



NEWSLETTER

post office box 1275 covina, california 91722

VOL 6 NUMBER 1

MARCH-APRIL 1989

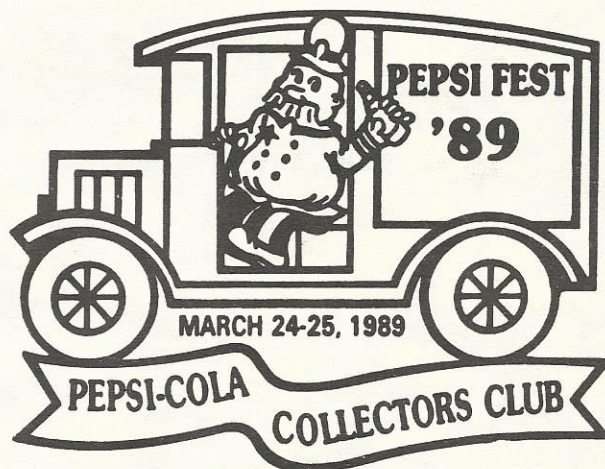
NEWSLETTER NOTES

PEPSI FEST 89 IS JUST DAYS AWAY, IF YOUR PLANNING ON ATTENDING MAKE YOUR RESERVATIONS RIGHT AWAY. WE HAVE A GREAT RATE AT THE AIRPORT INN, \$34.95 FOR 1-4 PERSONS PER NIGHT. IF YOUR FLYING IN THE AIRPORT INN HAS A FREE SHUTTLE SERVICE. DON'T BE LEFT OUT CALL THE AIRPORT INN AT 317-248-0621, DON'T FORGET TO TELL THEM YOUR WITH THE PEPSI CLUB.

PEPSI FEST 89 BEGINS WITH A GENERAL MEETING MARCH 24, IN THE EVENING FOLLOWED BY ROOM HOPPING. ON SATURDAY THE 25TH WE WILL BE HAVING A BUFFET BREAKFAST FOR ALL MEMBERS, THE COST IS \$4.25. THE SWAP MEET WILL TAKE PLACE LATER THAT DAY, PLUS WE PLAN ON HAVING THE SILENT AUCTION. SHERI AND I WILL BE ARRIVING ON WEDNESDAY THE 22ND. WE WANT ALL MEMBERS TO CHECK IN WITH US, WE WILL HAVE THE SCHEDULE OF EVENTS WITH TIMES AND YOU CAN PICK UP YOUR PACKETS. IF YOU CAN HELP OUT PLEASE LET US KNOW AT THAT TIME.

WE HAVE ALREADY SOLD MOST OF THE 150 PACKETS WE HAD MADE, SO IF YOU WISH TO HAVE A PACKET GET YOUR ORDER IN NOW, THE COST IS \$11.50 PLUS 3.00 POSTAGE IF NOT PICKED UP AT INDY. SEE THE ENCLOSED ORDER FORM INSIDE.

I'M LOOKING FORWARD TO SEEING EVERYONE AGAIN THIS YEAR. SEE YOU AT PEPSI FEST 89 IN INDIANAPOLIS, INDIANA. FOR MORE INFORMATION CONTACT BOB STODDARD AT 714-593-8750, EVENINGS AFTER 5:30 ARE BEST.



IN THIS ISSUE

PEPSI FEST 89 MARCH 24TH & 25TH, INDY, INDIANA
SALUTE TO PEPSI-COLA BOTTLERS
COLLECTORS SPOTLIGHT
PICTORIAL OF 1936 PEPSI BOTTLING PLANTS



SINCLAIR SERV. STA.
DRINK
PEPSI-COLA
BIGGER-BETTER

PEPSI
"WELCOME"
PEPSI FEST
PEPSI-COLA COLLECTORS CLUB





AIRPORT INN

Indianapolis, Indiana

317-248-0621

\$34⁹⁵ PER NIGHT
Plus Tax
1-4 Persons



AIRPORT INN
Indianapolis, Indiana 46241
5860 Fortune Circle, West
at Executive Drive

FREE SHUTTLE FROM AIRPORT

MARCH 24

GENERAL CLUB MEETING

ROOM HOPPING

MARCH 25

PCCC SWAP MEET

This year we will be offering a PEPSI FEST '89 packet to be sold at the event, or by mail following PEPSI FEST '89.

The packet will include:

- * Lapel Pin
- * 9" Flyer
- * Bottle opener
- * Deck of Cards
- * Magnet
- * Coasters

The PEPSI FEST '89 logo will be imprinted on all packet items.

All for only \$11.50, if you order by March 1, 1989 save \$2.00 (pay only \$9.50).

NAME _____ Phone Number _____

ADDRESS _____

___ YES, I will be attending, I plan to arrive on _____

___ YES, I plan to sell from my room Friday, March 24, 1989.

___ YES, I will be selling at the PCCC Swap Meet, March 25th, 1989. Enclosed is _____ for _____ tables. Tables are \$8.00 for first table & \$3.00 for each add'l table, IF you are staying at the AIRPORT INN, otherwise; \$16.00 for the first table and \$6.00 for each add'l table,

___ YES, I want a PEPSI FEST '89 packet for \$11.50

NUMBER OF PACKETS _____

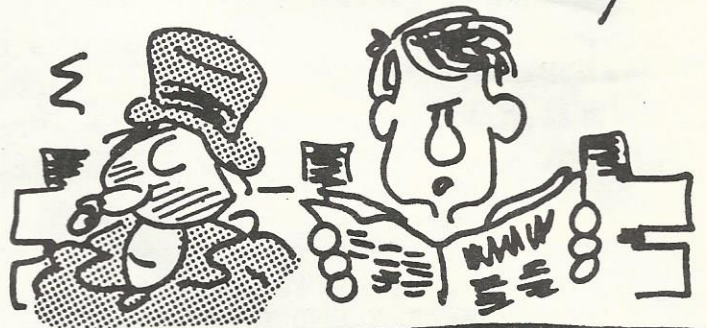
AMOUNT ENCLOSED _____. Add 3.00 if you want to receive the packet in the mail after PEPSI FEST '89.



DOG-GONE IT!



JUST WHEN WE GET SOME PEACE ANOTHER WAR COMES ALONG!



WHO IS IT THIS TIME? MIDEAST? EUROPE? CENTRAL AMERICA?



COKE AND PEPSI!



PEPSI-COLA HISTORY

YOU CAN HAVE THE BEST PRODUCT IN THE WORLD BUT WITHOUT A WAY TO GET YOUR PRODUCT TO THE CONSUMER IT'S WORTHLESS. WHICH IS WHAT PEPSI WAS, AN EXCELLENT PRODUCT WITH TREMENDOUS LOCAL DEMAND BUT NO WAY OF GETTING THE PRODUCT BEYOND THE LOCAL AREA.

THUS CALEB BRADHAM SOUGHT OUT INDIVIDUALS TO BECOME FRANCHISE PEPSI-COLA BOTTLERS. THE IDEA WAS TO FIND ENTREPRENEURS IN TOWNS AND CITIES ACROSS THE COUNTRY WHO WERE INTERESTED IN BUILDING THEIR OWN BUSINESS USING THE PEPSI NAME AND PRODUCT. AS IT TURNED OUT THESE MEN AND WOMEN BECAME THE CATALYST TO PEPSI-COLA BECOMING THE DOMINANT SOFT DRINK COMPANY IT IS TODAY.

IN RECENT YEARS THE PARENT COMPANY, PEPSI-COLA USA HAS BEEN BUYING BACK MANY OF THESE FRANCHISES NOW WORTH MILLIONS OF DOLLARS. AS PEPSI CONTINUES TO BUY UP THE INDEPENDENT BOTTLERS THEY ARE ONLY HASTENING THE END OF AN IMPORTANT ERA IN THE HISTORY OF THE PEPSI-COLA COMPANY; THE END OF THE INDEPENDENT FRANCHISE BOTTLER.

I CAN'T LET THIS ERA COME TO AN END WITHOUT PAYING TRIBUTE TO SOME OF THE PEPSI-COLA BOTTLERS WHO WERE INSTRUMENTAL IN THE PEPSI SUCCESS STORY.

THE FIRST FRANCHISED BOTTLER TO INCORPORATE WITH THE PEPSI-COLA NAME WAS HENRY FOWLER OF CHARLOTTE, NORTH CAROLINA IN 1905. BUT THE MAJORITY OF PEPSI BOTTLERS BEGAN IN THE 1930'S DURING THE GREAT DEPRESSION. MORE OFTEN THAN NOT THE MEN WHO OPENED NEW FRANCHISES WERE MORTGAGED TO THEIR EYEBALLS.

THE MONEY NEEDED TO START UP WAS OFTEN A PROBLEM, BUT THESE WERE MEN WHO SAW PROBLEMS AS OPPORTUNITIES. LIKE WELDON SMITH AND PEARL WHITCRAFT WHO HAD TO SPLIT THEIR FIRST ORDER OF CONCENTRATE BETWEEN THE ST. LOUIS AND COLUMBIA FRANCHISES.

THESE WERE MEN OF ACTION AND INVENTIVENESS LIKE JOHN DUPUY BUYING THE PIKEVILLE, KENTUCKY BOTTLING OPERATION ON THE COURTHOUSE STEPS, OR GEORGE SPAK SETTING HIMSELF UP IN BUSINESS IN BINGHAMTON BY BUYING PEPSI-COLA WHOLESALE IN WIKES-BARRE. THAT WAS UNTIL PEPSI-COLA CAUGHT HIM AT IT AND HELPED HIM ACQUIRE THE INACTIVE BINGHAMTON FRANCHISE. OR FRED NACKARD SIGNING HIS FLAGSTAFF FRANCHISE AGREEMENT WHILE HE WAS IN THE ARMY. FRED WENT OFF TO WAR WHILE HIS WIFE AND YOUNGER BROTHER RAN THE BUSINESS. HOLLIS KINSEY BROUGHT PEPSI TO TUPELO, MISSISSIPPI IN 1934. THE FIRST DAY OUT HE SOLD SEVEN CASES AND ONE OF THEM HE HAD TO TRADE FOR HIS LUNCH.

MANY OF THESE FRANCHISES BECAME FAMILY BUSINESSES LIKE THE SCHEELES, THE BURNETTS, THE MINGES FAMILIES, THE JACOBS, THE MUHLS AND WHITES, THE LARSENS, THE SCHADES AND FRITZES, THE GOODINGS AND THE DIMICHES, THE OCCIATOS AND THE CAVIGGIAS, THE RICHTERS AND MOLINARIS AND LINDSEYS, THE BROLLS, THE FREEMANS, THE SHIRCLIFFS, THE CAMPODONICOS AND ORSOLINIS, THE LEADERS, THE ALESSIOS, THE CRISPS, THE JOLICOEURS AND NOELS, THE PARKERS, THE GROSSES, THE DASKYS, THE WORLEYS, THE LANES, THE SILVERS, THE VECCIES, THE HOLTS AND HOLLOWAYS, THE BIDWELLS, THE

FEINBERGS, THE ANANIAS, THE KOCHS AND THE WACHTERS, THE CONFAIRS AND THE KINSEYS, THE RUTHS, THE NOLANS, THE REINHARDS AND RODRIGUEZ, THE BLANCS AND THE HARRINGTONS, WEISSES, VITALES AND PETERSONS. THE SANDAHLs, THE LEES, THE JESSUPS AND KORSCHUNS, KARPINSKYS, THE KUNTZES, THE BENNERS, THE EISENSTATS, THE GLAZERS, THE CORWINS, THE OVIES-THE NAMES ROLL ON AND ON.

THERE ARE HUNDREDS OF NAMES AND THOUSANDS OF STORIES DEALING WITH THIS CHAPTER OF THE PEPSI-COLA STORY BUT BEFORE THEY ARE ALL GONE LET'S SALUTE THESE TRUE PIONEERS OF THE SOFT DRINK INDUSTRY; THE PEPSI-COLA FRANCHISE BOTTLERS.

COLLECTOR SPOTLIGHT

Ronna Moreno from Rock Island Illinois is highlighted below.

Ronna considers herself a "Pepsiholic", her favorite product is diet Pepsi free. "I love the refreshing taste. It quenches my thirst better than anything else."

A collector of just a year, her favorites are old bottles with double dots, pool cue stick and trays.

Ronna first got hooked when she attended a convention with a friend for that "other cola", she was amazed at all the Pepsi memorabilia available, and likes the red, white and blue of Pepsi.

Spotlighted is our only member at this time, from Japan. Akihiko Kawakami from Tokyo Japan.

Akihiko has been a collector of Pepsi for little over a year now, he does not work for Pepsi. Some of his favorites are; Paper items, clocks and minatures. Especially pre 60's.

Darren Cooper a member from British Columbia, Canada shares with us.

Darren has been collecting for over 9 years, but does'nt consider himself a Pepsi collector as he states he "hasn't seriously started collecting Pepsi yet". Darren considers himself more a soda pop collector with over 150 soda bottles and signs.

His prized possessions, would be #167, #262 in the Pepsi book. He also has a 3"advertising novelty "Drink Pepsi" glass sample bottle.

Lester Chapman of Lindsay, California.

Lester is a cartoon glass collector. Actually Lester is an "avid"cartoon glass collector. He would rather trade than sell. Lester and his wife travel every weekend around the state looking for glasses to add to their already large collection of over 6000. You can bet they have a minor storage problem. But a true collector never stops buying!

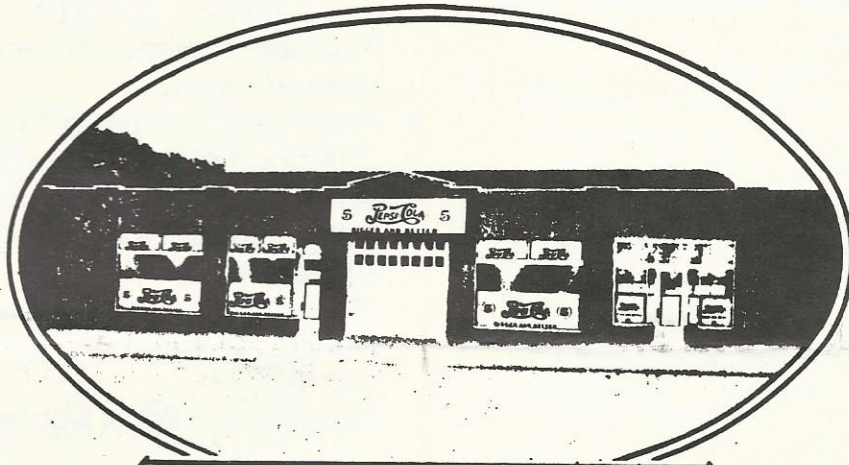
1936



PEPSI Bottling Plant, Des Moines, Iowa
This plant is devoted exclusively to the bottling of PEPSI

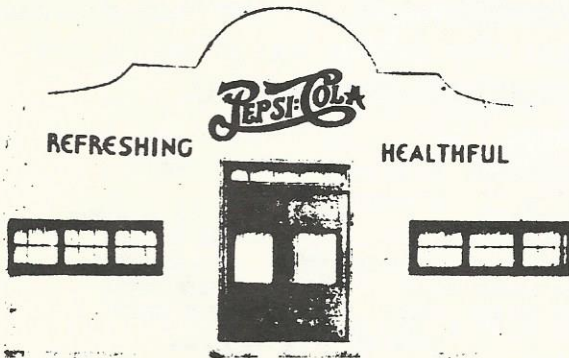


PEPSI Bottling Plant, New York City, N. Y.
This plant is devoted exclusively to the bottling of PEPSI

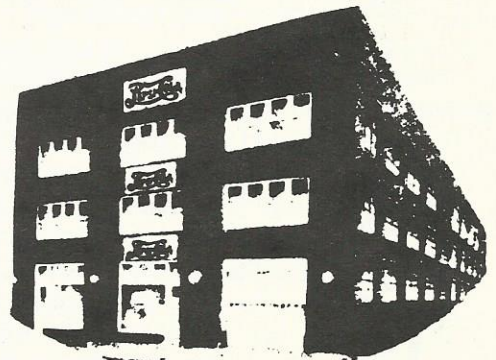


PEPSI Bottling Plant, Bloomfield, N. J.
This plant is devoted exclusively to the bottling of PEPSI

PEPSI-COLA owns and operates fifteen large Bottling Plants devoted exclusively to the bottling of *PEPSI*



PEPSI Bottling Plant, Glendale, Calif.
This plant is devoted exclusively to the bottling of PEPSI



PEPSI Bottling Plant, Pittsburgh, Pa.
This plant is devoted exclusively to the bottling of 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.

HERVEY
BADER



COLLECTORS' GUIDE
TO
GLASS COLLECTING



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

BY MYLES BADER 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



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 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 emoryboard 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



SALE OR TRADE

(5) UNIFORM PATCHES UNUSED #7345 IN PEPSI BOOK. \$25. EACH PLUS SHIPPING, CONTACT: NELS ANDERSON 1250 COLD. BLVD., #7, DENVER, CO. 80206 OR 303-333-7047.

AMBER PEPSI BOTTLES:

- 1. BOSTON, MASS. (NEAR MINT), VERY RARE \$350.00
- 2. FAYETTEVILLE, N.C. \$100.00
- 3. MEMPHIS, TN. \$75.00
- 4. WASHINGTON, N.C. \$65.00
- 5. BIRMINGHAM, AL. \$65.00
- 6. NORFOLK, VA. \$100.00
- 7. WILSON, N.C. (SCARCE) 125.00
- 8. NEW BERN, LARGE LETTERS, (SCARCE), \$75.00
- 9. NEW BERN, SMALL LETTERS \$65.00
- 10. 1906 ONE GALLON PEPSI-COLA JUG VERY RARE, \$400.00
- 11. CONE TOP PEPSI-COLA CAN #509 PG. 85 PEPSI BOOK, GOOD CONT. \$110.00
- 12. CONE TOP PEPSI-COLA CAN #510, MINT COND. \$150.00
- 13. DR. PEPPER CONE TOP, GOOD COND. 1954 YR. \$75.00

SEND MONEY ORDER ONLY PLUS POSTAGE. CONTACT: FRED MOSRIE 5057 BRADLEY BLVD., CHEVY CHASE, MD. 20815 OR CALL 301-654-0348

TWO DIFFERENT 16oz. DIET PEPSI CANS. ONE IS DIET PEPSI AND THE OTHER IS CAFFEINE FREE DIET PEPSI. \$3.00 EA. PPD. CONTACT: BRENT HINTON, 13445 FITZSIMONS WAY, AURORA, CO. 80011 OR 303-341-5073

PEPSI-COLA BOTTLE, 1948, DOUBLE DOT SCRIPT, NO DEPOSIT, NO RETURN, 6oz. \$60.00PPD. CONTACT: BILL DERRICK, 424 NW 97TH TERR. GAINESVILLE, FL. 32607 OR EVE. 904-332-0315.

WANTED

7UP, 7UP, 7UP WANTED. CALENDARS, PENCILS, TIN & GLASS SIGNS, CLOCKS, ETC. CONTACT: DON FIEBIGER, 1970 LAS LOMITAS HACIENDA HEIGHTS, CA. 91745.

MICHAEL JACKSON BAD TOUR/PEPSI JACKET. ALSO INTERESTED IN ANY MICHAEL JACKSON/PEPSI PROMO STANDUPS, DISPLAYS, POSTERS OR ANY RELATED MATERIAL.

CONTACT: MELISSA STRECKER, 1255 N. SANDBURG TERRACE, #1007, CHICAGO, IL. 60610

SPECIAL ISSUE PEPSI CANS FROM YOUR AREA. I HAVE MANY CANS FOR TRADE. ALSO, COLLECT OTHER BRAND SPECIAL ISSUES TO TRADE FOR PEPSI SPECIAL ISSUES. PLEASE WRITE, ALL LETTERS ANSWERED. DAVE BRACKETT, 1124 TYLER ST., FAIRFIELD, CA. 94533 OR 707-426-5553.

RED, WHITE, AND BLUE PAINTED LABEL PEPSI-COLA BOTTLES. ALSO, ANY RED AND WHITE PAINTED LABEL BOTTLES FROM WESTERN STATES IN NEAR MINT TO MINT CONDITION. CONTACT: JOHN JONES 780 GRAN PASEO DR., ORLANDO FL. 32825 OR 407-273-5912.

PEPSI CLOCKS, RADIOS, TRAYS, AND FAST FOOD GLASSES. CONTACT: JACK HAYSLETT, 2105 WILLOW, HIGGINSVILLE, MO. 64037 OR CALL 816-584-3758.

PEPSI-COLA BOTTLE TOPPER #367 IN PEPSI BOOK, WILL PAY CASH OR TRADE (#58 IN PC BOOK) OR KNIFE SHARPENER NOT LISTED IN BOOK OR ??? CONTACT: BILL DERRICK 424 NW 97TH TERR., GAINESVILLE FL. 32607 OR 904-332-0315 EVE.

LOOKING TO BUY-2 BOTTLE CAP CATCHERS FOR BEVCO VENDING MACHINES. ONE IS A DOUBLE DOT LOGO, AND THE OTHER IS A 50'S LOGO. WILL PAY AND FAIR PRICE DEPENDING UPON COND. CONTACT: TERRY OR DIANNE MERTENS, 1926 KENT LANE, UTICA, OH. 43080 OR CALL 614-892-2942.

PEPSI-COLA TOY TRUCKS/CARS, OLD OR NEW, IN GOOD/MINT CONDITION. ALL SCALES. CONTACT: CHARLES EHLERS, P.O. BOX 1186, YONKERS NEW YORK 10702

FOR TRADE: PEPSI ITEMS FROM THE 50'S, 60'S AND 70'S - 11"X28" CARDBOARD SIGNS, UNIFORM PATCHES, BUSINESS CARDS, ADVERTISING MATS, BOTTLE OPENERS AND MORE. TRADE FOR SIMILAR, DIFFERENT ITEMS. SEND TRADE LIST AND WANT LIST WITH SASA TO: GREGG WOOD, 209 N. BEVER ST., WOOSTER, OH. 44691

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).

FOR SALE OR TRADE: MINATURE BOTTLE, NEVER OPENED, LIQUID EVAPORATED; DOUBLE DOT; PAPER LABEL; POOR TO FAIR CONDITION \$6.00
PORCELAIN DOOR PUSH, #164 IN PEPSI BOOK, EXCELLENT CONDITION \$60.00
WOODEN BOTTLE CARRIER; HOLDS 4 SIX-PACKS; RED ON WHITE LOGO SIMILAR TO #79; VERY GOOD TO FINE CONDITION \$15.00
UNIFORM PATCHES; SIMILAR TO #739 BUT 2 1/4" DIAMETER; MINT CONDITION \$15.00. ALSO, WITH DOUBLE DOT, NEAR MINT CONDITION \$25.00; EXCELLENT CONDITION \$20.00.

PLEASE ADD 10% FOR SHIPPING AND HANDLING. CONTACT: ALAN MATTHES 2636 NO. LECLAIRE, CHICAGO, IL. 312-637-6470

PLACES TO FIND PEPSI-COLA

CARNIVAL HOUSE ANTIQUES

17 PADANARAM RD., DANBURY, CT.

THE NEON LADY

1959 CHEROKEE, ST. LOUIS, MO.

THE CHINABERRY TREE

SEVIERVILLE, TN.

PEPSI PARLOR

ON THE SQUARE, LYNCHBURG, TN.

SULLIVAN'S ANTIQUES

866 57TH ST., SACRAMENTO, CA.

STODEL'S ANTIQUES & COLLECTABLES

221 S. "L" ST., LIVERMORE, 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.

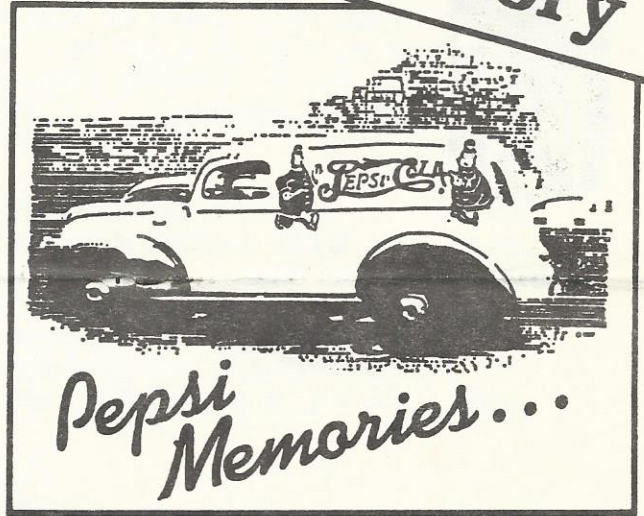
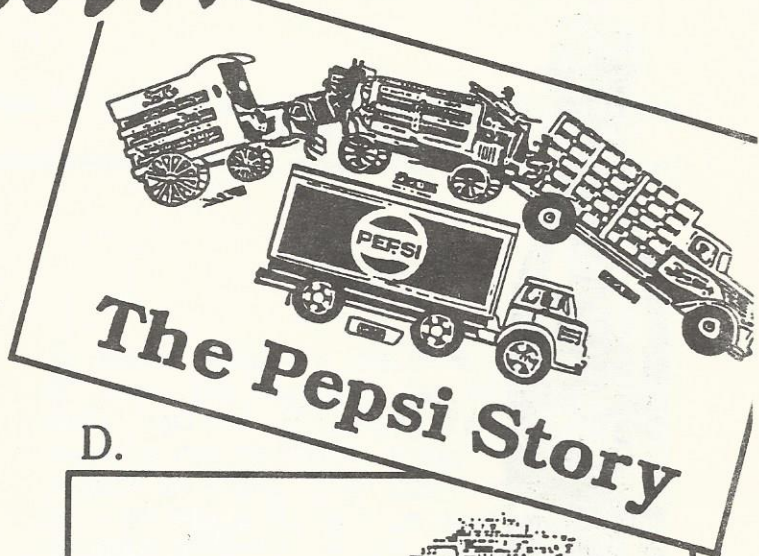
NOSTALGIA-VILLA

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

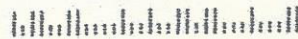
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PHILLIP DILLMAN
17733 HIGHLAND AVE.
HOMEWOOD, IL. 60430



TEMPTY ...TASTY





NEWSLETTER

post office box 1275 covina, california 91722

VOL. 6 NUMBER 2

MAY-JUNE 1989

NEWSLETTER NOTES

NEWSLETTER NOTES

ENCLOSED WITH THIS NEWSLETTER IS A QUESTIONNAIRE AND AN ORDER FORM. PLEASE TAKE A FEW MINUTES AND RESPOND TO THE QUESTIONNAIRE, AS WE NEED YOUR INPUT.

THE ORDER FORM IS FOR THE PCCC DIRECTORY AND THE PEPSI-FEST '87 LAPEL PIN. AT PEPSI-FEST '89 THE CLUB MEMBERS DECIDED THAT WE WOULD SELL THE PCCC DIRECTORY FOR \$2.00 TO COVER THE COST OF PRINTING AND POSTAGE. IT WAS ALSO DECIDED THAT SINCE WE HAD NEVER HAD A PEPSI-FEST '87 LAPEL PIN MADE WE WOULD HAVE A LIMITED NUMBER MADE SO THAT MEMBERS COULD HAVE A COMPLETE SET OF PEPSI-FEST PINS. THE PIN SET IS LIMITED AND WILL ONLY BE OFFERED THIS ONCE. PLEASE GET YOUR ORDER IN SO WE CAN GET OUR ORDER TOGETHER.

ALSO, YOU WILL FIND ENCLOSED WITH YOUR NEWSLETTER INFORMATION FOR THE 1989 PEPSI-COLA COLLECTORS FAIR ON JULY 14-15, 1989.

THIS YEAR WE HAVE MOVED THE ENTIRE EVENT INDOORS. WE WILL BE STAYING AT THE BEST WESTERN EXECUTIVE INN LOCATED IN ROWLAND HEIGHTS, CA., WHICH IS ABOUT 20 MILES EAST OF LOS ANGELES. PLEASE REFER TO THE INSERT REGARDING MAKING ROOM RESERVATIONS AND RATES. IT'S VERY IMPORTANT THAT THEY KNOW YOU ARE WITH THE PCCC.

THE SCHEDULE FOR THE COLLECTORS FAIR WILL BE: MEETING AND PIZZA PARTY BEGINNING 7:00P.M. ON FRIDAY JULY 14TH, ROOM HOPPING WILL COMMENCE AFTER THE PIZZA PARTY. THE SWAP MEET WILL BEGIN AT 3:00P.M. ON SATURDAY JULY 15TH. WE BELIEVE THAT THE CHANGE OF LOCATION AND TIME WILL BENEFIT ALL MEMBERS. SEE YOU AT THE FAIR!!!

**IN THIS
ISSUE**

PEPSI-COLA COLLECTORS FAIR
JULY 14-15th 1989

PEPSI-FEST REPORT
COLLECTORS SPOTLIGHT

PEPSI FEST '89

ONCE AGAIN ON THE LAST WEEKEND IN MARCH, INDIANAPOLIS, INDIANA BECAME THE PEPSI COLLECTING CAPITAL OF THE WORLD. THE TURNOUT WAS LARGER THAN EXPECTED BUT GLADLY APPRECIATED.

ON FRIDAY NIGHT WE HAD OUR USUAL MEETING COMPLETE WITH A BIRTHDAY CAKE HONORING THE 5TH YEAR OF THE PEPSI-COLA COLLECTORS CLUB. THEN WE ALL WENT ROOM HOPPING TILL THE WEE HOURS OF THE MORNING. PIZZA IS FAST BECOMING THE UNOFFICAL FOOD OF PEPSI FEST EVIDENCED BY THE NUMBER OF PIZZA DELIVERY VEHICLES SHUTTLING BACK AND FORTH AT THE HOTEL.

ON SATURDAY THE SWAP MEET ROOM WAS FILLED TO CAPACITY (AND THEN SOME) GIVING EVERYONE OPPORTUNITY TO FIND SOME PEPSI TREASURES. THE SILENT AUCTION WAS HEADED THIS YEAR BY DUTCH AND PAT RICHARDSON AND WAS A BIG SUCCESS, ESPECIALLY FOR THE INDIVIDUAL WHO SUBMITTED THE TOY HOT DOG WAGON THAT SOLD FOR \$452.00.

THERE IS ALWAYS PLENTY OF GOOD PEPSI MEMORABILIA AT PEPSI-FEST, BUT WHAT MAKES PEPSI-FEST GREAT IS THE PEOPLE WHO ATTEND. HERE ARE SOME OF THEIR COMMENTS ABOUT PEPSI-FEST: "FOUND SOME GOOD DEALS BUT MOST OF ALL MET SOME NICE FOLKS", " EVERYONE IS SO FRIENDLY" AND ANOTHER COMMENT, "PEPSI-FEST IS MORE THAN JUST BUYING AND SELLING PEPSI MEMORABILIA, IT'S A CELEBRATION OF THE COLLECTING SPIRIT."

THANKS TO ALL THOSE WHO HELPED MAKE PEPSI FEST WORK BECAUSE WITHOUT YOU THERE WOULDN'T BE A PEPSI-FEST. A SPECIAL THANKS TO THE BEST WESTERN AIRPORT INN FOR MAKING US FEEL WELCOMED.

COLLECTOR SPOTLIGHT

Chris Dahl of Liberal, Kansas.

Chris has been a collector over 12 years now and considers himself to be a Pepsi-holic. He drinks 6 to 10 cans a day.

In 1976 Chris met a dealer who had a large selection of soft drink bottles, mostly Pepsi and because he ws fascinated with all the different brands he bought the entire collection. His collection of bottles including foreign and comm-eratives numbers over 400.

Chris's favorite piece is his first commemorative Pepsi bottle, the Colorado Centennial bottle.

VERNON CREECH IS FROM SELMA, NORTH CAROLINA.

FOR THE PAST 10 YEARS VERNON HAS BEEN A BOTTLE COLLECTOR AND AS NO. CAROLINA IS THE HOME OF PEPSI, WHAT BETTER COMBINATION THAN PEPSI BOTTLES.

WITH OVER 250 DIFFERENT EARLY EMBOSSED PEPSI BOTTLES, VERNON DOESN'T REALLY HAVE A FAVORITE.

ROB GOODWIN IS FROM SIMI VALLEY, CALIFORNIA.

ROB IS A NEW MEMBER TO PEPSI COLLECTING, AS HE HAS BEEN COLLECTING FOR THE PAST YEAR.

HIS FATHER COLLECTS COKE AND ROB FELT HIS COLLECTING PEPSI WOULD KEEP FAMILY DISCUSSIONS LIVELY.

HE ENJOYS COLLECTING THE TOY TRUCKS AND BOTTLE CARRIERS.



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.

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**COLLECTORS' GUIDE
TO
GLASS COLLECTING**



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

BY MYLES BADER 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
COLLECTIBLES**



BY BILL VEHLING
MICHAEL HUNT

**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 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 emoryboard 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

5 BOTTLE BAGS PC BOOK #830 FOR \$10 EA. CONTACT: PATRICIA WILLIAMSON, RT.4, BOX 174D, VINEMONT, AL. 35179 OR CALL 205-734-5859.

METAL PEPSI-COLA SIGN, EARLY 50'S APPROX. 28" DIAMETER. \$165 OR BEST OFFER. CONTACT: D.W. BOLTON, 7221 WILBURDALE DR., ANNANDALE, VA. 22003 OR CAL 703-941-5659.

ORIGINAL PEPSI & PETE COMIC STRIPS \$15 EA. OR 2 FOR \$25. MOUNTAIN DEW BOTTLE CAPS "CORK LINED" NEVER USED .50 EA. OR 12 FOR \$5. PLEASE INCLUDE POSTAGE. CONTACT: SUSAN RIFE 12600 SE SHADY MEADOW CT., CLACKAMES, OR. 97015.

PEPSI LOGO CARTOON GLASSES MINT COND. 1973 BROCKWAY 16OZ. WARNER BROS. WHITE OR BLACK LETTERING FOR 2.50 EA. + POSTAGE. HAVE SEVERAL OTHER CHARACTERS FOR SALE AND TRADE. LET'S EXCHANGE "NEED & "EXTRA" LISTS. CONTACT: DIANNE CORNOG 12501-145TH ST., PUYALLUP, WA. 98374.

SIGNS; 1914 3 1/2"X10" \$175.00 1950'S 18" CAP \$125.00, 1960'S 16"X48" SAY PEPSI PLEASE \$75. 1960'S YELLOW OR WHITE CELLULOID SIGNS \$50 EA. 1970'S TRAY-REMAKE OF 1900'S TRAY FOR \$20 EA. CONTACT: ANN TUCKER, P.O. BOX 70127, STOCKTON, CA. 95207 OR 209-957-3122.

W.W.II RECORDS BY SERVICEMEN SENT HOME TO WIVES/FAMILY FOR 32.00 + POSTAGE. 1941 POCKET BASEBALL 130.00 + POSTAGE. CONTACT: BILL DAVIS, HAYMARKET SQ., E. AMHERST, N.Y. 14051 OR 716-688-2404

HAVE (10 DIFFERENT PEPSI & PETE ADS FROM SUNDAY COMICS, VF CONDITION \$15. EA. HAVE (50) DIFFERENT FULL PAGE COLOR PEPSI ADS FROM 1950'S \$80.PPD. CONTACT: MIKE LAYTON, 3326 ALL HALLOWS, WICHITA, KS. 67217 OR 316-942-8888.

LARGE LIST (SEND SASE) 1950 EVERVES TIP TRAY #29 NM \$30. BOTTLE CARRIER #76 EX \$70 & #114 M \$50. 1930 BOTTLE PROTECTOR #830 M \$22.

1940 SERVICEMAN'S RECORD & MAILER EX \$40.

1940 COASTER #857 & #858 NM \$15 EA.

1950 DOOR PUSH #169 EX \$60.

1960 TIN SIGN "SAY PEPSI PLEASE" #272 NM \$20.

1976 LIONAL BOX CAR M \$55

TRUCK-1940 #538 EX \$85.

WALTERS-MERCEDES M \$13.

1985 #549 NEVER OPENED M \$25.

CONTACT: THOMAS ROSING,

15 GLENDALOUGH RD., DALLAS, PA. 18612 OR 717-675-6302.

STILL HAVE A FEW OF THE PEPSI SEMI TRUCKS THAT LOOK VERY MUCH LIKE THE BUDDY L TRUCK, BUT THESE ARE FROM MEXICO.

15"LONG, CASES & PEPSI MACHINE IN CENTER OF TRAILER \$20. ALSO

SOME OF THE 70'S CHEVY STEP VAN 10"LONG \$12.50. ADD EXTRA

FOR SHIPPING. CONTACT: JERRY WATKINSON, P.O. BOX 1088,

IMPERIAL BCH., CA. 92032

COLORED PHOTO OF PEPSI-COLA

"SKY WRITER" BIPLANE WITH PILOT STEVE OLIVER IN THE COCKPIT.

20"X30" \$49.95 + 4.00 POSTAGE

12"X18" \$39.95 + 4.00 POSTAGE

11"X14" \$29.95 + 4.00 POSTAGE

ORDERING DEADLINE MAY 31, 1989.

OFFER GOOD ONLY IN U.S.A.

CONTACT: RALPH HOYT JR.,

667 WILDWOOD BLVD.,

WILLIAMSPORT, PA. 17701.

FOR SALE

OFFERING OVER 150 DIFFERENT PEPSI-COLA ITEMS FOR SALE. NEW OLD AND PROMOTIONAL. LIST IS 1.00PPD. (REFUNDED W/ORDER). CONTACT: W.R. MILLER, P.O. BOX 413, FAIR OAKS, CA. 95028. *****

WANTED/TRADE

CANADIAN SERIES CARTOON GLASSES OR OTHER CANADIAN PEPSI GLASSES. TO BUY OR TRADE: CONTACT: PATRICIA WILLIAMSON, RT. 4, BOX 1740d VINEMONT, AL. 35179 OR CALL 205-734-5859.

***** PEPSI-COLA ITEMS OF ALL VARIETY BEFORE 1960'S, ESPECIALLY WANT SIGNS & CLOCKS, CONTACT: MARION LATHAN, RT. 1, BOX 430, CHESTER, S.C. 29706 OR CALL 803-377-8225

***** OLD PEPSI-COLA CANS 7FL. OZ. OLD PEPSI BOTTLE FULL SAYS 2 FULL GLASSES ON IT OR JUST OLD PEPSI BOTTLE. CONTACT: FLOYD KEAN, 1000 CATHERINE AVE., KINSTON, N.C. 28501. ***** SELF FRAMED CARDBOARD SIGNS #314, #315, #317, #318, #319 AND #320. MUST BE IN GOOD CONDITION. CONTACT: TONY LLAMAS, 1142 W. PORTER, FULLERTON, CA. 92633 OR CALL 714-870-7178. *****

BOTTLE TOPPERS JUST LIKE OR SIMILAR TO #367 IN BOOK. SEND DESCRIPTION, PRICE, CONDITION, AND PICTURE IF POSSIBLE TO: TERRY "K" LUNT, P.O. BOX 4119, MODESTO, CA. 95356. *****

EARLY TIP TRAYS OR WILL BUY COLLECTIONS. CONTACT: BILL DAVIS, 30 HAYMARKET, E. AMHERST N.Y. 14051 OR 716-688-2404 *****

7UP, 7UP, 7UP WANTED, CALENDARS, PENCILS, TIN & GLASS SIGNS, CLOCKS, ETC. CONTACT: DON FIEBIGER, 1970 LAS LOMITAS, HACIENDA HGTS., CA. 91745 *****

RED, WHITE & BLUE PAINTED LABEL PEPSI-COLA BOTTLES. ALSO, ANY RED & WHITE PAINTED LABEL BOTTLES FROM WESTERN STATES IN NEAR MINT TO MINT COND. CONTACT JOHN JONES, 780 GRAN PASEO DR., ORLANDO, FL. 32825 OR CALL 407-273-5912 *****

SPECIAL ISSUE PEPSI CANS FROM YOUR AREA. I HAVE MANY CANS FOR TRADE. ALSO COLLECT OTHER BRAND SPECIAL ISSUES TO TRADE FOR PEPSI SPECIAL ISSUES. PLEASE WRITE, ALL LETTERS ANSWERED. CONTACT: DAVE BRACKETT, 1124 TYLER ST., FAIRFIELD, CA. 94533 OR 707-426-5553. *****

MICHAEL JACKSON BAD TOWN/PEPSI JACKET. PEPSI WORLD MAGAZINE W/RECORD, WINTER '84, VOL. 45, NUMBER 1. ALSO ANY MICHAEL JACKSON PROMO STANDUPS, POSTERS ETC. CONTACT: MELISSA STRECKER 1255 N. SANDBURG TERR, #1007, CHICAGO, IL. 60610.

PEPSEE=LADY
701 GULF SHORES PKWY, GULF SHORES

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.

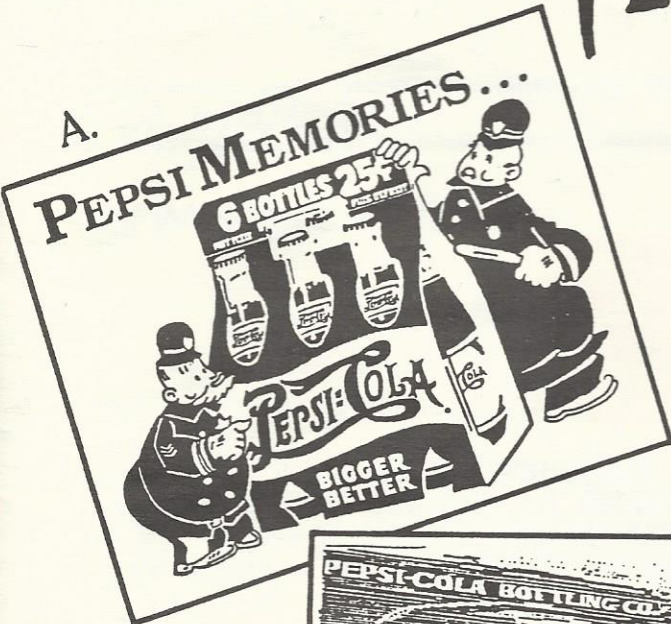
THE PEPSI PARLOR
ON THE SQUARE, LYNCHBURG, TN.

SULLIVAN'S ANTIQUES
866 57TH ST., SACRAMENTO, CA.

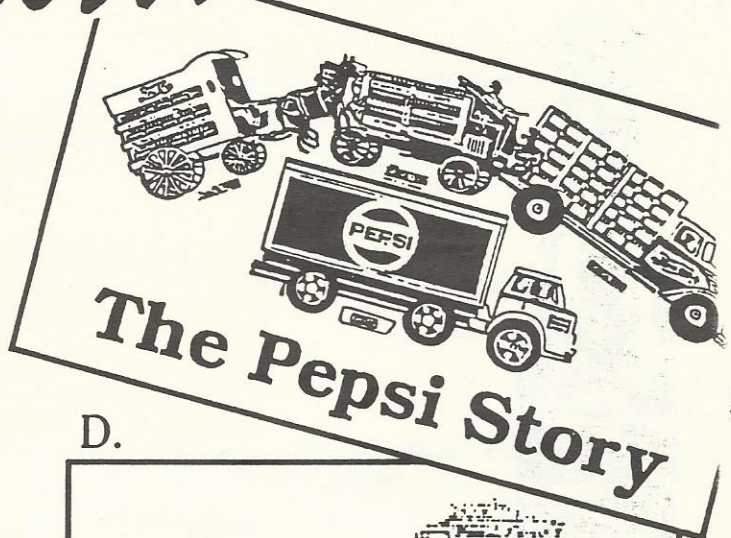
STODEL'S ANTIQUES & COLLECTABLES
221 S. "L" ST., LIVERMORE, CA.

Pepsi Memories T-Shirts

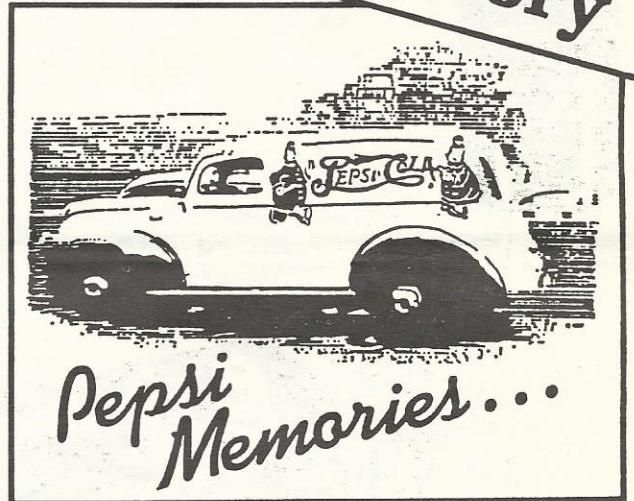
A.



C.



D.



B.



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:
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Choose the style,
size and quantity
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S (34-36)	_____	_____	_____	_____
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\$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.

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Shipping Address _____
City, State _____
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P.O. BOX 1275
COVINA, CA 91722

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



PHILLIP DILLMAN
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LET'S GET INTO THE BIG
PEPSI-COLA CONTEST



6
BOTTLES

TEAR OFF THIS FLAP
FROM CARTON AND
MAIL IN WITH ENTRY

25¢

PLUS DEPOSIT

PEPSI-COLA
TRADE MARK
BIGGER - BETTER

JOIN THE SWING TO PEPSI-COLA

ENTRY BLANK

(Be sure to enclose the red and white handle
flap from the 6-Bottle Pepsi-Cola carton)

THE PEPSI-COLA CO.
P. O. Box 1000, Grand Central
Annex, New York, N. Y.

"I like the 6-Bottle Carton of
Pepsi-Cola because _____"
(NOT MORE THAN 20 WORDS)

PRINT
NAME AND

Name _____

Address _____