

# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 7 NUMBER 5

NEWSLETTER

NOVEMBER-DECEMBER 1990

### Catch That Pepsi Spirit

The Pepsi-Cola Collectors Club is pleased to announce that the 1991 Pepsi Fest (March 22-23, 1991) will be held at the Sheraton Northeast, Indianapolis, Indiana, their number is (317) 897-4000.

We have been given a flat rate of \$45.00 up to (4) persons per room.

The Sheraton Northeast was the site of the first Pepsi Fest held in 1987, so we are pleased to be celebrating our 5th Pepsi Fest there. The Sheraton Northeast informs me that they now have an enclosed swimming pool and spa. This should be a nice addition to Pepsi Fest activities. Because of the larger banquet facilities at the Sheraton Northeast we should not have the overcrowding problems that we've experienced in the past.

Enclosed is a yellow registration form. You need to register with the Sheraton Northeast directly.



### IN THIS ISSUE:

Pepsi Snoball  
Pepsi Fest 91 Information

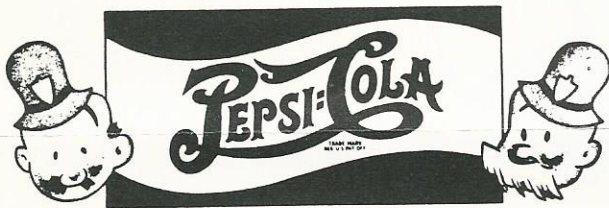
Pepsi Flying Saucer  
Winter Cool Collection

As usual we will be offering a Pepsi Fest packet that you may order from the club. Refer to the enclosed form. Remember! everyone must be registered with the PCCC in order to attend Pepsi Fest events.

The exact agenda for Pepsi Fest 91 will be in the next newsletter. It will basically follow last year's; A Friday night Pizza party, (without the fire drill!) and room hopping. The swap meet and seminars on Saturday.

SEE YOU AT PEPSI FEST 91 !!!

### Dear Pepsi & Pete



Dear Pepsi & Pete:

I recently found a sign on the road "dead" so I stopped to see if I could be of some help. I revived it and put the poor sign in my Pepsi-mobile and took it home and cleaned it up. I am requesting your help in identifying this sign as to it's age and value. I have enclosed photos of my recovered sign. The strange thing about this sign is that there are pictures on both sides, which makes me wonder if it will be easy to identify or if it demonstrates some type of "split personality". The sign is 38"x60". I put a frame around it and I proudly show it in my Pepsi show case.



Dear J.S.:

Your sign is from 1973. I saw a sign like yours sold at an auction (Pepsi Fair) for \$60.00.

Dear Pepsi & Pete:

What is happening to Wild Cherry Pepsi?

Dear J.P.:

According to my sources Wild Cherry Pepsi is still being test marketed. No decision has been made to sell this product nationwide.

Dear Pepsi & Pete:

Are there any areas in the USA where Pepsi still sells 6oz, 8oz, 10oz, and 12oz returnable bottles.

Dear W.R.:

Yes, there are still some places that bottle smaller returnables. Your best bet is find a Pepsi-Cola franchise bottler, especially in the South part of the country.

Dear Pepsi & Pete:

Do you know anything about these Pepsi flavored Sno Ball sippin ice signs.

Dear E.H.:

Sorry I don't but I have included your photo with this column to see if our readers can help. Readers?



Dear Pepsi & Pete:

I would like to know, did Pepsi ever do any advertising on barns? I found a Pepsi painting of a barn, or is it just something a person painted because Coke has many out like this.

Dear D.B.:

I can't say for sure if Pepsi-Cola was ever advertised on the sides of barns. I do know Pepsi did have signs painted on buildings so it would be possible that they could've painted a barn or two.

Local Chapters:

Southern California  
Mike & Cindy Gordon  
16465 Trisha Way  
Riverside, CA. 92504

Colorado  
Brent Hinton  
6511 W. Elmhurst Ave.  
Littleton, CO. 80123

Kansas  
Les Walters  
706 Lincoln  
Coffeyville, KS. 67337

Minnesota  
Don Peterson  
121 Burk Dr.  
Silver Bay, MN. 55614

Ohio  
Shawn Dawson  
915 Nelbar St.  
Middleton, OH. 45042

N.E. Ohio  
James Wolfe  
2315 Ross Dr.  
Stow, OH. 44224

Virginia  
Scott & Kim Kinzie  
P.O. Box 916  
Chester, VA. 23831

Phenix Benton, National  
Director of Chapters. You  
can contact him at: 4949  
So. 94th E. Pl., Tulsa, OK.  
74145.

**PEPSI FEST 91**  
**March 22-23, 1991**  
**Indianapolis, IN**  
**PEPSI FEST WEST**  
**July 19-20, 1991**  
**Los Angeles, CA (vicinity)**

One of the great pleasures of Pepsi collecting is traveling around and meeting other collectors. This past August we took a trip to Denver, Colorado, where we were able to meet many club members.

The surprise of the trip was a tour of the Denver Pepsi plant. Our guides for the tour were; Marrell Krantz and Gene Baker, who are also club members. Marrel and Gene are long time employees of Pepsi as well as long time Pepsi collectors. The tour was great fun and we enjoyed every minute of it and again want to thank Marrell and Gene for taking the time to show us around.

Brent Hinton, the Colorado chapter President arranged a club meeting including a swap meet for our visit. We had a chance to meet several of the club members and did some buying and trading. Thanks to Brent and the Colorado chapter for making us feel so welcome!



Colorado  
Chapter  
Swap Meet

## Pepsi History

Most advertisers pick one theme that they want to get across to the consumer in a given year. They found it more effective to get the consumers to remember one theme. In Pepsi-Cola's 1938 advertisements Pepsi tried to present 3 different concepts to the consumers.

The first idea was "health", the second was showing Pepsi-Cola as an "established" soft drink, and the third idea was "beware of imitators". Below are examples of Pepsi's 1938 ads.

"Pepsi-Cola is a delicious beverage, made from the essence of pure fruits, and other wholesome ingredients- absolutely pure and free from preservatives".

Notice the use of health related phrases; pure, wholesome, and free from preservatives.

"Pepsi-Cola is a combination of more than fifteen of the finest fruit juices and extracts, and other delicious pure food products".

"Pepsi-Cola contains the marvelous flavors of the colanut, grown in British West Indies and the Gold Coast of Africa, and has the same stimulating qualities as a fine, fresh cup of tea or coffee - as a refresher, picks you up instantly"

"Pepsi-Cola was originated by the late Dr. Caleb D. Bradham in 1896, more than 40 years ago, and has been manufactured and sold in 5! bottles uninterruptedly ever since".

"Pepsi-Cola is original and one of the first bottled cola drinks. The trademark was registered in the United States patent office in June 1903".

"Pepsi-Cola is the second largest beverage company (non-alcoholic) in the world from the standpoint of production, sales, and financial resources".

In this last set of ads Pepsi-Cola shows a concern for imitators.

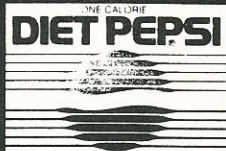
"Insist upon the genuine. Call for it by the full name, Pepsi-Cola. Every genuine bottle of Pepsi-Cola has a Pepsi-Cola crown, and a Pepsi-Cola body neck label, showing the original trademark".

"Pepsi-Cola has a distinctive flavor all it's own, and should not be confused with any other cola drink".

"There are many imitators of Pepsi-Cola offered to the public. Insist upon the genuine Pepsi-Cola".

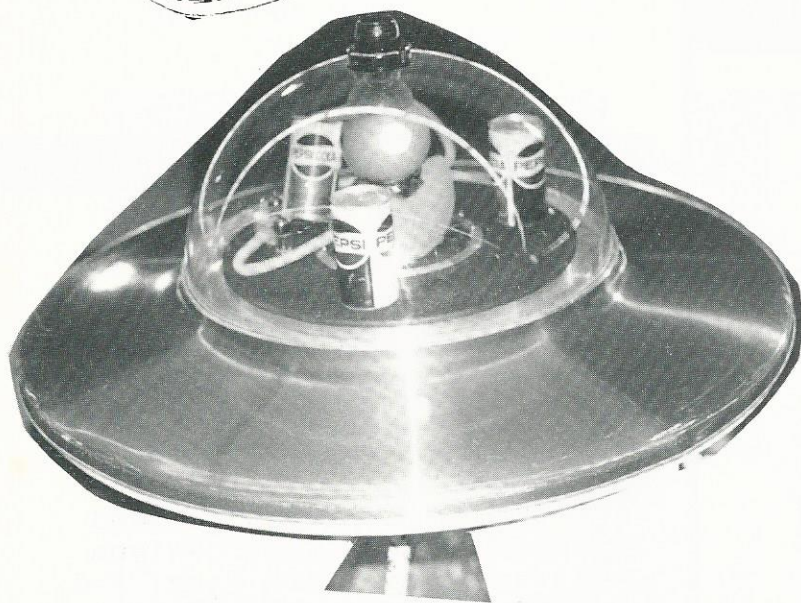
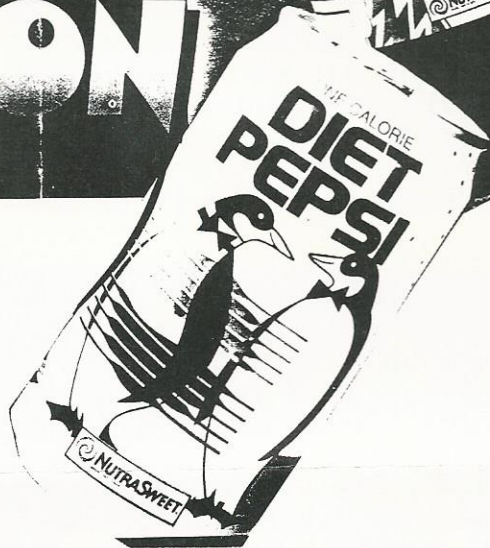
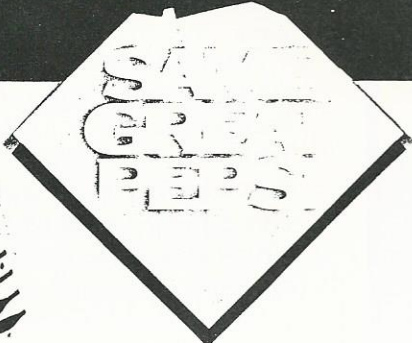
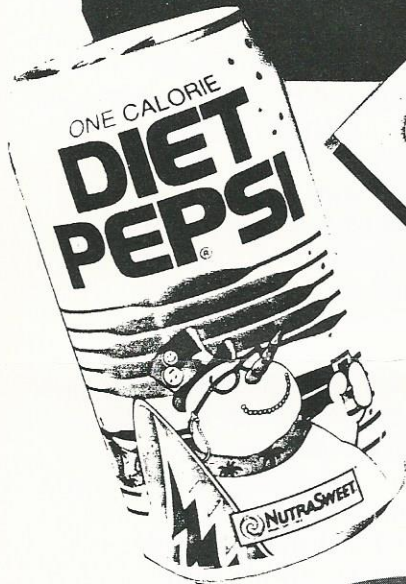
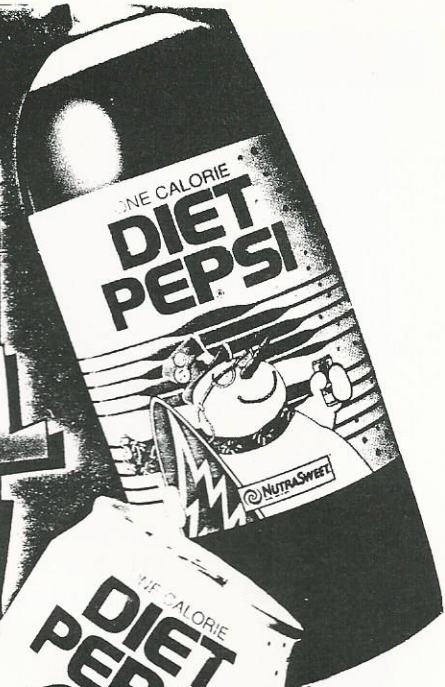
## Collectors' Information

Due to the success of the Pepsi-Cola "cool cans" over the past summer Pepsi is now introducing the "Winter Cool Collection". There will be seven different designs; "Tropical Santa", "Snowbound Santa", "Diet Santa", "Winter Wonder Land", "Penguins" and "Winter House". The designs will appear on both Pepsi and Diet Pepsi and will be available on cans, 16oz. NR and 2 liters. The release date will be sometime in November.



INTRODUCE THE  
LIMITED EDITION

# WINTER COOL COLLECTION



1960's Pepsi flying saucer display

## Collectors' Spotlight

David Palmer from Roxboro, North Carolina is highlighted in this issue.

David has been collecting Pepsi memorabilia for the past 9 years. He currently works for the Roxboro Pepsi-Cola Bottling Co.

David started out collecting commemorative bottles and old Pepsi-Cola bottles. Then he realized that Pepsi-Cola had other treasures in the form of signs, pins, radios, etc. So the Pepsi bug bit hard and now he collects about anything Pepsi.

He says that his favorites are still the commemorative Pepsi bottles, old script bottles.

Nina Davis from Oskaloosa Iowa is highlighted this issue. Nina has been a long time club member.

A 64 year old grandmother a Pepsi collector, you bet! My last two items were given to me and I think each time I get something new, it can't top the last but it always does. Just prior to the Super Bowl I found at my back

door a Joe Montana poster. It is now framed and hanging in my back entry way. How nice to have friends in the Pepsi business.

I was in Texas in February and got in on the ground floor with the long neck bottles. Yes, I had a bit of trouble getting them back to Iowa but I wouldn't have left them under any circumstances.

I don't remember how long I have been collecting Pepsi, but it has been a good while. My collection consists of the usual glasses, placemats, clocks, thermometers, trays, bottles, cans, toys, menu boards, paper items and yes, even some reproductions. One nice item that is fairly new and nice is the plate put out by Edwin Knowles in December of 1989. It depicts Santa with an open bottle of Pepsi. This was under my Christmas tree, thanks to a thoughtful daughter.

To the newer collector all I can say is stay right in there, you never know when you will find something very special to add to your collection.

### **THE MUSEUM of BEVERAGE CONTAINERS**

#### **and ADVERTISING**

**Thousands of Soda Bottles on display**

The World's LARGEST collection of Soda and Beer Cans... Over 28,000

• Soda and Beer Advertising • Large, well stocked Gift Shop.

• A Collectors Dream Place with something for everyone.

• Just 15 minutes from downtown Nashville, TN

1055 Ridgecrest Dr.

Goodlettsville, TN 37072

Phone: (615)859-5236 FAX (615)859-5238

## Collectors' Marketplace

### For Sale

The following items are available from:  
 Pepsi-Cola Bottling Co. of New Bern  
 P.O. Box 2036 New Bern, N.C. 28560.

- |   |       |
|---|-------|
| 1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle)                              | 19.95 |
| 2. Postcard using original girl that was used in Pepsi advertising                                | .22   |
| 3. Mural (13" x 7") New Bern, N.C. w/brochure   | 15.00 |
| 4. Mural postcard w/brochure  | .32   |
| 5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left)        | 75.00 |
| 6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898                             | 5.00  |
| 7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) | 4.95  |
| 9. Birthplace of Pepsi letterhead   | .15   |
| Birthplace of Pepsi cigarette lighters  | 2.50  |
| Birthplace of Pepsi hand fan with Gibson Girl on silk screen                                      | 4.00  |
| Birthplace of Pepsi enaoryboard nail file   | .35   |
| Birthplace of Pepsi wooden nickels  | .50   |

10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

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

(10) Pepsi & Pete color ads from the Sunday comic strips. 1940's. \$10.00ea. contact: Mike Layton, R.R.#2, Box 65, Caldwell, KS. 67022. or call 316 845-6688.

\*\*\*\*\*  
 Collection!! Approx. 1100 pcs. \$4,500.00 for all. Contact: Ron Cook, 714 682-0900work 714 681-1695 home.

\*\*\*\*\*

1) Pepsi-Cola salesman sampler Mint/restored.

2) Pepsi-Cola neon, square clock, 1940's, cap picture & dots around the border.

3) Pepsi-Cola Calenda, 1941 mint and framed.

4) 1940's playing cards, nm in box.

5) 1971 Commerative bottle, milk glass (PMI) mint.

Contact: Tony Labreglio 386 Westchester Ave., Yonkers, N.Y. 10707 or call 914 377-5834.

\*\*\*\*\*

Canadian & American Pepsi & other brand bottles for sale. Also paper, and cardboard items, glasses, tin cans, misc.

Contact: Robert Diwar, 9551 Patterson Rd., Richmond, B.C. v6x1P8 or 604 278-3062.

\*\*\*\*\*

Pepsi Light-Bubble Up sample cups 4oz. \$5.00ea. or 3 for \$10.00; Pepsi Challenge tin pin \$1.00ea or 6 for \$5.00; open-close sign #429 \$30.00; sign #597 \$25.00; Matchbox truck \$5.00, all mint. UPS extra. Contact: M.A. Noll 1647 La Salle, Santa Maria CA. 93454-1553

\*\*\*\*\*



## Wanted

Albuquerque New Mexico 1qt. oil bottle, 1943 w/war slogan. Painted label, sell or trade for N. Mexico bottles for my collection. Contact: Keith Austin, 3116 Risner, Las Cruces, New Mexico 88001 or 505 521-3709.

\*\*\*\*\*

Send for new Pepsi list (SASE)  
Trays: #2-798 M \$18; #21 NM \$20; #15 EX \$38;

Bottles: 1930 #495 Amber EX+ \$85 & green EX+ \$65; clear #494 \$65; Knoxville, Norfolk & Exmore, VA #490 EX \$65ea. Wilmington, NC. #488 EX \$65; Knoxville, TN. #492 \$80; Fountain Syrup #452 NM \$20. Paper cup S:D like #2-167 12oz. M \$15; '76 License plate KY. #852 \$8; 1930 Straw box #2-709 EX \$110; Puzzle bank (can shape) EX \$15; Tin sign #2-613 EX-NM \$250; 1960 Thermometer #197 EX \$28; bottle openers: (3-D) #651 M \$22, brass #641 NM \$70; cast #639 EX \$60. Postage not included. Contact: Tom Rosing 15 Glendalough Rd., Dallas PA. 18612 or 717 823-4433.

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Pepsi-Cola Hutch bottle \$250.  
Pepsi n Pete blotter, mint \$125.

Pepsi-Cola 1910 to 1915 pink blotter, mint \$150.  
Contact: 301 929-0870.

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### 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.

Any cardboard or paper advertising related to cartoon glasses - Pepsi, Coke, etc. Needed for personal collection. Please send description and prices to: Lester Chapman, P.O. Box 638, Lindsay, CA. 93247.

\*\*\*\*\*

Pepsi strawholder. Contact: Catherine Melfi, 209 Lincoln Park Dr., Syracuse, N.Y. 13203 or 315 472-7266.

\*\*\*\*\*

Cartoon and character glasses. Buy, trade, or sell. Oct., Jan. April mail order auctions, over 1,000 glasses each auction. \$3.50 for current booklet. Contact: Tom Hoder 444 So. Cherry, Itasca, IL. 60143 or 708 773-2635.

\*\*\*\*\*

History graduate student is seeking any information on painted label (ACL) soda bottles. Especially interested in the early manufacturer and advertising. I will gladly pay any copying and postage expenses. Contact: Scott Seagle, Rt. 3, Box 863, Boone, N.C.. 28607.

\*\*\*\*\*

Any old Pepsi or Coke vending machines and old soda advertising, cash waiting. Contact: Randy Myers, 128 Line Dr., Apopka, FL. 32703 or call 407 889-4994. I also need any and all info on my Pepsi machine, including parts.

\*\*\*\*\*

Disney character matchbooks, I need: #1 thru 12, 27, 29, 31 & 42.

I have duplicates of #'s: 13 thru 18, 21, 22, 30, 43, & 44. \$10.00ea or trade for ones I need.

Also have duplicates of V.H. #'s: 594, 596, & 605, will sell for \$10.00ea or trade.

Contact: Lee Kloes, 4819 83rd Ave. SE., Everett, WA. 98205 or 206 334-1672.

\*\*\*\*\*

Pepsi commemorative bottles from different states. Send your list to: David Palmer, Rt.3, Box 205, Roxboro, N.C. 27573.

\*\*\*\*\*

1950's and earlier Trolley car signs, Trolley car frames. Also looking for tin signs & other cardboard items. Contact: Tony Llamas, 1142 W. Porter, Fullerton, CA. 92633 or 714 870-7178.

\*\*\*\*\*

Thermometer #184 in excellent condition. Contact: Ken Luban 9001 S.W. 93rd Ave., Miami, FL. 33176 or 305 367-3321 (office) ; 305 271-3568 (home).

\*\*\*\*\*

Michael Jackson Bad Tour/Pepsi jacket. Pepsi World magazine w/record, Winter '84, vol. 45, number 1. Also any Jackson keychains, stand-ups, posters, promo items. Madonna, Ringo Starr/Diet Pepsi items also wanted. Contact: Melissa Strecker, 1360 N. Sandburg Terr., #1205, Chicago Il. 60610 or 312 337-1740.

\*\*\*\*\*

Pepsi cigarette lighters, cards, pencils, pens, rulers, ashtrays, radios (can, bottle, vending machine), cool can (surfer) display inflatable. Please include prices in correspondence.

To trade: serving tray #19, thermometer #198, plastic sign #429, sign #597, pinback #681, pencils #633, Pepsi Diet longnecks & 7oz. bottles, Michael Jackson stand-ups, tour cans, posters, T-shirts. Contact: M.A. Noll, 1647 La Salle, Santa Maria, CA. 93454-1553.

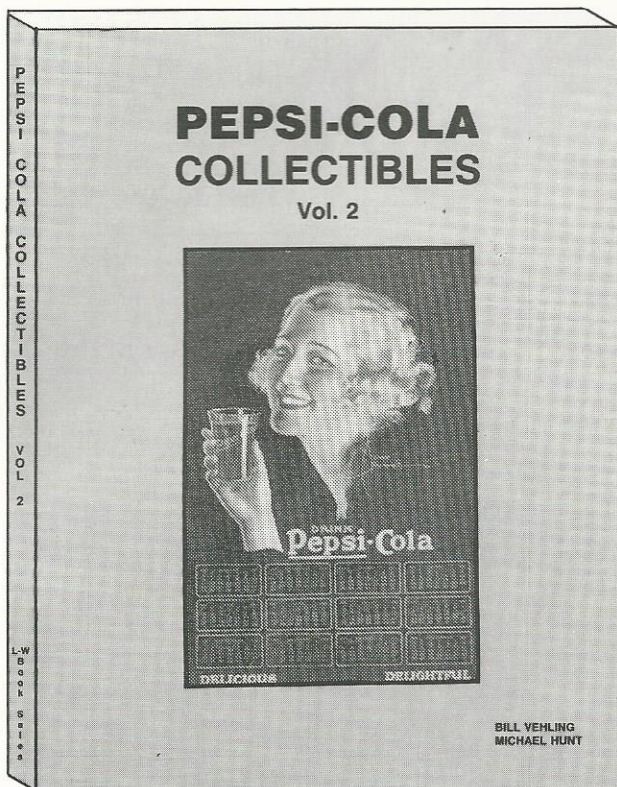
Would like to hear from collectors in my area (Santa Barbara-Paso Robles) to share a Pepsi, trade items, go to shows. Contact: M.A. Noll, 1647 La Salle, Santa Maria, CA. 93454-1553.

\*\*\*\*\*

A 5¢  
Drink



Worth  
A  
Dime



BRAND NEW: PEPSI-COLA COLLECTIBLES VOLUME 2 by Bill Vehling & Michael Hunt. 200 pages with over 800 completely different items illustrated and priced. Cover price is \$17.95. PCCC members only can save \$2.00, price is \$15.95 + \$3.05 first class postage and handling for each book for a total of \$19.00.

Still available Pepsi-Cola Collectibles (w/ revised 1988-1989 prices) for \$14.95 + 3.05 for a total of \$18.00 per book.

Also available is an updated price list (1988-89) for those who have the original (1986) books for \$3.00 postpaid.

Please enclosed remittance and send to: Bill Vehling, P.O. Box 41233, Indianapolis, In. 46241.

## Places to Find Pepsi

SIGN OF GOOD TASTE  
269 E. 2ND ST., POMONA CA.

WEBB'S ANTIQUE MALL  
200 W. UNION, CENTERVILLE IN.

CARNIVAL HOUSE ANTIQUES  
17 PADANARAM RD., DANBURY, CT.

THE NEON LADY  
1950 CHEROKEE ST., ST. LOUIS MO.

THE PEPSI PARLOR  
ON THE SQUARE, LYNCHBURG, TN.

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

BEV'S OLDIES & GOODIES  
1186 MEYERLAND PLZ. HOUSTON TX.

THE SHANHASKA DRUMMER ANTIQUES  
BOX 32, RT.2, ST. PETER, MN.

END OF THE TRAILS ANTIQUES  
5937 N. GREELY, PORTLAND OR.

PEPSI-COLA MEMPHIS BOTTLING CO.  
520 E. GRAND AVE. MEMPHIS, MO.

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.

# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722

FIRST-CLASS MAIL  
U.S. POSTAGE  
P A I D  
Covina, CA 91722  
Permit No. 173



Possible Dreams Ltd. has just released a "clothiques" three dimensional Pepsi Santa standing 10" tall. This Santa will be sold thru gift stores for a suggested retail price of \$68.00. These Santas have been made available to the PCCC to sell to club members at a reduced price. The cost is \$49.00 each + \$3.00 for shipping and handling. California residents must add \$3.30 sales tax. Allow 4-6 weeks for delivery.

Send to: Pepsi-Cola Collectors Club  
P.O. Box 1275, Covina, CA. 91722

# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 7 NUMBER 6

NEWSLETTER

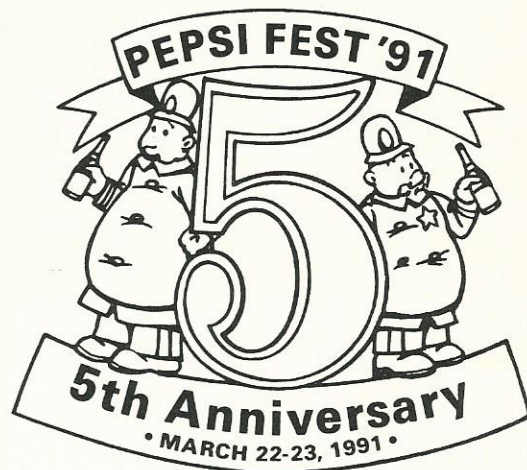
JANUARY-FEBRUARY 1991

HAPPY NEW YEAR! I'm so excited the new year has finally begun. We have many wonderful plans for the club this year. Foremost is Pepsi Fest '91 just three months away. If you haven't done so you need to make your reservation with the Sheraton Northeast as soon as possible. There is a good chance the hotel will be booked up, so don't be left out make your reservations right away. That's the Sheraton Northeast 7701 E. 42nd St., Indianapolis Indiana, 46226 or call them at 317 897-4000. Be sure to let them know you are with the Pepsi-Cola club. We have over half the tables for the swap meet reserved already, so if your planning on selling at the swap meet let us know right away (registration form in the newsletter).

I think this will be the best packet we've ever had, included in the packet; a ceramic mug, deck of cards, magnet, lapel pin, pin back button and a key chain, all for only \$14.50 plus shipping if your not attending the Pepsi-Fest '91.

Don't miss out, order yours today, (I'm beginning to sound like the home shopping network!).

In order to meet the increased cost of mailing and printing we raised the dues of new members to \$15.00. As of March 1991 we are increasing renewal dues to \$15.00. I'm sorry we had to do this but our dues have been the same for the last seven years and expense keep going up.



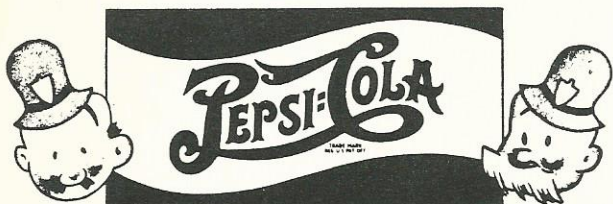
### IN THIS ISSUE:

PEPSI FEST '91 SCHEDULE    PEPSI COLLECTION ON DISPLAY  
PEPSI FEST '91 REGISTRATION    NEW PEPSI BOX CAR

Sue Gustin, our Membership Secretary wants to remind everyone that it makes her job alot easier if you send your renewals back promptly.

Thank you for all your support in 1990 and let's make 1991 a PEPSI YEAR!

### Dear Pepsi & Pete



PEPSI & PETE

Dear Pepsi & Pete:

At one time, I had heard that Pepsi was going to test market a high caffeine and high sugar version of Pepsi called Pepsi A.M. It was supposed to be a cold substitue for coffee in the morning.

Dear DeWayne:

Yes Pepsi did test market Pepsi A.M., I haven't heard of the results but I don't think they were postive.

Dear Pepsi & Pete:

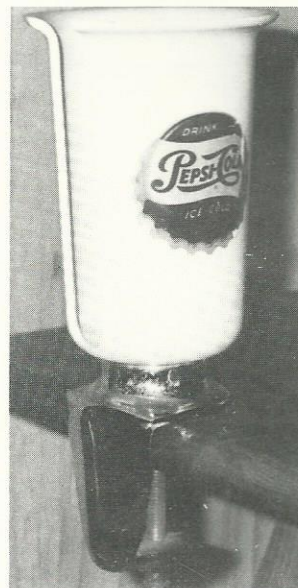
What is the best way to drain a special Pepsi can in order to enhance it's future value?

Dear Dianne:

I carefully put two holes in the bottom of my Pepsi cans that I want to drain. After the Pepsi drains I then fill the can with water to rinse out any Pepsi residue, then drain the water, let dry.

Dear Pepsi & Pete:

I picked up this interesting piece and feel something is missing. My guess is that this is a holder for a Pepsi syrup bottle. It sits in the holder, upside-down. Is that correct? If so what size bottle?



Dear L.W.:

You're right it is a holder for a 1 gallon jug of Pepsi syrup. It should also have some type of dispenser that the jug could fit into to release small amounts of syrup.

Dear Pepsi & Pete:

I recently purchased this Pepsi item. The bottle cap logos have one dot. The clear plastic back piece is 7 inches high and 14 inches long. Can you identify the item for me?



Dear K.W.:

Your sign looks like the top of a bottle/carton display stand up from 1960.

Dear Pepsi & Pete:

Has Pepsi put out any Winter Cool glasses?

Dear Glass Collector:

I haven't found anyone who knows of any Winter Cool glasses. I have heard of paper cups though. I'm sure if any of my readers know of any glasses they will let me know.

Last issue we had a question from E.H. regarding a Sno Ball sippin sign. This is what we have found out: Pepsi Sno Ball sippin ' ice was sold in the late 1960's (1967-1969) as a competitor to an icee drink put out by a cola company from Atlanta, Ga. The product was sold mostly through the midwest and southwest. This was not a test market product, Pepsi did actually market Pepsi Sno Ball. From the replies I've received I would guess that the signs are fairly easy to obtain.



Local Chapters:

Southern California  
Mike & Cindy Gordon  
16465 Trisha Way  
Riverside, CA. 92504

Colorado  
Brent Hinton  
6511 W. Elmhurst Ave.  
Littleton, CO. 80123

Kansas  
Les Walters  
706 Lincoln  
Coffeyville, KS. 67337

Minnesota  
Don Peterson  
121 Burk Dr.  
Silver Bay, MN. 55614

Ohio  
Shawn Dawson  
915 Nelbar St.  
Middleton, OH. 45042

N.E. Ohio  
James Wolfe  
2315 Ross Dr.  
Stow, OH. 44224

Virginia  
Scott & Kim Kinzie  
P.O. Box 916  
Chester, VA. 23831

Phenix Benton, National  
Director of Chapters. You  
can contact him at: 4949  
So. 94th E. Pl., Tulsa, OK.  
74145.

**PEPSI FEST 91**  
**March 22-23, 1991**  
**Indianapolis, IN**  
**PEPSI FEST WEST**  
**July 19-20, 1991**  
**Los Angeles, CA (vicinity)**

## Collectors' Spotlight

Burton De Berry Melchor III from Virginia Beach, Virginia is spotlighted in this issue.

For the past 30 years Burton has been collecting Pepsi-Cola memorabilia. With the family business being a Pepsi-Cola bottler it can help in your collecting. Burton states that he always had a desire to collect or keep a sample of most of the items and that through the years it become a collection. He has recently begun to collect those items not in his collection.

3 generations worked together to build the business. The family had owned plants in Portsmouth, Virginia; Newport News, Virginia; and Winston-Salem, North Carolina.

Gary & Ricia Craig from Garland, Texas are highlighted below.

Gary & Ricia are fairly new collectors. They got started collecting while going to antique stores looking for furniture. They noticed Pepsi-Cola items and become inspired!

Gary had worked for Pepsi in the late 1970's and wishes now that he had kept some of the items he ran across. When asked what their favorites are the response is; Signs, clocks, coolers, well all of it!!

### PEPSI FEST '91 SCHEDULE

#### FRIDAY MARCH 22ND

9:00 AM : Registration - Check in  
10:00 AM : Show & Tell Meeting, (we invite all members who specialize in certain Pepsi items, such as bottles, glasses, playing cards to bring a few of those items and share with the group.

3:00 PM : Auction check in  
4:00 PM : Get acquainted reception  
5:00 PM : Pizza Party  
6:00 PM : General Meeting  
7:00 PM : Auction  
9:00 PM : Room Hopping

#### SATURDAY MARCH 23RD

3:00 PM : Swap Meet Set-up  
4:00 PM : Swap Meet begins  
6:30 PM : Silent Auction

\*\*\*We need people to help with all these events. If you can help let us know when you check in or drop a note ahead of time. We need you\*\*\*

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• A Collectors Dream Place with something for everyone.

• Just 15 minutes from downtown Nashville, TN

1055 Ridgecrest Dr.

Goodlettsville, TN 37072

Phone: (615)859-5236 FAX (615)859-5238



My name is Randy Ezell. I live in St. Louis, Missouri. I have been collecting Pepsi items for about 7 years.

I have enclosed pictures of a Pepsi display that my brother Dave and I built for a Pepsi nostalgia Days at the Schnueks grocery store he manages in Bloomington, IL. The display was up about a month, which climaxed over the labor day weekend. The local Pepsi bottler provided promo items, also a brand new Pepsi vendor was given away in a drawing held at the store.

On Saturday, Sept. 1st, a live radio broadcast was setup in the store at the Pepsi display. My collection was displayed as were items from

local collectors. Highlights of the display included a 1909 Pepsi Girl calendar, Pepsi Hutch bottle, 1950's fountain dispenser, porcelain signs, and vendors from 1940's, 50's and the 60's. Neon signs, many early Pepsi bottles, and a restored 1930 Model A Pepsi delivery truck, owned by Maurice Irvin one of the original owner of Irvin Brothers Pepsi-Cola Bottling of Bloomington, Illinois.

The display also was featured on local T.V. and newspaper. Everyone seemed to enjoy it, people exchanged Pepsi stories while pointing out items they remembered or items that had special memories to them.





## Sheraton Northeast

7701 EAST FORTY-SECOND STREET  
INDIANAPOLIS, INDIANA 46226

(317) 897-4000

### PEPSI-FEST 1991 REGISTRATION FORM

Registration fee including packet \$14.50  
Registration fee without packet \$ 2.00

If you plan to attend Pepsi-Fest '91 you need to return this form as soon as possible so that we can have an accurate count of those who will be attending.

The registration fee of \$2.00 per person includes a pin-back button that must be worn to Pepsi-Fest functions. If you purchase the packet the pin-back button is included. There is a good chance these packets will sell out before Pepsi-Fest '91 so order yours today. The packet will also contain a lapel pin, deck of cards and several other items all bearing the Pepsi-Fest '91 logo.

Swap meet tables are being sold on a first come, first serve basis, so reserve your space now.

Any questions call Bob or Sheri Stoddard at (714) 593-8750.

Name PHILLIP DILLMAN Phone 708.798.0404

Address 17733 HIGHLAND AV. HOMEWOOD, IL Zip 60430

Registration fee with Packet # 1 @ \$14.50ea. = 14.50

Registration fee ONLY # \_\_\_\_\_ @ \$ 2.00ea. = \_\_\_\_\_

SWAP MEET TABLES: \$8.00 for the first table and \$3.00 for each additional table, ONLY IF STAYING AT THE SHERATON NORTHEAST, otherwise, \$16.00 for the first table and \$6.00 for each additional table.

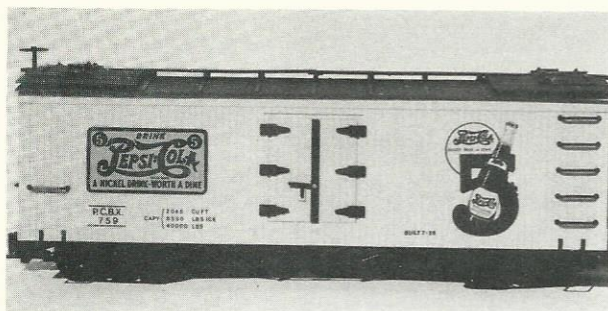
Number of tables: \_\_\_\_\_ Total cost of tables \$ \_\_\_\_\_  
(you must pay for the tables now in order to reserve them)

If NOT attending but wish to order a packet the cost is \$17.50.

Number of packets \_\_\_\_\_ @ \$17.50ea. = \_\_\_\_\_  
(packets are mailed AFTER Pepsi-Fest '91 is held)

Send your order to: Pepsi-Cola Collectors Club  
P.O. Box 1275, Covina, CA. 91722

## Collectors' Information



New Pepsi-Cola box car made by Bachman Ind. for G scale trains.



Limited edition Winter Cool Can Collection given out by Pepsi-Cola to their customers.

ONLY A FEW SANTAS LEFT !!!



Possible Dreams Ltd. has just released a "clothiques" three dimensional Pepsi Santa standing 10" tall. This Santa will be sold thru gift stores for a suggested retail price of \$68.00. These Santas have been made available to the PCCC to sell to club members at a reduced price. The cost is \$49.00 each + \$3.00 for shipping and handling. California residents must add \$3.30 sales tax. Allow 4-6 weeks for delivery.

Send to: Pepsi-Cola Collectors Club  
P.O. Box 1275, Covina, CA. 91722

# Collectors' Marketplace

## For Sale

The following items are available from:  
 Pepsi-Cola Bottling Co. of New Bern  
 P.O. Box 2036 New Bern, N.C. 28560.

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
  
9. Birthplace of Pepsi letterhead .15
- Birthplace of Pepsi cigarette lighters 2.50
- Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00
  
- Birthplace of Pepsi enameled board nail file .35
- Birthplace of Pepsi wooden nickels .50
  
10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

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

Pepsi bottle cap porcelain magnet \$5.00, Pepsi cardboard six pack w/3" liquid filled bottles \$25.00, Pepsi logo dice \$5.00 pair, Pepsi marble paper-weight \$8.00, Pepsi delivery truck hat pin \$6.00, Pepsi tape measure keychain \$6.00, copper Pepsi cap printers block \$7.00, Plastic Pepsi piggy bank \$5.00, Porcelain 7" Pepsi cap sign \$17.00. Contact: R.L. Peck, 6001 Canyon Rd., Harrisburg, PA. 17111.

\*\*\*\*\*  
 New list of Pepsi, over 150 different items. New, old, promotional, bottles, etc. Send large (.45) SASE. to: W.R. Miller, Box 413, Fair Oaks, CA. 95628.

\*\*\*\*\*  
 Pepsi-Cola bottles for sale. Send large SASE for list to: Milt Johnson, 903 Stewart St., Fuguay-Varina, NC. 27526.

\*\*\*\*\*  
 12oz. Commemorative Pepsi-mint full \$10.00, empty \$8.00  
 S.C. Energy- Florence  
 Clemson - 1974  
 S.C. Historic contributions  
 S.C. 50year anniversary Myrtle Beach.

Reproduced Dr. Pepper 10-2-4  
 Contact: Marjorie S. Miller  
 P.O. Box 301, Darlington S.C. 29532. \$3.00 postage & handling

\*\*\*\*\*  
 Pepsi-Cola World Magazines, desk penholder, 5 yr. award pin gold, 50th Girl Scout anniv. and Pepsi-Cola cloth badge '62. Contact: Joe Brody, 31 Heritage Dr., Naugatuck, CT. 06770 or call 203 729-8971.  
 \*\*\*\*\*

Pepsi-Cola 1950's ten cent machines: VMC-81 rare excellent condition, no rust works great \$1650.00. VMC-27 table top model w/enclosed base works great \$1200.00. Pepsi boy

crossing guard sign, excellent condition \$975.00.

Coca-Cola V-23 \$495.00, NRW Coca-Cola bike \$275.00, restored 1941 Murray pursuit pedal plane \$1950.00. Contact: J.T. Smith, 6270 S.W. 8 Court, No. Lauderdale, Fl. 33068.

\*\*\*\*\*

"The Guide to Magazine advertising for Peps-Cola" this guide includes: reference coding system, magazine info. ad descriptions, systems for identifying the magazine. The guide covers over 400 magazine ads for 30 years of Pepsi advertising. The guide will be mailed by April 1991 priced \$13.95 (special PCCC member pre-issue price - \$11.95 + \$1.25 postage). Contact: Tom Rosing, % M&M Publishing Co. 15 Glendalough Rd., Dallas, PA. 18612 or 717 823-4433.

## Wanted

Pre-1960 soda pop calendars from Grapette, Squirt, Mission Orange, Spur, Canada Dry, 7UP Dr. Pepper, RC, Bubble Up, and Stubby. Also any other brands. Contact: Bryan Pinnick, 604 W. 8th St., Bicknell, IN. 47512 812 735-3340.

\*\*\*\*\*

Pepsi-Cola VMC model 44 will pick up immediatly. Contact: J.T. Smith, 6270 S.W. 8 Court No. Lauderdale, Fl. 33068 or 305 974-0783.

\*\*\*\*\*

Information on Pepsi-Cola advertising for a guide on collecting Pepsi-Cola magazine advertising. Would appreciate any help and additional information on all ads and magazines for this guide to be published in 1991. Need magazine, date, description of ad, major ad from back page, ect. Contact: Tom Rosing, 15 Glendalough Rd. Dallas, PA. 18612 or call 717 823-4433.

\*\*\*\*\*

Soda and beer items and decanters that are sports related. Contact: Nick Lazarakis 21 Willowbrae Dr., Peabody, MA. 01960.

\*\*\*\*\*

Photos or slides of buildings with Pepsi signs or unusual Pepsi displays. Contact: Joel Spivak, 616 Carpenter St., Philidelphia, PA. 19147 or 215 755-7717.

\*\*\*\*\*

Any older Pepsi items, trays, thermometers, signs. Also any older soda advertising merchandise. contact: Lois Wildman, 175 E. Dick Rd., Canano Island Washington, 98292.

\*\*\*\*\*

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

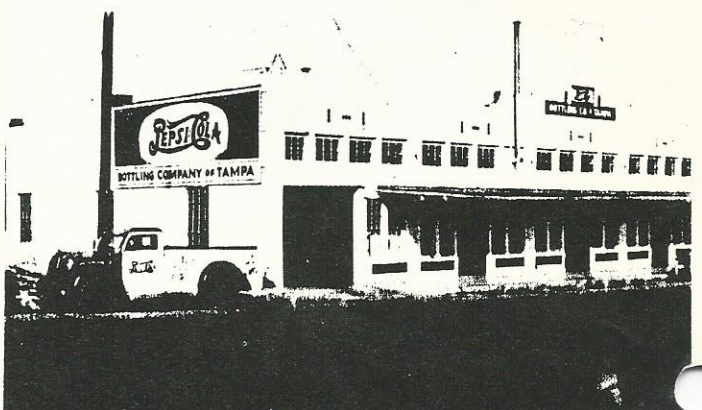
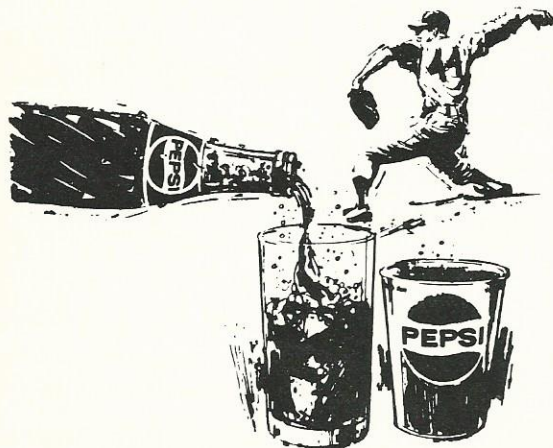
New collector seeking your list of Pepsi items for sale. Send list to: Mike Fleischman, 3028 Brownstone Ct., Burtonville, MD. 20866.

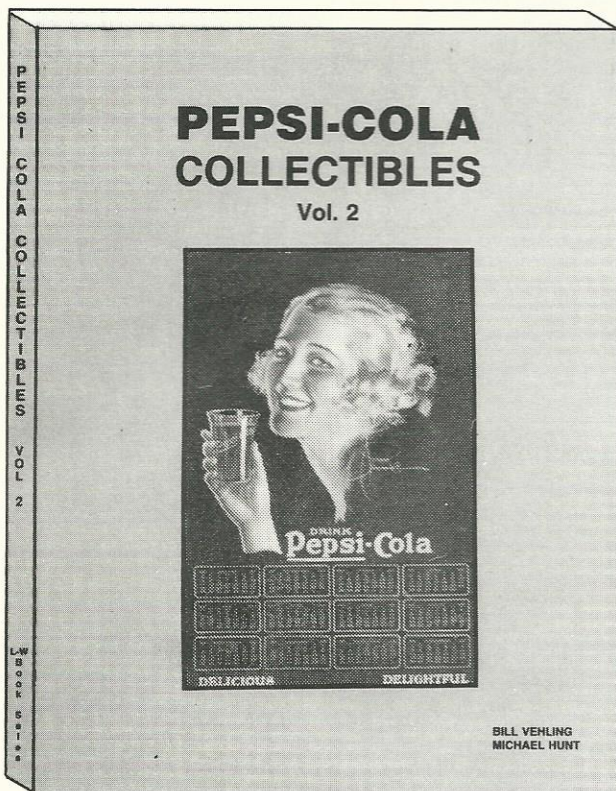
\*\*\*\*\*  
Cartoon and character glasses. Buy, sell. October, January. April mail order auctions, over 1,000 glasses each. Auction \$3.50 for current booklet. Contact: Tom Hoder, 444 S. Cherry, Itasca, IL. 60143 or 708 773-2635.

\*\*\*\*\*  
1950's and earlier trolley car signs, trolley car frames. Also looking for tin signs and cardboard items. Contact: Tony Llamas, 1142 W. Porter, Fullerton, CA. 92633 or call 714 870-7178.

\*\*\*\*\*  
Michael Jackson Bad Tour/Pepsi jacket. Pepsi World magazine with record, winter '84, volume #45, number 1. Also any Jackson keychains, stand-ups, posters, promo items. Madonna, Ringo Starr/Diet Pepsi items. Contact: Melissa Strecker, 1360 No. Sandburg Terr., #1205, Chicago, IL. 60610 or call 312 337-1740.

\*\*\*\*\*





BRAND NEW: PEPSI-COLA COLLECTIBLES VOLUME 2 by Bill Vehling & Michael Hunt. 200 pages with over 800 completely different items illustrated and priced. Cover price is \$17.95. PCCC members only can save \$2.00, price is \$15.95 + \$3.05 first class postage and handling for each book for a total of \$19.00.

Still available Pepsi-Cola Collectibles (w/ revised 1988-1989 prices) for \$14.95 + 3.05 for a total of \$18.00 per book.

Also available is an updated price list (1988-89) for those who have the original (1986) books for \$3.00 postpaid.

Please enclosed remittance and send to: Bill Vehling, P.O. Box 41233, Indianapolis, In. 46241.

## Places to Find Pepsi

SIGN OF GOOD TASTE  
269 E. 2ND ST., POMONA CA.

WEBB'S ANTIQUE MALL  
200 W. UNION, CENTERVILLE IN.

CARNIVAL HOUSE ANTIQUES  
17 PADANARAM RD., DANBURY, CT.

THE NEON LADY  
1950 CHEROKEE ST., ST. LOUIS MO.

THE PEPSI PARLOR  
ON THE SQUARE, LYNCHBURG, TN.

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

BEV'S OLDIES & GOODIES  
1186 MEYERLAND PLZ. HOUSTON TX.

THE SHANHASKA DRUMMER ANTIQUES  
BOX 32, RT.2, ST. PETER, MN.

END OF THE TRAILS ANTIQUES  
5937 N. GREELY, PORTLAND OR.

PEPSI-COLA MEMPHIS BOTTLING CO.  
520 E. GRAND AVE. MEMPHIS, MO.

The Gallery  
1302 Hwy. 98, Daphne, Alabama  
The Gasworks  
818 N. McKenzie Foley, Alabama

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.

# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430

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