crescent St., #1M, Stamford, CT. 06906

\*\*\*\*\*

#### WANTED

1930-1965 Pepsi items; Cardboard-Paper sign/cut-out display/matchbooks/calendars Clocks/thermo/tin signs/toy trucks etc. Also, 40's & 50's cone top can and many others. Contact: Aki Kawakami, 201 Daikan Plz., 10-7 Kamiyama-Tyo, Shibuya-KU 150 Japan.

\*\*\*\*\*

Playing cards and matchcovers, Pepsi or coke - paying top prices. Write to: Greg Quina, 3942 Hwy. 297-A, Cantment, FL. 32533.

\*\*\*\*\*

Green 1920's bottle caps,  
Glasses - #473, #474, #475, #477  
Old Cups - #468 to #472, #478, #480  
and other old cups & glasses.

Contact: Richard Jarrett, 204 E. Maple  
Ottumwa, IA. 52501

\*\*\*\*\*

Pepsi-Cola 160z. striped can w/crown on front. Everess can. 6 1/2 oz. embossed double dot no return bottles late 40's and early 50's. Send condition, price, and picture if possible. Mexican Disney character crowns send #;s and price. Playing card crowns, send denomination and price. Contact: Terry Lunt, 3721 Rexford Dr., Modesto, CA. 95356 or (209) 576-0223 evenings.

\*\*\*\*\*

Am looking for the following items. I have used the Pepsi-Cola Collectors book & #'s. Please send price and condition.

#6, #11, #12, #13, #17, #89, #90, #96, #98, #147, #188, #190, #269, #255, #275, #396, #535, #538, #539, #541, #543, #547, #565, #566, #578, #834, #841. Contact: Ron Buss, 3173 S. Broad St., San Luis Obispo, CA. 93401 or (805) 541-6384.

\*\*\*\*\*

Old or new Pepsi truck photos or negatives would like to borrow to make copy or you sell me the photo. Contact: Jean-Claude Labrecque, P.O. Box 246, Montreal, Quebec Canada, H2X 3M4 or (514) 376-6339 eves.

\*\*\*\*\*

Bottle crown top Escambia, Pensacola, FL. Cone Top can page 85, #508 Double Dot. Old Pepsi-Cola bottle caps. Pepsi-Cola openers, Pepsi-Cola ash trays. Contact: Fred Mosrie, (301) 654-0348.

\*\*\*\*\*

**Wanted:** I would like to trade my old Pepsi Cola bottles for yours. I have some nice paper labels (12 oz.), foreigners, and commemoratives; all in excellent condition. Generally, I am looking for the following in like condition: different 12 oz. paper labels; 8, 10, and 12 oz. red, white, and blue A.C.L. ("Painted-Labels"); double-dot or single-dot (no 12 oz. double-dot please). I would also like to purchase or trade for old embossed bottles, in excellent condition, and/or cardboard and metal signs and thermometers featuring 8 or 12 oz. bottles, ca. 1930's to 1950's. Please call or write: Jim Johnson, 8718 W. Summerdale, Chicago, IL 60656. (1-312-380-9336 After 7 P.M.)

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

FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
Covina, CA 91722  
Permit No. 173



JOE & MARY AUGUSTINE  
4515 E. CAPISTRANO AVE.  
PHOENIX, AZ. 85044



## FOR PERFECT PARTIES

Pepsi-Cola makes every party perfect. It's the bigger drink with the finer flavor. 12-ounce bottle, 5¢—or in handy 6-bottle home cartons.





# NEWSLETTER

post office box 1275 covina, california 91722

**VOL. 5 NUMBER 2**

**MAY-JUNE 1988**

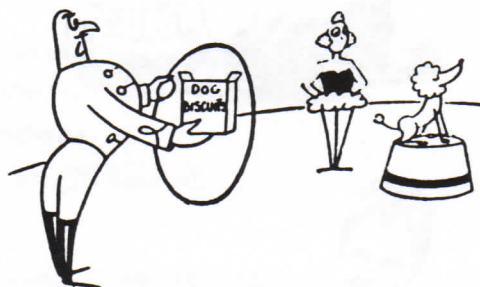
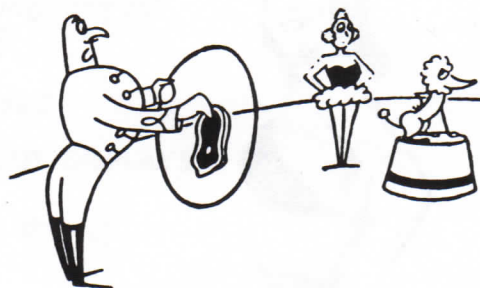
## NEWSLETTER NOTES

We wish Carole Carlock (Pepis collector from San Francisco) a speedy recovery from a recent illness that should keep her off work for 6 months.

Due to problems with our pin supplier we've been putting off shipping the Pepsi Fest 88 packets, hoping the pins would be in so we could ship the packets complete. Unfortunately they still are not in and so we have reordered with a different supplier. We have shipped packets out less the pins. Once we receive the pins we will immediately forward them to everyone who had purchased a packet. Once again I apologize for the delay.

**PEPSI-COLA COLLECTORS  
CLUB EVENTS  
FOR 1988:**

**PEPSI-COLA COLLECTORS  
CLUB FAIR  
July 15-16, 1988  
West Covina, CA**



© SLOW



*...the drink with  
QUICK FOOD ENERGY*

### IN THIS ISSUE

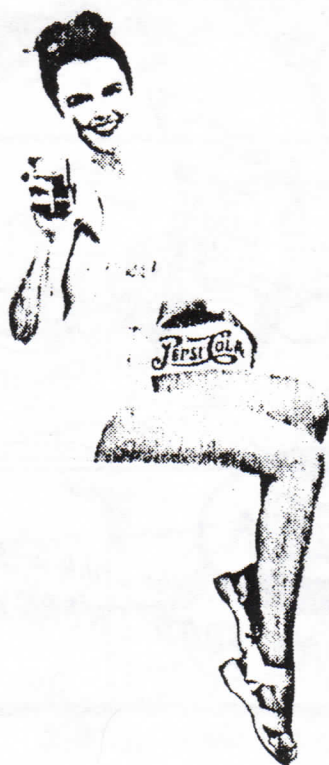
• OLD PEPSI RADIO COPY PEPSI FEST 88 HIGHLIGHTS A STORY BY PEPSI JOE



# advertising bulletin

BULLETIN B-424  
BULLETIN F-415

JANUARY 1950



5  
*Gorgeous Gals*  
5



# 5 Gorgeous Girls 5

**C**-213 — set of five full-figured, long-legged Pin-Up Girls . . . more than half life size. They've been doing a great sales promotion job in every kind of outlet and are being repeated this year because they really help sell Pepsi-Cola! Order your supply of these Cutout Pin-Ups—get the gals working for you!

## SPECIFICATIONS

### C-213 PIN-UP GIRL CUTOUT DISPLAYS

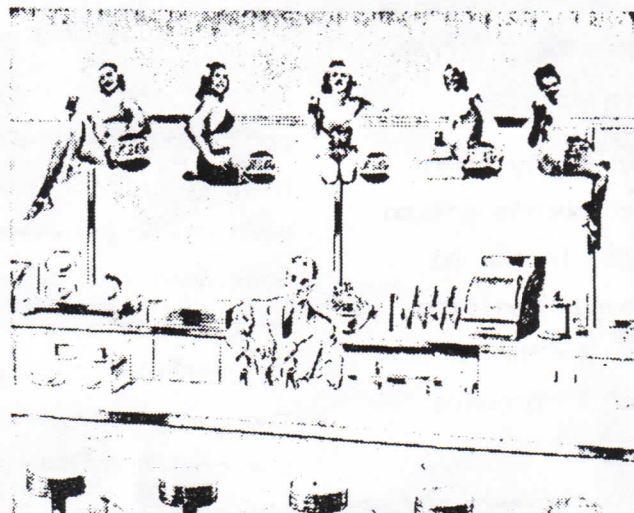
- Size:** 17" to 27" wide x 24" to 38" high.  
**Colors:** Full color.  
**Stock:** Heavy Cardboard.  
**Finishing:** Die-cut. Easels on kneeling and sitting figures. Tacking flanges on all figures.  
**Packing:** 4 sets of 5 figures per package.  
**Price:** \$8.00 per package of 4 sets (20 figures), f.o.b. Allwood, N. J.

Please specify preferred method of shipping and routing.

### CHARGEABLE TO BOTTLE AND FOUNTAIN FUNDS



FLOOR DISPLAYS



BACK BAR VALANCE DISPLAYS



WINDOW DISPLAYS

## PEPSI FEST 88

Once again Pepsi-Cola collectors from all over the United States and Canada made Indianapolis the Pepsi capital of the world, for one weekend. With the hotel full of Pepsi collectors drinking Pepsi and swapping Pepsi stories and Pepsi collectables the predominant theme.

Pepsi Fest 88 began on Friday evening with a standing room only club meeting. Included in the meeting was a multi-media presentation of the advertising history of Pepsi-Cola narrated by Peter Folds, Advertising Manager Pepsi USA. Peter's presentation was certainly one of the highlights of the weekend. This was the first time anyone from the Pepsi-Cola Company has actually participated in one of our events.

Peter later told me what a unique experience it was for him to see so many enthusiastic Pepsi collectors.

After Peter's presentation we all celebrated Pepsi-Cola's 90th birthday with a cake made special for the event. After the meeting room hopping began.

Room hopping went into the early hours of Saturday morning. Most people got to bed in time to get up to go to the Ad Show at the State Fairgrounds beginning at 11:00a.m. A quick trip to the Ad Show and then back to the hotel to prepare for the Swap Meet.

This year's swap meet was a fantastic success!! All available swap meet tables were sold and we had our first silent

auction and oral auction. Judging by the amount of items being carried out, I assume everyone had a good evening.

Thanks to everyone who helped make Pepsi Fest 88 an overwhelming success and a special thanks to Peter Folds who gave up part of his weekend to celebrate Pepsi Fest with us.

Peter Folds has made available to club members "Best of Pepsi '85" video cassette  $\frac{1}{2}$ , for a cost of \$20.00. Make checks payable to the Pepsi-Cola Co. and send to: Pepsi-Cola Company Routes 35 & 100, Somers N.Y. 10589-0403 Attn: Kelli McNulty.

## BOOK REVIEW

An Interactive book from the collectables data base 1988 edition "Pepsi Generations" a catalog of Pepsi-Cola Collectables 14.00 published by Soda Mart.

I found the historical information on soda pop very interesting. The section on Pepsi history informative yet brief making for a good quick reference source. Over all the book does have a rather extensive list of bottles, cans and other small Pepsi collectables complete with illustrations. The one problem I had with the book was the coding system was to complicated for the casual user.





PEPSI-COLA HISTORY

Every year the Pepsi-Cola Company sends out ad copies to their bottlers to be used on local radio stations. Below are a couple of ads that were used in 1941.

PEPSI-COLA 1941 RADIO ANNOUNCEMENTS

50-WORD SPOT ANNOUNCEMENTS

SIX-BOTTLE HOME CARTON

"Have you discovered America's best pleasure-bargain! It's the six-bottle Home Carton of delicious Pepsi-Cola! Every bottle gives you a swell flavor... and one carton serves plenty for all. Next time you order, be sure to get plenty of Pepsi-Cola... in the red, white and blue carton. Pepsi-Cola is

made only by Pepsi-Cola Company, Long Island City, N.Y., and is bottled locally by (name of bottling plant).

SKYWRITING

Heads up, everybody! The Pepsi-Cola sky writer is winging his way to this town and he'll be here in just (number) days! And what a show he puts on! Diving and spinning all over the sky... he gives you a thrill a second! And if you want some added thrills... just down a Pepsi-Cola. A thrill in every sip. Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N.Y., and is bottled locally by (name of bottling company).



**TOPS 'EM ALL!**

**BIGGER DRINK • BETTER FLAVOR**

5¢

Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N. Y. Bottled locally by authorized bottlers.



**TOPS 'EM ALL!**

**PEPSI-COLA**

5¢

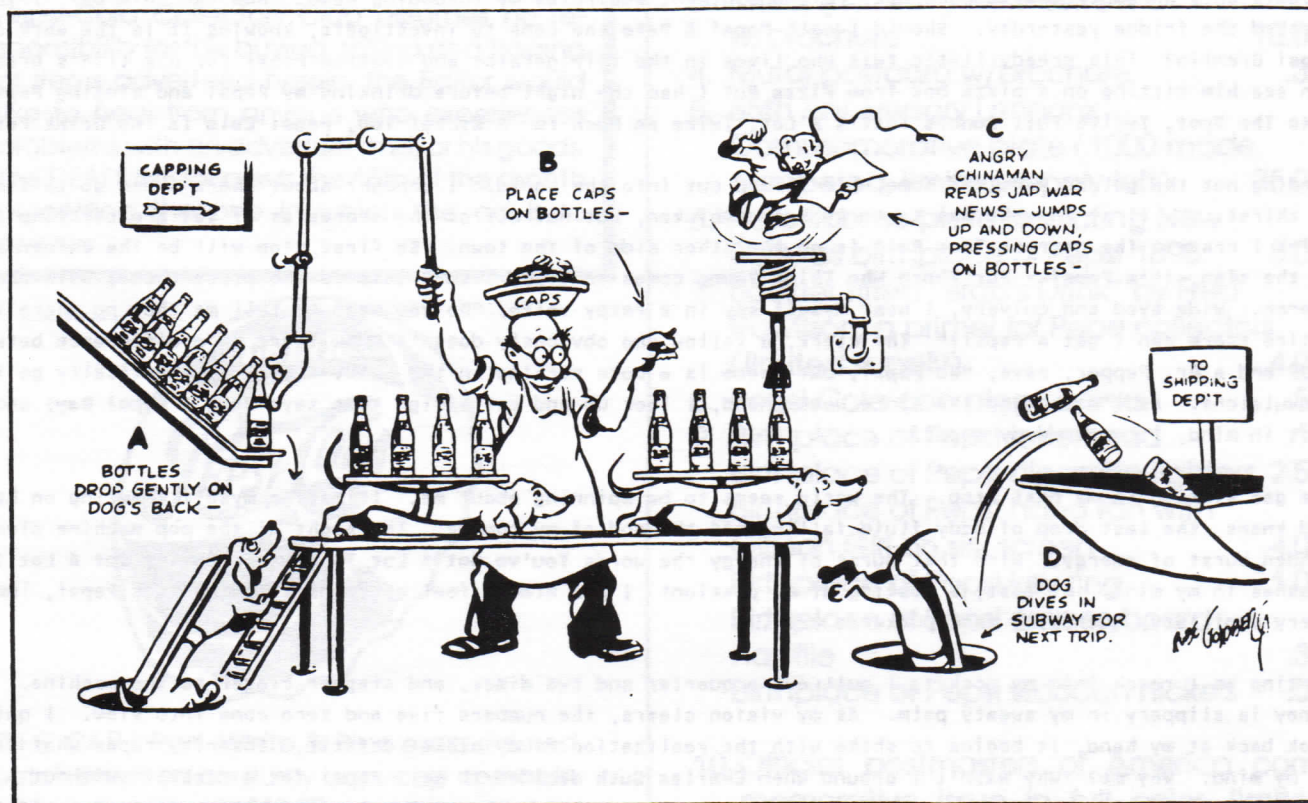
**BIGGER BETTER**

Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N. Y. Bottled locally by authorized bottlers.

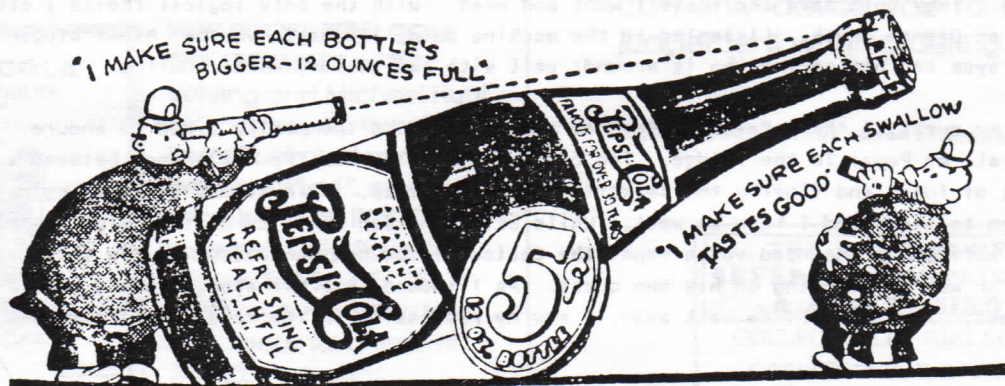
"GREAT WITH A SANDWICH"  
"PLENTY FOR A BIG THIRST"



# A Corner of Rube Goldberg's Private Screwball Bottling Plant



Rube Goldberg has long been admired by cartoon-loving citizens as the King of the Crazy Invention. Pepsi-Cola people revere him for his sketches of Pepsi & Pete, the Pepsi-Cola Cops, whose exploits still tickle the funny-bones of comic-book readers. Above is one of his zanier notions, drawn especially for the PEPSI-COLA WORLD of September, 1941.



QUEST OF THE WILY PEPSI

The most pressing problems in my life is that of procuring a Pepsi. Each morning brings forth a vampiric desire to suck down a Pepsi that is second to none. The task of finding this elusive Pepsi is not an easy one, it is tedious and full of disappointment and frustration.

To make this quest a little more bearable, I reminisce about different slogans used in order to help sell this carbonated caramel colored caffeine drink I call **Brad's Drink**. The search for the crafty Pepsi begins at the refrigerator. On the way the slogans **Be Sociable** and **The Light Refreshment** enters my mind as I give a quick tug on the door. As I make a fast scan of the bottom shelf I remember **Come Alive You're In The Pepsi Generation**, but reveals only an empty twelve pack box. Disappointment encircles my throbbing head. How can this be? I just stocked the fridge yesterday. Should I call **Pepsi & Pete** the cops to investigate, knowing it is the work of the Pepsi Gremlin? This greedy little twit who lives in the refrigerator and inhales Pepsi for his life's breath. I can see him sitting on a pizza box from **Pizza Hut** I had the night before drinking my Pepsi and singing **Pepsi-Cola Hits The Spot, Twelve Full Ounces That's A Lot, Twice As Much For A Nickel Too, Pepsi-Cola Is The Drink For You**.

Finding not the golden Pepsi at home, I'm forced out into the world. I thought about where I can go to indulge my thirst. My first thought was **Kentucky Fried Chicken**, but not all of the stores as of yet are carrying the drink I crave. The nearest **Taco Bell** is on the other side of the town. So first stop will be the corner store. As the sign, **It's Pepsi - For Those Who Think Young** comes in view, I know this is the place that I will end my search. Wide eyed and quivery, I hear myself say in a raspy voice, "Do you mean to tell me that no where in this entire store can I get a Pepsi?" The clerk, a fellow who obviously doesn't know there is a difference between a 7-UP and a Dr. Pepper, says, "No Pepsi, but there is a Coke machine in the back." YUK! I practically go into convulsions. As I'm leaving the store weak-kneed, I look up and see a sign that says **Have A Pepsi Day**; and with that in mind, I continue my quest.

The gas station is my next stop. The world seems to be spinning about me. I imagine myself crawling on hands and knees, the last drop of body fluid falling off the end of my tongue. The sight of the pop machine gives me a sudden burst of energy. With that burst of energy the words **You've Got A Lot To Live - Pepsi's Got A Lot To Give** flashes in my mind. At last, a slaking of my passion! I can almost feel my veins flooding with Pepsi, immersing every capillary, quenching each puckered cell.

Panting as I reach into my pocket, I pull out a quarter and two dimes, and stagger closer to the machine. The money is slippery in my sweaty palm. As my vision clears, the numbers five and zero come into view. I quickly look back at my hand, it begins to shake with the realization of my nickel deficit. Insanity rapes what is left of my mind. Why me? Why wasn't I around when **Charles Guth** decided to sell Pepsi for a nickel? Without hesitation, I pulled the attendant into a painful hold and whisper hoarsely, **Pepsi Got Your Taste For Life!** The attendant, with fear for his life digs deep into his greasy coveralls and produces a hand full of change and offers me the amount that I am shy.

As I turn to the machine I thanked him and told him that he will be written into my will. I hear the coins drop one by one and start to anticipate the cold refreshing taste I've missed since my quest. As the last coin finds its place with the others I see that I now have a choice, Pepsi Free or Pepsi. With the state of mind I'm in, I just can't decide. They both have the taste I want and need. With the only logical choice I close my eyes and hope I don't get an Orange Crush. Listening to the machine doing its magic another Pepsi slogan comes to mind, I start to open my eyes and not caring who is around; yell with exultation, **PEPSI NOW!!**

Having conquered my quest, I thank **Caleb D. Bradham** and think about the perils I had to endure. The Pepsi Gremlin drinking all my Pepsi in the fridge. The clerk who didn't know the difference between a 7-UP and a Dr. Pepper. The lack of funds and finally the selections I had to make. With all of those thing behind me I pull the tab and listen to the sound I know so well. While bring the can up to my waiting lips a small boy came up to me and said in a soft but pronounced voice **Pepsi The Choice Of The New Generation**. Did this small boy have the same perils as I or was he starting on his own quest. As I looked into his eyes, I heard myself say "I know" and handed him my Pepsi. As I started to walk away, I saw my reflection in the Pepsi machine with a smile of true satisfaction.

*Joe Pepsi*

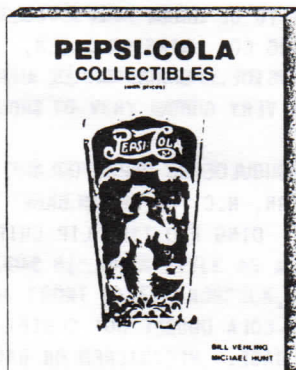
## BUY, SELL, & TRADE

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.



PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost: \$10.00 ea. Also available: 5½x5½ red, white & blue embroidered patch, cost: \$10.00, include \$5.00 for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St., Huntington Beach, CA 92647 or (714) 842-3161. NO CODS.



**NEW BOOK!! 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 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 Rawlson, a primer for Pepsi collectors (limited supply) 4.95
8. Pepsi-Cola can piggy banks .50
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 key ring 1.00  
Birthplace of Pepsi emeryboard nail file .35  
Birthplace of Pepsi wooden nickels .50
10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

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

\*\*\*\*\*

**THE MUSEUM OF  
BEVERAGE CONTAINERS  
& ADVERTISING**  
COLLECTABLES GIFT SHOP  
GOODLETTSVILLE, TN 37072  
615-859-5236 OPEN 9:00 TO 5:00

BUY 1-5, AS PRICED, EACH BOTTLE.  
BUY 6-10, DEDUCT \$5.00 OFF EACH BOTTLE.  
BUY 11 OR MORE, DEDUCT \$10.00 OFF EACH BOTTLE.

GRADING AS FOLLOWING:

POOR - FAIR - GOOD - VERY GOOD -  
EXCELLENT - NEAR MINT - MINT

CALL OR WRITE: JIM SOUTH  
P.O. BOX 672  
DREXEL, NC 28619  
PHONE: 1-704-437-5563

SHIPPED FIRST CLASS, INSURED MAIL.  
I PAY POSTAGE FOR SHIPPING.

AQUA TALL SLIM 9" PEPSI-COLA DOUBLE DOT SCRIPT  
WILMINGTON, N.C. ON FRONT BASE. ROUNDED TYPE  
BOTTOM. VERY GOOD TO EXCELLENT. \$45.00

AQUA SHORT SQUATTY 8" PEPSI-COLA DOUBLE DOT SCRIPT  
ELIZABETH CITY, FRONT BASE. REGISTERED ON BACK  
BASE. GOOD TO VERY GOOD. \$45.00

AQUA TALL SLIM 9" PEPSI-COLA DOUBLE DOT SCRIPT  
JACKSONVILLE, FLA. ON FRONT BASE. THIS BOTTLE NOT  
TO BE SOLD UNDER PENALTY OF THE LAW ON BACK BASE.  
GOOD TO VERY GOOD. \$45.00

AQUA TALL SLIM 8½" PEPSI-COLA DOUBLE DOT SCRIPT  
BOTTLING CO. GREENSBORO, N.C. ON FRONT BASE.  
THIS BOTTLE NOT TO BE SOLD UNDER PENALTY OF THE  
LAW ON BACK BASE. GOOD TO VERY GOOD. \$45.00

AQUA SHORT SQUATTY 8" PEPSI-COLA DOUBLE DOT SCRIPT  
KNOXVILLE, TENN. ON FRONT BASE. REGISTERED ON  
BACK BASE. GOOD TO VERY GOOD. \$45.00

AQUA SHORT SQUATTY 8" PEPSI-COLA DOUBLE DOT SCRIPT  
BIRMINGHAM, ALA. ON FRONT BASE. GOOD TO VERY  
GOOD. \$45.00

AQUA SHORT SQUATTY 7½" PEPSI-COLA DOUBLE DOT  
SCRIPT WILSON, N.C. ON FRONT BASE. GOOD TO  
VERY GOOD. \$45.00

AQUA SHORT SLIM 8" PEPSI-COLA SCRIPT. GOLDSBORO,  
N.C. ON FRONT BASE. VERY GOOD TO EXCELLENT. \$45.00

AQUA SHORT SQUATTY 8" PEPSI-COLA DOUBLE DOT SCRIPT  
ON FRONT SHOULDER. REGISTERED ON FRONT BASE.  
GREENVILLE, N.C. ON BACK BASE. RING AROUND NECK.  
GOOD TO VERY GOOD. \$45.00

AQUA SHORT MEDIUM SQUATTY 7½" PEPSI-COLA SINGLE  
DOT BLOCK BOTTLING CO. OF ASHEVILLE, N.C. ON FRONT  
SHOULDER. GOOD TO VERY GOOD. \$40.00

AQUA SHORT MEDIUM SQUATTY 7½" PEPSI-COLA SINGLE  
DOT BLOCK BOTTLING WORKS L.M. SQUIRES PROP.  
BURLINGTON, N.C. CAPACITY 7 OZ. COVERS MOST OF  
THE FRONT OF THE BOTTLE. GOOD TO VERY GOOD. \$45.00

CLEAR SHORT MEDIUM SQUATTY 7½" PEPSI-COLA DOUBLE  
DOT BOTTLING WORKS. RICHMOND, VA ON FRONT  
SHOULDER. TRADE MARK REGISTERED ON BACK SHOULDER.  
MINIMUM CONTENTS 6½ FLUID OZS. ON BACK BASE. VERY  
GOOD TO EXCELLENT. \$45.00

AQUA TALL SLIM 8-3/4" PEPSI-COLA DOUBLE DOT SCRIPT  
GREENWOOD, S.C. ON FRONT BASE. GOOD TO VERY GOOD.  
\$45.00

AQUA TALL SLIM 9" PEPSI-COLA DOUBLE DOT SCRIPT  
NORFOLK, VA FRONT BASE. THIS BOTTLE NOT TO BE  
SOLD UNDER PENALTY OF THE LAW ON BACK BASE.  
ROUNDED TYPE BOTTOM. GOOD TO VERY GOOD. \$45.00

AQUA TALL SLIM 9" PEPSI-COLA DOUBLE DOT SCRIPT  
CHARLOTTE, N.C. ON FRONT BASE. GOOD TO VERY GOOD.  
\$35.00

AQUA TALL SLIM 8½" JESSUP'S HIGH ON FRONT  
SHOULDER. PEPSI-COLA DOUBLE DOT BOTTLING WORKS  
CHARLOTTESVILLE, VA. REGISTERED COVERS REST OF  
FRONT OF BOTTLE. J ON THE BOTTOM OF THE BOTTLE.  
GOOD TO VERY GOOD. \$35.00

AQUA TALL SLIM 9" PEPSI-COLA DOUBLE DOT SCRIPT  
DARLINGTON, S.C. ON FRONT BASE. ROUNDED TYPE  
BOTTOM. GOOD TO VERY GOOD. \$35.00

AQUA TALL SLIM 8-3/4". BOTTOM 3/4 OF FRONT OF THE  
BOTTLE. THIS BOTTLE NOT TO BE SOLD. PEPSI-COLA  
DOUBLE DOT SCRIPT BOTTLING CO. WINSTON-SALEM,  
N.C. REGISTERED ON BACK SIDE. SMALL INSIDE LIP  
CHIP AND CRACK. GOOD TO VERY GOOD. \$40.00

AQUA TALL SLIM 8½" HIGH SHOULDERED PEPSI-COLA  
DOUBLE DOT SCRIPT NEW BERN, N.C. ON FRONT BASE.  
REGISTERED ON BACK BASE. DING AND TINY LIP CHIP.  
VERY GOOD TO EXCELLENT. \$40.00

AQUA TALL SLIM 8½" PEPSI-COLA DOUBLE DOT SCRIPT  
NEW BERN, N.C. ON FRONT BASE. REGISTERED ON BACK  
BASE. LIP CHIP. GOOD. \$30.00

CLEAR TALL SLIM 8½" HIGH SHOULDERED PEPSI-COLA  
DOUBLE DOT SCRIPT. RALEIGH, N.C. IN 1" SLUG PLATE  
ON FRONT BASE. GOOD TO VERY GOOD. \$35.00

CLEAR TALL SLIM 8½" HIGH SHOULDERED PEPSI-COLA  
DOUBLE DOT SCRIPT. RALEIGH, N.C. ON FRONT BASE.  
GOOD TO VERY GOOD. \$35.00

AQUA TALL SLIM 8" PEPSI-COLA DOUBLE DOT SCRIPT  
WILMINGTON, N.C. ON FRONT BASE. REGISTERED ON  
BACK BASE. GOOD TO VERY GOOD. \$35.00

AQUA TALL SLIM 8-3/4" PEPSI-COLA DOUBLE DOT SCRIPT  
WILMINGTON, N.C. ON FRONT BASE. REGISTERED ON  
BACK BASE. GOOD TO VERY GOOD. \$35.00

AQUA TALL SLIM 8-3/4" PEPSI-COLA DOUBLE DOT SCRIPT  
FAYETTEVILLE, N.C. ON FRONT BASE. ROUNDED TYPE  
BOTTOM. GOOD TO VERY GOOD. \$35.00

AQUA TALL SLIM 8½" PEPSI-COLA DOUBLE DOT SCRIPT  
REGISTERED IN SLANT ON FRONT SHOULDER. PEPSI-COLA  
DOUBLE DOT SCRIPT DANVILLE, VA ON FRONT BASE. CAP  
6½ OZ. ON BACK SHOULDER. THIS BOTTLE NOT TO BE  
SOLD ON BACK BASE. PEPSI-COLA DOUBLE DOT SCRIPT  
ON BOTTOM OF BOTTLE. GOOD TO VERY GOOD. \$30.00

AQUA TALL SLIM 8½" PEPSI-COLA DOUBLE DOT SCRIPT IN  
A 1¼" SLUG PLATE NEW BERN, N.C. ON FRONT BASE.  
REGISTERED ON BACK BASE. GOOD. \$30.00

AQUA TALL SLIM 9½" ROUNDED TYPE BOTTOM.  
JACKSONVILLE PEPSI-COLA SINGLE DOT PRINT BOTTLE  
CO. JACKSONVILLE, FLA. FAIR TO GOOD. \$30.00

CLEAR TALL SLIM 9" PEPSI-COLA DOUBLE DOT SCRIPT  
COLUMBIA, S.C. IN A 1¼" SLUG PLATE ON FRONT BASE.  
REGISTERED ON BACK SHOULDER. THIS BOTTLE NOT TO  
BE SOLD ON BACK BASE. GOOD. \$25.00

AQUA 8" DRUM STYLE PEPSI-COLA DOUBLE DOT SCRIPT.  
TRADEMARK REG. ON FRONT SHOULDER. PEPSI-COLA IN  
PRINT ON FRONT BASE. PEPSI-COLA DOUBLE DOT  
SCRIPT. CAP. 6 FLU. OZS. ON BACK SHOULDER.  
BOTTLING CO. ON BACK BASE. HICORY, N.C. ON  
BOTTOM OF BOTTLE. NEAR MING. \$55.00

AQUA 8" DRUM STYLE AS ABOVE. HICKORY, N.C.  
GOOD TO VERY GOOD. \$35.00

AQUA 8½" DRUM STYLE AS ABOVE. EXMORE, VA.  
GOOD TO VERY GOOD. \$40.00

AQUA 8½" DRUM STYLE AS ABOVE. SUFFOLK, VA.  
EXCELLENT. \$45.00

AQUA 8½" DRUM STYLE AS ABOVE EXCEPT SAYS BUDWINE  
ON FRONT BASE. NORFOLK, VA. GOOD TO VERY GOOD.  
\$45.00

CLEAR 8½" DRUM STYLE. FRONT AND BACK SHOULDERS  
SAME AS ABOVE. PEPSI-COLA BOTTLING CO.  
WASHINGTON, D.C. ON FRONT BASE. BOTTLE NOT SOLD  
ON BACK BASE. FAIR TO GOOD. \$30.00

CLEAR 8" DRUM STYLE. FRONT AND BACK SHOULDERS  
SAME AS ABOVE. PEPSI-COLA BOTTLING CO. ON FRONT  
BASE. BETHLEHEM, PA ON FRONT BASE. PEPSI-COLA ON  
BOTTOM OF BOTTLE. EXCELLENT. \$55.00

AQUA 8" DRUM STYLE AS ABOVE. WINSTON-SALEM, N.C.  
VERY GOOD TO EXCELLENT. \$45.00

AQUA 8½" DRUM STYLE SAME AS ABOVE. WASHINGTON,  
D.C. BOTTLE NOT SOLD ON BACK BASE. EXCELLENT.  
\$45.00

LIGHT GREEN 8½" CORSET STYLE PEPSI-COLA DOUBLE DOT  
SCRIPT. MIN. CONT. 6½ FLU. OZS. ON FRONT BASE.  
DESIGN PATENT PENDING ON BACK BASE. CHATTANOOGA  
ON BOTTOM OF BOTTLE. FAIR. \$20.00

SAME AS ABOVE. FAIR PLUS. \$20.00

MEDIUM GREEN 8½" CORSET STYLE AS ABOVE. NO TOWN.  
EXCELLENT. \$35.00

AS ABOVE. NEAR MING. \$45.00

AS ABOVE. LIP CHIP. CHARLOTTESVILLE, VA ON  
BOTTOM OF BOTTLE. EXCELLENT TO NEAR MING. \$30.00

AS ABOVE. CHIP ON SHOULDER. DURHAM, N.C. ON  
BOTTOM OF BOTTLE. GOOD. \$25.00

SAME AS ABOVE EXCEPT; DESIGN PATENT PENDING ON  
FRONT BASE. MIN. CONT. 6½ FLU. OZS. ON BACK BASE.  
NO TOWN. VERY GOOD. \$30.00

SAME AS ABOVE EXCEPT; MIN. CONT. 6½ FLU. OZS. ON  
FRONT BASE. BOTTLE PAT. NO. D-80587 ON BACK BASE.  
DURHAM, N.C. ON BOTTOM OF BOTTLE. VERY GOOD.  
\$35.00

CLEAR 8-3/4" TALL SLIM PEPSI-COLA DOUBLE DOT  
SCRIPT. DURHAM, N.C. ON FRONT SHOULDER.  
REGISTERED ON BACK SHOULDER. PEPSI-COLA DOUBLE  
DOT SCRIPT ON BOTTOM OF BOTTLE. VERY GOOD.  
\$40.00

AQUA TALL SLIM 8-3/4" PEPSI-COLA DOUBLE DOT SCRIPT  
ON FRONT SHOULDER. PROPERTY OF THE PEPSI-COLA  
BOTTLING CO. ON FRONT BASE. PEPSI-COLA DOUBLE DOT  
SCRIPT ON BACK SHOULDER. DARLINGTON, S.C. ON BACK  
BASE. GOOD. \$40.00

AQUA TALL SLIM 8½" PEPSI-COLA SCRIPT ON FRONT  
SHOULDER. THE SANITARY PLANT ON BACK SHOULDER.  
CAP. 6½ OZ. THIS BOTTLE MUST NOT BE SOLD UNDER  
PENALTY OF LAW ON BACK BASE. NO TOWN. GOOD.  
\$35.00

AQUA TALL SLIM 8½" TALL BLOCK DOUBLE DOT PEPSI-  
COLA. GREENWOOD, S.C. ON FRONT BASE. THE  
SANITARY PLANT ON FRONT SHOULDER. CAP. 7 OZ. ON  
BACK SHOULDER. THIS BOTTLE NOT TO BE SOLD ON BACK  
BASE. VERY GOOD. \$40.00

FOR SALE

Large Pepsi-Cola collection many very nice pieces. Make arrangements to visit & shop while on vacation in California this summer. Why go to many antique stores just come to one place. Sample:

1903 Tip Tray, 1909 Tip Tray, 1909

Serving Tray for \$1950.00

1908 Tip Tray & 1908 Serving Tray for \$2000.00

1907 Tip Tray for \$350.00

1910 Serving Tray for \$900.00

1909 Calendar for \$2700.00

1910 Calendar for \$2700.00

All of the foregoing items are mounted in gold colored velvet lined shadow box frames with glass fronts. They are a beautiful display. Contact: Terry Lunt P.O. Box 4119, Modesto, CA. 95350 or call evenings #209 576-0223.

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Cans for sale, large selection of Pepsi, and other soda/soft drink cans from around the world at reasonable prices, this months special - Pepsi gallon syrup can (stars around cap design) grade 1/1-top off 55.00/50 non US soda/soft drink cans my choice - 15.00 add 2.50 postage or SASE for large list. Contact: Neal Balkun, P.O. Box 2685, Darien, Ct. 06820

\*\*\*\*\*

Umbrella for patio table with Pepsi logo 6' dia. in nylon blue & white 40.00U.S. ppd. Contact: Jean-Claude Labrecque, P.O. Box 246, Montreal, Quebec, Canada H2X 3M4.

\*\*\*\*\*

1973 Warner Bros. cartoon glasses Brockway side logo black name have 4 Sylvester, 2 Porky pig, 1 Road runner w/ Beep. 1973 Warner Bros. cartoon glasses Brockway. Side logo white name have 2 Yosemite Sam, 2 Speedy Gonzales, 2 Beaky Buzzard, 1 Pepe Le Peu, 1 Elmer Fudd, 2 Daffy Duck. 1976 Warner Bros. action series have 2 Petunia Pig/Painting/Porky/lawnmower 1 Tweety/Sylvester/Net/Bulldog. 2.50ea includes postage or trade for other cartoon glasses. Contact: Patricia Williamson at 205 734-5859.

\*\*\*\*\*

Indian Rock Pepsi from Richmond, VA. as pictured on pg. 34 of Brad's Drink. Mint cond. - best offer. Contact: Bob Flippen, Rt. 2, Box93, Cumberland VA. 23040 or 804 492-4922.

\*\*\*\*\*

Four different collectable Pepsi memorabilia T-shirts for sale at 5.75 per shirt postage paid. Contact: Pepsi-Cola Buffalo Bottling Corp. 2770 Walden Ave., Buffalo, N.Y. 14225. Attn: Michael Brown.

\*\*\*\*\*

Catepillar Tractor glasses w/Pepsi logo below tractor #1 & #2, \$3.50 ea. + 5.00 postage, limit 2 of ea. Contact: David Cole, P.O. Box 182, Newport, WA. 99156.

\*\*\*\*\*

I can supply Hawaii Pepsi cans. Contact: Mochizuki, 98-1339 Hoohiki, Pearl City, Hawaii 96782.

\*\*\*\*\*



FOR SALE cont.

Pepsi glasses & list, send SASE.

Trays-Coney Island, worn-rim #16 EX 15.00

Bottles-Bethlehem-Drum EXC 65.00; Green-

Paper label #495 NM 65.00; Clear-paper

label #498 NM 30.00. Trucks-Corgi-Iveco

Truck boxed M 8.00; Walters (W. Germany)

Mercedes Van #576 M 15.00. Serviceman

record & folder EX 35.00. Metal dog tag

w/mail in M 2.00. Contact: Thomas

Rosing, 15 Glendalough Rd., Dallas, PA.

18612 or 717 675-6302 after 7:00p.m.

\*\*\*\*\*

1940's Bottle Carrier excellent cond.

P.C. book #111 for 60.00. Contact: Chris

Paradowski, 4131 A Pennsylvania, St. Louis

MO. 63118 or 314 351-4035.

\*\*\*\*\*

Pepsi-Cola, brass school crossing street

marker 75.00 ppd. Contact: Marion Lathan

Rt. 1, Box 430, Chester, SC. 29706 or

803 377-8225

\*\*\*\*\*

1960's TEEM memoboard (NM) 27.50; 1950's

SQUIRT sign 27"x27" 37.50; 1960's PEPSI

memoboard 45"x28" (m) 12.50; "Have a

Pepsi" thermomenter (UG) 25.00; Pepsi

bottle cap sheet from 70's (VG) 32.50;

only 1 or ea. remaining; all prices incld.

shipping. Call first. Contact: Bob Malone

314 734-2491.

\*\*\*\*\*

1970s Pepsi watch w/1½ face w/ original

band, 650.00. Contact: Steve 212 601-3092

\*\*\*\*\*

Amber Pepsi bottles from the following

cities: Norfolk, VA (tall) 60.00, Wash.,

N.C. 60.00, Memphis, TN. 70.00, Birming-

ham, Al. 70.00, New Bern, N.C. (rough)

40.00. Syrup drum N.Y. nice hard to get

150.00. Paper label minature Pepsi double

dot labels, 100.00 include postage.

cont.

Also, have 100 aqua straight sided

Pepsis for sale. Contact: Evan Morgan

P.O. Box 387, Connellsville, PA. 15425

or 412 628-1004.

\*\*\*\*\*

1. Coney Island tray #16 (MN) 12.00
2. Wooden bottle carrier 30's #77 (VG) 35.00
3. Aluminum bottle carrier, 40's #83 (NM) 15.00
4. Tin carrier 50's #86 (VG) 12.00
5. Various cardboard carriers from 50's & 60's (EX) 5.00ea.
6. Cardboard family case #111 (M) 35.00
7. 1950's Cooler like #128 (VG) 35.00
8. 1970's Cooler looks like Pepsi can 16" high (EX) 15.00
9. 1930's thermometer #184 (VG) no rust faded face 175.00
10. 1940's Thermomter #185 (NM) no rust 70.00
11. Pepsi & Pete tin sign #226 (VG) 125.00
12. "Tops" 40's tin sign #252 (VG) 60.00
13. 2 sided rack sign from 50's or 60's (UVG) 15.00
14. 1950's mirror #418 (G) 25.00
15. Pepsi 1/20 scale radio controlled Trans Am contest prize from Pepsi in Missouri, made only for contest (M) 85.00
16. 1930's green bottle w/paper label #494 (NM) 35.00
17. Aqua Pepsi-Cola block print from Lexington, VA. 10.00
18. 10oz. double dot; red, white & blue (M) 10.00
19. 8oz. double dot fountain syrup (M) 10.00
20. Miniature 6pack w/glass bottles #574 (EX) 35.00
21. Metal perpetual calendar #702 (EX) 8.00
22. Record & mailing folder #859 (VG) 20.00

cont.

FOR SALE cont.

- 23. Pepsi & Pete 1940 songsheet w/ Pepsi jingle (M) 40.00
- 24. 9"x4" blotter, Delicious & Healthful Pepsi-Cola, it peps you up! similar to #705 (NM) 45.00
- 25. Haden Haden Blotter #708 (NM) 45.00
- 26. "Take the Pepsi Challenge" license plates (recent) 5.00ea.
- 27. 1940's Pepsi-Cola repro. recipe box recent, only one 5.00
- 28. 1935, 1986 Pepsi-Happy New Year shot glasses, lmtd. supply 5.00ea.
- 29. Pepsi colorful, metal cigarette lighters recent 5.00ea.
- 30. Pepsi colorful match holder tin, has logo on top & picture of bottle on ea. side recent 5.00ea.
- 31. Various collector Pepsi cans 1.00ea.
- 32. Various recent Pepsi clocks prices vary.

Discounts given on lg. orders will consider trades. Postage extra. Contact Christopher Conrad, 9520 Royal Ln., #325 Dallas, TX. 75243 or 214 340-9708.

\*\*\*\*\*

WANTED/TRADE

Cardboard, tin, porcelain, glass, wood, & paper signs. 1800's-1950's Pepsi, coke, 7-up, Dr. Pepper, R.C., Moxie, Nehi, etc. Contact: Marion Lathan, Rt. 1, Box 430, Chester, S.C. 29706 or 803 377-8225.

\*\*\*\*\*

Grand opening or Anniversary of Bottling Plants in cans or glasses I do not have. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY. 40207.

\*\*\*\*\*

Tin signs from the 1940's to 60's such as #247, 251, 252, 253, 257, 267 etc. &

varities of paper label bottles from 1930 onward & possibly some foriegn signs & bottles. Contact: Michael G. Nelson, 503 NE 72nd, Gladstone, MO. 64118 or 816 436-4054

\*\*\*\*\*

Any kind or article of Dr. Pepper items. Contact: Dino, 620 N.5th St., Rockport, IN. 47635. Send SASE.

\*\*\*\*\*

Walt Disney matchcovers #29 & #35, #36 Contact: Frank Carnes, 126 Crooked Ck. Rd. Eatonton, GA. 31024 or 404 485-6852.

\*\*\*\*\*

Pepsi-Cola cone top can #508 price 165.00 Pepsi-Cola price guide page 85. Pepsi-Cola opener page 102 #644. Tip Tray #24 page #5 mint or near mint. Tip Tray #26 page #6 mint or near mint. 1948 return-able Pepsi-Cola bottle. Contact: Fred Mosrie, 5057 Bradley Blvd., #1, Chevy Chase, MD. 20815 or 301 654-0348.

\*\*\*\*\*

Wanted the following Pepsi commemorative bottles. Clemson (Columbia & Spartanburg) JC's Energy (Florence), Virginia #1 Blue Label, Davis McCall Presentation, Dedication of Brown University, set of 5 10 oz. embossed 1976 Bicentennial. Also any foreign commemorative bottles any brand. Contact: Jeff Cummins, 1945 N. College #17, Bloomington, IN. 47401 or 812 333-0007

\*\*\*\*\*

Old Pepsi uniform patches new that say "Have aPepsi" yellow back w/blue letter 1"x4" will trade for other Pepsi or diet Pepsi patches. Contact: Jean-Claude Labrecque, P.O. Box 246, Montreal Quebec, Canada H2X 3M4

\*\*\*\*\*

WANTED/TRADE cont.

Old 5¢ & 10¢ Pepsi-Cola machine, old Pepsi signs, any old advertising.

Contact: R. Newman, 9N920 Meadow Ln.

Elgin, IL. 60123 or 312 46 4-5661.

\*\*\*\*\*

Any soda conetops/flatops, Coke/Pepsi special issues. Syrup gallons, I buy & sell trade singles or collections. Send list to: Neal Balkun, P.O. Box 2685, Darien, CT. 06820.

\*\*\*\*\*

NEW BOOK - Pepsi-Cola Glasses Over 400 glasses listed with their scarcity codes and prices. Cartoon super heros, Rockwells, sports stars, etc.... \$5.00 includes postage and handling. 10+ Books at \$2.25 each. SEND ORDERS TO:

M. Bader  
P.O. Box 483  
Loomis, CA 95650

\*\*\*\*\*

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\*\*\*\*\*

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For further information contact: Gene Judd 3600 E. State St., Rockford, IL. 61108 or 815 398-5678.

The Pepsi-Cola Collectors Club is a nationwide organization dedicated to preserving the history and memorabilia of the Pepsi-Cola Company.

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To contact The Pepsi-Cola Collectors Club: P.O. Box 1275, Covina, CA 91722 or (714) 593-8750

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*"Darling, I hope you'll come home on your furlough soon.  
I have everything arranged just the way you like it."*

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