

# PEPSI-COLA

## COLLECTORS CLUB

Volume 9 Issue 1

NEWSLETTER

MARCH-APRIL 1992

### ◆ CLUB NEWS

## PEPSI FEST '92

*"This will be the most exciting PEPSI FEST ever."*

I hope everyone is as excited about Pepsi Fest '92 as I am. Judging by the mail and phone calls that I've received we certainly will have a great turn-out. This will be a very special Pepsi Fest, so make your plans to be with us March 26-28, 1992.

I've also had a number of calls requesting information on Pepsi Fest West. This year Pepsi Fest West will be held July 17-18, 1992 in Las Vegas, Nevada. We will be staying at the Hacienda Resort Hotel and Casino, we have a room rate of \$42.00, single or double. The club and hotel registration information will be in the



## PEPSI FEST WEST

next newsletter. If you want to call the Hacienda and make your reservations now the phone number is 1 (800) 634-6713, make sure you tell them your with the Pepsi-Cola Collectors Club.

After many months of searching we have found a new company to make our club name badges. The new company has promised to process orders as small as 4 badges at a time, this should give us a faster turn around on orders. For information on ordering a name badge see ad in this newsletter.

I'm happy to report the response to our "Road Sign Photo" column has been great. Because of your support in this effort we will make this a permanent part of the newsletter. So keep those Pepsi road signs coming!!

Oops! Our apologies, in the "Collectors Spotlight" of the last issue we mistakenly identified Bruce Duncan as Bruce Williams.

## Inside This Issue

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- 4 **ROAD SIGNS FROM MEXICO**
- 5 **PEPSI FEST '92 AGENDA**

Pepsi Fest '92 March 26-28, 1992  
Indianapolis, In. Sheraton  
Northeast (317) 897-4000

## ♦ 1992 SLOGANS


# GOTTA HAVE IT

**O**ver the years Pepsi-Cola has developed a reputation for making great tasting cola and producing some of the best advertising campaigns in the world.

*"Now that everybody's gotta have it, Pepsi's not gonna need celebrity endorsers anymore."  
-BO JACSON*

So when it was announced that Pepsi-Cola would introduce a new slogan for 1992, the advertising world as well as Pepsi enthusiasts across the country stood by, waiting to see if Pepsi could do it again. Some thought, with a string of advertising successes going back to the 1930's Pepsi was due for a miss. That Pepsi advertising had been so successful in the 1980's, how could they possibly keep it going in the 90's. Well, Pepsi-Cola being the kind of company that loves a "challenge", set about to create an advertising campaign worthy of this fine tradition. The result was "Gotta Have It". A slogan that in just a few short weeks has already become part of the American lexicon.

So, just remember the next time you "Gotta Have It", Pepsi has always been able to "Hit the Spot".

**GOTTA  
HAVE  
IT**  


## HISTORY OF PEPSI-COLA ADVERTISING SLOGANS:

1909 - 1939: The theme "Delicious and Healthful" gives a lift to Pepsi drinkers by promising extra "pep".

1939-1950: To boost sales, Pepsi offers 12-ounce bottles for a nickel and introduces its "twice as much for a nickel" theme with America's first radio advertising jingle.

1953-1958: To suit changing times and consumer preferences for refreshing, light soft drinks, Pepsi introduces "The Light Refreshment" campaign for more brand-conscious Americans.

1958-1961: The "Be Sociable" campaign identifies fashionable young adults typified in the Joan Crawford era.

1961-1963: Pepsi ads change again to reflect a younger America. "Now It's Pepsi for Those Who Think Young".

1963-1967: The "Come Alive! You're in the Pepsi Generation" campaign links Pepsi to an entire generation with a message for the exciting, active lives of the baby boomers.

◆  
1967-1969: Pepsi beats the competition in taste, refreshment and satisfaction with "Taste that Beats the Others Cold. Pepsi Pours It On."

1969-1973: "You've Got a Lot to Live. Pepsi's Got a Lot to Give" is a positive statement of hope for young and old.

1973-1975: "Join the Pepsi People Feelin' Free" says the Pepsi Generation is contemporary and invites consumers to join the carefree, active era of the Flower Child.

1976-1978: Getting back to enjoying the simple things in life -- "Have a Pepsi Day" speaks for the country that wants one great Pepsi Day after another.

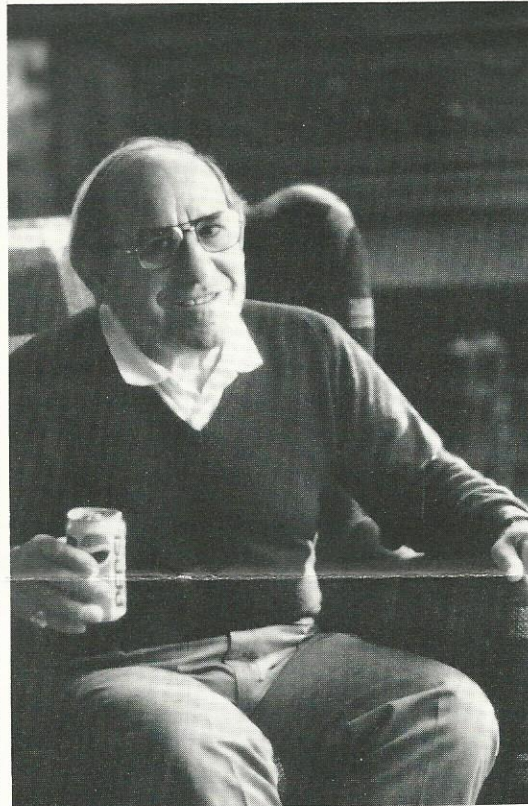
1979-1981: In a radical new decade, "Catch that Pepsi Spirit" reflects with pride the optimism of Pepsi people everywhere.

1981-1982: "Pepsi's Got Your Taste for Life!" invites the world to taste the leader -- Pepsi!

1983: In a competitive soft drink atmosphere, "Pepsi Now!" declares that Pepsi has won the taste of America.

1984-1991: "The Choice of a New Generation:" The heart, soul, and beat of the times is captured in popular music. Pepsi takes the leading edge in advertising with sizzling performers like Michael Jackson, Lionel Richie and Tina Turner.

1992: Consumers everywhere have made their choice. It's the big taste of Pepsi. They "Gotta Have It."



One of the highlights of this year's Pepsi's television commercials, is the use of baseball legend Yogie Berra. Berra is known for his somewhat unusual quips, that on the surface don't make sense, but after you think about it for awhile it's "pure logic!!".

In the "Gotta Have It" spot with Berra he expounds one of these gems, "If Pepsi's so popular, how come everybody's drinking it?" Think about that one over a nice cold Pepsi, and at the same time drop me a line and let me know which is your favorite new Pepsi and Diet Pepsi commercial.

*"If Pepsi's so popular, how come everybody's drinking it?"*  
-YOGI BERRA

## ◆ WORLDS LARGEST ICE PALACE

**PEPSI ICE PALACE**

**P**epsi and ice have always been a winning combination. But the two have never gone together as magnificently as they did at the 1992 St. Paul Winter Carnival.

The 106 year old St. Paul Winter Carnival transforms the city of St. Paul into a kingdom of ice and snow for twelve days. This year St. Paul wanted to make the Winter Carnival extra special because of the many visitors coming to see Super Bowl XXVI in neighboring Minneapolis. This goal was not only reached but was exceeded with the help of Pepsi-Cola.

Pepsi became the sponsor for the 1992 "Ice Palace" and went about building the "world's largest ice palace". Some of the statistics for the Pepsi ice palace are; 166 ft. 8 inches high, 249 ft. wide, 12 towers of varying heights, built with over 18,000 ice blocks each one weighing 640 pounds, and was lighted by over 400 light fixtures controlled by a computer.

In addition to the ice palace Pepsi also erected a temporary museum of Pepsi memorabilia and old Pepsi television commercials. The museum was open to Winter Carnival visitors. In just eleven days over 65,000 people viewed

the Pepsi displays. Congratulations to all the people at Pepsi Burnsville who made the Pepsi spirit come alive at the 1992 St. Paul Winter Carnival!!

**PEPSI AND PETE**

Dear Pepsi & Pete:

When did the "swirl bottle" come out?

Dear LL:

The swirl bottle was introduced in 1958 and used into the 1970's. This bottle was produced in an 8oz., 10oz., 12oz., 16oz., and 26oz. size.

Dear Pepsi & Pete:

I recently came across two Teem bottles, one 12oz. and one 6oz. What I would like to know is, when did Teem come out and how long did it last? And when did Mt. Dew come along?

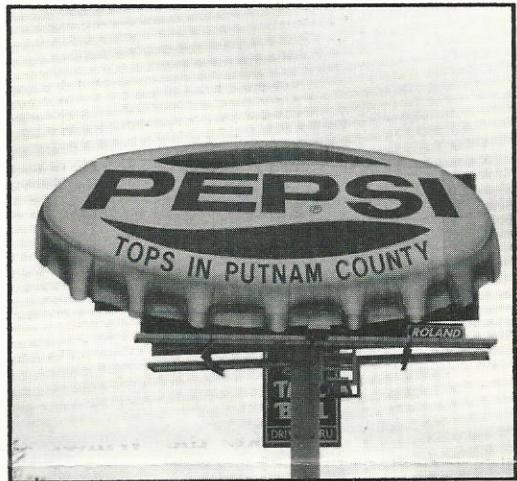
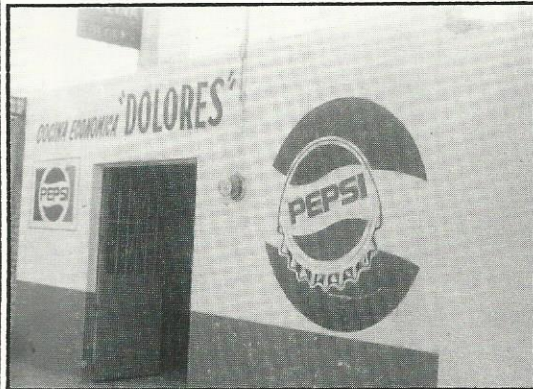
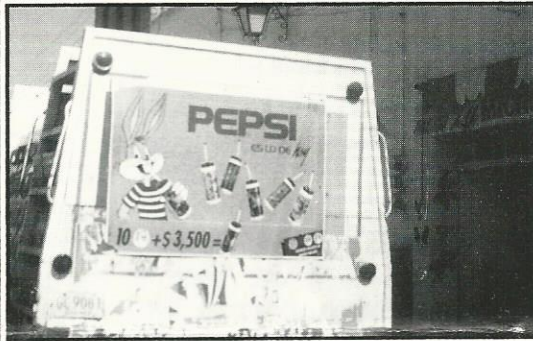
Dear SL:

Teem came out in the late 1950's and was sold into the 1970's. In some places into the 1980's. I'm not sure when Mt. Dew actually started but I do know Pepsi purchased it in 1964.

♦ CATCH THAT PEPSI SPIRIT

# ROAD SIGNS

Kim Delgado of Branson, Missouri took these photographs (below) while traveling through Mexico .



The above picture submitted by Pat Richardson is from her hometown of Cookeville, Tennessee.



Betty Galasso of Tyrone, Pennsylvania sent us this picture of a Pepsi truck stopped in traffic outside her home on route 220.

◆ 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 Lennonx Commemorative 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  
Birthplace of Pepsi cigarette lighters \$2.50  
Birthplace of Pepsi hand fan with Gibson Girl on silk screen \$4.00  
Birthplace of Pepsi emeryboard nail file \$ .35  
Birthplace of Pepsi wooden nickels \$ .50

Please include postage for shipping, on the above items.

\*\*\*\*\*  
Pepsi and Pete trolley signs both versions, excellent condition \$1500.00 and \$1300.00 plus postage. Unusual 50's psychedelic light-up snack bar sign, bottle cap on either end 12"x48" excellent \$650.00 plus shipping. Contact: Jeff Brady, 160 Shingle Hill Ln., Hanover, MA. 02339 or 617 878-9439.  
\*\*\*\*\*

For trade - Pepsi test market cans: raspberry, strawberry, and tropical. will trade for Pepsi cartoon glasses or other Pepsi glasses. Contact: Mark Chase, P.O. 308, Slippery Rock, PA. 16057 or call 412 946-8126.  
\*\*\*\*\*

# FOR SALE

Pepsi-Cola and other major brand pop bottles, paper cups, glasses and other items. Also send me your list. Contact: Robert J. Diwar, 9551 Patterson Rd., Richmond, B.C. Canada V6X-1P8 or call 604 278-3062.

\*\*\*\*\*  
\*\*\*\*\*

Box of 500 straws - V&H2 #709, Intro #2042, very good \$150.00. Pepsi & Pete blotter V&H1 #709, Intro #1054, near perfect \$90.00. Will trade 6 or 12 R.W. & B neck labels for R,W, & B bottle labels. Contact: Bruce Gable, 10 Bayview Dr., Cicero , IN. 46034 or call 317 984-3685.

\*\*\*\*\*  
\*\*\*\*\*

For sale or best offer: 1951 thru 1990, minus 1952, ABCB, NSDA, IBIE, and INTERBEV, convention bottles, in very good condition. A set less 1950 and 1952.

10 sets 4 glasses per carton 1776-1976 200 years of Pepsi feelin free, Pepsi emblem on side of glass \$10.00 set plus shipping.

10 sets of 6 glasses with Pepsi-Cola etched on both sides 12oz.; 1 oval tray 10 1/2" x 13", in color, tray is copy of girl standing , tray date circa 1900's set are in individual cartons, for 75th Pepsi Anniversary by Pepsi-Cola Co. \$28.00 per set plus shipping.

1 case of 72 ARby's 13oz. glasses, red, blue and black, \$40.00 plus shipping.

2 cartons 1-dozen each 18oz. says Crystal on carton, beer/float large at top and smaller at bottom, Pepsi in white letters on 3-sides with fancy markings around Pepsi \$60.00 both boxes, plus shipping.

60 Pepsi-Cola rulers 12" long "Pepsi you've got a lot to live" \$4.00 ea. plus shipping.

650

**FOR SALE**

Painted label soda bottle auction. If you collect or deal in Pepsi or any ACL sodas, here is your chance to acquire some better bottles. Auction lists will be sent March 1st, 1992. Prime opportunity for collectors or investors in antiques. Send for extensive listing, to: Soda Mart, 1055 Ridgecrest Dr., Goodlettsville, TN. 37072. Phone 615 859-5236.  
\*\*\*\*\*

1-brass heavy bottle opener 6" long circa 40's has Pepsi in script on both sides of the handle \$55.00 plus shipping.

120 11"x17" place mats Pepsi emblem in lower right corner with Daffy Duck taking a picture of a skunk, Warner Bros. characters, very good grade of plastic \$2.00 +.

All items were from a Pepsi-Cola Bottling Co. Would prefer bank check or postal money order, most items owned for more than 15 years. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, S.C. 29609-2441 or 803 232-5206.  
\*\*\*\*\*

1000 cartoon, character, and sports glasses offered in mail/phone auctions starting Jan. 15th, April 15th, and Oct. 15th. Always at least 150+ Pepsi glasses. Send \$3.50 for current booklet or \$10.00 for the next 3 booklets. Contact: Tom Hoder, 444 S. Cherry, Itasca, IL. 60143 or call 708 773-2635. We are always looking to buy, sell or trade.  
\*\*\*\*\*

What a better way to finish out the perfect look of your Pepsi collection... 25' rolls of Pepsi (older logo) display (corrugated) base wrap (like what you see used in the grocery store's Pepsi displays) \$5.00/roll includes shipping. Contact: Jerry Holland, 2837 Maine Ct., Lawrence, KS. 66046 or call 913 842-3116 OR John Wissler, Rt. 6, Box 9-A, Lawrence, KS. 66046.  
\*\*\*\*\*

3000--Collector Commemorative pop bottles. 10oz. thru 32oz., Pepsi, 7UP, RC, Dr. Pepper, Coke and NSDA plus more.

Send \$2.00 for list to: Maxine Jordan, 143 Jones St., Wellington, OH. 44090.  
\*\*\*\*\*

Pepsi-Cola double dot collection, many excellent and new signs, coolers, matchbooks, carriers, thermometers, several items not listed in the books, \$22,000 for the complete collection. I am not interested in selling separate. Serious parties only! Contact: Bill Knapp, 7130 Bickford Ave., Snohomish, WA. 98290 or 206 568-9166.  
\*\*\*\*\*

2- 27 Models \$1,500 each  
33 Models \$1,800 each  
88 Models \$1,500 each

3- 54 Red, White and Blue \$400.00 each. All in A-1 running order. Contact: C. McMulle 717 533-7345  
\*\*\*\*\*

Have a very few of each of these Pepsi full bottles for sale at \$10.00 each.

Energy-Florence, Conway, Bennettsville, Charleston, Spartanburg, Columbia, Greenville. Clemson-No bottler, Greenville, Anderson.

\$3.00 UPS extra per order. Contact: Marjorie Miller, P.O. Box 301, Darlington, S.C. 29532.  
\*\*\*\*\*

12 piece Buddy L Pepsi-Cola set. Metal trucks, trailer, beverage cases, molded figures all in original clear plastic carrying case. Contact: Ronald Morris, 2926 Kanes Rd., Willow Grove PA. 19090 or 215 657-3287.  
\*\*\*\*\*

1950's porcelain sign like #607 in V&H2 but in French. Mint Cond., never hung. 5 colors beautiful sign. \$135.00 + shipping. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Bch., CA. 91933.

◆ FOR SALE

Pepsi marble paperweight 10.00, Pepsi Dice \$6.00 pr.; Pepsi logo Golf ball \$6.00; Pepsi Yo-Yo \$5.00; Pepsi 3" logo pinback pkg. of 10 \$8.00; Pepsi 3" stuffed Bear \$5.00; Pepsi Girl 7 pc. metal coaster set \$8.00; Pepsi script cooper printers block \$8.00; Racings 3" Pepsi race car \$5.00. List available for 2-stamps, all items new, add \$2.00 shipping per order. Contact: R.L. Peck, 6001 Canyon Rd., Harrisburgh, PA. 17111.

\*\*\*\*\*

Trays: #2-798 M \$18.00; #2105 NM \$40.00; #2106 NM \$45.00; Bottles: #1116/1117 \$65-85; #1062 \$150.00; #1073L \$65.00; #1120 NM \$20.00; Nylint Wheeler/Tanker M \$50.00; Openers: 3-D M \$22.00; #1586 NM \$70.00; Cast iron EX 460.00; Stock certificate NM \$12.00; "Guide to Magazine Advertising" PPCC price \$11.95 + 1.75 shipping. List 200+ (SASE).

Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA. 18612 or 717 823-4433. Plus postage.

\*\*\*\*\*

Set of 3 different 1991 Pepsi Christmas glasses, \$10.00 per set. Set of 4 different 1990 Winter Cool glasses, only 3 sets left, \$12.00 per set., plus UPS shipping. Contact: Bob Wilkerson, 1141 So. 30th Ave., #9, Omaha, NE. 68105 or call 402 341-6981.

\*\*\*\*\*

I'd like to here from collectors of cartoon and character glasses and other Pepsi logo glass. If you buy/sell or trade these items Contact: Wally Willems, 475 E. 4th St., Hanford, CA. 93230-5126.

# WANTED

Pepsi pin-back or lapel type buttons. Also, looking for unique/antique Pepsi memorabilia. Willing to purchase or trade for these items. Send a list or description to: Frank J. Diener, 400 Graham St., Pittsburgh, PA. 15136 or fax

412 331-6742.

\*\*\*\*\*

Serious collector of United States Pepsi cans is seeking local area special issue cans. Will buy or trade. My trade list for yours. Contact: John Hantz, 6846 New Jersey, Hammond, IN. 46323-1962

\*\*\*\*\*

Looney collector from L.A. pays top \$ for Pepsi, Coke and Crush signs! Cardboard, tin, porcelain, neon, and lighted clocks collection purchased. Contact: Robert Newman, 10809 Charnock Rd., Los Angeles, CA. 90034 or call 310 559-0539.

\*\*\*\*\*

Any pre-1940 Pepsi calendars, any pin-up style cardboard signs and cutouts in excellent condition. Contact: Jeff Brady, 160 Shingle Hill Ln., Hanover, MA. 02339 or call 617 878-9439.

\*\*\*\*\*

Round plastic logo for a Jacobs 56 Pepsi machine. Mint condition; or near mint. Contact: David Moran, 7015 3rd Ave., South, Richfield, MN. 55433 or call 612 866-1708.

\*\*\*\*\*

## 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 FEST '92

**PEPSI-FEST '92 SCHEDULE**

**Thursday, March 26th**

12:00pm Registration room opens  
3:00pm Chapter meeting. Anyone interested in joining or starting a local chapter is welcome to attend.  
7:00pm Get Acquainted Reception and Pepsi memorabilia display. If you wish to display a Pepsi collectible(s) please indicate on the volunteer form.

**Friday, March 27th**

9:00am Leave hotel for tour of Pepsi Plant  
9:00am Registration room opens  
12:00am Luncheon and Show & Tell. Please bring an item with you to share.  
5:00pm General meeting & Pizza Party

**Saturday, March 28th**

9:00am Registration room opens  
12:00pm Check-in of items being place in the silent auction.  
1:00pm Silent Auction begins  
3:00pm Dealer set-up for swap meet  
4:00pm Swap meet begins  
6:30pm Check-in of items being placed in oral auction  
7:30pm Oral auction begins

**PEPSI - FEST '92 PACKETS**

They are a limited number of packets left so if you want one please order right away.  
Packet to be at Pepsi Fest \$14.50  
Packet to be mailed \$17.50

**SEE YOU AT PEPSI-FEST !!!**

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

**To order badge with your name and state on it, just send \$6.50 to PCCC, P.O. Box 1275, Covina, Ca. 19722.**

**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 \$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.

**Advertising 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.

# CHAPTERS PLACES TO FIND PEPSI

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  
P.O. Box 916  
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

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

McCloud's Antiques, sp #5  
120 W. Main St., Mesa, Arizona

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 Pepsi Parlor  
On the Square, Lynchburgh, Tennessee

The Gallery/Pepsee Lady  
1302 Highway 98, Daphne, Alabama

The Gasworks/Pepsee Lady  
818 N. McKenzie, Foley, Alabama

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

Sandy's Curiosity Ship  
Glenstone at Chestnut, Springfield, Missouri

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

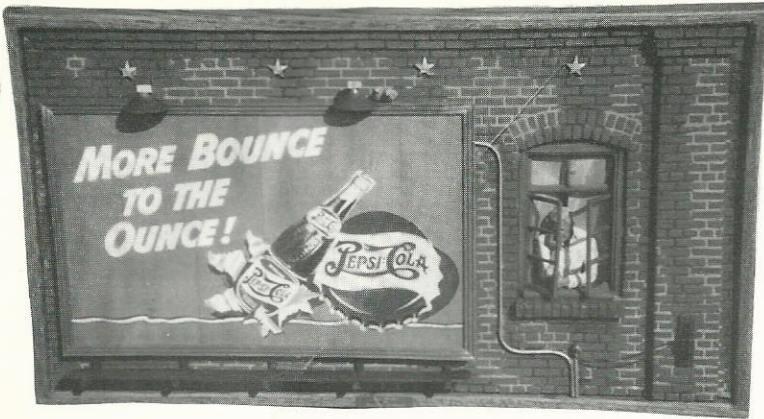
The Neon Lady  
1950 Cherokee St., St. Louis, Missouri

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

Funtastic Antiques  
42030 Main St., Temecula, California

Yesteryear Advertising  
1926 Kent Lane, Utica, Ohio

**For Sale**

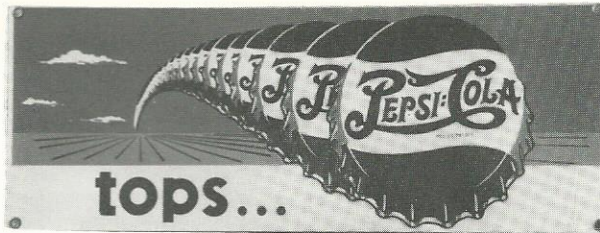


When the art of sculptor Michael Garman is combined with the nostalgia of Pepsi-Cola exciting things happen. Like this new billboard made exclusively for Double Dot Enterprises. This billboard features solid wood frame and is designed to be used either as a unique wall unit or table top display. The billboard comes complete with AC plug for the realistic light up look. This beautiful work of art is 36"wide by 24"tall. Each billboard is custom made per order. Please allow 4 weeks delivery. MG1001 \$390.00 plus \$15.00 shipping.



SG2006

6"x21" \$ 19.95



SG2005 16"x6" \$19.95

Full color, high quality, porcelian enameled signs. Authentic reproductions authorized by the Pepsi-Cola Company. Brand new for 1992!!



SG2007

8"x11" \$19.95

**DOUBLE DOT ENTERPRISES**

Please PRINT clearly:

Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Item	Description	Unit Price	How Many	Total Price
MG1001	BILLBOARD	\$390.00		
SG2005	TOPS 16 X 6	19.95		
SG2006	BOTTLE 6 X 21	19.95		
SG2007	PEPSI N PETE 8 X 11	19.95		

Add \$2.00 shipping per Sign and \$15.00 per Billboard

**PAYMENT METHOD**

- Check       MasterCard  
 Money Order    VISA

Credit Card Account Number: \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

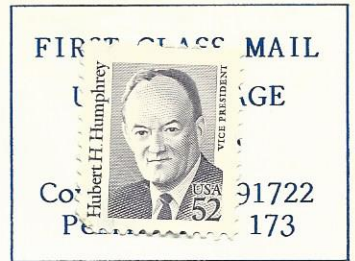
Sub Total	
Calif. Residents add 8.25% tax	
Shipping	
<b>TOTAL</b>	

Send To: Double Dot Enterprises, PO Box 1548, Pomona, CA 91769.  
 Credit Card orders can be faxed to (714) 593-0100  
 Thank You For Your Order

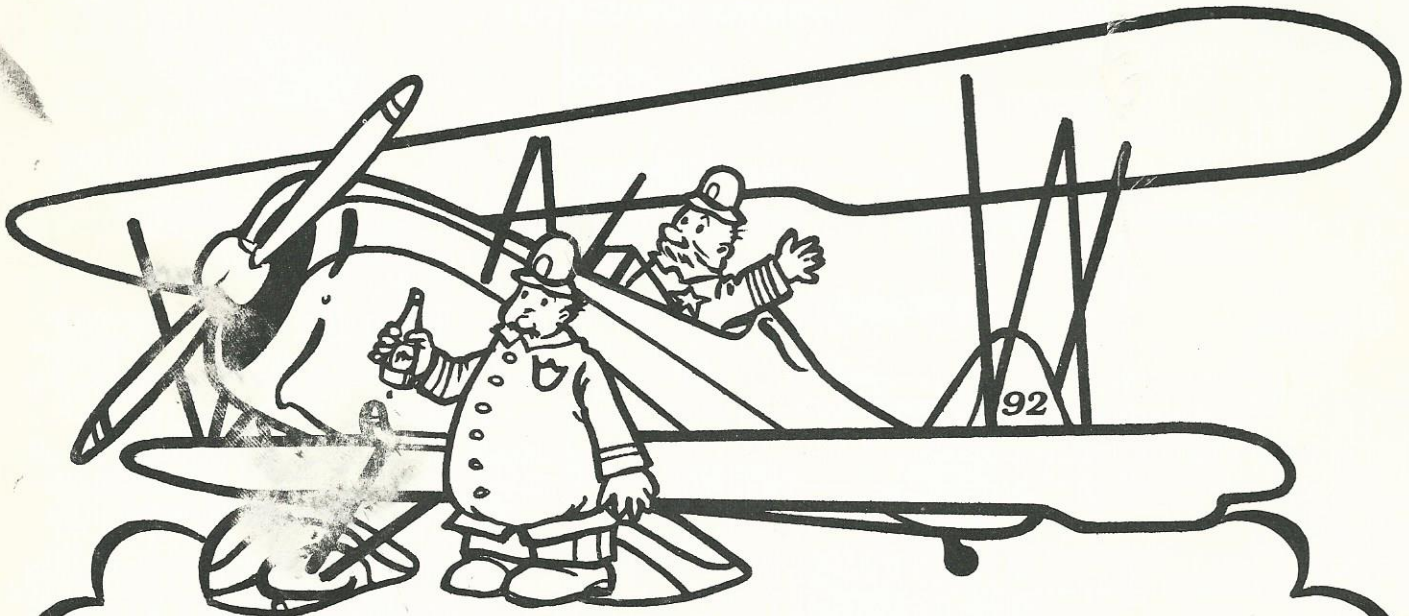
# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430  
usa



## PEPSI FEST '92

• MARCH 26-28, 1992 •

# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 9 NUMBER 2

NEWSLETTER

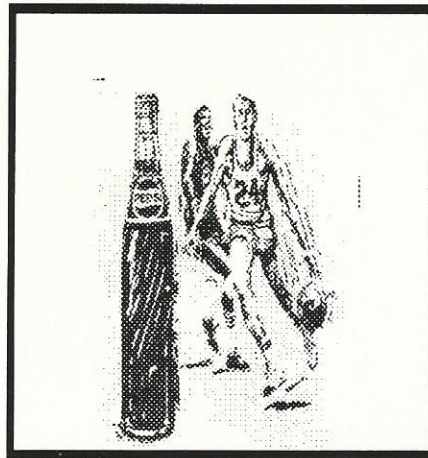
MAY JUNE 1992

### ◆ CLUB NEWS

## PEPSI FEST

Once again Pepsi-Cola collectors from all over the United States and Canada converged on Indianapolis, Indiana for Pepsi Fest '92.

Three days of non stop Pepsi fun, Pepsi collecting, and Pepsi drinking!! This year's event began with a get acquainted hospitality meeting on Thursday evening. On Friday morning everyone was up early for our Pepsi plant tour despite the fact that most people room hopped till way after midnight. Over 200 enthusiastic Pepsi club members were given a special tour of the Pepsi bottling plant in Indianapolis, complete with Pepsi and donuts. A big thank you to the employees of Pepsi-Cola Indianapolis who really rolled out the red carpet for us. After the plant tour we hurried back to the Sheraton where we had the first ever Pepsi Fest luncheon. The luncheon was highlighted by local Pepsi executives telling a little bit about Pepsi's future marketing plans. Followed by club members sharing some of their favorite Pepsi collectibles with the group. The consensus of those attending was Pepsi Joe's tattoo of the Pepsi logo on his arm qualified as the most unusual item shared! We want to thank the following people for making this a very special luncheon; George Fisher, Area Vice-President, Mike McMillan, Area Marketing Manager, John Mircheff, Regional Sales Manager, Pete Rans, Business Development Manager, Jodie Winston,



## PEPSI FEST WEST JULY 17-18 '92 LAS VEGAS

### ◆ CLUB NEWS

## '92

Merchandise Manager, and Mindy Hamilton, Advertising Executive.

After lunch there was just enough time for a little room hopping and then back to the ballroom for the Pizza Hut pizza party sponsored by Pepsi-Cola. This year it took 90 large pizzas to feed all those in attendance. After everyone filled up on pizza and chips it was time for a very special presentation of the history of Pepsi-Cola advertising. Kecia Mueller, Marketing Executive with Pepsi-Cola New York flew in especially to narrate this multi media event. Without doubt this was one of the most spectacular event we've had at Pepsi Fest. This presentation was so well done that most people didn't realize what a difficult task it was to move 1100 pounds of audio visual equipment all the way from New York, setting it up in an unfamiliar

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◆ CLUB NEWS

environment under very tight time constraints and yet do a flawless presentation. Thank you to the three people who put this whole show together; Kecia Mueller, Tom Hawley, and Frank Vasquez.

After the Pepsi ad history presentation the traditional Pepsi Fest cake was served followed by several hours of Karouke. In case your not familiar with Karouke it is a device that enables a person to see the words to a song as the music plays. This is a nationwide promotion sponsored by Diet Pepsi. Those persons willing to make a fool of themselves (i.e., have a good time) received a Pepsi t-shirt.

# FYI

Pepsi Fest West will be held at the Las Vegas Hacienda Resort Hotel, July 17th-19th, 1992. To make reservations call 1 800 634-6713. Refer to enclosed flyer for additional information.

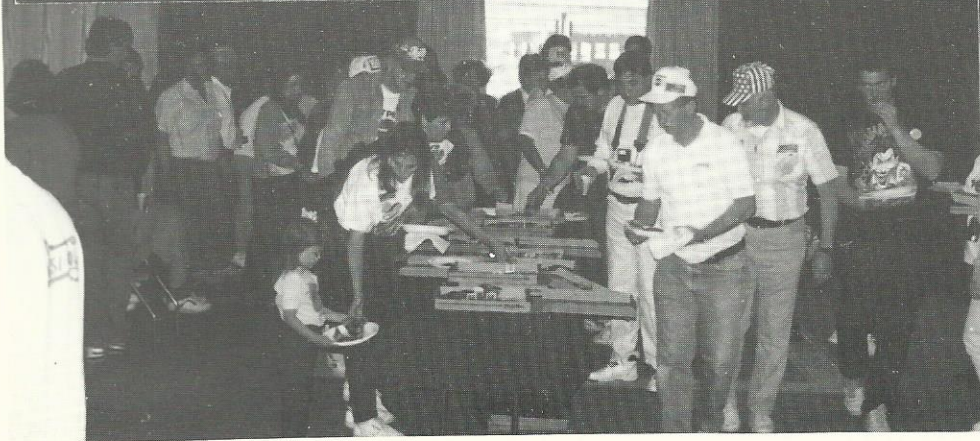
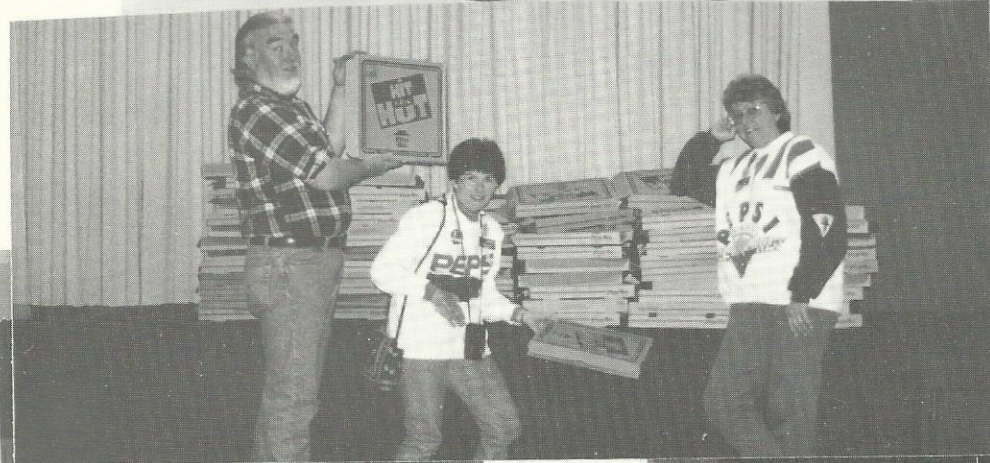
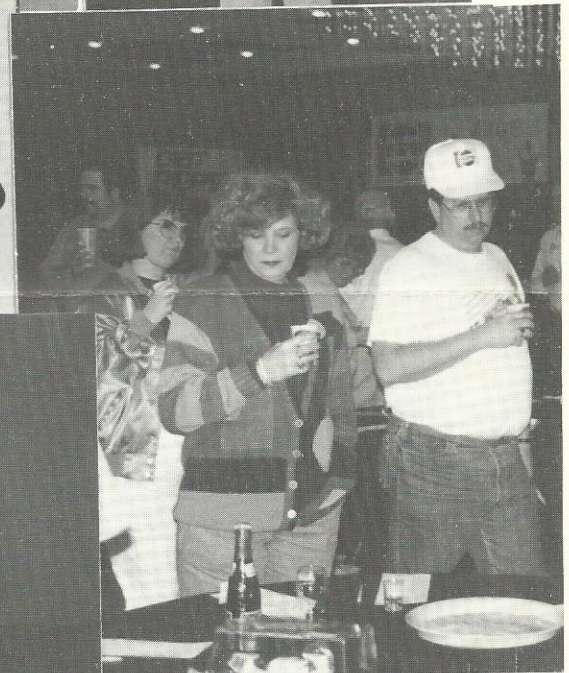
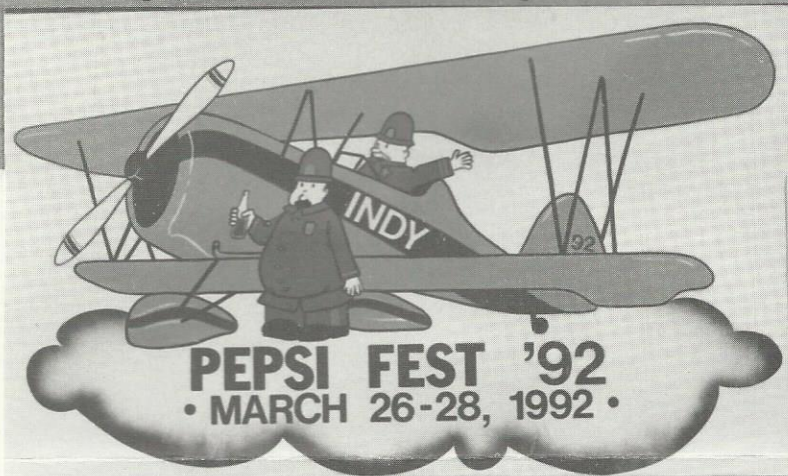
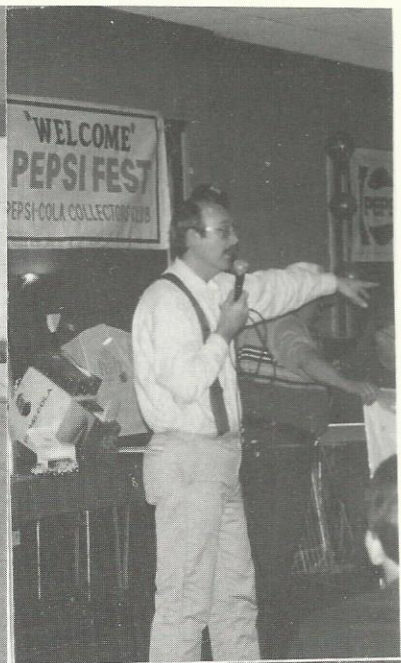
The Tar Heel Pepsi Club's first meeting will be on Saturday, June 13th. For additional information contact John Arnold, RFD 1, box 153, Benson, North Carolina 27504 or call evenings and weekends 919 894-5580.

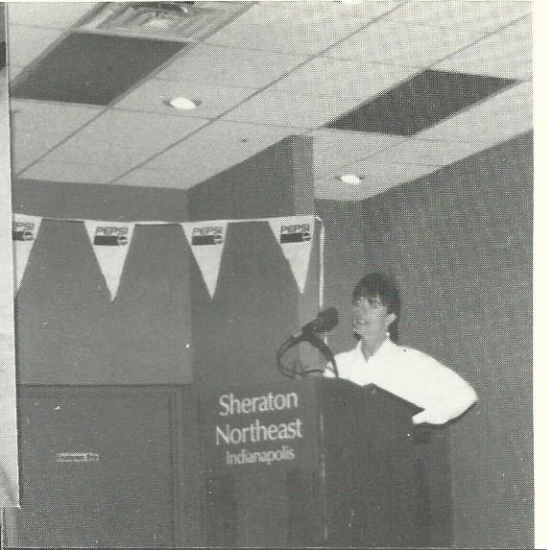
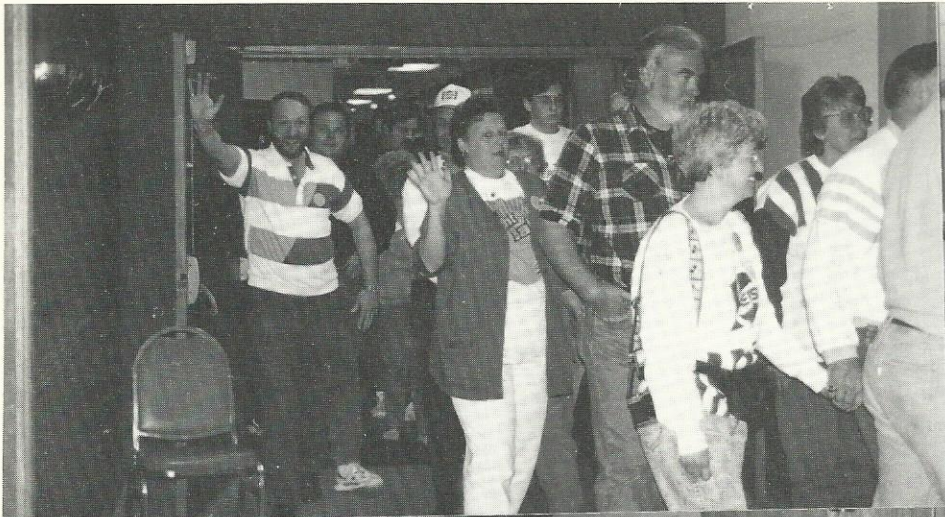
The Heartland chapter will meet Saturday, June 20th in Ottawa, Illinois at 12:00 noon for a picnic and swap meet at the home of Bill and Linda Hamilton unless it is raining and then we will meet at Ottawa High School. To register please send your name, address., phone number and how many attending to ; Bill Hamilton, 1799 N. 2703 Rd., Ottawa, IL. 61350.

# ROAD SIGNS

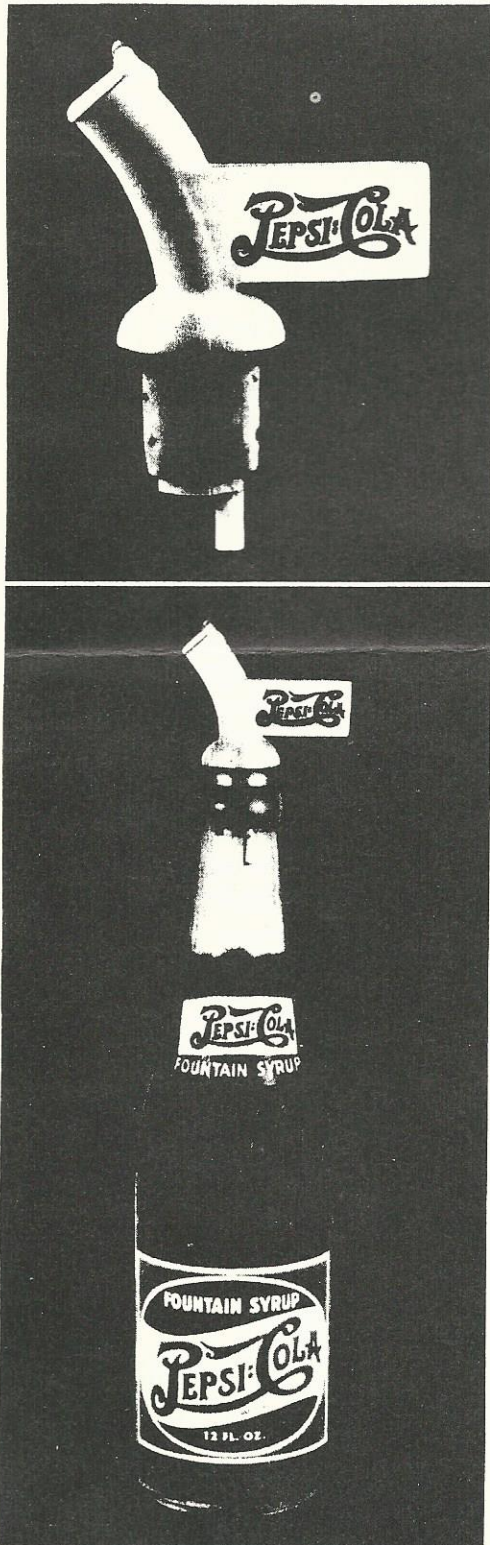
ROAD SIGNS FROM TOP TO BOTTOM ARE: Pepsi plant in Wichita Kansas; On a brick wall in New Haven, Missouri. Hot air ballons from Albuquerque New Mexico Ballon Fiesta.











## FG-8 PLASTIC BOTTLE POURER

Ready For Immediate Delivery

Sample on Way

This handsome plastic bottle pourer has been specially designed to make the dealer's job of dispensing Fountain Pepsi-Cola easy. In addition, this Pourer serves as a closure after the paper cap has been removed.

The Pepsi-Cola trademark is color-debossed on both sides of the pourer, providing advertising flash.

You'll want to supply every Fountain Pepsi-Cola outlet in your territory with at least one—or more—of these pourers. Our supply is limited, so we advise every Bottler to estimate his requirements and place his order immediately.

### Important Note Regarding Proper Care of Pourers

For best performance, these pourers must be kept clean at all times. Fountain operators should be instructed to rinse pourers in cold or lukewarm water frequently to prevent clogging. *This is important: Boiling water should never be used since it will soften or dissolve the plastic material.*

*Be sure to instruct dealers to moisten cork in water before using pourer for the first time. This will enable easy removal of pourer from bottle.*

### Specifications: FG-8 Plastic Bottle Pourer

Size: 3/8" high x 2" wide.

Material: Off-white Cellulose Acetate. Debossed Pepsi-Cola trademark in Pepsi-Cola Red on both sides of horizontal extension.

Construction: Hinged lid, cork closure to fit Pepsi-Cola Fountain Syrup Bottle.

Packed: 25 per carton.

Price: 7¢ each, \$1.75 per carton, F.O.B., Philadelphia, Pa.

Not Chargeable to 1943 Fountain Point-of-Purchase Fund

◆ MARKETPLACE

**FOR SALE**

.For trade: Pepsi test market cans-Raspberry, Strawberry and tropical. will trade for Pepsi cartoon glasses or other Pepsi glasses. Contact: Mark Chase, P.O. Box 308, Slippery Rock, Pa. 16057 or 412 946-8126.

\*\*\*\*\*  
I have extra mini Pepsi cans one inch tall to sell or trade for Coke shot glasses. I also have extra glasses, toys, patches, and a Pepsi "Radio 71" double album for Coke shot glasses. Contact: David Collie, 7070 Torrey Rd., Swartz Creek, MI. 48473-8812.

\*\*\*\*\*  
Auction #2 1,000 glasses. Mail-phone starts May 15th, ends Saturday, June 6th. Pepsi character glasses: Mighty Mouse, Dominos Dick Tracy, Jungle Book, Space Mouse, Disney Superman, Callahan's, Pat Ward, Warner Bros. + more. Auction book \$3.50. For information contact: Nationwide Collectors co-op, George Dixon, 7323 Lake, Omaha, NE. 68134.

\*\*\*\*\*  
For saale or best offer: 1951 thru 1990, minus 1952, ABCB, NSDA, IBIE, and INTERBEV, convention bottles, in very good condition. A set less 1950 and 1952.

10 sets 4 glasses per carton 1776-1976 200 years of Pepsi feelin free, Pepsi emblem on side of glass \$10.00 set plus shipping.

10 sets of 6 glasses with Pepsi-Cola etched on both sides 12oz.; 1 oval tray 10 1/2"x13" , in color, tray is copy of girl standing, tray date circa 1900's set are in individual cartons, for 75th Pepsi Anniversary by Pepsi-Cola Co. \$28.00 per set plus shipping. cont.

1 case of 72 ARBY's 13oz. glasses, red, blue and black. 440.00 plus shipping

2 cartons 1-dozen ea. 18oz. says Crystal on carton, beer/float large at top and smaller at bottom, Pepsi in white letters on 3-sides with fancy markings around Pepsi 460.00 both boxes, +shipping.

60 Pepsi-Cola rulers 12" long "Pepsi you've got a lot to live" \$4.00ea. + shipping.

1 Brass heavy bottle opener 6" long circa 40's has Pepsi script on both sides of the handle \$55.00 + shipping.

120 11"x17" place mats Pepsi emblem in lower right corner with Daffy Duck taking a picture of a skunk, Warner Bros. characters, very good grad of plastic \$2.00 + shipping.

All items were from a Pepsi-Cola bottling co. Would prefer bank check or postal money order, most items owned for more than 15 years. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, SC 29609-2441 or call 803 232-5206.

\*\*\*\*\*  
1000 cartoon, character, and sports glasses offered in mail/phone auctions starting Jan. 15th, April 15th, and Oct. 15th. Always at least 150+ Pepsi glasses. Send \$3.50 for current booklet or \$10.00 for the next 3 booklets. Contact: Tom Hoder, 444 S. Cherry, Itasca, IL. 60143 or call 708 773-2635. We are always looking to buy, sell or trade.

\*\*\*\*\*  
Michael Jackson full size cardboard cutouts \$50.00. Bo Jackson and Joe Montana Pepsi posters \$7.00 Michigan 1969-1971 160z. and 12oz. Pepsi and Diet Pepsi throw away bottles 4 for \$15.00

1978-1982 Wooden Michigan pepsi crates \$10.00. Plus lots of recent advertising material - cont.

prices do not include shipping. Contact: Ken & Sandra Howard, 517 531-5258 \*\*\*\*\*

Original Petty series, set of 4 \$28.00 Second series, consist of 8 bottles first 4 available July 1st \$28.00

Remaining 4 available July 1st \$28.00 \$3.00 UPS per order. Contact: Marjorie S. Miller, P.O. Box 301, Darlington, SC. 29532.

\*\*\*\*\*  
Pepsi paper visors, 1950's unused, V-H #891, \$22.00 ea. or 2/\$35.00 ppd. My latest Pepsi list contains "new" logo merchandise. List sent with order or send \$1.00 in stamps to: W.R. Miller, Box 413, Fair Oaks, CA. 95628.

\*\*\*\*\*  
America's cup longneck bottles (full) 1992 set of 3, limited quantities \$30.00 set. Desert Storm longneck - July 4,91 (full) \$12.00. Pepsi straws (blue bookend logo) 100 for \$6.00 or 1000 for \$25.00 UPS included. Send .58 cents in stamps for complete list to: Michael Noll, 1647 La Salle, Santa Maria, CA. 93454-1553

\*\*\*\*\*  
Straight sided Pepsi bottle from Brunswick, Maryland. Slug plate, applied top , circa 1907 logo as on page X in Intro book, \$120.00 ppd. contact: Lewis Pittell, 5833 Detrick Rd. Mt. Airy, MD. 21771 or 301 831-6433.

\*\*\*\*\*  
Trays: #2-798 M \$18.00, #2105 NM \$40.00; bottles: #1116/1117 \$6555-85, #1062 \$150.00; #1120 NM \$20.00; Petty-1991 set \$25.00, 1992 \$6.00; Nylint wheeler/tanker M \$50.ea.; openers: 3-D M \$22.00, #1586 NM \$70.0, cast iron EX \$60.00; stock certificate NM \$12.00; Carton #1221 M \$35.00; Tin clicker (cracker jack) EX \$4.00; new list 200+ (SASE). Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA. 18612 or 717 823-4433.

\*\*\*\*\*

## ♦ MARKET PLACE

**FORSALE**

Pepsi collectors! Finally there's a chance to own some great pieces! We are proud to present a collection for sale. Presenting Trays 1909, 1939 (map), 1939 (Gierings), Bottles, Coolers, Clocks, Calendars, Signs 1910 (tacker), 1936 5c celluloid, 1945 celluloid, 1958 & 1967 celluloid, Thermometers, carriers, openers and much more. Send \$2.00 for catalog 9. Every item photographed and described.

Contact: John Tucker, Tucker Bay Co., P.O. Box 70127, Dept. P, Stockton, CA. 95267 or 209 957-3122.

\*\*\*\*\*  
From the bottling plant, mint folded, never filled. Pepsi-Cola 1/2 case, w/Ken Griffey Jr.'s photo, baseball card of him inside. \$10.00ea. Clay Pepsi poker chips from 1930's \$6.00ea. Mid 70's knife w/etched blade. \$12.00 + postage. Contact: Lois Wildman, 175 E. Chick Rd., Camano Island, WA. 98292 or 206 387-7280.

\*\*\*\*\*

**WANTED**

Want to purchase the following items; cone top cans book #1 #508, #509 & #510. Flat top cans #513. And there is a Diet Pepsi flat top can before the swirl can. Contact: Roger Blad, 1317 Orchard Dr., Burnsville, MN. 55337 or call 612 435-5250.

\*\*\*\*\*

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.

Pepsi-Cola toy trucks and cars wanted. Old or new. Top dollar paid, Contact: Charles Ehlers, P.O. Box 1186, Yonkers, N.Y. 10702 or 914 375-1311.

\*\*\*\*\*

Purify your Pepsi collection! 7-UP collector wants your pre-1960 7-UP calendars, signs, light-ups, cardboards, neons, etc., etc. ! Contact: Don Fiebiger, 1970 Las Lomitas Dr., Hacienda Heights, CA. 91745 or call 310 693-6484.

\*\*\*\*\*

Any Pepsi item new or old, especially small items. Contact: Elizabeth Gay, 18750 Highland Dr. Fairhope, AL. 36532 or 205 928-3008.

\*\*\*\*\*

Help! I'm looking to complete my collection of cartoon character glasses with the Pepsi logo! Will buy or trade. Please send a list of available glasses or your want list to: Mitch Krevat, 340 E. 93rd St., #26H, New York NY 10128.

\*\*\*\*\*

Serious collector looking for watch fobs #1459, 1460, 1461, and 1462 paying \$175.00 each. Ship for immediate payment. Contact: John F. Minges, #16 Palmetto Place, Greenville, NC. 27858.

\*\*\*\*\*

New plant/opening glassees to buy only of any soda brand. Full decks of playing cards any soda brand. Bridge score pads or cards of any soda brand.

Contact: Rodney Neat, 3527 Hanover Rd. Louisville, KY. 40207.

\*\*\*\*\*

Devil Shake, Tropic Surf, TEEM, Aspen, Everess, All Sport, MD Sport, PATIO, Diet PATIO, Pepsi Light, Jakes, Pepsi AM, H2O. Any shelf talkers, bottles, cans, cups, signs, crowns, carriers, serving trays needed. Anything considered. Contact: Michael Noll, 1647 La Salle, Santa Maria Ca. 93454-1553 with condition & prices.

Grapette, Orangette, Lemonette, Cherryette, and Green River soda items. Also Sundrop girl in coffee cup light-up clock. Contact: Bryan Pinnick, 604 W. 8th St., Bicknell, IN. 47512

\*\*\*\*\*

**PLACES TO FIND PEPSI**

Summerdale Market #4  
Hwy 59 & Hwy 32, Summerdale, AL.

McCloud's Antiques Sp.5  
120 w. Main St., Mesa, AZ.

So. Pasadena Mercantile Co.  
1030 Mission St. So. Pasadena CA.

Elegant Garage & Company  
1012 10th St., Modesto CA.

Tucker Bay Co. 209 957-3122  
610 Porter, Stockton CA. (appt. only)

The Pepsi Parlor  
On the Square, Lynchburg TN.

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

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

Yesteryear Advertising  
1926 Kent Lane, Utica, OH.

Bev's Oldies & Goodies  
1186 Meyerland Plz., Houston TX.

Sandy's Curiosity Shop  
Glenstone At Chestnut, Springfield MO

Funtastic Antiques  
42030 Main St., Temecula CA.

The Gasworks  
818 No. McKenzie, Foley AL.

# PEPSI-COLA

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