

PEPSI-COLA

COLLECTORS CLUB

Volume 10 Issue 1

NEWSLETTER

MARCH-APRIL 1993

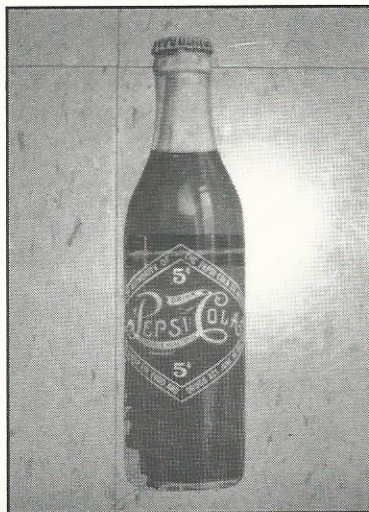
◆ CLUB NEWS

1993 CLUB EVENTS

This newsletter - Volume 10, No. 1 marks the 55th newsletter we've published. We've come a long way from our original two page newsletter. I hope that throughout the past 9 years the newsletter has been an aid to your Pepsi collecting. Not only by acquiring more items but knowledge of Pepsi-cola history and memorabilia. At this milestone for our club my only desire is that we can improve the newsletter as much in the next 9 years as we have in the past. Writing and publishing the newsletter is one of my proudest accomplishments. I hope that the love I have for Pepsi collecting and Pepsi history has been evident in the stories and articles I've written over the years. Thank you all for your support and help.

So far we haven't had any response to our attempts to have a Pepsi-Fest East in Baltimore, but we have some interest in holding it in North Carolina. It is really up to you, the club members, as to whether or not and where we will have a Pepsi-Fest East.

As mentioned in the last newsletter we are trying to secure a hotel in Las Vegas to hold Pepsi-Fest West this coming July. As of this date we do not have a location.



1906 PEPSI SIGN

PEPSI-FEST
'93
MARCH
25-27-1993

◆ CLUB NEWS

Pepsi-Fest '93 is turning out to be our largest ever. Because of this, your help and cooperation will be greatly appreciated. We need your help to insure a successful Pepsi-Fest '93. Please get your Fest registrations in immediately so we can plan accordingly. At this point the Hilton is close to being sold out so we are recommending the Days Inn at the Airport which is across the interstate from the Hilton. One of the purposes of Pepsi-Fest is to get to know each other. One way we could do this is by showing club members your collection. What! You say you can't bring your collection to Pepsi-Fest? Then how about video taping your collection so we can play the tapes at various times over the weekend. See you at Pepsi-Fest! To contact the Days Inn, phone (317)248-0621. Be sure to tell them you are with the PCCC.

Inside This Issue

- 1 HISTORY OF PEPSI-NEW HAVEN
- 2 ARE YOU A PEPSI FANATIC?
- 3 PEPSI-FEST - RECORD TURNOUT
- 4 CONE TOP CANS - FOR REAL!
- 5 PEPSI FEST SCHEDULE

◆ CLUB NEWS

PEPSI-FEST '93 SCHEDULEThursday, March 25th

- 12:00 p.m. Registration room open
 2p.m - 5 p.m. Hospitality room open
 3:00p.m. Seminar
 7:00p.m. Get Acquainted Reception

Friday, March 26th

- 8:00 a.m. Leave hotel for Frito-Lay tour
 9:00 a.m. Registration room open
 12:00 p.m. Luncheon and Show & Tell. Bring an item to share.
 3:00 p.m. Seminar
 5:00 p.m. General Meeting and Pizza Party

Saturday, March 27th

- 9:00 a.m. Registration room open
 12:00 p.m. Check in of items being placed in silent auction
 1:00 p.m. Silent auction begins
 3:00 p.m. Dealer set up for Swap Meet
 4:00 p.m. Swap meet begins
 6:30 p.m. Check-in of items being placed in oral auction
 7:30 p.m. Oral Auction begins



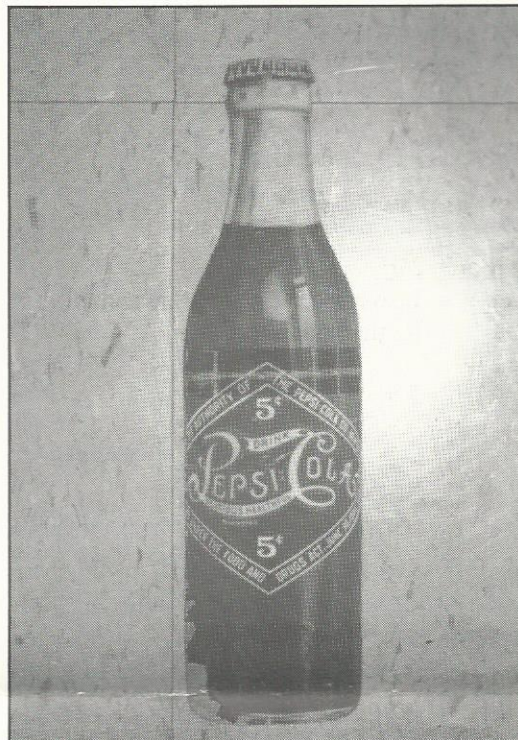
To the left: Club member Michael Murphy's latest find - 250 single dot Pepsi Cone tops. (Sorry this was omitted from the last newsletter).

The phone company has changed our area code from (714) to (909). To reach Bob Stoddard or the Pepsi-Cola Collector's Club call (909)593-8750.

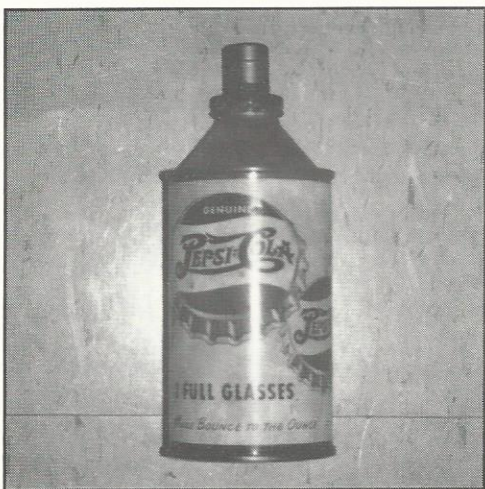
◆ COLLECTORS
◆ INFORMATION



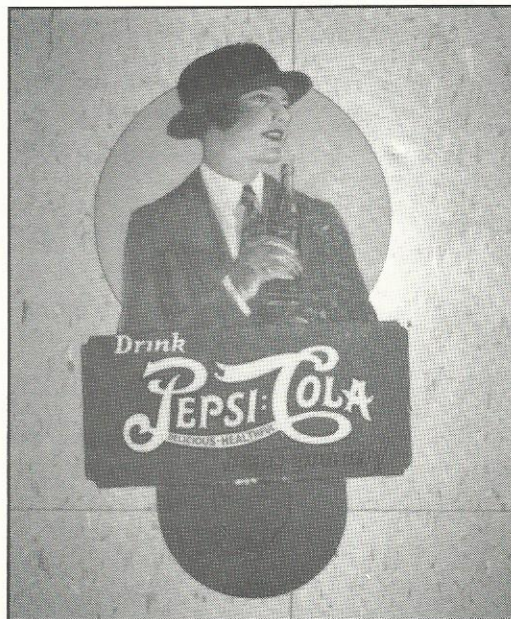
*RARE 1905-1910 HANGING
CARDBOARD SIGN*



1906 DOUBLE SIDED CARDBOARD



*UNUSUAL CONE TOP CAN
CIGARETTE LIGHTER*



*CARDBOARD BOTTLE TOPPER FROM
THE NATIONAL PEPSI-COLA CORP.
RICHMOND, VA. 1920*

◆ PEPSI INFORMATION

PEPSI-COLA FANATIC SELF-TEST

In a club of Pepsi-Cola enthusiasts it is very common to hear heated discussions over who is the biggest Pepsi fanatic. In order to settle some of these arguments I have created a test to help people determine if you are indeed a Pepsi fanatic.

Of course you may have your own definition of what a Pepsi fanatic is. If so please send them to me and I will include them in a future issue.

If you answer yes to six or more of these questions you may officially call yourself a Pepsi Fanatic.

Do you drink a Pepsi first thing in the morning and the last thing at night?

Do you smuggle Pepsi on to the airplane in case they don't serve your favorite beverage?

Would you go to the store late at night just to get a Pepsi?

Do you have a child or pet named "Pepsi"?

Would you push a small child out of the way to get the last Pepsi on the shelf?

Do you watch TV just to see the Pepsi commercials?

Do you keep an emergency six pack of Pepsi in the trunk of your car?

Was the Pepsi jingle played at your wedding?

Have you ever thought of having a Pepsi "IV" attached to you?

Do you dream about finding the endless fountain of Pepsi?

◆ MEMBERS

**COLLECTORS
SPOTLIGHT**

Adrienne Vogt of Bonsall, CA was a Coke collector for 20 years and suddenly felt that she was missing out on the fun and excitement of collecting Pepsi items. She feels collecting Pepsi is more challenging! She now considers herself a Pepsi-holic and can't let a week pass without venturing out to look for Pepsi items.

Wally Willems of Hanford, CA began collecting in 1973. He collects glass Pepsi items. He finds Pepsi tastes better, has better taste in advertising, and the most colorful designs on their logos. He enjoys hearing from other collectors who collect glassware.

Ron Stines of Hanover, IL has been collecting Pepsi for 10 years. He drinks about 28 cans of Pepsi a week. When he was 17, he purchased his first Pepsi item - a miniature bottle. The collection grew slowly until about 5 years ago when he started buying bigger, better items!

Nola & Gary McDowell of Commerce, Texas started collecting some glasses and soon discovered you have to have more. They joined the PCCC to find out how many other Pepsi addicts are out there!

Kenny Flanagan of Amarillo, TX started his collection with a battery operated clock with a mirrored front and wood frame

that he found in a department store. He drinks a six-pack a day.

Jerry Ten Barge of Mt. Carmel, IL writes that his family owned a Pepsi Distributorship for 53 years. He grew up with Pepsi and started collecting bottles 43 years ago. He says the more he drinks Pepsi the better he likes it. Jerry states that "I have Pepsi in my heart and love to see people enjoy it."

Johnny Scarbrough of Richland, IN has been collecting Pepsi for 4 years. He worked for Pepsi-Cola of Evansville for a few years. He joined the club to meet other collectors and to find more Pepsi items.

Mary Perdue of Lexington, NC has been collecting for 2-1/2 years. She was a Pepsi truck at the store one day and that started her collection. She joined the club to find out what else was out there to collect.

Darla Cunningham of Medina, OH is a Diet Pepsi drinker who has been collecting about 2 years. She was inspired by a Pepsi-Cola exhibit she saw in Wellington, OH that was displayed by Ben Sickels and Maxine Jordan.

Carl Pflieger of Pearl City, HI works for Pepsi-Cola in Hawaii. (Okay, Carl, I'm jealous.....). He has been collecting for 8 years. He joined the club to gain some insight into collecting Pepsi.

Roger Morr of Coldwater, MI has worked for Pepsi for over 30 years and just decided to start collecting Pepsi items. The first

item in his collection was a Pepsi Santa Claus he received as a gift.

John Verna of Phoenix, AZ has been collecting for 4 years. He is a Diet Pepsi drinker and collects older signs and clocks. He joined our club to make some buy & sell contacts.

Eileen Parker of Des Moines, IA first heard about the PCCC at a Dr. Pepper convention in Florida. She has been collecting Pepsi for 18 years. She worked for Pepsi-Cola in Chicago for 16 years. Her husband is still a Pepsi employee.

Eddie Tamas of Surrey B.C., Canada originally collected that other Cola product, but eventually saw the appeal of Pepsi-Cola memorabilia and has been collecting Pepsi items for 3 years. He is mostly interested in older items - especially signs and clocks.

Andrew Harris of Lehi, UT likes collecting old advertising and signs that are appealing to the eye. He joined the PCCC to learn more about the hobby of collecting Pepsi memorabilia, learn about prices, and where to find Pepsi!

Donald Miller of Jacksonville, NC was given a membership to PCCC as a gift from a friend. He has been collecting Pepsi for 1-1/2 years and collects everything Pepsi! He likes being in contact with other Pepsi collectors.

Jerry Bailey of Hebron, IN has collected Pepsi for about 24 years. His main interest is bottles and cans. He started his collection when Pepsi was throwing out old cans and bottles he was able to get some of the old bottles.

PEPSI-COLA BOTTLING CO. OF NEW HAVEN, MO.

West of St. Louis, hidden away in the rolling hills is the town of New Haven, Missouri. Although it is picturesque and quaint it is by no means on the main route to anywhere. But somehow V.O. Robertson, territorial manager for Pepsi-Cola found out about New Haven and especially about a family named Hebbeler.

In the days before Pepsi-Cola was a household name men like Mr. Robertson traveled the country trying to establish a franchise bottler network. Their goal was to find hard working entrepreneurs who could take the promise of Pepsi and make it a reality in their community.

No one is quite sure of how Mr. Robertson heard about Edward A. Hebbeler and his son, Edward T. Hebbeler, only that one day in 1937 Mr. V.O. Robertson of the Pepsi-Cola Co. New York came to the door of their bakery. Mr. Robertson offered them a Pepsi-Cola franchise. Besides the bakery the Hebbelers also operated an ice cream store and ice plant.

To become a Pepsi-Cola bottler was rather inexpensive by today's standards. The initial cost was \$315.00 which got you one unit of Pepsi concentrate and enough crowns and labels to produce 1200 cases of Pepsi-Cola. The Hebbelers believed so much in Pepsi-Cola that they mortgaged their home to buy the equipment necessary to bottle the relatively unknown soft drink.

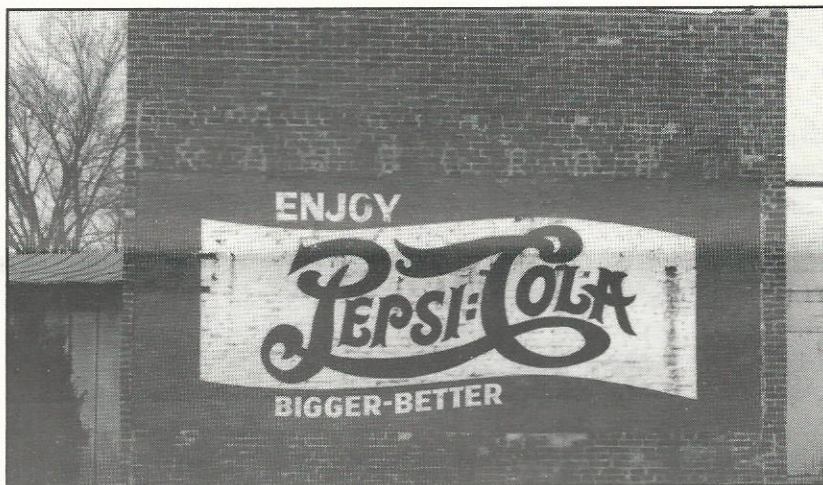
Mrs. Edward T. Hebbeler who would occasionally accompany

her husband on sales calls told me "the most difficult part of selling Pepsi-Cola was that no one had ever heard of it before." On the first day of operation the Pepsi-Cola Bottling Company of New Haven, Missouri sold 12 cases of Pepsi. At this point the faint of heart might have wondered if they had made a mistake with this new cola drink. Not Mr. Hebbeler! He just kept on promoting Pepsi throughout the community. Although he already believed that Pepsi would be successful he became certain while checking on a

vending machine he had recently placed in a shoe factory. To his surprise and delight the machine had sold out. He knew he had a winner!

Over the past 56 years the Hebbeler family and Pepsi-Cola have faced many challenges that have led to this very successful Pepsi bottling franchise in New Haven, Missouri.

Mr. Edward T. Hebbeler and his father have passed away. His wife, son, daughter, and son-in-law still own and operate the plant today.

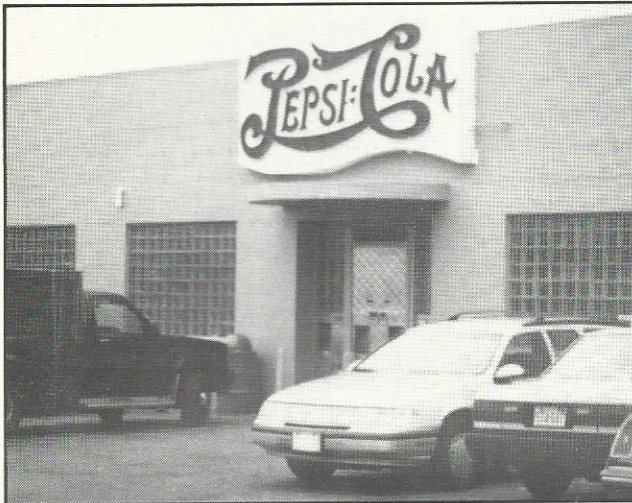


Original New Haven Pepsi Plant

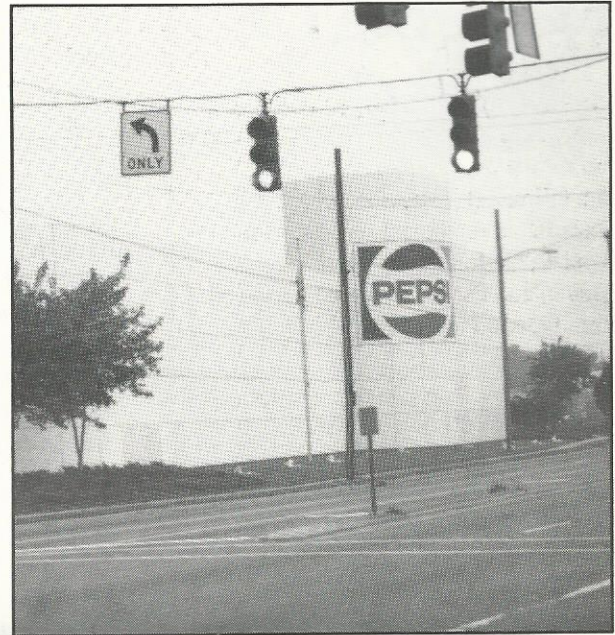


In 1968, Pepsi New Haven moved in to this plant

ROAD SIGNS



Sign in front of Pepsi plant in Milton, Mass.



Pepsi plant Charlotte, N.C.



Pepsi sign somewhere in the Smoky Mountains



Pepsi truck on Las Vegas strip.

◆ MARKET PLACE

FOR SALE

The following items are available from:

Pepsi-Cola Bottling Co. of New Bern
P.O. 2036, New Bern, N.C.
28560.

1. Pepsi & Pete (Musical wind up plays original radio jingle \$19.95
2. Postcard using original girl that was used in Pepsi advertising \$.22
3. Mural (13"x7") New Bern, N.C. with brochure \$15.00
4. Mural postcard with brochure \$.32
5. 85th Anniversary Lennox Commemor. plate, numbered. \$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 \$4.95
8. Birthplace of Pepsi letterhead \$.15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nailfile \$.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping, on the above items.

For Sale: 1960's Display Bottle 20". #483 in PC Collectibles Book. \$285 plus \$10 shipping & handling. Contact: Daryl Painter, 3266 Queens East, Eugene, OR 97401 (503)344-1341.

For Sale: Parts for classic soda machines: Rubber, doorliners, handles, etc. Split doors for 27 & 33's. Handles, rubber etc! Many many more parts! Send \$2 for new catalog. Lee Walters, P.O. Box 6239, Laguna Niguel, CA 92607 (714)348-1822 days.

For Sale: Richard Petty Longneck 8 bottle set. \$25. Special Richard Petty 8 pack Carton \$9. 5 different Ertl Pepsi Banks \$32 ea. Plus Postage. Send SASE for Pepsi List. Contact Bob Schoonover, 2635 Capital, Des Moines, IA 50317. (515)262-0746

For Sale: Best Offer - 1 New Michael Jackson Pepsi-Cola World Tour 1984 Jacket - Beautiful! Small color magazine by Pepsi Mgmt. Institute - "This is Pepsi-Cola" 1977 - \$3.00. Pepsi 12" Rulers - "you've got a lot to live" - 1969 \$5.50. Set of ABCB, NSDA, IBIE Convention Bottles less 1950-1952. Best Offer. All + Shipping. L.H. Gregory (803)232-5206

For Sale: Bigger, Better 10" x 12" tin. 6 Pack Bottle Carriers 1940's \$30 + \$3 UPS. Contact Don Rainey, 1306 S. Van Buren, Albany, MO 64402 (816)726-3707

For Sale: 1960 Stock Certificate (matted/framed) \$45; "Uh-Huh " Diet Pepsi Decanter \$8; Bottle Tester w/logo \$16; Straw Holder 6" M \$18; Sugar Dispenser w/logo M \$16; New logo Cards (deck) M\$5 Trays: 1970 Muti-language M\$18; 1976 Bicentennial Tray w/4 glasses M \$38; New Pepsi item list (SASE). Contact Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612 (717)823-4433.

For Sale: Pepsi Gulwin Cooler (Heintz Chest) Restored - \$1600.00 (717)533-7345 Hershey, PA.

Wanted

Wanted: Pepsi Seltzer bottle, Richard Petty "Last Race" can and Diet strawberry burst can. Also interested in trading special issue cans. Contact Steve at (515)472-8961.

Wanted: Old Pepsi Machines & Coolers. Call (717)533-7345 - Hershey, PA.

Wanted: Want to buy Pepsi Machines, Salesman sample cooler, and good to mint condition flange signs, anything considered. Buy, sell, or trade. Contact Bill Bryk, Rt. 1, Box 114-P, Coweta, OK 74429 or call (918)486-3040.

Wanted: Any pre-1960 advertising signs, clocks, calendars, & thermometers from Pepsi, Coke, or any soda company. Top \$\$ paid for rare, early, & clean signs! Collections purchased. Contact: Robert Newman, 10809 Charnock Rd LA, CA 90034 (310)559-0539.

◆ MARKET PLACE

Wanted

Wanted: Pepsi Mechanical Drinking Bear. Call J. Vinson at (916)824-4200.

Wanted: Any Evervess, Devil Shake, or Tropic Surf items, plant opening glasses, ashtrays, cigarette lighters, cyclamate bottles, Hutchinson bottle, Pre-1970's radios, cone top cans, Pepsi "N" Pete items. Any help locating the above items in Ex. to mint condition is most appreciated.

Contact Michael Noll, 1647 La Salle, Santa Maria, CA 93454-1553. (805)922-8832

Wanted: Grapette, Green River, Double-Cola, Chero-Cola, and Cherry Blossoms Soda items. Contact Bryan Pinnick, 604 West 8th St., Bicknell, IN 47512.

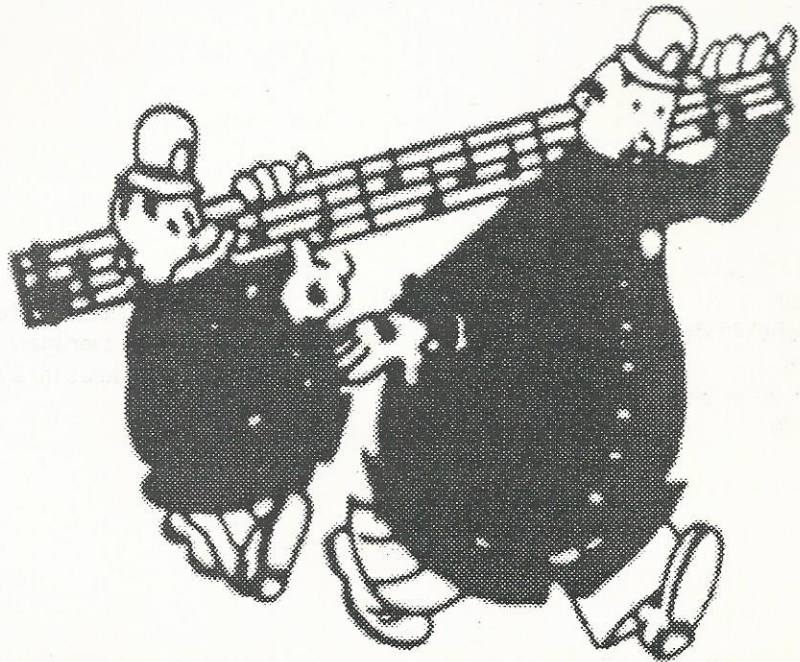
(812)735-3340

Wanted: Double-dot Pepsi Bottles. Must be in good condition.

Contact: David Meinz, 273 Chalet Lane, Virginia Beach, VA 23462 (804)497-2857

Wanted: Dollywood Longneck. contact: Elaine Gefvert, Box 2323, Eastwood Est. Lot 163, Gibsonton, FL 33534.

Wanted: Older Pepsi Lighters & Full Pepsi Matchbooks for my collection. NM-M preferred. Please let me know what you have to offer. Top \$ paid! Contact: Rob Barton, 120 North Fifth Ave., Monrovia, CA 91016. (818)357-9504



PEPSI-COLA COLLECTIBLES VOL #1 with revised 1992 prices by Bill Vehling and Michael Hunt. 148 pages with over 900 items illustrated and prices. Cost is \$14.95 + \$3.05 postage= \$18.00 per book.

PEPSI-COLA COLLECTIBLES VOL #2 200 pages with over 800 items pictured and revised 1992 prices. No duplications from Vol. 1. Cost is \$17.95 + \$3.05 postage = \$21.00 per book.

ALSO AVAILABLE: 1992 price lists for Vol. 1 and Vol. 2. Cost is \$3.00ea. ppd. Send payment with order to: Bill Vehling, P.O. Box 42233, Indianapolis, IN. 46242.



Bob Stoddard's collection on display at the LA County Fair

**Pepsi-Cola Collectors
Club name badges now
available!**

**To order a badge with
your name and State on
it, just send \$6.50 to
PCCC, P.O. Box 1275,
Covina, CA.
91722.**

**The badges are white
with blue engraving.**

**Please PRINT your name
and State exactly as you
want it to appear on the
badge.**

The **Pepsi-Cola Collectors Club Newsletter** is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA. 91723.

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a typesetting charge of 47.00. Ads will be run once. Please note whether your ad is "for sale", "wanted", or "trade".

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

Advertisings Information - Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

◆ INFORMATION

**LOCAL
CHAPTERS**

Green Country PC Club
Ron Nickens
21413 E. 33rd St.
Broken Arrow, Oklahoma 74014

Mile High PC Club
Brent Hinton
6511 W. Elmhurst Ave.
Littleton, Colorado 80123

No. Shore of Ohio PC Club
Jim Wolfe
2315 Ross Dr.
Stow, Ohio 44224

Old Dominion PC Club
Scott Kinzie
3510 Hemlock Rd.
Chester, Virginia 23831

Central VA/DC PC Club
Richard Hertzler
6110 Yates Ford Rd.
Manassas, Virginia 22111

Lone Star PC Club
Robert Keys/Lawrence Cook
4988 Thunder Rd.
Dallas, Texas 75244

Minnesota Chapter PC Club
Roy Bernick
Box 1184
St. Cloud, Minnesota 56302

So. California PC Club
Tony Llamas
1142 W. Porter, Fullerton
California 92633

Chicago Connection
Attn: Larry Woestman
14750 Karlov Ave.,
Midlothian, IL. 60445

The Tarheel Pepsi Club
John Arnold
RFD 1, Box 153
Benson, NC 27504

St. Louis Pepsi Club
Chris Paradowski
6440 Devonshire
St. Louis, MO. 63109

Phenix Benton, Director of Chapters.
Contact him at: 4949 So. 94th E, Pl.,
Tulsa Oklahoma 74145.

**PLACES TO
FIND PEPSI**

So. Pasadena Mercantile Co.
1030 Mission St., So. Pasadena,
California

Old Main St. Antiques
203 E. Vista Way, Vista,
California

Sign of Good Taste
269 E. 2nd St., Pomona,
California

The Pep C Connection
127th & Cicero, Alsip, Illinois

The Silk Mill Antique Centre
18 Forrest St., Wilkes-Barre,
Pennsylvania

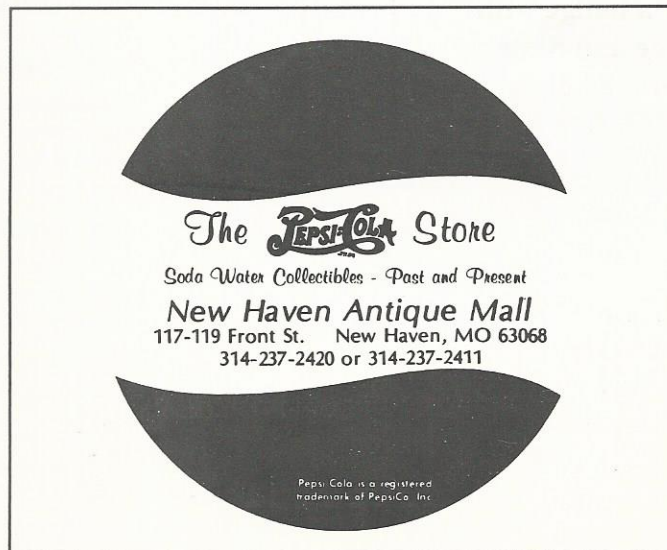
Pepsi-Cola Memphis Bottling
520 E. Grand Ave., Memphis, Missouri

The Neon Lady
1950 Cherokee St., St. Louis, Missouri

Bev's Oldies and Goodies
1186 Meyerland Plaza, Houston, Texas

Funtastic Antiques
42030 Main St., Temecula, California

Yesteryear Advertising
1926 Kent Lane, Utica, Ohio



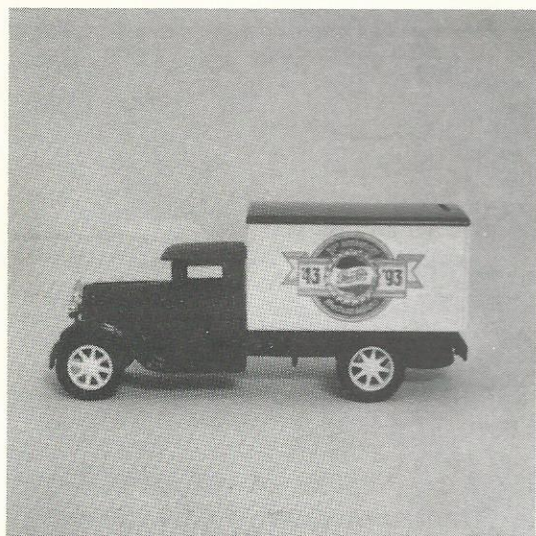
PEPSI-COLA

COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722

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



Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



In celebration of the 50th anniversary of the Pepsi-Cola Bottling Co. of Flagstaff, Arizona, Double-Dot Enterprises has been authorized to produce a limited edition ERTL truck bank. The run will be limited to 500 individually numbered banks all bearing the Flagstaff anniversary logo. These trucks are approximately 7" long and will be available on a first come first serve basis. The cost will be \$29.95 + \$3.00 shipping & handling. California residents add 8.25% sales tax. Limit 6 per person. Send check, money order, or VISA/Master Card. VISA/Master Card customers be sure to include your account number and expiration date. Send to: Double Dot Enterprises, P.O. Box 1548, Pomona, CA 91769. Be sure to include your shipping address and your phone number.

CA

PEPSI-COLA

COLLECTORS CLUB

Volume 10 Issue 2

NEWSLETTER

MAY-JUNE 1993

◆ CLUB NEWS

PEPSI FEST '93

PEPSI-FEST '93 got off to a rousing start with over 200 people for the Thursday evening hospitality get together. A special presentation of Pepsi in the movies was shown along with several home made Pepsi commercials, (start making your Pepsi commercial for '94!). After the meeting was adjourned everyone departed to begin room hopping which ended sometime around midnight. Everyone was up early to go to the Frito-Lay plant tour which took up most of the morning. It was great fun tasting Lay's potato chips right out of the oven. By all accounts the tour was fun and interesting. The tour was put together by Ron Skiles, a Frito-Lay employee and club member. THANKS Ron for a super tour!

From the plant tour it seemed like we went straight to the Pepsi-Fest luncheon. This year's luncheon was highlighted by testimonials from some Pepsi bottlers and long time Pepsi employees. Speaking were; John Minges III, Harold Rosentreter, Les Walters, and John Johnson. I know everyone enjoyed hearing these magnificent stories.

After lunch there was just enough time to get ready for the Pizza Hut Pepsi Party sponsored by Cathy Dial of Pepsi-Cola Consumer Relations. After consuming 100 pizzas in about 2 minutes (maybe an exaggeration) it was time for the feature presentation, the Advertising history of the Pepsi



FOUNDERS OF PEPSI FLAGSTAFF

PEPSI-FEST
WEST
JULY
16-17-1993
LAS VEGAS, NV.

◆ CLUB NEWS

Cola Company. This year's narrator was John Osborn of BBDO, Pepsi's ad agency. John did a great job telling everyone many of the inside stories of making Pepsi commercials. After the cutting of the annual Pepsi-Fest cake it was time room hop again.

Saturday morning seemed to come to quickly! After breakfast there was a seminar and a group photo. Then it was time to set up for the silent auction. After the silent auction we moved on to the swap meet. This year's swap meet featured 60 dealers with 80 tables laden with Pepsi merchandise. With over 600 people attending the swap meet this was our best ever. After a short break it was time for the auction. Once again Bruce Jacobs did a great job as auctioneer.

Pepsi-Fest '93 was great fun and very successful thanks to the hard work of numerous volunteers. Thanks to all those who attended it wouldn't be Pepsi-Fest without you!

Inside This Issue

1 PEPSI FEST '93 REPORT

2 FLAGSTAFF CELEBRATES 50 YRS.

3 FEST WEST INFO

4 OLD BALTIMORE PLANT

5 PEPSI FEST '93 PHOTOS

◆ CLUB NEWS

Next year the schedule will be changed so that Saturday is not quite so hectic.

With Pepsi-Fest '93 behind us we're now busily getting ready for Pepsi-Fest West, July 16-17, 93 in Las Vegas, Nevada. Also it looks like we may have a Pepsi-Fest East. At this time the most likely date will be Oct. 1-2 somewhere in North Carolina. Standby for more details in the next newsletter.

CHAPTER NEWS

James Magraw is in the process of organizing a Michigan chapter. Anyone interested please send your name, address and phone number to: James Magraw, 1155 Marton, Kingston, MI 48741.

The Colorado chapter is having a swap meet May 15th. For more info contact: Brent Hinton, (303) 973-9675.

The St. Louis chapter is planning their second Annual Picnic/Swap meet for August 21st, a Saturday at Aubuchon Park at Flamingo & Sunset. For more info contact Chris Paradowski (314) 352-2751 or Joe Sheahan (314) 838-0683.

Congratulations to the new officers of the So. California chapter. They are: Brian Nicholson, President,; Robert Hernandez, V-President, and Alice Parra as Secretary.

PEPSI FEST WEST

This year's Pepsi-Fest West will be held at the Showboat Hotel at 2800 Fremont St., Las Vegas, NV 89104. The number is 800 826-2800. Date: July 16-18th, 1993. Registration info is included with this newsletter.

50 YEARS OF PEPSI IN FLAGSTAFF

Several years ago I made a cross-country trip via Interstate 40. Like any good Pepsi collector I had a list of Pepsi bottling plants that I planned to visit as I travelled the highways. I stopped at numerous Pepsi plants on this excursion but the one that I remember most was Flagstaff, Arizona. Not because it was any different than the others but because it was here that I met a true pioneer in the history of the Pepsi-Cola Company. His name was Fred Nackard and he owned the Pepsi-Cola Bottling Company of Flagstaff. Mr. Nackard has since passed away, but I will never forget his recounting to me his story of becoming a Pepsi bottler.

As Mr. Nackard told me, it was in 1937 that V.O. Robertson of the Pepsi-Cola Company came to Flagstaff looking for someone to bottle Pepsi-Cola in Flagstaff. At that time Mr. Nackard was bottling some other beverages, so Mr. Robertson thought that Nackard was a good prospect to become a Pepsi bottler.

V.O. Robertson made a call on Mr. Nackard with two bottles of Pepsi-Cola tucked in the pockets of his overcoat. Unfortunately Mr. Nackard had never heard of Pepsi-Cola and thought that it wasn't the best time to try and market another beverage. So it wasn't until 1943 when fate intervened, that Pepsi came to Flagstaff. While preparing to go off to war Mr. Nackard became aware of a problem with one of his suppliers. The supplier was uncertain as to whether they could continue supplying product

to his bottling plant while he was in the Army. Being a man of action, Mr. Nackard immediately contacted the Pepsi-Cola Company and told them he wanted to become a Pepsi bottler. Mr. Nackard actually signed his franchise agreement while in basic training at Ft. Lewis, Washington. While serving his Country, his wife Monica and sister-in-law Bessie ran the new Pepsi-Cola franchise.

Although every Pepsi bottler has interesting stories of bottling Pepsi, this has to be one of the best about signing a franchise agreement.

The reason why I mention this story is because on April 14, 1993 the Pepsi-Cola Bottling Company of Flagstaff, Arizona celebrated their 50th anniversary. Today the company is run by Mr. Nackard's son, Patrick and Patrick's wife Julie. In honor of this occasion Craig Weatherup, President of Pepsi-Cola North America attended a reception thanking the community for supporting Pepsi in Northern Arizona. At the reception Mr. Weatherup presented the Nackards with an award to commemorate 50 years of bottling Pepsi-Cola. Congratulations Patrick & Julie Nackard.



◆ COLLECTORS
◆ INFORMATION



THE FLEET OF THE PEPSI-COLA BOTTLING COMPANY OF FLAGSTAFF IN 1943

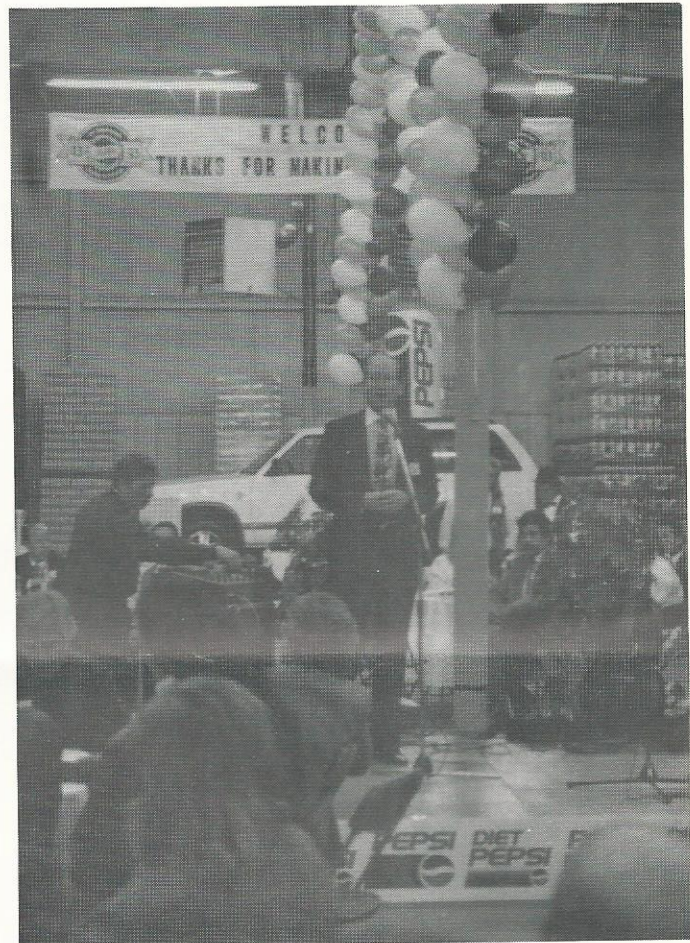


BOB STODDARD AND PATRICK NACKARD PRESIDENT PEPSI-COLA FLAGSTAFF

◆ PEPSI INFORMATION



FRED AND MONICA NACKARD



CRAIG WEATHERUP PRESIDENT OF PEPSI-COLA NORTH AMERICA MAKING PRESENTATION AT FLAGSTAFF 50 TH ANNIVERSARY RECEPTION



PEPSI MEMORABILIA DISPLAY AT FLAGSTAFF RECEPTION

◆ MEMBERS
**COLLECTORS
 SPOTLIGHT**

Cecil Buchanan of Greensboro, North Carolina started out collecting coin operated machines 10 years ago. One Saturday morning 2 years ago he walked into a flea market and saw a Pepsi Vendo 81 drink machine. He receives more compliments on that machine than anything else in his game room.

Glenn & Kathleen Hekking of Yarmouthport, Massachusetts are recent Pepsi collectors. They prefer items from the 50's, preferably soda fountains items. They would like to hear from other members in the New England area. Their address is 7 Brush Hill Rd., Yarmouthport, MA 02675 or to phone (508) 362-HEKK.

James D. Thompson of Olivehurst, California drinks caffeine Free Diet Pepsi. He has been a collector for about 7 years. He started his collecting with a used vending machine given to him. James joined the club to learn more about Pepsi collecting.

Karl Pearson of Rockford, Illinois is a route salesman for Pepsi. His drink of choice is Wild Cherry. Karl has been collecting approx. 2 years and started with Mt. Dew returnable bottles.

Jean Kasitch of Tempe, Arizona prefers cans and bottles (old and new). Jean has been collecting

for 5 years and drinks about a case of Pepsi a week.

Loretta Collins is from Ft. Smith, Arkansas. Her Pepsi collecting habit started with bottles and as we all know so well, just grew from there. Loretta enjoys receiving her newsletter and reading about other collectors. She has been collecting for about 5 years.

Laurie Burke of Pontiac, Illinois started her Pepsi collection in her teens and now 15 years later is still hitting the flea markets. Her husband Kevin is always on the lookout for something interesting to add to the collection. Laurie drinks about 3 cases of Pepsi a week, way to go Laurie!

Carl Roberts of Hinesville, Georgia got hooked on Pepsi collecting when he found several 1906-1910 Pepsi bottles in an old barn. His drink of choice is Crystal Pepsi. Carl hopes to increase his Pepsi knowledge with the help of the newsletter and other collectors.

Tom Burnett of Roxboro, North Carolina can trace his Pepsi "roots" all the way back to 1904 when his great-grandfather was assigned one of the first Pepsi franchises. He became interested in collecting old Pepsi bottles after finding a "Burnett" Pepsi bottle in an antique store.

Marshall Rosa from Batavia, New York is a new collector and recent

club member. Marshall states that he joined the club just to show his wife that he's not the only collector out there. Marshall first started his collection with a 42" round porcelain Pepsi sign in mint condition that he found under a 52 Ford PU in a junkyard.

Dave Renwand is from Sandusky, Ohio. Pepsi was served in Dave's home as a child and he has continued this fine tradition as an adult. Dave finds Pepsi collecting a challenge as opposed to that other cola. He thought as so many of us do that he was alone in his obsession.

Dave has been an active collector for approx. 8 years.

Linda Ferguson is from Bristol, Connecticut. She drinks about 5 liters of Pepsi a week. Her friends started buying her Pepsi glasses and special items and from there the hobby grew. She likes cans and bottles from other countries, but collects almost anything Pepsi. Linda has been collecting since 1974!

Steve & Diane Beeman from Fairfield, Iowa have been collecting about 4 years and have been club members for 2. Diane's parents started the collecting with a few repo pieces and from there Steve and Diane took over. They now have over a 100 cans and 80-90 different bottles. In the Beeman home you don't use the "C" word or their daughters will tell you "not to say that dirty work"!

PEPSI FEST '93 PICTORIAL



PEPSI FEST '93 GROUP PHOTO



*ABOVE: JOHN OSBORN OF BBDO CUTTING THE PEPSI FEST CAKE
RIGHT: JUDY'S GROUP PHOTO*





◆ MARKET PLACE

FOR SALE

The following items are available from:

Pepsi-Cola Bottling Co. of New Bern
P.O. 2036, New Bern, N.C.
28560.

1. Pepsi & Pete (Musical wind up plays original radio jingle \$19.95
2. Postcard using original girl that was used in Pepsi advertising \$.22
3. Mural (13"x7") New Bern, N.C. with brochure \$15.00
4. Mural postcard with brochure \$.32
5. 85th Anniversary Lennox Commemor. plate, numbered. \$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 \$4.95
8. Birthplace of Pepsi letterhead \$.15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nailfile \$.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping, on the above items.

For Sale: Last chance at special price - \$11.95 + \$1.75 postage- "Guide to Magazine Advertising 1940-1970 for Pepsi: Cola." This guide includes: coding system, magazine information, advertisement descriptions, magazine identifying system, personal information. Guide covers 400+ magazine ads (200+ Diff. ads) regular \$13.95. Also new Pepsi item list (SASE). Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612 (717)823-4433.

For Sale: Richard Petty Longneck 8 Bottle Set \$25. 1991 Richard Petty Longneck 4 Set \$28. 5 different ERTL Pepsi banks \$30 each plus postage. Send ASAE for Pepsi list. Contact: Bob Schoonover, 2635 Capital, Des Moines, IA 50317. (515)262-0746.

For Sale: Jose Canseco 1989 Ten Card Set of Pepsi Baseball Cards that were inserted in Pepsi twelve packs. \$10.00 PPD. Contact: Kent Pascoli, 37 Willow Lane, Wheeling, WV 26003. (304)242-9838.

For Sale: I have Pepsi-Cola Musical Lighters - \$125.00 in original box. Contact: T.M. Cline, P.O. Box 8503, Coburg, OR 97401.

For Sale: 40's Green 7-up glass Wh/logo \$25.00. Pepsi Blue Rd. paper weight \$70. 40's C.C. wood six pack carrier \$50. Pepsi dice - 1" \$6 pr. + P.O. Need Pepsi crowns to match '40's, 50's & 60's bottles, unused. Contact: Lois Wildman, 175 E. Check, Camano Is., WA

98292. (206)387-7280.

For Sale: Pepsi-Cola and other brand bottles for sale or trade. Also other soda related items. Please write to : Robert J. Diwar, 9551 Patterson Rd., Richmond, B.C. V6X 1P8, Canada (604)278-3062. Also interested in your sale/trade lists.

For Sale: Pepsi Hutchinson bottle in NM Cond. Color amethyst \$750, Tray 1940 \$125 VG, 3 picnic coolers VG \$150 ea. Old, paper ads from \$1 to \$20, and bottles from \$1 to \$125. Please call anytime: Perry Houston (813)746-3127.

For Sale: 1992 Richard Petty sets by the case. Dale Earnhardt sets by the case. Final race Petty can by the case. 43's for sale or possible trade. Write for current prices: Tom Gates, 110 Hamilton Ave., Colonial Heights, VA 23834.

For Sale: 16" Sq. Pepsi Clock (Say Pepsi-Please) can be found in Pepsi Book (Introduction to Pepsi by B. Stoddard) No. #1288. Also have Teem Clock (Enjoy Teem - a lemon-lime drink) same as Pepsi Clock \$195 each. Also Misc. Pam clocks. Sq. Dr. Pepper, Canada Dry, Dite Rite Cola, Lotta-Cola, Grapette Soda, Bubble Up. Call K. Tellegen @ (503)761-7175 anytime nite or day or send: 2543 SE 11th Ave., Portland, OR 97266. Orders Post Paid.

For Sale: Pepsi (Block logo) digital wrist watch with metal expansion band. \$10 plus \$2 P&H. contact: R.E. Morris, 2926 Kanes Rd., Willow Grove, PA 19090.

◆ MARKET PLACE

FOR SALE

For Sale: Russian Pepsi bottle (empty) \$30. America's Cup Longnecks - Set of 3 (Full) \$30. Desert Storm Longneck (Full) \$12. Mountain Dew Southern 500 Longneck (Full) \$12. Pepsi Straws - Blue logo - 100 for \$6. UPS Included. Send long SASE for complete list to: Michael Noll, 1647 La Salle, Santa Maria, CA 93454-1553.

For Sale: Rare Pepsi Double Dot Branding Iron "Brass" brands the double logo on the wooden cases \$750. 1936 Pepsi Sign - red, yellow, black \$175 Mint. 1942 Pepsi Thermometer \$135. Pepsi Blue double dot cooler \$95. Send me your wants: Bob Eaton, Quaint Corner, P.O. Box 373, 531 Michigan Rd., Burlington, IN 46915 (317)566-3715.

For Sale: Pepsi cake tin, \$65; Pepsi and Pete contest form, \$18; Orange Crush wall button/hanger, \$60; '50's 7-Up crdbrd. 6-packs, \$5 ea.; New 24" plastic 7-Up "Bubble Girl" bottle bank, \$19. All ppd. Contact: Don Fiebiger, 1970 Las Lomitas Dr., Hacienda Hts., CA 91745 (310)693-6484.

For Sale: Cancelled Checks - Pepsi 1946 - Macon GA \$6 ea., 1960 Macon GA \$1.25 ea., 1970 Forrest City, AR, \$1 ea. 2 different bottlers. Coke - 1906-1907 -1911 Waycross, GA \$3 ea, 1940's \$1.50 ea., 1960's \$1.25 ea., 1970's, \$1 ea. Pepsi Paper Signs: "Counter Spy #2006 Intro \$40, "Friendship Coupon" #2003 Intro \$30, #2006 & #2003 pair \$65., Pepsi Dry Server V-H #830 \$8 ea or 3 for \$20. All

PPD. Contact: Danny Evans, 1505 Webber St., La Porte, IN 46350 (219)362-4449.

For Sale: 1960's Pepsi Push bar, \$25. \$1970's Pepsi menuboard \$20. Pepsi rack sign - "Take home a case" \$25. Contact: Andy or Lynette Harris 713 East 400 North, Lehi, UT 84043 (801)768-8122.

WANTED

Wanted: 7-Up Wanted! Purify your Pepsi collection of those nasty old pre-1960 7-Up items! 7-Up collector wants calendars, clocks, signs, glasses, etc. Contact: Don Fiebiger, 1970 Las Lomitas Dr., Hacienda Hts., CA 91745 (310) 693-6484.

Wanted: I am interested in bottles from 1905 thru present. If you know of anyone in the club that have these for sale please have them contact me: Morgan B. Saylor, 1635 Burgess Rd., Williamstown, KY 41097 (606)824-7258.

Wanted: Nice cardboard sign preferable in original frame. Contact: Doni Wixom, 5188 S. Melissa Hill Circle, Salt Lake City, UT 84118 (801)966-2276.

Wanted: 2 Mint 6 Pack carriers like #1233 in "Introduction to Pepsi Collecting." Send cost to: Terry K. Lunt, P.O. Box 577631, Modesto, CA 95357-7631.

Wanted: Orioles Collector Can Series - #5, 6, & 7. Contact: Nick Lazarakis, 21 Willowbrae Dr., Peabody, MA 01960-3452.

Wanted: Advertising Clocks - Glass, lite-ups made by Telechron, Inc., Pam Clock Co., A.P.I. (Advertising Products of Cinn) Double Bubble, Pam Clock Co. 12" round thermometers. Any logo A to Z working or not. Sales literature or company brochures, etc. Thanks! K. Tellegen, 2542 SE 111th Ave., Portland, OR 97266. (503)761-7175.

Wanted: Pepsi - Vendo 81, Jacobs 56 Vendorlator 27, Vendorlator 44 Drink machines. Advertisements, old calendars, cigarette lighters, clocks, signs, toys, radios, etc. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (919)288-3780

Wanted: Pepsi-Cola fountain glasses, will buy or trade. Also, will trade full America's Cup longneck bottles for any of the following full longnecks: Bainbridge, Buffalo Sabers, or Dollywood. Contact: Clifford Phipps, (714)589-1438 or send list to 2 Picazo Rancho Santa Margarita, CA 92688.

Wanted: Pepsi vending machines electric circa 1950's in need of repair or in good shape. I will take the curmniest of machines! Also want 1955 7-1/2" x 6" x 5 Tube Type by RCA Radio, working or not. Contact: Miki Morris, P.O. Box 1197, Ridgefield, CT 06877 (203)431-8068.

WANTED!!!

I'm looking to purchase the following items!!! Please send a photo and describe the condition. Make sure to include your phone number. Thanks! John F. Minges III, #16 Palmetto Place, Greenville, NC 27858 Work: (919)758-2113 Fax: (919)758-5566 Home: (919)756-4303

**V & H Vol 1
Openers:**

- #638
- #640
- #641 Single Dot
- #643
- #644
- #650
- #659
- #662

**V & H Vol 2
Openers:**

- #32
- #33
- #36
- #37
- #38
- #39
- #46
- #48

Stoddard:

- #1438 1941 Dispenser Handle
- #1439 1958 Dispenser Handle
- #1541 1910 Shoe Shine Brush
- #1682 1941 Desk Set
- #1889 1937 12 x 10 Sign
- #1919 1940 Alum. Debossed

Pepsi-Cola Collectors Club name badges now available!

To order a badge with your name and State on it, just send \$6.50 to PCCC, P.O. Box 1275, Covina, CA. 91722.

The badges are white with blue engraving.

Please PRINT your name and State exactly as you want it to appear on the badge.

The Pepsi-Cola Collectors Club Newsletter is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA. 91723.

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a typesetting charge of 47.00. Ads will be run once. Please note whether your ad is "for sale", "wanted", or "trade".

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

Advertisings Information - Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

◆ INFORMATION

**LOCAL
CHAPTERS**

Green Country PC Club
Ron Nickens
21413 E. 33rd St.
Broken Arrow, Oklahoma 74014

Mile High PC Club
Brent Hinton
6511 W. Elmhurst Ave.
Littleton, Colorado 80123

No. Shore of Ohio PC Club
Jim Wolfe
2315 Ross Dr.
Stow, Ohio 44224

Old Dominion PC Club
Scott Kinzie
3510 Hemlock Rd.
Chester, Virginia 23831

Central VA/DC PC Club
Richard Hertzler
6110 Yates Ford Rd.
Manassas, Virginia 22111

Lone Star PC Club
Robert Keys/Lawrence Cook
4988 Thunder Rd.
Dallas, Texas 75244

Minnesota Chapter PC Club
Roy Bernick
Box 1184
St. Cloud, Minnesota 56302

So. California PC Club
Brian Nicholson
For meeting information contact
Alice Para (818)962-5037

Chicago Connection
Attn: Larry Woestman
14750 Karlov Ave.,
Midlothian, IL. 60445

The Tarheel Pepsi Club
John Arnold
RFD 1, Box 153
Benson, NC 27504

St. Louis Pepsi Club
Chris Paradowski
6440 Devonshire
St. Louis, MO. 63109

Phenix Benton, Director of Chapters.
Contact him at: 4949 So. 94th E, Pl.,
Tulsa Oklahoma 74145.

**PLACES TO
FIND PEPSI**

So. Pasadena Mercantile Co.
1030 Mission St., So. Pasadena,
California

Old Main St. Antiques
203 E. Vista Way, Vista,
California

Sign of Good Taste
269 E. 2nd St., Pomona,
California

The Silk Mill Antique Centre
18 Forrest St. Wilkes-Barre, PA.

Pepsi-Cola Memphis Bottling
520 E. Grand Ave., Memphis, Missouri

The Neon Lady
1950 Cherokee St., St. Louis, Missouri

Bev's Oldies and Goodies
1186 Meyerland Plaza, Houston, Texas

Funtastic Antiques
42030 Main St., Temecula, California

Yesteryear Advertising
1926 Kent Lane, Utica, Ohio



The **PEPSI-COLA** Store
Soda Water Collectibles - Past and Present
New Haven Antique Mall
117-119 Front St. New Haven, MO 63068
314-237-2420 or 314-237-2411

Pepsi-Cola is a registered
trademark of PepsiCo, Inc.



PEPSI-COLA

COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722



Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



PEPSI-COLA BALTIMORE, MD. ORIGINAL PLANT

BR4

