



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 14 Issue 3

July-August 1997

## PEPSI STUFF IS BACK

This should be a very exciting summer for Pepsi-Cola collectors. Pepsi Fest East is just weeks away, so if you have not made your reservations yet, please do so at once. Do not mail your club registration forms after July 15, 1997. You can FAX them to us after that date at (909)946-4786 and pay when you get to Charlotte. This is the fifth anniversary of Pepsi Fest East. Hopefully, this will be another fun Pepsi Fest. Remember Pepsi Fest is not just a swap meet, it is a way to meet other Pepsi collectors. Many people tell us that making new friends is the best part of Fest. Your hotel reservation must be made directly with the Adams Mark Hotel in Charlotte, North Carolina at (704)372-4100.

The other big event of the summer is the return of Pepsi Stuff. Once again, the Pepsi-Cola Company is offering points that can be exchanged for Pepsi merchandise. The points are available off specifically marked packages of Pepsi, Diet Pepsi, and Mountain Dew. This year's

Pepsi Stuff includes sports bags, t-shirts, jackets, etc. Last year, PCCC club members collected thousands of points and can attest to the quality of Pepsi Stuff.

With a relatively short time between Pepsi Fest East and Pepsi Fest West, registering will be a challenge. If you don't want to wait until the September-October newsletter, either FAX or write to us requesting the information on Pepsi Fest West and we will send that to you after August 1, 1997.

In the last issue of the PCCC newsletter, we told of PepsiCo's plan to spin their restaurants off into a new company. Recent reports have indicated those plans are moving along on schedule. The spin off should be completed by the end of the year. The spin off of the restaurants should help Pepsi-Cola representatives to obtain more fountain business. In the past, many restaurant owners have been reluctant to put Pepsi-Cola into their fountain because they consider Pepsi-Cola's parent Company, Pepsico, their competition. The

new company being created by the spin off will be completely separate from PepsiCo and Pepsi-Cola.

The Pepsi-Cola Company is also in the process of reorganizing. Since the introduction of the 12 ounce bottle for 5 cents, Pepsi-Cola parent company has operated bottling plants. Sometimes this was done for convenience and other times out of necessity. In the early days of the Pepsi-Cola, New York era, Pepsi-Cola would have to buy a franchise back that wasn't being operated properly. Over the years, they've ended up owning a great number of bottling plants. This group of company owned bottling plants have had various names like Metro and Pepsi-Cola Bottling Group. Now, under the reorganization, these company owned bottling plants will become the Pepsi-Cola Bottling Company.

First it was R2D2. Now it is Bugs Bunny. Pepsi-Cola has gone Hollywood. This is the second such deal in less than a

### Inside This Issue

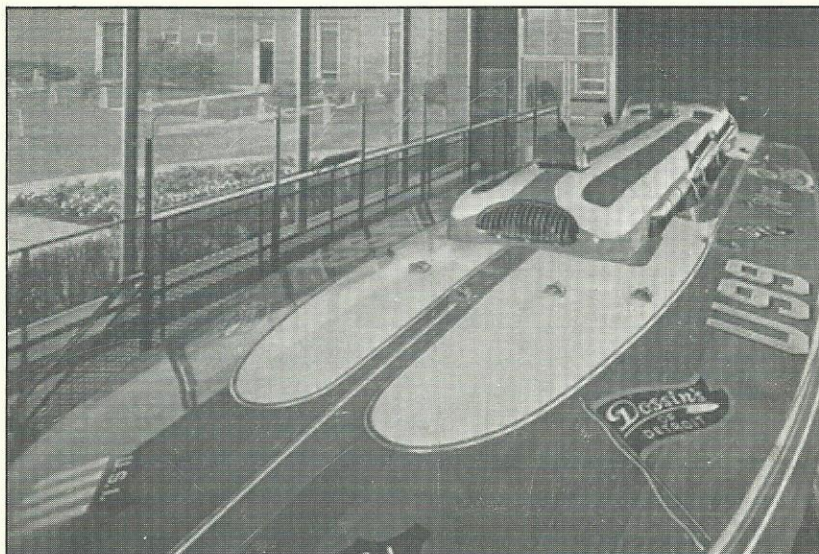
Miss Pepsi

Pepsi-Cola History Part IX

Chapter News

Bugs Bunny and Pepsi

Pepsi on the Net





## PEPSI-COLA COLLECTORS CLUB EXPRESS

year, tying Pepsi-Cola to Hollywood. After having launched a successful tie with the Star Wars re-release, Pepsi-Cola is at it again--this time with Warner Brothers.

On June 19, 1997, Warner Bros. International and Pepsi-Cola announced multi-year strategy alliance. This will make Pepsi-Cola and Pepsi-Cola products the soft drink served at Warner Brothers Theatres throughout the world. To kick off the agreement, Pepsi will be one of the sponsors of the premier of Batman and Robin in the United Kingdom and Spain.

Pepsi-Cola's alliance with George Lucas (Star Wars) and Warner Brothers International should generate some great Pepsi collectibles. Already, the R2D2 cooler used in the convenience stores is a very sought after collectible. This should only be the beginning as Pepsi prepares for the cola wars in the 21st century.

Have a Pepsi in cyber space - well almost. If you have ventured out into the

internet lately, you would find some very interesting Pepsi sites. If you haven't, maybe its time to give it a try.

If you are not sure what you need to do, it is best to consult your local computer store. The basics are a modem, an internet provider, such as America On Line, and a good internet browser, such as Netscape or Microsoft Explorer. This may sound like greek to you right now, but once you get started it is not that complicated. If you are ready to go, here are some web sites that might help you.

<http://www.Pepsico.com>

<http://www.Pepsi.com>

If you have a favorite web site or you have your own, please let us know!

We are still in the process of organizing Pepsi Fest 98 -- the 100th anniversary celebration. As soon as we have secured

hotel accommodations for the Pepsi Fest, we will include that information in the PCCC newsletter.

Some of the activities we are talking about for the 100th celebration include fireworks, a parade, and a special guest. It looks like the club will have its own float in the parade. The float will be a group effort and all members are urged to participate. More details will be given in the next newsletter!

**Be a Part of Pepsi History**

Early 1900's    1940's-1950's    1950's-1960's    1997

Pepsi was born in the Carolinas in 1898. Here's a collection of commemorative bottles celebrating our special relationship.

Available while supplies last!

Drink Pepsi Born in the Carolinas

Commemorative bottles to be sold through retail outlets in North and South Carolina in celebration of the 100th anniversary.



Club member Lee Jones (right) with his brother Billy in 1941 in front of his family's Pepsi-Cola plant in Littleton, North Carolina.



## PEPSI FEST EAST SCHEDULE

Preparations are being made for Pepsi Fest East which will be held August 1st and 2nd, 1997, in Charlotte, North Carolina. This year's event will be held at the Adam's Mark Hotel, 555 South McDowell, Charlotte, North Carolina, 28204. (704)372-4100  
It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

### Friday, August 1st

1:00 p.m.	Welcome First Timers
1:30 p.m.	Show and Tell
6:00 p.m.	Be Sociable Have a Pepsi Party Room Hopping

### Saturday, August 2nd

9:00 a.m.	Swap Meet Set Up
10:00 a.m.	Swap Meet Begins
12:30 p.m.	Break for Lunch
2:15 p.m.	Auction Check In
3:00 p.m.	Auction Preview
3:30 p.m.	Auction Begins
6:00 p.m.	Pizza Party

## FUTURE FEST EVENTS

Pepsi Fest East  
August 1-2, 1997  
Charlotte, NC

Pepsi Fest West  
October 31-November 1, 1997  
Las Vegas, NV

Pepsi Fest '98  
April 1-4, 1998  
North Carolina

## MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

Pepsi Cola Collector's Club  
P.O. Box 817  
Claremont, CA 91711



## COLLECTOR INFORMATION

Many collectors take advantage of longer days and better traveling conditions during the summer to go looking for Pepsi memorabilia. If you are planning any such trips in the Detroit, Michigan area, you should visit the Dossin Great Lakes Museum. That's where a hydroplane racing boat named Miss Pepsi is displayed.

The Dossin family, who at one time had the Pepsi-Cola bottling rights for all of Michigan excluding the Upper Peninsula, funded both the museum and the boat. The boat was just one way the Dossins involved themselves in the community. They also sponsored many local sports teams, including baseball and bowling.

The first Miss Pepsi was built in 1947 as a way for the Dossins to combine their interest in boat racing with their Pepsi-Cola business. They were one of the earliest organizations to use their boat as a means of advertising.

Miss Pepsi participated in a number of boat races in the late 1940's and 1950's. Over the many years, there were three Miss Pepsi's built. Each one winning many of the most important races in their class, such as the President's Cup in Washington, D.C.

Once again, Miss Pepsi is kept at the Great Lakes Museum in Detroit, Michigan. The museum is operated by the Great Lakes Maritime Museum. We'd be happy to hear from anyone who visits the museum, so drop us a line and let us know if you enjoyed your visit. The address is as follows:

Dossin Great Lakes Museum  
100 Strand on Belle Isle  
Detroit, Michigan



**MISS PEPSI ON DISPLAY AT  
DOSSIN GREAT LAKES MUSEUM**



**MISS PEPSI IN FRONT OF  
DOSSIN PEPSI-COLA PLANT**



# THE HISTORY OF PEPSI-COLA

This is part nine of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.

The decade of the 1950's began with



More Bounce to the Ounce - 1950

Pepsi-Cola being advertised as the drink with "More Bounce to the Ounce." This was the beginning of Pepsi-Cola's transition away from advertising economy. The economy image that helped Pepsi-Cola so much in the depression was now working against them. There were even stories of people pouring Pepsi into glasses in the kitchen so their company in the living room wouldn't think they were serving a bargain drink! No longer would Pepsi slogans refer to Pepsi-Cola as the best value. From this point forward, company advertising refers to the intrinsic properties of Pepsi-Cola.

"More Bounce to the Ounce" was also featured in the first television advertising used by Pepsi-Cola. At this time, television was in its infancy and the commercial was only shown a few times. By the end of the 1950's, Pepsi-Cola television commercials were becoming a bigger part of the Pepsi-Cola advertising program.

In 1954, Pepsi-Cola introduced "The Light Refreshment" advertising campaign. This campaign completed Pepsi-

Cola's efforts to update their image. From here on out, Pepsi-Cola's advertising would associate Pepsi with the good things and good times in life.

"The Light Refreshment" was more than just an advertising slogan. It reflected the modern Pepsi-Cola Company. In post war America, consumers were less interested in sweet drinks and more concerned about relaxation and refreshment. To meet the public's changing taste, Pepsi-Cola reformulated their drink by making it less sweet. During this period, Pepsi-Cola truly was "The Light Refreshment."

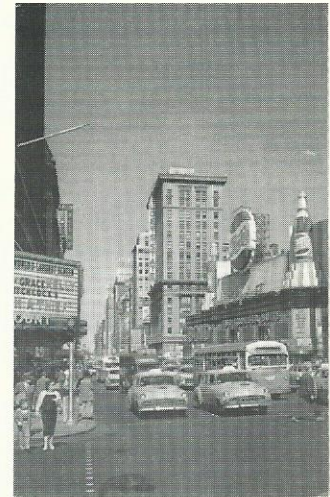
"The Light Refreshment" advertising was so effective that it remained Pepsi-Cola's slogan until 1958. During that period, Pepsi-Cola sales skyrocketed. Net income doubled from 1954 to 1958. Profits were up and so was Pepsi's



The Light Refreshment - 1954

image.

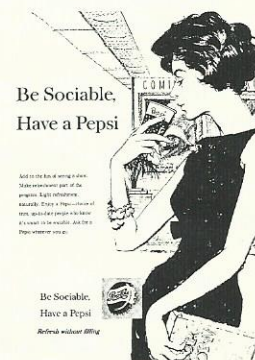
Part of "The Light Refreshment" campaign was the return of Pepsi-Cola advertising in Times Square. To many, Times Square is considered to be the crossroads of the world. You never knew who you might see, and Pepsi was ready to be seen there again. In the 1940's, they had been the focus of Times Square with their Servicemen's Center. Now, Pepsi-Cola had erected the world's largest advertising display in Times Square. It was over 100 feet tall and featured a waterfall. Between two Pepsi-Cola bottles was the slogan "The



Pepsi-Cola Display Times Square - 1956

Light Refreshment."

In 1958, Pepsi-Cola introduced a new bottle (swirl bottle) and a new advertising campaign using the slogan "Be Sociable, Have a Pepsi." The advertising featured people who were called "sociables" who were very popular and trendy. Whatever the sociables were doing, everyone else should be too --including drinking Pepsi. The ad campaign had moderate success, although many people couldn't relate to seeing Pepsi-Cola from champagne buck-



Be Sociable, Have a Pepsi - 1958

ets at formal affairs like the sociables did. The "Be Sociable" campaign was used through 1960. The over-

seas market used a very similar slogan, combining "The Light Refreshment" with sociables and came up with "The Refreshment of Friendship."

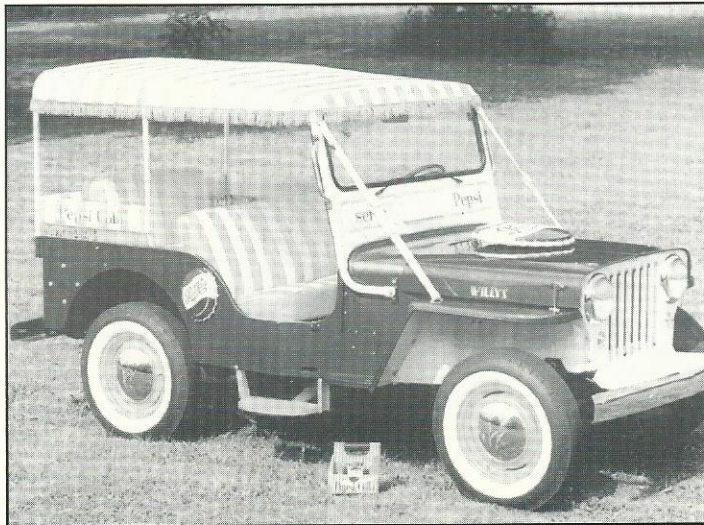
Since Caleb Bradham first used the word 'Pepsi-Cola,' advertising people have thought it was too long. Over the



## PEPSI-COLA COLLECTORS CLUB EXPRESS

years, many company officers wanted to shorten it to just Pepsi. In the 1950's, this effect was started with the use of various promotions to get people to just say Pepsi. The tag line "Say Pepsi Please" reinforced that notion. Many of the advertisements and displays of the 1950's support "Have a Pepsi," rather than have a Pepsi-Cola. By the end of the 1950's,

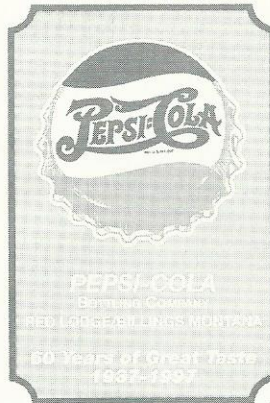
people had accepted the conversion to being called just its first name -- Pepsi.



This jeep was a prize in a Pepsi-Cola promotion during "The Light Refreshment" advertising campaign from 1954-1958.

In celebration of the 60th anniversary of the Pepsi-Cola Bottling Company of Billings, Montana, we are offering a can and glass set in a decorative box for only \$9.95.

Also, for a limited time we will also make available the Flagstaff, Arizona 50th Anniversary can and glass set for \$9.95. Limited numbers available, so order right away!



**Billings, Montana 60th  
Anniversary 1937-1997  
Can & Glass Set  
#9302 \$9.95**



**Flagstaff, Arizona 50th  
Anniversary 1943-1993  
Can & Glass Set  
#9301 \$9.95**

To order add \$5.00 shipping for one or both sets

to: Double Dot Enterprises  
P.O. Box 817  
Claremont, CA 91711  
FAX: (909)946-4786

Visa, Mastercard, Discover, AE accepted!



INTRODUCING THE "PEPSI COLA KRITTERS"

The Kritters are made of top of the line high quality plush. Each Kitter is fully licensed through PEPSICO and Bradford Licensing, as well as, copyrighted to protect the quality and integrity of the designs. The Kritters were exclusively created for Vertical Partners by the artist who created Aladdin for Disney Motion Pictures. To reserve your Kitter, please fill out the reservation form below to ensure availability.



**MOUNTAIN DEW DOG**  
He is 12 inches high with a green mohawk haircut, and sunglasses. He is ready for the beach, carrying a surfboard. He has on green pants with his boxer shorts showing over the belt. He is brown in color with black ears and a gold earring.

**PEPSI PURRFEKT CAT**  
She is 12 inches high with a backward red baseball cap. She has a blue skirt and a white PEPSI blue blouse. She too is ready for outside sports with a Frisbee in hand and tennis shoes on her feet. She is gray with big blue eyes.

**ALL SPORT ALLIGATOR**  
He is 12 inches high and is ready for the soccer and baseball season. He has his favorite baseball cap on and is looking for someone to play with. He is green in color with red pants and blue shoes.

Yes, Please accept my reservation (s) for an exclusive PEPSI KRITTER.

Mountain Dew Dog     PEPSI Purrfect Cat     All Sport Alligator

Name (Print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State/Zip \_\_\_\_\_

When the Kritters arrive you will be contacted by phone and/or mail. Please allow 90 to 120 days from the original order date for delivery. **Send no money now. Payment should be sent in only after notification of arrival.**

Send reservation form to:  
Vertical Partners  
PO Box 80661  
Rancho Santa Margarita, California 92688

*\$19.99 per Kitter or Collect all three for only \$56.00  
Plus \$4.00 shipping and handling.*



# Chapter News

*The Pepsi-Cola Collectors Club is proud to announce that Philip Dillman will be assuming the duties of the National Chapter Coordinator. Let's all pitch in and try to make our local chapters a success by giving Philip our help and support.*

## LOCAL CHAPTERS

For most of us, one of the more important aspects of Pepsi-Fest is getting together with other Pepsi collectors. Whether we are meeting old friends or meeting someone for the first time, we are all there for the same reason: WE ALL LOVE PEPSI!

This can also work on the local level, as well. Our local chapter in the Chicago area meets every other month and that helps us to keep that "PEPSI SPIRIT" alive between Fests. Our chapter has also been responsible for creating friendships that will last a lifetime.

With your local chapter, the rewards can be many and the restrictions are few. All that is required is that all local chapter members must be members of the National Pepsi-Cola Collectors Club and that they live within a 100 mile radius.

If you already have a local chapter, please send me the following informa-

tion:

1. The name of your chapter.
2. The primary city and state.
3. The name and phone number of your chapter contact.
4. How often you meet.
5. Cost of dues per year.
6. How many members you currently have. I am also curious as to the methods you use to promote your chapters or to recruit new members.

If you would like to start a new chapter, call or write to me for information. I would like this information as soon as possible so that I can mail you some follow-up information. Thanks.

Philip Dillman  
17733 Highland Ave.

Homewood, IL 60430-1319

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The Mile High Pepsi Club in Denver, Colorado is having a special 10 year anniversary swap meet on August 9, 1997! For information on this event call or write Brent Hinton, 6511 W. Elmhurst Ave., Littleton, CO 80123. (303)973-9675

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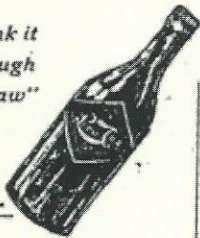
The Show Me Pepsi-Cola Collectors Club of St. Louis, Missouri reports:

We held our 2nd meeting this year at Pizza Hut on April 12th. We talked of Indy, the upcoming Pepsi Stuff campaign, and the Pepsi Centennial Celebration in '98. We drank and talked Pepsi and ate some pizza. Then we got down to business--we had a few raffles and played a few games of bingo for Pepsi prizes.

Our 6th annual chapter picnic will be on August 16th. We do some selling, trading, showing off, ball playing, and of course, bingo and raffle. Anyone interested in coming to the picnic call or write to Joe Sheahan, 456 White Birch Way, Hazelwood, MO 63042. (314)838-0683.

We welcome anyone to join or visit any of our meetings. Contact Chris Paradowski at (314)781-0781, or Joe Sheahan at (314)838-0683. Have a Pepsi Day!!!

"Drink it  
Through  
a Straw"



Keep A Case  
In the Home

Keep three or four bottles stored in the refrigerator--next to the ice--you'll enjoy it after a walk, between meals and just before retiring. Always drink--

**PEPSI-Cola**

Sold in Bottles Everywhere  
And at Fountains, Too

**5c**

Wholesome and Palatable



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.



# The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. 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.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

## For Sale

For Sale: Four 1954 Folding Chairs as seen on page 128 #944 in Bob Stoddard Complete Pepsi Guide. Make offer. Mint condition. Contact: Debbie Donahue, P.O. Box 2154, Rocklin, CA 95677. (916)630-0339 evenings.

\*\*\*\*\*  
For Sale: Pepsi logo wire earrings \$9 pr., small Pepsi billboards magnets - 3 different \$4 each; Pepsi bottle spoon \$7; 2 different Pepsi glass marbles \$6 pr.; Pepsi new logo metal license plate \$8. Contact Ron Peck, 6001 Canyon Rd., Harrisburg, PA 17111. Please add \$3 shipping per order.

\*\*\*\*\*  
For Sale: 1950's Pepsi Aluminum Cooler "Drink Pepsi-Cola" 22 x 13 x 13. Exc \$85. 1970's Stuffed Caroler 30". Exc. \$75. 1940's Mexican Tray "Calidad...Pepsi-Cola...Cantidad" Good, scratches. \$50. 1950 Vinyl "Drink Pepsi-Cola Bag Exc. \$50. 1963 2" Toy Truck, Good \$45. All plus shipping. Contact: Bill Combs, 400 Montemar Ave., Balto. MD 21228-5213. (410)744-0816.

\*\*\*\*\*  
For Sale: Over 400 Pepsi Toys, all different scales, some with boxes, trucks, cars, semis, motorcycles, planes, tractors, banks, sets of toys. Call after 6:00 p.m. EST will send pictures - circle items of interest and return pictures - I will call you with prices. Call (614)231-8979. Ask for Larry.

\*\*\*\*\*  
For Sale: Selling over 100 Pepsi items acquired during 20 years with Pepsi-Cola...lots of Glass on Glass tiffany glasses, serving trays, promotional records, picnic coolers, 1 complete Tiffany cocktail shaker set, etc. Send SASE for list

to the following address: Robert W. Davis, 3003 Ponderosa Place, Yakima, WA 98902.

\*\*\*\*\*  
For Sale: Pepsi Porcelain Door push 1950's, 8.5 (Be Truly refreshed - the long cool drink) on face bar. \$175; 1950's pepsi Thermometer cap at top, 8.5, \$175; 18" Pepsi Cap Cond. 9, \$300; Clover Dale Tin over CDB, 9 + 12 N.O.S., \$65; Grapette Bottle Cap Lite-up Cal. holder, \$120; Orange Crush Round 12" Thermo. 1960's N.O.S. in box, \$195; 1934 Coke Blotter N.O.S. \$75; 1929 Coke Blotter ECX ++ \$100; Pepsi Rack Sign, Masonite 1950's EXC \$75; Diet Pepsi Star Burst Clock EXC \$225; Free photos. Contact: Dan Graves, 2148 Trail Pt., Aiken, SC 29803-9291. (803)652-3096.

\*\*\*\*\*  
For Sale: 1940's Double Deck Playing cards Gray & Blue "Drink Pepsi-Cola" with bottle caps Double Dot Cards: Mint only 1 joker each deck, Box: V. Good \$225. 1930's "Over the top" opener Exc. \$35. 1930's Pepsi Matchbook "Pepsi-Cola 5 cents, Bigger, Better" Exc. 12. pepsi Tin Sign from Greece - early 60's Mint - Girl with bottle. 19-1/2" x 27" \$90. All plus shipping. Contact: Bill Combs, 400 Montemar Ave., Balto. MD 21228-5213 (410)744-0816.

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For Sale: Mint Counter-Spy 1949 Sign paper. New Stoddard Book, Page 47 #0207 \$40. Mint buy Pepsi paper 11 x 14 Vol III Pepsi Collectibles Book Page 117 #691 \$25. Call (910)288-3780. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. Call (910)288-3780. Wanted to Buy:

Clocks, Radios, Cardboards, thermometers, amber bottles, cans, signs, tip trays, anything nice. Call (910)228-3780.

\*\*\*\*\*  
For Sale: 1950's -1970's Pepsi-Cola Bottles. Over 80 bottles total, very good to excellent condition. 1950's 12 oz. painted labels, no paper labels, embossed embossed six times around neck. \$15 each. 1960's-1970's rare 10 oz. throw away, embossed. \$10 each. S/H extra on all bottles. Contact: Chris Page, 310 Ironwood, Huron, OH 44839 (419)433-3614.

\*\*\*\*\*  
For Sale: Spec Cast #77004 1/25 scale Pepsi 1957 Chevy Nomad \$24, Spec Cast #02643 1/25 scale Pepsi Ford model panel truck \$24, Spec Cast #62548 1/25 scale Mt.Dew 1940 Ford pickup truck with Toneua Cover \$24., Spec Cast #40045 Pepsi Travel Air airplane \$30., Spec Cast #90004 1/43 scale Christmas ornament 1948 Ford panel truck \$15., All plus postage. Mastercard-Visa. Contact: Glenn Ackerman, 118 Candora Road, Maryville, TN 37804-3610 (423)983-7187.

\*\*\*\*\*  
For Sale: 1965 Pepsi-Cola vending machine - great condition. Red, white, & blue, four feet tall. Gets super cold. Vends bottles, glass door, and neon sign. \$650. For trade: 1932 Pepsi-Cola girl on beach cardboard poster. Excellent condition. Easel back. Trade for Jacobs 50-56, or Heintz "gullwing" chest vending machines, average condition. Contact: Chris Page, 310 Ironwood, Huron, OH 44839. (419)433-3614

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For Sale: These items in Bob Stoddard's Introduction to Pepsi Collecting: #1087 1912 Lt. green embossed "Doc 1329" - \$65. #1100 1925 Lt. green embossed Exmore VA on bottom of bottle - \$70. #1102 1927 clear embossed 8 sided bottle - \$225. Moxie Bottle Lt. green embossed - \$30. Call or write: Brent Hinton, 6511 W. Elmhurst Ave., Littleton, CO 80123. (303)973-9675

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For Sale: Pepsi banks, cars, trucks, airplanes, over 100 different in stock. For complete list send LSAE to Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809

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For Sale or Trade: Have many Super Hero, Action, and other glasses to trade. All are mint. Several Toys and bottles to trade. Want older Pepsi toys and items. Want to upgrade my 1938 Pepsi wooden truck. List for list or SASE gets my list. Contact: Les Whitman, 121 Skyline Blvd, Oroville, CA 95966. (916)589-0259

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For Sale: Pepsi-Cola pocket and wrist watches officially licensed, 13 styles to choose from. Please send \$3 for color brochure and postage to: Sherwin Greenberg, 579 Custer, Wheeling, IL 60090-5121. (847)255-6337

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For Sale: Pepsi "Time in Space Collectors Phone Card. Unique pop top pin activation. Sealed in a plastic case to protect its collectability. Each card is numbered 1 to 1500. Only 500 cards left. \$12 plus \$3.95 shipping and handling. Quantity discounts available. Call Vertical Partners at (800)809-3847.

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For Sale: First Day Issue uncut PEPSI Slam Cap Sheets. Twenty sheets produced, only twelve left. Two complete sets of silver backed First Day Issue Caps per sheet. \$50 per sheet plus \$4.95 shipping and handling. Call or write to: Vertical Partners, P.O. Box 80661, Rancho Santa Margarita, CA 92688. (800)809-3847

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# WANTED

Wanted: Decks of playing cards and matchbooks. Pepsi-Cola and other sodas. Looking for the Pepsi Norman Rockwell deck of playing cards. I buy one or all. Send xerox and price. Contact: Gregory Quina, 3942 Hwy. 297-A Cantonment, FL 32533. (904)477-5031

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Wanted: From "Pepsi Stuff" 1996 - bag of mini sport balls. Contact: Kim Bishop, 24339 S. Hawthorne Ave., Channahon, IL 60410. (815)467-7308

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Wanted: 8-3/4 Charle and Jim Mountain Dew Bottle. Also 9 oz. Have Teem thermometer for sale, also, Pepsi 50's aluminum frame. Contact: Jason Fidler, 316 Barrett St., Burlington, IA 52601 (319)754-7115

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Wanted: Drink Pepsi - get cash. I'll buy your empty Pepsi cans provided they are commemorative or promotional and not nationally distributed. Let me know what cans are available in your area. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

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Wanted: All soda related playing cards, foreign or American. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207. (502)897-5524

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Wanted: Evervess Bottle, Devil Shake, & Hillbilly 7 ounce Mountain Dew Bottles. Contact: Bobby Edwards, P.O. Box 553, Winterville, NC 28590-0553. (919)756-2619

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# WELCOME NEW MEMBERS

Debra and Paul Shampine  
College Place, WA

Susan Steward & Family  
Arlington, TX

James Barnett  
Coronado, CA

Ed Thompson  
Findlay, OH

Lisa Vernon  
Lebanon, IN

Bob Sandage  
Mitchell, IN

David & Sandra Hunsinger  
Morgan City, LA

Mark & Haytham Darkazalli  
Arlington, TX

James & Cathy Mills  
Montgomery, AL

Denice Welsh  
Corvallis, OR

Joe Hunt  
Fairland, IN

Douglas Harper  
Harrisonburg, VA

Barbara Duckworth  
Livonia, MI

Vonda Marlow  
Statesville, NC

Terry Kester  
Colorado Springs, CO

Chris Keen  
Bellflower, CA

Mary Nylen  
Sioux City, IA

Holly Leonard  
Wildomar, CA

Linda & Larry Long  
Des Moines, IA

James & Patty Daniel  
Sylvester, GA

Chuck Buell  
Avondale, AZ

Gary Bero  
Hopwood, PA

Samuel & Shirley Ball  
New Lisbon, WI

Judith Rueth  
Monroe, NC

Barbara Lafleur  
Wahnapiatae, Ontario

David & Ruth Caplinger  
Columbus, OH

Deborah & Don Duvall  
Columbus, OH

Norma Nida  
Galt, MO

Anthony McClure  
Apopka, FL

Jim Gibson  
Livonia, MI

Sue Brucks  
Princeton, IN

Connie Ungethum  
Princeton, IN

Jason Brucks  
Princeton, IN

Ronald Mattson  
Johnston, RI

Mark Perry  
W. Swanzey, NH

Scott Wheeler  
Lafayette, IN

Donald & Linda Calkins  
Lapwai, ID

Scott & Debbie West  
Santa Rosa, CA

JoAnn Dean  
Ft. Pierce, FL

Marsha Graef  
Lewiston, ME

Peggy Springs  
Rea, MO

Westly Decker  
Rockford, MI

Robert Wiesner  
Charleston, SC

James Molino  
Levittown, PA

Cathie Lowe  
Niagara Falls, NY

Jon & Cynthia Williams  
Clarkston, MI

J.T. Smith  
Margate, FL

J.D. James  
Buckeye Lake, OH

Eugene Fisher  
Vermontville, MI

Richard Koenig  
Evans, GA

Doreen Skleros  
Commack, NY

Tim Larkin  
Eugene, OR

Darryl Hamilton  
Bellvue, OH

Preston Miller  
Richmond, IN

Gary Small  
Odessa, MD

Michele Price  
Martinez, CA

Leon Burrows  
Hartford, AR





PEPSI-COLA COLLECTORS CLUB  
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# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 14 Issue 4

Sept.-October 1997

## FEST WEST TO BE A REAL TRICK OR TREAT

The next few months will undoubtedly be the most exciting in the history of the Pepsi-Cola Collectors Club. We are frantically preparing for the Pepsi Fest 100th Celebration. For this event to be successful, we will need a lot of help, not only at the event, but also planning it. If you have any ideas or suggestions about what you would like to do at the 100th Anniversary Fest, please let us know.

One of the activities we are currently working on is a float for the parade in New Bern. The float will be sponsored and designed by the club. We are accepting ideas on what the float should look like. If you are artistic and want to submit a drawing, please do so! We will also need people to help decorate the float a few days before the parade. If you want to be on the committee, please send your name in as soon as possible.

Per capita is a measurement of how many soft drinks a person consumes in a year. The goal for bottlers is to get their

per capita for their entire territory as high as possible. If the Pepsi-Cola Collectors Club members all lived in the same territory, the per capita consumption would undoubtedly be the highest in the world. Just to prove my point, I would like everyone to send or fax how many Pepsi, Diet Pepsi, Mountain Dew, or other Pepsi products you drink per week.

Pepsi Fest West will be held October 31st - November 1st, 1997 in Las Vegas, Nevada, at the Vacation Village Hotel and Casino. In honor of Halloween and Pepsi Fest West being on the same day, I would like to invite anyone who would like to wear a costume on Friday night. That is -- a Pepsi related costume! That would include Diet Pepsi, Mountain Dew, or Slice.

I believe that the hotel we have chosen for Fest West will give us the best opportunity to have rooms close together. This will provide a good Fest by making room hopping more fun. This facility also offers

excellent parking close to the rooms.

There is a lot to do in Las Vegas, so we've left Saturday night open for sight-seeing. One particular point of interest is the casino NEW YORK, NEW YORK, which is decorated in nostalgic Pepsi-Cola artwork. We hope to visit the casino as a group and have dinner there on Saturday night. Hope to see you in Las Vegas!

PepsiCo has announced that the long anticipated spin-off of the restaurant division will occur on October 6, 1997. The new restaurant company will be called Tricon Global Restaurants. Shareholders of PepsiCo stock will receive one share of Tricon Global Restaurant stock for every ten shares of PepsiCo stock they hold as of September 19, 1997. The spin-off is a result of PepsiCo's desire to focus on their packaged goods business, which is represented by Pepsi-Cola and Frito-Lay.

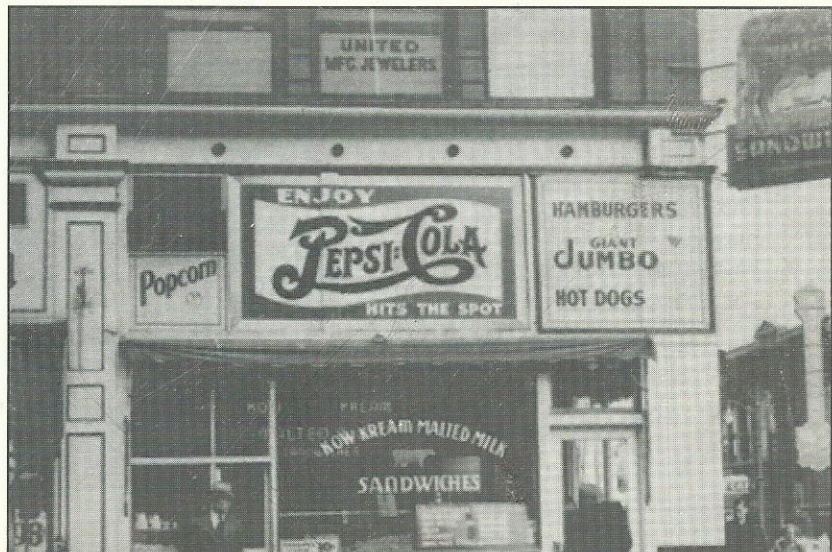
### Inside This Issue

#### Pepsi-Cola History Part X

#### Chapter News

#### Walter Alston Bottle

#### 16 Ounce Can





# PEPSI FEST EAST REPORT

Pepsi Fest East was held August 1-2, 1997 in Charlotte, North Carolina. This was the fifth anniversary of Pepsi Fest East. Once again, the majority of attendees were from the Southeastern United States. There were quite a few first timers, as well as many returning for their fifth year. Pepsi Fest is always a great time to renew old friendships and make new friends.

The activities included room hopping, eating pizza, and drinking Pepsi. The most interesting part of any Pepsi Fest is room hopping. This is when you really

get to socialize with other collectors. It's always fun to be with new people who who start out so hesitant about walking into a "stranger's" room. By the end of Fest, it becomes routine.

The most popular Pepsi collectibles at Pepsi Fest East were 100th anniversary commemorative bottles. These bottles are being issued only by the Carolina Pepsi bottlers, which was evident by how many of the bottles were sold or traded at Fest. Only two of the bottles were available at the time of Fest, but the other two will be out by the 100th anniversary.

## Chapter News

### News from Phil Dillman

As you may have noticed over the past couple of years, the number of new members listed in the back of the newsletter is nothing short of impressive. In fact, judging by the amount of mail I have received since the last newsletter, we have a renewed interest in local chapters, as well.

These are the chapters I am currently aware of:

Arizona Pepsi Club	(Mesa area)
Chicago Connection	
Mile High Chapter	Denver
Minnesota Chapter	Minneapolis

Northwoods Chapter Fond du Lac, WI  
"Show Me" Pepsi Club St. Louis

There are also members that would like chapters in the Las Vegas area and the Pittsburgh area. Drop me a line and we'll get the ball rolling.

I know a lot of you have some great stuff in your collections, and many of you specialize in certain fields. What about as a chapter? Could your group put together a unique display for show and tell in New Bern? I would imagine that the strengths of your group would be different than you as individuals. Discuss it at your next meeting and see what you come up with.

For further information regarding local chapters, please write:

Philip Dillman  
17733 Highland Ave.  
Homewood, IL 60430-1319

This is the historic home of Caleb Bradham, used while he was President of the Pepsi-Cola Company. This is one of many Pepsi-Cola related sites that you may visit while in New Bern, North Carolina for the 100th Anniversary celebration.





## PEPSI FEST WEST '97 SCHEDULE

Vacation Village Hotel/Casino  
6711 Las Vegas Blvd. South  
Las Vegas, NV 89119  
(800)658-5000

Preparations are being made for Pepsi Fest West which will be held October 31 - Nov. 1, 1997 in Las Vegas, NV. This year's event will be held at the Vacation Village Hotel/Casino, 6711 Las Vegas Blvd., South, Las Vegas, NV 89119. 1-800-658-5000. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

### Friday, October 31st

2:30 p.m.	Welcome First Timers
3:00 p.m.	Show and Tell/Pepsi Collecting Discussion
6:00 p.m.	Be Sociable Have a Pepsi Party & Pizza Discussion on 100th Anniversary
8:00 p.m.	Room Hopping

### Saturday, November 1st

8:15 a.m.	Swap Meet Set Up
9:00 a.m.	Swap Meet Begins
11:30 p.m.	Break for Lunch
12:00 p.m.	Auction Check In
12:45 p.m.	Auction Preview
1:00 p.m.	Oral Auction Begins

## FUTURE FEST EVENTS

Pepsi Fest West  
October 31-November 1, 1997  
Las Vegas, NV

Pepsi Fest '98  
April 1-4, 1998  
North Carolina

## MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

Pepsi Cola Collector's Club  
P.O. Box 817  
Claremont, CA 91711



## COLLECTOR INFORMATION

Throughout the entire history of the Pepsi-Cola Company, it has been known as an innovator of products and packaging. Currently, the "cube" offers an easier to handle 24 pack, and the Big Slam offers a wide-mouth 1 liter bottle. These are examples of innovative packaging. Some of these items have gone on to revolutionize the soft drink industry, while others have disappeared with little fanfare.

Selling 12 ounce bottles for a nickel in 1934 changed the soft drink industry forever. It broke Coca-Cola's monopoly on the cola business, making colas one of the most competitive consumer products in America. The success of the 12 ounce bottle made Pepsi-Cola realize that to be successful, they would have to be creative and take risks with new ideas.

This belief was manifested in introducing new beverages such as Evervess, Devil Shake, Tropic Surf, and Crystal Pepsi. None of these are with us today, but you can't achieve greatness without having a few failures along the way. Remember in 1933, Pepsi was given up for dead. It now produces in excess of 20 billion dollars in retail sales worldwide.

In 1949, Pepsi-Cola was offered in cans for the first time. The public interest in Pepsi in cans was so small that they were discontinued. Resurrected in 1960, cans are the most popular way to drink Pepsi-Cola today.

Some little known and mostly forgotten packaging innovations were the



16 ounce can and the cold pack. The 16 ounce Pepsi can was test marketed in 1971 in Miami, Florida. Miami was chosen because of its preference for quantity packaging. The trial was scheduled to run 6 months. The 16 ounce Pepsi cans were priced at 6 for 99 cents. Obviously, the test market of these cans did not do well because they were never introduced nationally.

The first 2 liter glass returnable bottle was introduced in 1976. Once again, Miami was selected as the best place to introduce this new packaging. The glass 2 liter bottle was eventually replaced by the plastic 2 liter bottle, which is presently available in most places.

Taking chances and gambling on new products and new packaging is part of the Pepsi tradition. Though it hasn't always turned out successful, Pepsi will continue to try to find better ways to get Pepsi to the consumer. For collectors, these failed products and packaging just means for stuff for our collections!

In the past, we've written about the many commemorative items issued by the Pepsi-Cola Company for the 75th anniversary, but we haven't said much about the events and celebrations in the community. In fact, there were celebrations held for both the 75th and the 85th anniversaries. Pepsi-Cola and the city of New Bern combined to have a celebration worthy of such a fine product as Pepsi-Cola. Parades, speeches, and pageants were some of the festivities that took place. A plaque was presented to commemorate New Bern as the birthplace of Pepsi-Cola. A mural was designed and painted on a wall at a restaurant where Bradham's Drug Store once stood. The mural depicts the history of Pepsi-Cola.

Posters and postcards featuring this mural were produced by the Pepsi-Cola bottlers. This is a sample of what went on during past Pepsi-Cola anniversaries. The activities associated with the 100th will be the biggest and the most impressive ever.



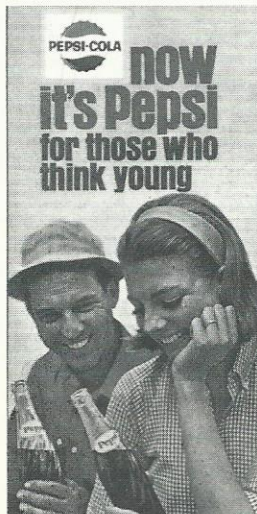
This commemorative bottle was issued in 1976, honoring Dodger Manager Walter Alston. It is a 16 ounce bottle and was most likely only available in the Los Angeles area. Beyond that, not much else is known about this bottle. If you have an unusual item, please send a picture and information.



# THE HISTORY OF PEPSI-COLA

This is part ten of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.

In 1960, Pepsi-Cola was still using the "Be Sociable" advertising slogan, but this was to soon change. Starting in 1961, a new advertising agency was given the Pepsi-Cola account. The agency was Batton, Barton, Durstine, & Osborne, who have remained Pepsi's ad agency for over thirty years. Studies had identified a new, large group of young consumers that were born after World



1964 Magazine Ad

War II. The people born in the post war population explosion were called "baby boomers." In the 1960's, this group had become a very important economic force.

To take advantage of this change in demographics, BBDO decided to produce a campaign aimed at young people. These young people were young thinking, or those who identified with young ideas. Their first effort was "Now It's Pepsi for Those Who Think Young."

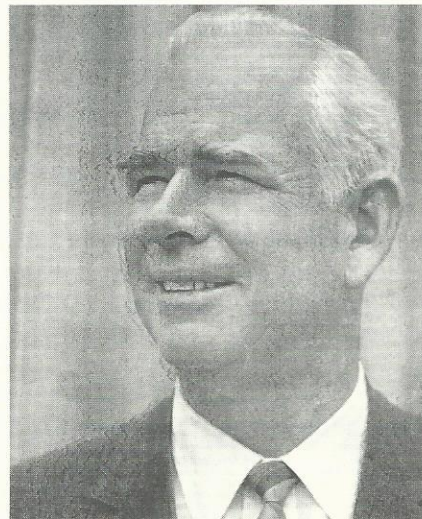
Introduced in 1961, "Think Young" had dramatically changed the way Pepsi-Cola was perceived. This campaign would forever associate Pepsi with the fun-loving lifestyle of youth. The image of Pepsi was now new and exciting rather than the bargain cola.

The "Think Young" advertising was a

combination of television, radio, and magazine ads that were all tied together by images and the new, catchy Pepsi jingle. Television had become a major part of Pepsi's advertising program. Pepsi was now sponsoring some of the most popular shows of the day, such as *Wagon Train* and *Twilight Zone*.

The changes occurring in Pepsi advertising weren't the only thing different at Pepsi in 1960. There were also big changes in packaging. Convenience packaging was beginning to become popular. Pepsi was now being sold in cans for the first time since 1951. Test markets were being conducted on no-deposit, no-return bottles. To make sure Pepsi was providing what consumers wanted, a 16 ounce returnable bottle was introduced in 1961.

Following the example set by the "Think Young" advertising campaign, Pepsi introduced the "Come Alive" ad



Donald Kendall

campaign in 1963. To further enhance the image of Pepsi-Cola being the youthful drink, the slogan also contained the phrase, "You're in the Pepsi Generation." This award winning advertising campaign had a positive effect on Pepsi sales, resulting in some of the highest numbers ever achieved for Pepsi in consumer recognition. The image established during this period made Pepsi the drink of the baby-boomers to such an extent that they were called the "Pepsi Generation." The idea and philosophy of the Pepsi generation would have an influence on Pepsi advertising for the next 20 years.

Besides launching a new advertising campaign in 1963, Pepsi-Cola also appointed a new President. After 8 years as President of the Pepsi-Cola Company, Herbert Barnett was promoted to Chairman of the Board. Don Kendall, President of Pepsi International, became the new President. Don Kendall had distinguished himself with a number of triumphs, both domestically and internationally, but the best was yet to come. In 1965 he would orchestrate the merger of Pepsi-Cola and Frito-Lay.



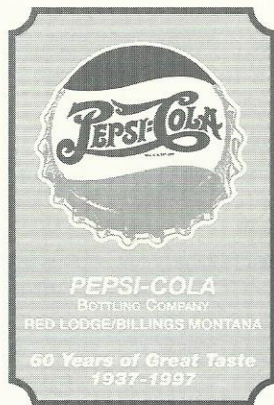




# PEPSI FEST EAST '97

In celebration of the 60th anniversary of the Pepsi-Cola Bottling Company of Billings, Montana, we are offering a can and glass set in a decorative box for only \$9.95.

Also, for a limited time we will also make available the Flagstaff, Arizona 50th Anniversary can and glass set for \$9.95. Limited numbers available, so order right away!



**Billings, Montana 60th Anniversary 1937-1997**  
**Can & Glass Set**  
**#9302            \$9.95**



**Flagstaff, Arizona 50th Anniversary 1943-1993**  
**Can & Glass Set**  
**#9301            \$9.95**

To order add \$5.00 shipping for one or both sets

to: Double Dot Enterprises  
P.O. Box 817  
Claremont, CA 91711  
FAX: (909)946-4786

Visa, Mastercard, Discover, AE accepted!



PEPSI FEST WEST REGISTRATION

October 31 - November 1st, 1997

If you plan on attending Pepsi Fest West, October 31st - November 1st, 1997, please complete and return this form as soon as possible - we need to have an accurate count of those attending the various events.

The registration fee of \$8.00 per person includes a Registration badge that MUST be worn to all Pepsi Fest West functions. The packet will contain a pin back button and glass bearing the Pepsi Fest West logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

SWAP meet tables are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Vacation Village must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to: PCCC PO Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909) 946-6026. Please return this form no later than October 15, 1997.

Members Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Names of persons attending with you: 1) \_\_\_\_\_ 2) \_\_\_\_\_  
3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

REGISTRATION FEE ONLY # \_\_\_\_\_ @ 8.00ea = \$ \_\_\_\_\_  
—children under 10 free—

SWAP MEET TABLE(S) # \_\_\_\_\_ X cost (see below) \$ \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

SWAP MEET TABLES: \$ 8.00 for the first table and \$5.00 for each Addnl. table, ONLY IF STAYING AT THE VACATION VILLAGE.

Otherwise, \$20.00 for the first table and \$10.00 for each Addnl. table. Tables must be paid for now in order to reserve.

\*\*\*\*\*

IF NOT ATTENDING but you wish to order a packet the cost is \$12.00. Complete the above name and address section, packet will be mailed AFTER Pepsi Fest West '97. # of packets \_\_\_\_\_ @ \$12.00 ea. = \$ \_\_\_\_\_



# **VACATION VILLAGE HOTEL/CASINO**

**6711 LAS VEGAS BLVD. SOUTH, LAS VEGAS, NEVADA 89119**

**CALL 800-658-5000 TO MAKE YOUR RESERVATIONS.**

**PLEASE USE GROUP CODE:**

**G6204**

**10/31 - 11/2, 1997**

**RATE: \$52.00 + tax  
PER ROOM , PER NIGHT  
SINGLE OR DOUBLE OCCUPANCY**

**RESERVATIONS WILL NOT BE ACCEPTED AT THE SPECIAL RATE AFTER  
OCTOBER 15, 1997.**

Vacation Village Hotel & Casino is ideally located on the Las Vegas "Strip." Access to any of the attractions in Las Vegas is just a short distance away. When traveling by air, Vacation Village is the closest "Strip" Hotel & Casino to McCarran International Airport. If traveling by automobile, Vacation Village is at the intersection of Interstate 15 and 215 at Exit 34.

The Vacation Village Hotel & Casino is beautifully set in a southwestern atmosphere with spacious rooms and personalized service. Guests can enjoy a wide variety of services including 24 hour non-stop casino action, tropical courtyard with 2 pools and spa, and 3 excellent restaurants. A deluxe continental breakfast is served daily from 8:00 a.m. to 11:00 a.m. and is free to registered guests.



# The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. 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.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

## For Sale

For Sale: Bubble Up 2 Liter glass bottle \$35. Doctor Pepper Therm (hot or cold) \$125. Teem Term \$110. Wanted:

Mountain Dew Items, snowdome, radio, 1980's Darryl Waltrip #11 race cars, etc. Contact: Jason Filder, 316 Barrett ST., Burlington, IA 52601. (319)754-7115

For Sale: Counter-spy Pepsi's Radio Thriller! Double Dot. Sign mint. Stoddard new book, page 47 #0207 \$30. Buy Pepsi by the carton sign, Vol. 3 Page 117 #691 \$20 mint. Call: Cecil Buchanan (910)288-3780.

For Sale: 1997 Pepsi cans -- Baltimore's 200th Anniversary, Weis Supermarkets 85th Anniversary, Wolftrap 3 can concert set, Spirit of Washington Cruises & Josta. All cans \$1.50 each plus shipping (U.S./Canada \$3 - Overseas \$7 for any amount of cans). Contact: Rich Simmons, 1211 Travis View Ct., Gaithersburg, MD 20879.

For Sale: Leather Racing jacket personally autographed by NASCAR racing champion Jeff Gordon. Jacket is black, blue, and white with Pepsi logo on front (see Pepsi stuff catalog). As most of you know, Jeff Gordon is already a racing legend. Photographs of the signing can be provided to anyone seriously interested. If you are interested in making an offer or need more information call Charlie at (914)767-6510.

For Sale: New Pepsi salt & pepper shaker set \$16; Chrome Napkin Dispenser \$27; Stainless Steel Toothpick Dispenser \$29; Small Pepsi Billboard magnets, 3 different \$4 each; Pepsi wall opener \$9; Pepsi Sugar Pourer \$15; Shipping \$4 per

order. Contact: Ron Peck, 6001 Canyon Rd., Harrisburg, PA 17111. (717)558-2653.

For Sale: 1989 Indy Jones/Pepsi promo pack - \$75, Illuminated Wall Clock PI-1354 mint/box - \$45, Boxed set Thailand Star Wars/Pepsi glasses - \$150, cans: Woodstock - \$5, Wrigley Field - \$7. Mail/Phone auction - 75+ Pepsi glasses (1000 glasses) starts Oct. 15, ends Nov. 1) \$3.50 to Tom Hodor, 444 S. Cherry, Itasca, IL 60143. (630)773-2635.

For Sale: Signs c1950 approx 40" x 50". Single dot painted tin. Bottle caps w/wording: #1; Short Order, #2; Reg. Dinners, #3; Sandwiches. Excellent cond/photos avail/via mail or internet. Contact: Scott Copes, c/o Crown Point, Ltd., 118 South Cypress St., Mullins, SC 29574 USA; Scottcpt@aol.com (803)673-9733

For Sale: Neon clock replacement parts & mfgs. decals for octagonal, 18" dia. P.C. Lima clocks, circa 30s & 40s. New! Parts now available for P.C. PAM, Telechron lite-up clocks. Send 55 cents and SASE to: Ed Goralewski, 19807 Sussex Dr., ST. Clair Shores, MI 48081. (810)773-5000 or FAX (810)772-6224.

For Sale: Current licensed products, porcelain signs, trays, thermometer, clock, neon clock, oldie radio, small am/fm radio, tin box, puzzle, cardboard signs, wall phone, die cast truck, wood chest + tray & 6 Pak tote. List wants for photo & prices. SASE to: Rick Cousineau, 774 99th Ave. N., Naples, FL 34108. (941)598-9686.

For Sale: Bottles: 1910 "May West" Clear 7 oz., \$85. Full Bottles: "1988-1989 Ramesses The Great Charlotte" 10 oz. Exc \$20, "Limited edition The Pepsi-Cola Co. New Bern" Exc \$20, Foreign Bottle from Burma Exc. \$20. 1950's Tape Measure Exc. \$50. All plus shipping. Contact: Bill Combs, 400 Montemar Ave., Balto. MD 21228-5213 (410)744-0816.

For Sale: Mint, sealed 1945 Bottle cap playing cards \$250. 1960's Pepsi "playing card" bottle caps. Have all caps available except 3 diamonds, 7 clubs, king of clubs, and spades. Good-exc. condition. \$1 each plus postage. Call or write: Jeff Brady, 160 Shingle Mill Lan., Hanover, MA 02339. (617)878-9439 After 7 p.m. EST.

For Sale: Beautiful, mint 1985 Pepsi:Cola Space Cans. \$10 plus \$3 S & H. Contact: Charles Metz, 3131 Fairdale Rd., Phila. PA 19154. (215)637-8038.

For Sale: Pepsi "Time In Space" Collectors Phone Card. Unique pop top pin activation. Sealed in a plastic case to protect its collectability. Each card is numbered 1 to 1500. Only 500 cards left. \$12 plus \$3.95 shipping and handling. Quantity discounts available. Call Vertical Partners at (800)809-3847.

For Sale: First Day Issue uncut Pepsi Slam Cap Sheets. Twenty sheets produced, only twelve left. Two complete sets of silver backed First Day Issue Caps per sheet. \$50 per sheet plus \$4.95 shipping and handling. Call or write to: Vertical Partners, P.O. Box 80661, Rancho Santa Margarita, CA 92688. (800)809-3847.



For Sale: 80-85 Pepsi-Cola identified Bottle Vendors, 1960 to 1970 year models. Vendo, LaCross, and other brands. Can see at Pepsi-Cola Bottling Co., 344 Howard Ave., Billings, MT 59101. \$100 each. Contact Willie or Ernie at (406)252-9355 or Fax (406)252-6464  
\*\*\*\*\*

For Sale: Pepsi banks, trucks, cars, and airplane, over 100 different toys. 2 new Christmas ornaments, plays Christmas music. For list send SASE with 78 cents postage to: Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.  
\*\*\*\*\*

For Sale or Trade: Pepsi items acquired over 18 years with Pepsi-Cola. Bottles, paper items, glasses, bottle caps, etc. Send SASE for list to: Gary Bailey, 330 Willow, Farmington, AR 72730. (501)267-2019.  
\*\*\*\*\*

## WANTED

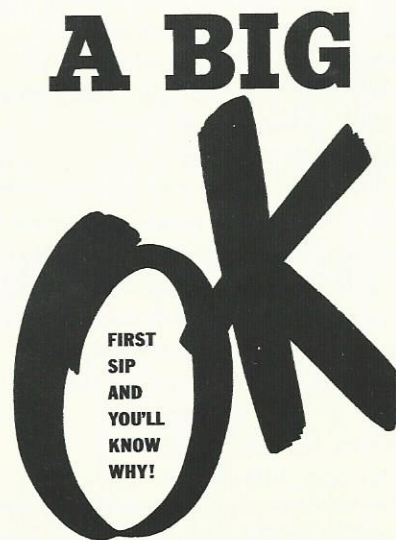
Wanted: Del MarVa cans. Sets or singles. Prefer bottom opened. Send descriptive list including prices. Buying-selling-trading all PepsiCo cans. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.  
\*\*\*\*\*

Wanted: I pay top dollar for decks of playing cards and matches for one or 100. Also have cir/1940's Dr. Pepper 10 matches cover n-mint. \$40 p.p. Please let me hear from you and "let's make a deal." Contact: Greg Quina, 3942 Hwy. 297-A Cantonment, FL 32533. (904)477-5031.  
\*\*\*\*\*

Wanted: Private Collector is looking for following items shown in Bob Stoddard's book: Page 154, items 1244 (toy) and 1240 (bank), Page 103 - syrup can (item 0702), Page 124 - item 0900 (6 pak), Page 128 - items 0940 (apron), 0941 (cap) and 0947 ( can). Page 139 - items 1103 and 1100 (decks of cards). Page 152 - items 1219 and 1220 (mini billboards). Contact: LaVern Anderson, 15122 Elm St. E., Sumner, WA 98390 (253)863-5044.  
\*\*\*\*\*

Want to buy: Nice double dot 1950's and back items in good condition. Call: Cecil Buchanan @ (910)288-3780.  
\*\*\*\*\*

Wanted: All soda related playing cards, foreign or American. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207. (502)897-5524.  
\*\*\*\*\*



FROM U.S.A.



PEPSI-COLA IS MADE ONLY BY PEPSI-COLA COMPANY, LONG ISLAND CITY, N. Y. BOTTLED LOCALLY BY AUTHORIZED BOTTLERS FROM COAST TO COAST



# WELCOME NEW MEMBERS

Paul Perelman  
Chesterland, OH

Randy Barrier  
Harrisburg, PA

Karen Ackerman  
Atlanta, IA

Clifford & Millie Whiteside  
Melrose, FL

Mike Lush  
Beavercreek, OH

Buster & Barb Yager  
Franklin Park, IL

Vicki L. Brown  
Smithfield, NC

Lillian Priest  
Geronimo, OK

Al Nixon  
Grant, MI

Jerry Slaughter  
Belle Plaine, KS

Don & Linda Relyea  
Vancouver, WA

Lori Branson  
Paducah, KY

Donna Hoefler  
Nickerson, KS

Carl Bailey  
Johnson City, TN

Rosemarie Kirby  
Jackson, MI

Bonnie Borek  
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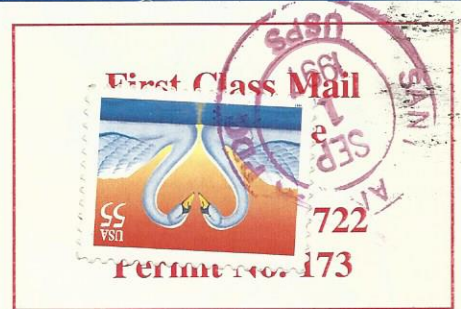
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