

PEPSI EXPRESS

Volume 11 Issue 1

A Publication of the Pepsi-Cola Collectors Club

March - April 1994

Pepsi-Fest '94: Days Away!

Pepsi Fest '94 represents our 8th annual meeting of the Pepsi-Cola Collectors Club. Pepsi Fest started out on little more than a whim, a chance meeting, and a suggestion that Indianapolis would be an excellent place to hold a club event.

Obviously the formula of Pepsi collecting and Indianapolis has worked out well. Pepsi Fest is known of throughout the entire collecting community. Not only is Pepsi Fest a great place to find Pepsi memorabilia, but it is also a place to make new friends. Over the past years the greatest finds I've made at Pepsi Fest are the people. This is what Pepsi Fest is all about - Pepsi collectors meeting other Pepsi collectors. Pepsi Fest is not a business designed to help dealers get the maximum amount on their Pepsi items. Pepsi Fest is a gathering of people who love Pepsi collecting. The collector - the Pepsi fanatic - is who Pepsi Fest is for. So if you want to meet people who understand your obsession for Pepsi memorabilia, who drink as much Pepsi as you do, and like to have fun, come to Pepsi Fest. Warning: Pepsi Fest can become habit forming, so if you come you may never want to leave!

To attend Pepsi Fest you must be registered with the PCCC. (See form in newsletter). To stay in the hotel you must make your reservation directly with the Ramada Inn at the Indianapolis Airport. (317)244-3361. The hotel is close to being sold out so don't delay - make your reservations now!



*March 24th-26th, 1994
Pepsi-Fest, Indianapolis, IN*

*July 15th-16th 1994
Pepsi-Fest West, Las Vegas, NV*

*September 30th-October 1st, 1994
Pepsi-Fest East, Charlotte, NC*

Inside This Issue

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This will be the last issue of the newsletter in which we list club chapters. In the future, the only way a club chapter will be mentioned is by submitting a report of activities to be published in the newsletter.

Another change in the newsletter will be a section featuring a close up look at Pepsi-Cola collectables. If you have a favorite item that you would like to have featured in the newsletter, send us a photograph of the item along with any pertinent information.

We are discontinuing Collector's spotlight, but this does not mean we do not want to hear about your collections.

Places to Find Pepsi will also be discontinued because of conflicting information on whether or not these places do indeed carry Pepsi memorabilia. Any club member who has a retail shop that deals in Pepsi collectables can send us an ad to be placed in the "For Sale" section of the newsletter. Just as a reminder to club members - ads under 50 words are free!

One of the best ways to learn about Pepsi and Pepsi collecting is to ask questions. To that end we will once again be featuring the "Ask Pepsi & Pete" section. To make this work we need your questions - no matter how trivial they may seem to you! Your question could help another collector.

We hope that you find the new format beneficial and informative. If you have any suggestions or questions please write to PCCC, P.O. Box 1275, Covina, CA 91722. We will respond in a future newsletter.

TWAS THE NIGHT BEFORE PEPSI-FEST

Twas the night before
Pepsi-Fest,
And all across the na-
tion,
Piggy banks were breaking with-
out hesitation;
The vans were all packed with
Pepsi and ice,
In hopes that the trip would be
fast and nice.

The Collectors were nestled all
snug in their beds,
While visions of Pepsi treasures
danced in their heads.
The lights were still burning at the
Pizza Huts,
As they made zillions of pizzas for
all of us nuts.

When out on the highway a van
was east-bound,
It was Bob Stoddard on I-70
heading toward town;
The music was blasting to keep

him awake,
"Pepsi-Cola hits the Spot" - make
no mistake!

The light of the oncoming cars up
ahead,
Lit up the highway so Bob was
led;
When what to his bloodshot eyes
should appear,
But Pepsi and Pete in a car from
yesteryear!

With Pete as the driver, a Pepsi in
hand,
And Pepsi with a map gave direc-
tions to land;
When Bob saw them he veered off
the road in a flash,
To invite them to Indy for the big
bash.

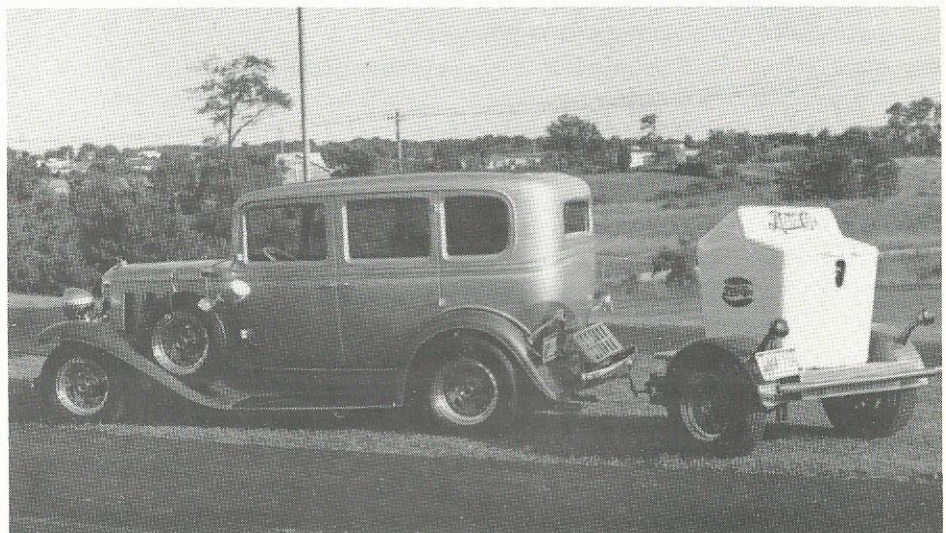
Hey Pepsi! Hey Pete! He called
through the night,
You must come to Pepsi-Fest!

Just make the next right!
After the right drive straight to the
doors,
Of the Ramada - home of Pepsi-
Fest collectors.

Pepsi and Pete in amazement
could see,
The hundreds of people who gath-
ered for Pepsi;
And eager to spend all their hard-
earned cash,
To add to collections of their own
Pepsi stash.

Far more than to find the ultimate
prize,
Is the friends who appear in their
Pepsi disguise;
Once yearly in Indy we all find a
way,
To make the long trek and
"Have a Pepsi Day!"

Photo to right:
Jack Sweeney
Martinsburg, W.V.



PEPSI IN THE NEWS

Pepsi Entertainment, a company whose purpose is to get Pepsi and Pepsi signs in the movies and television is having another great year. Recently on an episode of Seinfeld the word Pepsi was mentioned numerous times as part of the plot. After seeing this I thought it was about time to contact Pepsi Entertainment and see what projects they were working on.

"I'll Do Anything" starring Nick Nolte and Albert Brooks will feature Pepsi products in the theater.

Michael J. Fox once again finds himself linked with Pepsi in "Greedy".

"My Girl 2" starring Dan Akroyd, Jamie Lee Curtis, and Anna Chlumsky will show Pepsi advertisement in a bus.

Watch the guard at the oil refinery in "On Deadly Ground" which stars Steven Segal and Michael Caine.

Pepsi will be seen at the basketball games in "Blue Chips" starring Nick Nolte and Shaquille O'Neal.

Michael J. Fox once again finds himself linked with Pepsi in "Greedy".

Look for the vintage Pepsi vendor in "The Hudsucker Proxy" with Tim Robbins and Paul Newman.

"Major League 2" with Tom Berenger and Charlie Sheen will have Pepsi signs in the baseball outfield.

"Clifford" starring Martin Short, Charles Grodin, and Mary Steenburgen will have a scene with Pepsi in a convenience store.

"Color of Night" with Bruce Willis will show someone with a Pepsi in hand.

Other movies to watch for Pepsi in this summer are: "Cops & Robbers" with Chevy Chase and Jack Palance, "Clean Slate" with Dana Carvey, "Crooklyn" with Spike Lee and Alfre Woodard, "The Cowboy Way" with

Woody Harrelson and Kiefer Sutherland, "Lassie" with Lassie and Tom Guiry, "Getting Even With Dad" starring Ted Danson and Macaulay Culkin, "Cop Gives Waitress Tip" with Nicolas Cage, Bridget Fonda, and Rosie Perez, "Milk Money" with Melanie Griffith and Ed Harris, "Airheads" starring Brendan Fraser, "The Shadow" with Alec Baldwin and Penelope Ann Miller, "True Lies" with Arnold Schwarzenegger and Jamie Lee Curtis, "The River Wild" with Meryl Streep, "The Client" starring Susan Sarandon and Tommy Lee Jones, "Blankman" with Damon Wayans, and "Clear & Present Danger" with Harrison Ford and Anne Archer.

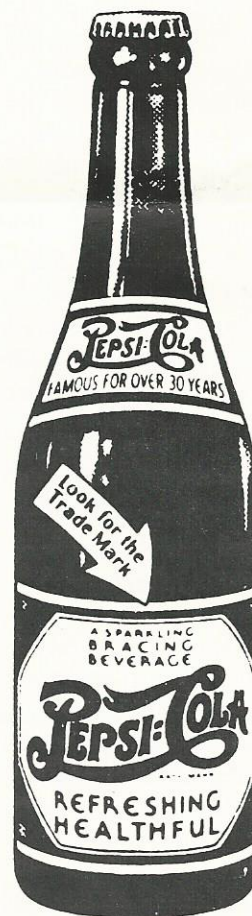
Congratulations Brad, Jim, and Helen for making Pepsi the choice of movie-makers everywhere!

FOUND GUILTY

Two convictions have recently come down in the Pepsi Scare aftermath:

Katherine Wuerl, a Milwaukee woman who falsely claimed she found a syringe in a Pepsi can, was sentenced by US District Judge Thomas Curran to pay Pepsi \$5,000 restitution and write PepsiCo a letter of apology. Wuerl made her claim while working for Journal-Sentinel Inc., parent company of two Milwaukee newspapers. She has since been fired.

Christopher Burnette, the Williamsport, PA man who was the first person arrested in the hoax, has been sentenced to a year and day at a military-style boot camp. Burnette helped perpetuate the nationwide tampering story in June when he told hospital personnel that a needle pricked his tongue when he drank from a can of Pepsi. He later admitted he placed the needle in the can himself.



COLLECTABLES CLOSE UP

By 1939 the future looked promising for Pepsi-Cola, the idea of a 12-ounce bottle for five cents was catching on. To make sure that there was no doubt about who offered the "big big bottle" Pepsi decided they would have to develop an ad campaign that would make Pepsi-Cola a household name. To that end they decided to enlist the aid of a popular cartoon character: Popeye.

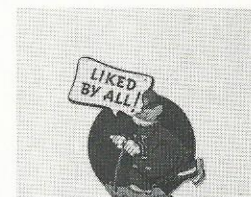
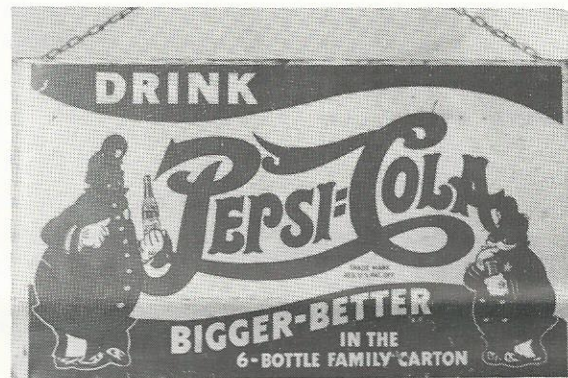
Unfortunately for Pepsi the cost of Popeye switching from spinach to Pepsi was more than Pepsi could afford. At that point Pepsi executives decided to create their own cartoon characters. So in the fall of 1939 Pepsi and Pete made their premier appearance in a magazine ad.

From 1939 until 1951 Pepsi and Pete were featured in the Sunday comics of newspapers around the country. They were used in numerous magazines and were even seen as a cartoon/commercial at movie theaters. They were so popular with consumers that they were soon used on point of purchase advertising and as part of novelty give aways.

Unfortunately for Pepsi the cost of Popeye switching from spinach to Pepsi was more than Pepsi could afford.

I've even heard that some actors were hired to play Pepsi and Pete at bottler events. They would walk around, shake hands with people, and hand out Pepsi trinkets. They were very popular everywhere they went.

Today Pepsi and Pete memorabilia is at the top of the want list for many Pepsi collectors. To the right are some of the Pepsi and Pete collectables.



TOP : PEPSI & PETE COMIC STRIP
 CENTER : PAPER BAG HOLDER
 BOTTOM : CARDBOARD SIGNS

PEPSI HISTORY & FACTS

In the past we've written about the effects of sugar rationing on the Pepsi-Cola Company during World War II. The numbers below better illustrate how the war and sugar rationing stopped the growth and expansion of Pepsi-Cola over these years.

1936.....	\$ 2,083,597.57
1937.....	3,224,625.72
1938.....	4,027,513.92
1939.....	5,952,602.39
1940.....	8,520,582.31
1941.....	14,949,335.65
1942.....	14,863,011.76
1943.....	12,712,939.02
1944.....	13,122,492.84
1945.....	10,845,931.54
1946.....	10,034,730.92

OPERATING NET PROFIT

Besides causing a loss of revenue and profits, sugar rationing also caused Pepsi to abandon their most valuable asset, the five cent bottle of Pepsi.

The 1947 Pepsi-Cola annual report puts it this way; "Due to the increase in all costs, including that of sugar, the price of Pepsi-Cola concentrate to our bottlers, has been raised slightly, and our suggested price to the consumer in the retail stores is now 6 cents a bottle. The big 12-ounce bottle of Pepsi-Cola at 6 cents is still lower than most, if not all of its competitors. This price increase, which is only 20% over the price of Pepsi-Cola in 1940, is a very small one compared to the average increase in the price of sugar of 86% over the same period, and compared to the increase in the prices of most sugar-containing products such as candies, jams, jellies, and the like.

It is hoped that it will only be a short time before sugar will be again in full supply, its price returned to normal, and Pepsi-Cola in the big 12-ounce bottle

will be again selling at 5 cents."

Unfortunately post war inflation caused price increases in so many products and services that the dream of returning to the five cent 12-ounce bottle soon faded forever.

EVERVESS SPARKLING WATER

Introduced in 1946 as a sparkling table water, Evervess sold in a 12-ounce bottle for five cents. Evervess was manufactured by a process which includes filtration and purification of the water and the additional safeguard of pressing the water through a specially constructed tank under high-powered ultraviolet ray lamp. Evervess was marketed in the late 1940's then disap-

Pepsi-Cola concentrate to our bottlers, has been raised slightly, and our suggested price to the consumer in the retail stores is now 6 cents a bottle

peared due to a lack of demand. Collector note; there were a number of advertising novelties made to promote Evervess- clocks, trays, cigarette lighters etc. Evervess was sold in a paper label bottle and an ACL bottle.



A.C.L. BOTTLE

At first soft drinks were sold at soda fountains and several in glasses which

was nice but that market was limited. Not everyone had time to go to the soda fountain and not every town had a soda fountain. So someone came up with the idea of putting soft drinks in a bottle.

To make sure no one else used their bottles most soft drink manufacturers had their bottles embossed. This was great for identification, but it lacked the distinction needed by a consumer product.

So a paper label was applied to the bottle as a way of creating brand recognition and product loyalty. The paper when applied work well but applying was very time consuming. In the early days many bottlers didn't even bother to put the labels on the bottles.

In 1940 Pepsi started using electric water coolers which worked well for cooling down Pepsi but was noted for causing the labels to fall off the bottles. At this same time the equipment was being developed to apply a permanent label to bottles. Unfortunately this equipment wasn't perfected until during the war. So Pepsi had to hold off on any major changes until after the war.

The new Pepsi-Cola bottle with the permanent color-applied label was produced for the first time in quantity in 1946. At that time approximately 210 bottlers had converted to this new bottle. The conversion for all bottlers was done over the next few years due to the limited production facilities and the large quantity of bottles required by bottlers in order to completely convert.

This new bottle with the colors on the label baked into the glass made a new and attractive package. It eliminated all paper labels and glue and was most enthusiastically received by bottlers, retail merchants and consumers.

DAOR SNGHS



*TOP: Bob & Diane Stadel
in Penang, Mayalasia*

*CENTER: Tioga Centre
General Store
Tioga Center, N.Y.*

*BOTTOM: Barn on I-71
North of Rt.30 Oh.*

COLLECTORS SPOTLIGHT

Ron Morris of Willow Grove, PA has been collecting for 3-1/2 years. Pepsi was his only drink when he was a kid so he started collecting to bring back his childhood days.

Lary Rinehart of Columbus, OH has been collecting Pepsi for 5 years. He has 23 Banks, 5 airplanes, 60 cars and trucks, 3 clocks, and 60 smaller misc. items. He drinks at least 1-1/2 cases of Diet Pepsi per week.

Robby Guevara of Santa Barbara, CA has been collecting since 1973. He is happy to know there are other "Pepsi-holics" out there!

James Hoover of Hazel Park, MI drinks nothing but Pepsi. His wife Kim gave him the gift of a club membership in PCCC. He has been collecting about two years.

Paul Mickinkle of Cicero, NY drinks 568 ounces of Pepsi per week. He started his collecting when his son found a 1958 Pepsi bottle in a stream in the Adirondack mountains.

Jeremy Ladiges of Lynden, WA started his collection with a 1991 Fourth of July can. He joined to find out more about Pepsi-Cola's history and to expand his collection.

Corliss Jacintho of Dallas, TX began her collection with the purchase of a Pepsi magnet. She has been collecting 2 years.

Curtis Baxter of Belle, MO has been collecting for 5 years. His main area of interest is cans and bottles.

Jan Shortt of Plant City, FL has been collecting since 1976. Jan decided to compete with her cousin (a coke collector) to see who could find the most unusual collectibles.

John Shingler of State College, PA collects signs, glasses, and cans from around the world. He has been collecting for 2 years.

Joyce Yule of Mechanicsville, IA drinks Pepsi and Mountain Dew. She drinks about 8 cans a week. She enjoys looking for Pepsi at flea markets.

Mike Willett of Florissant, MO decided to collect after noticing his wife's sprinkling bottle for ironing was a Pepsi bottle. He is mainly interested in older Pepsi items.

Hollis Hallet, Jr. of Las Vegas, NV has been a collector for 7 years. He heard about the club from his oldest grandson and collects anything Pepsi!

Teresa Peters of LeMars, IA has been collecting for 3 years. She drinks caffeine free Pepsi. She collects anything Pepsi.

Beverly Armstrong of Gardner, MA started collecting Pepsi because she and her husband were tired of seeing Coke items. What started has a game became a serious habit! She has been collecting for 4 years.

Sandy Buchanan of Carroll, IA has been collecting for 5 years. Sandy collects anything Pepsi - especially bottles from Carroll, IA.

Jonathan Eason of Nacogdoches, TX started collecting Pepsi when his Dad gave him a few Pepsi items. He has been collecting for about 2 years.

Scott L. Wilcox of Lafayette, IN started work for Pepsi 18 years ago and has been collecting ever since. He especially likes to collect Pepsi toys. He drinks about 2 cases of Mountain Dew a week!

Stefan Wagner of Frankfurt, Germany has been interested in Pepsi since 1986. His father works for the Pepsi licensing firm in Germany. His father and friends began to give him advertising items since he liked them so much. Stefan is convinced that Pepsi will be the No. 1 cola in Germany! Through the licensing firm Stefan participates in Pepsi sponsored events in Germany.

COLLECTOR MARKET PLACE

FOR SALE

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

1. Pepsi & Pete (Musical wind up plays original radio jingle \$19.95
2. Postcard using original girl that was used in Pepsi advertising \$.22
3. Mural (13"x7") New Bern, N.C. with brochure \$15.00
4. Mural postcard with brochure \$.32
5. 85th Anniversary Lennox Commemor. plate, numbered. \$75.00
6. Auto license plate depicting New Bern as birthplace of Pepsi 1898 \$5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors \$4.95
8. Birthplace of Pepsi letterhead \$.15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nailfile \$.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping, on the above items.

For Sale: Nylint "Pepsi Gotta Have It" Sound Machine \$40, Pepsi Hubley Airplane \$28, Winross "Pepsi Express" \$50, Winross Mountain Dew \$55, Pepsi Float Plane Plastic Kit \$30, Onyx Diet Pepsi Indy Car \$25, Roadchamp Pepsi Express or Can Trucks \$4 each, Roco N Scale Pepsi Boxcar \$45.

Contact: Glenn Ackerman
(909)676-5508.

For Sale: Pepsi Clock, 1970's 30" x 40", light up, stand or hang, \$225; Pepsi clock, 1960's 19" x 19", light up, revolving, "Say Pepsi please" on reverse, V & H Vol. 3, #157, \$275. Coke Vendo 23, \$175. Coke Vendo 92, \$295, Pepsi LaCross 54, \$325, Coke 1959 36" Tin button sign, Drink CC, Sign of Good Taste, \$225. Coke 1950's 36" Porc. button sign, Coca-Cola, chip on bottom, \$375. Plastic, double sided signs, Always Coca-Cola 20" x 24", \$25.

Contact: Dan Ballard, RR #1, Box 98, Tower Hill, IL 62571, (217)567-3229.

For Sale: Pogs, Pogs, Pogs. Set of 18 different 1-5/8" Dia. (Peace signs, love, logos, mag. ads) \$28 Rubber Change Mat #847 (W) Mint \$20 straws (Blue Pepsi logo) 100 for \$7-1000 for \$26 UPS included in prices. Send long SASE for complete list: Michael Noll, 1647 LaSalle Dr., Santa Maria, CA 93454-1553.

For Sale: Vending Machines late 50's early 60's V-56, V-63, V-64 Real Good Shape \$150 VG-M. Pictures for approval; For Sale or trade - Pepsi-Cola longneck 12 oz. Shaq (set of 6) Richard Petty (set of 8) (Set of 4

4) Knoxville National Championship Stars & Stripes (Set of 3) Batavia 100 - Adams Division Champs 20 years, Adams Division Champs 20 years Diet, Mt. Dew 500. Looking for other long necks. Contact: Fred Bailey, 419 Fairway Ave., Elmira, NY 14904. (607)734-9965.

For Sale: Paper sign 1947 "Free Friendship Coupon" \$25 each. Menu Board Enjoy Pepsi \$85. Porcelain Door Push #165 - \$90. Contact: Eddie Tamas, 2104-168 St., Surrey, B.C., Canada V4B5E7.

FOR SALE

1940

NON-EMBOSSSED
PAPER LABEL
BOTTLES

\$10.00 ea.

Plus \$3.00 shipping
add 50 cents for each
additional bottle.

Send to Bob Stoddard
P.O.Box 1548
Pomona, CA 91769
(Bottles will be available
at Pepsi-Fest!)

COLLECTORS MARKET PLACE

WANTED

Wanted: Have many Pepsi-Cola cans to trade, from Italy & all around the world. My list for yours. Answer all. Write to: Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI), ITALY.

Wanted: Any items pertaining to Skandi, Tropic Surf, Devil Shake, Aspen, Evervess. Pepsi Product sample cups, pens, pencils with Bottlers names. Have sample cups, pens, pencils, and many other items to trade. Send SASE for complete list. Contact: Michael Noll, 1647 La Salle Dr., Santa Maria, CA 93434-1553.

Wanted: Any Soft Drink, Water, or Ice Cream 9" Round Celluloid Signs (Stoddard, pg. 108). Have 42 different, looking for more. Contact: Deputy Keith Mucha, c/o Salem Sheriff's Office, 2 E. Calhoun St., Salem, VA 24153.

Wanted: Pepsi-Cola, Coca-Cola Posters, Prints, Paper items/displays with a sports theme. Also, Black Memorabilia. I'm a dealer. Please quote prices/condition for large quantities. I also buy small quantities. Contact: Dr. Aram H. Azadian, Sr., Nostalgic Americana, Fresno, CA 93721-2417.

For Trade: I have many uncrimped bottle crowns from the 50-60's and 70-80's. I need older crowns - preferably uncrimped. Also have many other older uncrimped caps for 7-Up and Coke. Contact: Neil Cowen @ (303)781-6915.

WANTED

Information about Pepsi family bottlers.

I am writing a book about the history of the families that bottled Pepsi-Cola. If you or anyone you know was once a Pepsi family bottler or worked for a family who bottled Pepsi please contact Bob Stoddard at
(909)593-8750.
P.O. Box 1548
Pomona, CA 91769



The PEPSI-COLA Store

Soda Water Collectibles - Past and Present

New Haven Antique Mall

117-119 Front St. New Haven, MO 63068
314-237-2420 or 314-237-2411



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

PEPSI-FEST '94 REGISTRATION

If you plan on attending Pepsi-Fest '94, please return this form as soon as possible, so as to have an accurate count of those attending the various events.

The registration fee of \$3.50 per person includes a pin-back button that **MUST** be worn to all Pepsi-Fest '94 functions. If you purchase a packet the pin-back button is included. The packet will also contain a lapel pin, deck of playing cards and several other items all bearing the Pepsi-Fest '94 logo.

We **NEED** volunteers!! Pepsi-Fest is growing each year, requiring more help from club members. Being a volunteer is a great way to meet other club members and feel a part of the event. Refer to the other side to sign up as a volunteer.

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 Ramada, (Ramada bought out the Hilton), must be made directly with them. To register with the Pepsi-Cola Collectors Club, fill out the bottom half, enclose your check and return to the: PCC. P.O. Box 1275, Covina, CA .91722. Any questions call Bob or Sheri Stoddard at (909) 593-8750.

NAME _____ PHONE(____) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

REGISTRATION FEE ONLY	# _____	@ 3.50 ea. =	\$ _____
-children under 6 free-			
PACKET W/ REGISTRATION FEE	# _____	@ 15.50 ea.=	\$ _____
BE SOCIABLE PARTY on 3/24 (serving hot dogs, chips, and PEPSI)	# _____	included in registration	
REGULAR LUNCHEON MENU on 3/25	# _____	@ 8.50 ea.	\$ _____
LENT LUNCHEON MENU on 3/25	# _____	@ 8.50 ea.	\$ _____
PIZZA PARTY on 3/25	# _____	included in registration	
SWAP MEET TABLE(s) for 3/26	# _____	x cost (see below) =	\$ _____
		TOTAL ENCLOSED	\$ _____

SWAP MEET TABLES: \$8.00 for the first table and \$3.00 for each add'l table, **ONLY IF STAYING AT THE RAMADA.** Otherwise, \$16.00 for the first table and \$6.00 for each add'l table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet the cost is \$18.50. Your packet will be mailed to you **AFTER** Pepsi-Fest '94. #of packets _____ @ \$18.50 ea. = _____

LOCAL CHAPTERS

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

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

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

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

Central VA/DC PC Club

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

Minnesota Chapter PC Club
Roger Blad
1317 Orchard Ave.
Burnsville, Mn.55306

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

Chicago Connection
Attn: Larry Woestman
14750 Karlov Ave.,

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

The Show Me Pepsi Club
Chris Paradowski
3161 Leola Ave.
St. Louis, MO. 6313

Heartland Chapter
Bill Hamilton
1799 N 2703 Road
Ottawa, IL 61350

Phenix Benton, Dir of Chapters
4949 S. 94th E. Pl.
Tulsa, OK 74145

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

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

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

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

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

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a 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.

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

WELCOME NEW MEMBERS

The PCCC would like to extend a welcome to the new members who have joined most recently:

Elizabeth A. Corf
Lansing, MI

Jim & Marti Williams
Niceville, FL

Dawn Miller
Stanley, NC

Alexandria Duerr
Decatur, GA

Gary Hoyt
Natick, MA

Ann M. Cross
Springfield, IL

Leslie E. Seibert
Derby, KS

Corky Heard
Clinton, OK

Linda L. Beaumont
Grand Rapids, MI

Richard W. Kehn
Joliet, IL

Helen Stebbins
Imlay City, MI

Paula Long
Kilbuck, OH

Kassie Bromm
Vincennes, IN

James Kelley
Wichita, KS

David Turner
Imperial, PA

Cheryll LaPointe
Downers Grove, IL

Dennis Rogers
Taylorsville, NC

Richard Armstrong
Florissant, MO

Larry Cope
Palm Harbor, FL

PEPSI EXPRESS

Pepsi-Cola Collector's Club
P.O. Box 1275
Covina, CA 91722

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PEPSI-COLA COLLECTORS CLUB

EXPRESS

Volume 11 Issue 2

May-June 1994

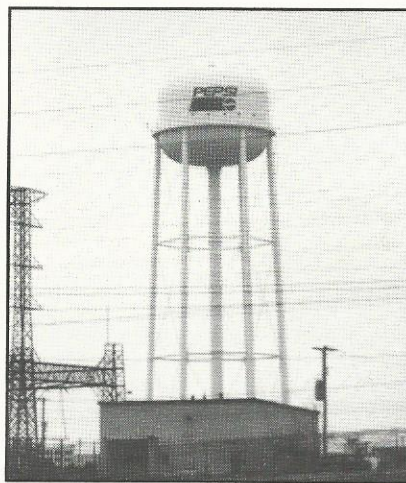
OVER 700 COLLECTORS ATTEND PEPSI FEST

Pepsi Fest '94 was scheduled to begin Thursday, March 24th, but attendees began arriving as early as Monday. On Wednesday evening the halls were so busy with people room hopping you'd think Pepsi Fest had already begun.

On Thursday Pepsi Fest officially began with a "Be Sociable - Have a Pepsi Party." The party was held in the main ballroom which had been decorated with Pepsi banners. The "Be Sociable" theme underscored what Pepsi Fest is all about - meeting other Pepsi collectors. So as collectors enjoyed Pepsi and hot dogs they also had a chance to renew old friendships and meet other Pepsi enthusiasts. While this was taking place everyone was able to listen to oldies playing on a vintage 1952 Seeburg jukebox. After all 260 guests were fed the meeting broke up so everyone could go room hopping. This lasted until the wee hours of the morning!

Friday was a busy day. While many members attended the Collector's Caravan at the Indiana State Fairgrounds, final preparations were being made for the Pizza Hut Pizza Party. In the afternoon a seminar on Pepsi history was given by Bob Stoddard. The seminar was enhanced by the participation of long time Pepsi representative Jeff Powell. Jeff was able to explain the reason why a lot of things were done a certain way by the Pepsi-Cola Company. I know everyone appreciated Jeff's contribution to the seminar.

The pizza party began with a multimedia presentation on the syringe hoax of 1993. Amy Sherwood, a public



Watertower at New St. Louis Plant

*July 15th - 16th 1994
Pepsi-Fest West
Las Vegas, NV*

*Sept. 30th - Oct. 1st 1994
Pepsi-Fest East
Charlotte, NC*

Inside This Issue

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Amy Sherwood Speaks On Syringe Hoax Of 1993

relations spokesperson with Pepsi-Cola North America, gave us an inside look into this crisis. She explained how Pepsi dealt with this potentially disastrous situation. We were shown film clips of Craig Weatherup, President of Pepsi-Cola North America, defending the integrity of Pepsi-Cola products and clips of the hysteria being created by the media. We were told of some of the individuals who were arrested and convicted of fraud in claiming to find a syringe in their Diet Pepsi cans. I know everyone really enjoyed this presentation. We really appreciate Amy taking time to come and be with us at Pepsi Fest. I know she was very impressed by our interest and love of Pepsi.

After the presentation, 125 Pizza Hut pizzas (provided by Pepsi-Cola Consumer Relations) were delivered to a hungry crowd of over 500 Pepsi die-hards. This year we had two cakes made - one to celebrate Pepsi Fest '94, and one to celebrate the 10th anniversary of the founding of PCCC. After finishing the pizza it was time for the silent auction. This year's silent auction was the biggest ever. Moving it to Friday night made it more accessible to everyone.

By the time room hopping rolled around everyone was pretty exhausted, so room hopping ended early (about midnight).

Saturday morning was left open. Many members went to the ad show at the fairgrounds. At one o'clock it was time for the annual group photo. Then we had a combination show and tell and question and answer seminar. This was highlighted by Phillip Dillman sharing

his life size mechanical Pepsi snowman which everyone enjoyed seeing.

The swap meet was humongus with over 75 tables of wonderful Pepsi items. Everyone found something to buy!

The oral auction had over 200 items available to bidders. There was everything from old Pepsi training manuals to large Pepsi signs. Even though everyone was tired, most people stayed to the very end - about 11:00 p.m.

This was a great Pepsi Fest even though most people said they spent too much money and did not get enough sleep!

On Sunday morning everyone loaded up and headed home with the same farewell - "see you next year!"

Thanks to all those who helped make Pepsi Fest the success that it was. A special thanks to John Minges for all his help and support.

PEPSI FEST WEST

Once again Pepsi Fest West will be held at the Showboat Hotel and Casino in Las Vegas, NV. This will be our third year in Las Vegas. The days will be July 15-16th, 1994.

This year we will be offering a mini-packet with registration. This packet will consist of a pinback button and a commemorative glass. Both items will feature the Pepsi Fest West logos. If you've never been to a Pepsi Fest before and you live in the west, this is the Fest for you!

Hotel reservations must be made directly with the Showboat - see enclosed form.

Registration to attend the event or to order a mini-packet must be sent to the PCCC - form enclosed.



PEPSI FEST '94 GROUP PHOTO



PEPSI FEST '94 CAKE



125 EMPTY PIZZA HUT PIZZA BOXES

PEPSI FEST '94



PICTORIAL



PEPSI TODAY

Near Interstate 70 west of downtown St. Louis stands a 160 foot watertower displaying the Pepsi logo. This landmark overlooks the new home of Pepsi-Cola St. Louis.

Opened on March 29, 1994, this new facility will be among the most technically advanced total beverage operation in the United States, incorporating high-speed can and bottle filling equipment, sophisticated bulk raw material and finished goods handling, and state of the art line and process controls.

On hand for the grand opening of the new St. Louis Pepsi plant were Craig Weatherup, President of Pepsi-Cola North America, Dave Novak, Executive

this new facility will be among the most technically advanced total beverage operation in the United States,

Vice-President of Pepsi-Cola Co., Freeman Bosley, Mayor of St. Louis, along with hundreds of employees and friends celebrating this historic event.

Pepsi-Cola's decision to remain in St. Louis goes against the trend of so many companies moving their operations to the suburbs. With nearly a 60 year presence in St. Louis, Pepsi-Cola was pleased to maintain its relationship with the city and a vision for the future.

Pepsi-Cola was originally introduced to the St. Louis area in 1929 by P.F. Whitcraft. Mr. Whitcraft owned the Pepsi-Cola franchise here until it was sold to MEI in the 1970's. MEI in turn sold it back to the parent company - Pepsi-Cola USA.

Previously located at 647 Tower Grove Avenue in St. Louis, the new plant is located at 1 Union Seventy Center Drive, St. Louis, Missouri.

FUN FACTS

TRIVIA FROM THE OPENING OF THE ST. LOUIS PLANT

Questions

1. How much soil was used for the new plant site?
2. How many acres does the new site rest on?
3. How much concrete was poured at the entire plant?
4. How many square feet are under the facility's roof?
5. How many hours did it take to complete the plant?
6. How many cans per minute can the plant fill?
7. How many 2-Liter bottles can be filled per minute?
8. How many 20 oz. bottles can be filled per minute?
9. How many miles a week does a route driver cover?
10. How many stops does a driver make each year?

Answers

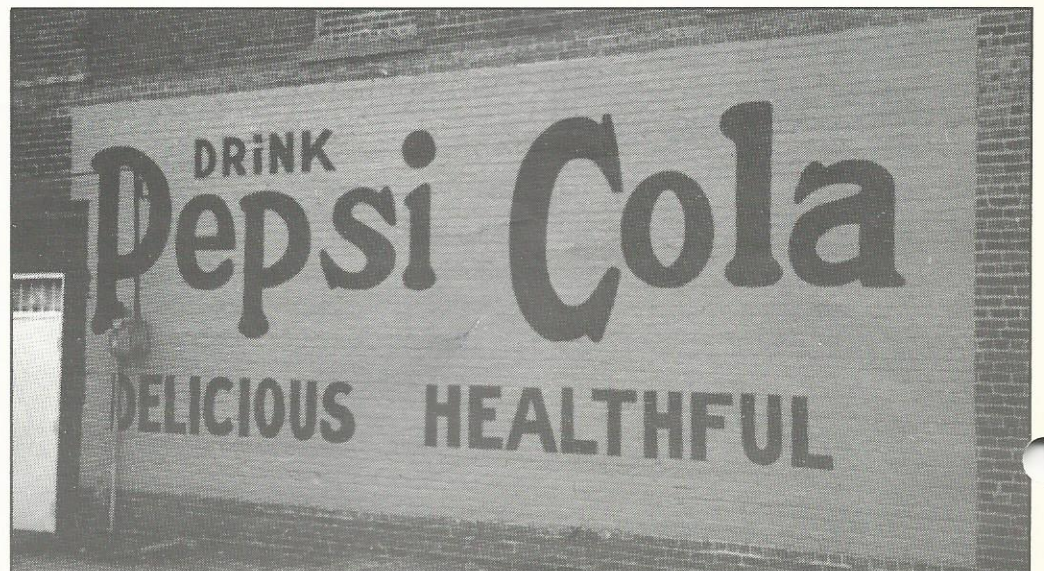
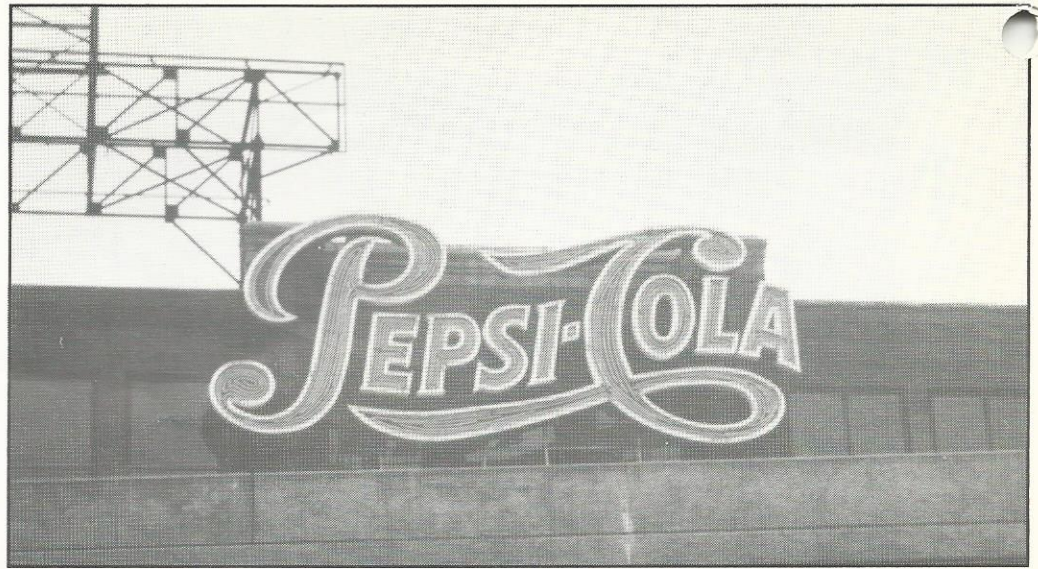
1. 160,000 Cubic Yards
2. 27 Acres
3. 22,400 Cubic Yards
4. 257,000 Square Feet
5. 300,000 Hours
6. 1,600-1,800 cans per minute
7. 305 2-Liter bottles per minute
8. 750 20 oz. bottles per minute
9. Average of 200 miles per wk.
10. Average of 3,655 stops per yr.



New Pepsi-Cola Bottling Plant - St. Louis, MO

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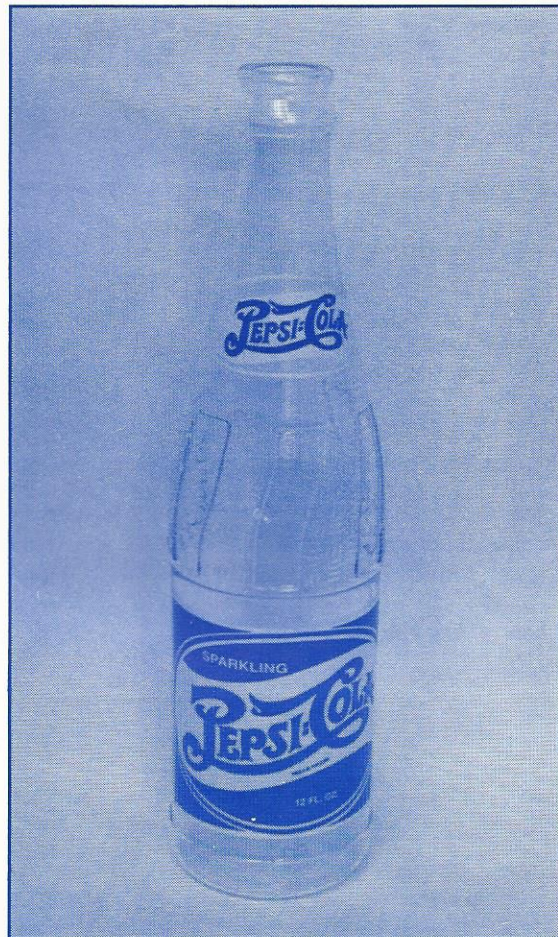
*Top: Pepsi Sign on Clark Building,
Downtown Pittsburg, PA*

*Middle: Daytona Speedway,
Daytona Beach, FL*

*Bottom: Original Pepsi Sign,
Recently repainted
Greenville, NC*

PEPSI GIFTS AND COLLECTIBLES

NEW DISPLAY BOTTLE



Genuine replica of 1945 ACL Bottle

This bottle is made identical to the 1945 Pepsi bottle - except that it is twenty inches tall. The size of the bottle makes it an attractive display item enhancing any collection! The bottle is made of glass using a traditional hand blown process allowing for only one bottle to be made at a time. After the bottle is made, a beautiful red, white, and blue Pepsi-Cola label is applied to the glass giving it an authentic look. This is a limited edition bottle that will only be available through 1994. Order yours today!

#9056 20" ACL Display Bottle \$65.00

PCCC 10 TH ANNIVERSARY COLLECTABLES



#9410 PCCC 10th Anniversary Commemorative 1920 International Truck Bank by ERTL. This is a limited edition - only 504 were made. Limited quantity available. \$29.95

#5002 PCCC 10th Anniversary Beverage Glass. This is a limited edition - only 500 were made. \$ 5.00



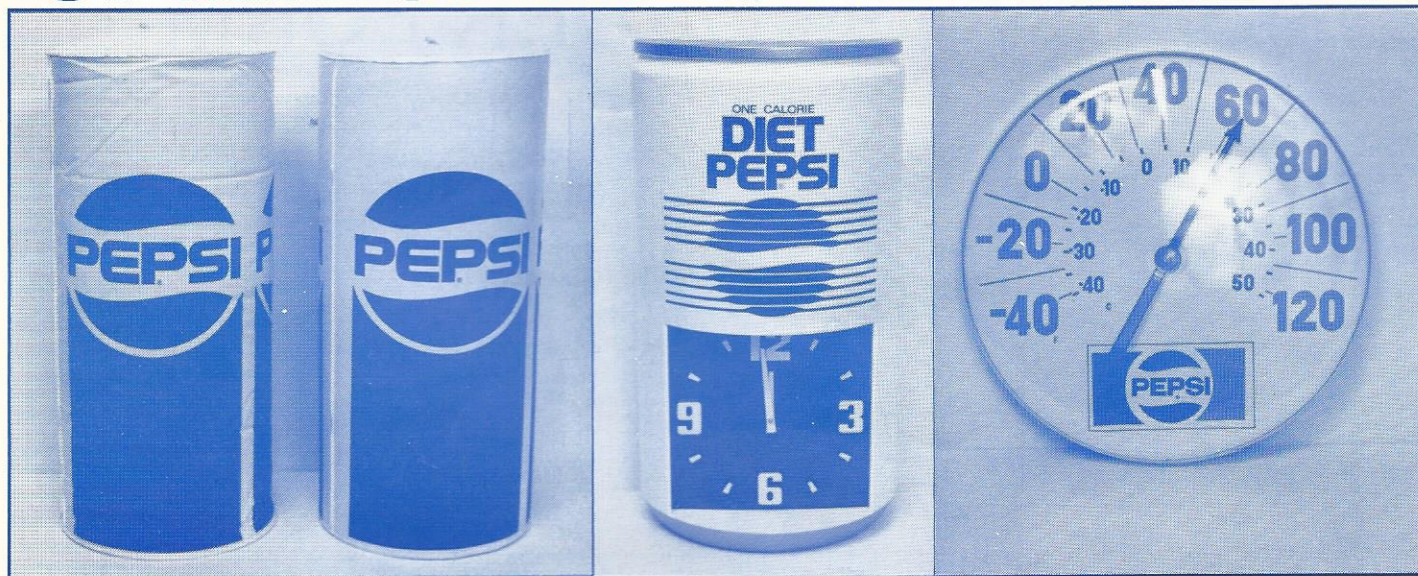
#5003 PCCC 10th Anniversary Deck of Cards \$5.00



#5001 PCCC 10th Anniversary Lapel Pin \$3.50

All items on this page are limited editions and and subject to quantity on hand!

SALESALESALESALE



The above items are discontinued and are available on a first come, first serve basis.

#3012 22" Inflatable Pepsi Can - originally sold for \$5.95 - now on sale - 2 for \$5.95!!

#7002 Old Logo Diet Pepsi Can Clock - 24" - originally sold for \$34.95 - now on sale - \$24.95!!

#7011 Bookend Logo Circular Thermometer \$19.95!!



TWO FOR THE PRICE OF ONE!
Order the most complete book written on Pepsi collecting - Introduction to Pepsi Collecting by Bob Stoddard and receive a Nostalgia Tray absolutely free! Offer expires June 30, 1994.

#1002 Intro to Pepsi Collecting \$19.95



#9093 Pinback Button "Friends Don't Let Friends Drink Coke" \$1.00

#9501 Bumper Sticker "Friends Don't Let Friends Drink Coke" \$1.00

#9505 "Gotta Collect It" Pinback Button \$1.00

#9508 1973 Pepsi Logo Pin \$3.50

COLLECTABLES CLOSE UP

To commemorate the opening of the St. Louis plant, Pepsi-Cola produced a limited edition can. This can was given out to those in attendance for the grand opening. To make this a very special collector's item, Pepsi only produced 1500 of these cans.

This follows a long tradition of giving out some type of commemorative at Pepsi plant openings. These commemoratives consist of anything from bottles, cans, plaques, and the ever popular "opening" glass.

The Pepsi plant opening glasses are some of my favorite collectables. The limited quantity produced combined with the historical significance makes these worth the effort when trying to locate them.

Here is a list of opening glasses from my collection:

Wichita Falls, TX (June 1965)

San Diego, CA (April 1963)

New Haven, MO (Oct. 1965)

Birmingham, AL (Oct. 1966)

Topeka, KS (May 1961)

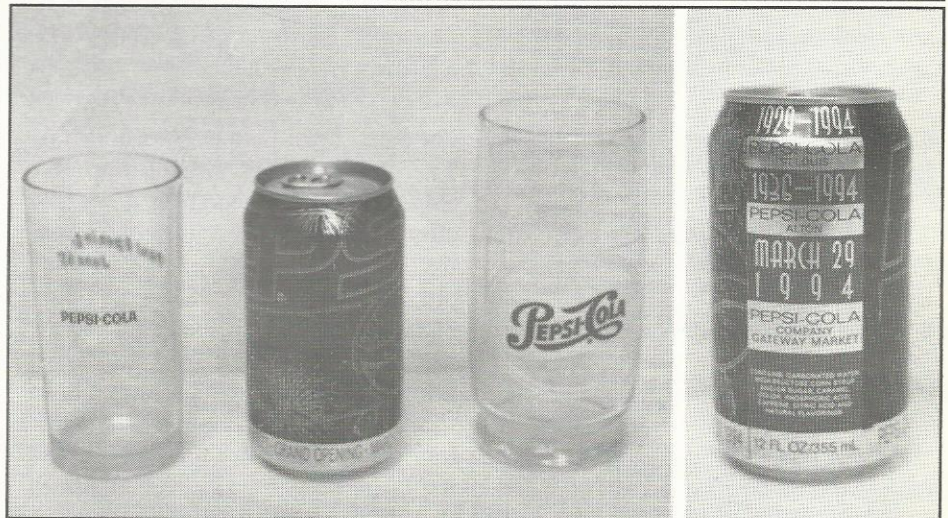
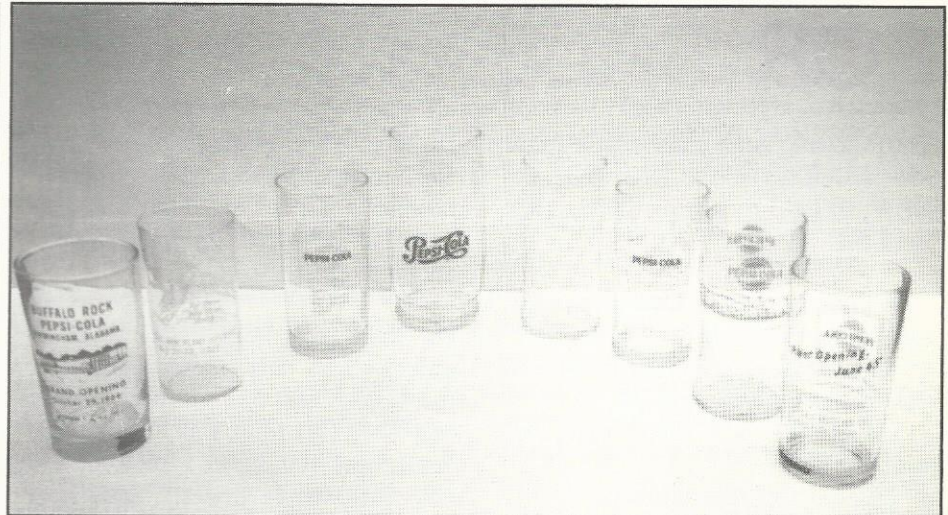
Ft. Smith, AR (May 1967)

Fresno, CA (April 1958)

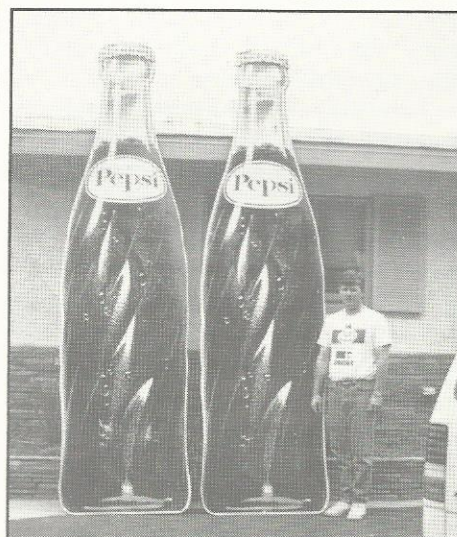
Eu Claire, WI (Sept. 1980)

Tulsa, OK (1957)

One of the nice things about these glasses is that they can usually be purchased from between \$5 - \$20. Which makes them bargains in today's market. If you have any glasses that are not listed above, please let PCCC know.



Top: Opening Glasses Above: St. Louis Opening Can



There's nothing more exciting than finding a new treasure to add to your collection. Unfortunately that enthusiasm is sometimes dampened by the oft heard question of "where are you going to put that sign?" I've never been too concerned about whether or not I had room to display a new purchase. I always believed I could make room for one more Pepsi item. This all changed when I brought home two 12 foot tall Pepsi bottle signs. Now I was concerned. Where would I put these signs? That didn't stop me - I bought them anyway!

Left: Bob Stoddard with 12 foot signs!

COLLECTOR MARKET PLACE

FOR SALE

The following items are available from:
PEPSI-COLA BOTTLING CO. OF
NEW BERN, P.O. Box 2036, New
Bern, NC 28560

1. Pepsi & Pete (Musical wind up plays original radio jingle) \$19.95
2. Postcard using original girl that was used in Pepsi advertising \$.22
3. Mural (13" x 7") New Bern, NC with brochure \$15.00
4. Mural postcard with brochure \$.32
5. 85th Anniversary Lennox Commemorative Plate, numbered. \$75.00
6. Auto license plate depicting New Bern as birthplace of Pepsi -1898. \$ 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors \$4.95
8. Birthplace of Pepsi letterhead \$.15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nail file \$.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping on the above items.

For Sale: Enjoy a Pepsi Sign 17" x 46" not in book - \$225.00

Be Sociable Pepsi Wooden truck sign V3#659 - \$250.00

Enjoy Pepsi porcelain sign V2#609 \$150.00

Pepsi double dot paper sign V3#683 - \$35.00

Have a Pepsi Clock V2 - \$225.00

Enjoy Pepsi Menu board not in book - \$85.00

Contact: Eddie Tamas, 2104 -168 St., Surrey, B.C., Canada V4B5E7 (604)538-9655.

For Sale: Pepsi Bottle Radio, 24" Tall. 1947 tube type. \$675.00 Contact: Leonard Aquino, 2 Somerset Lane, Putnam Valley, NY 10579, (914)528-6857 after 8 p.m.

For Sale: Pogs, Pogs, Pogs. Set of 18 different 1-58" Dia. (Peace signs, love, logos, mag. ads) \$23. Rubber Change Mat #847 (W) Mint \$20, straws (Blue Pepsi logo) 100 for \$7 - 1000 for \$26 UPS included in prices. Send long SASE for complete list: Michael Noll, 1647 LaSalle Dr., Santa Maria, CA 93454-1553.

For Sale: Pepsi-Cola embossed Idea A-55. Very cold but missing the rack. Non-collector is looking for a realistic offer. Photos \$5.00 refundable. Contact: Daniel Shanahan, 21880 S. Murphy Rd., Ripon, CA 95366 (209)599-3095.

For Sale or Trade: Huge inventory of Pepsi cartoon, promotional, logo, opening and anniversary glasses. Send SASE with \$.52 postage to: Clifford Phipps, 2 Picazo, Rancho Santa Margarita, CA 92688 (714)589-1438

For Sale: Pepsi memorabilia - Pepsee Lady Store, 16541 North 301, Dade City, FL (904)523-2599.

For Sale: Old Pepsi-Cola bottle caps or will trade for old Pepsi items. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 (910)288-3780.

For Sale: Truck: Nylint - "Gotta Have It" Trailer/Tanker M \$57; Bottles: Syrup #452 M \$22, Red/White/Blue #500 NM \$15; Tester w/logo 10,12,16 oz. \$16; Matchbook: #1-593 EX \$15, #595 EX \$15, #599 EX \$13, #601 NM \$8 (15-18, 20-23,26,29,34,47), #604

NM \$25, #605 NM \$10, #608 M \$6; Street sign - "Pepsi-Cola Ave" M \$22; 84 Jackson Tour - Brass Keychain (Ticket Shape) M \$18, Poster M \$18; Bicent Tray w/4 Glasses M \$38; List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 Plus Postage

For Sale: Full bottles 12 oz. longneck commemorative Richard Petty series bottled in North Carolina in 1992. Six different. Also other collector series including Rose Bowl. Contact: Verne Hutchinson, P.O. 454, Manistee, MI 49660.

For Sale: Watches Sold & Watches Wanted: Rolex, Cartier, Paget, Cronographs, Swatch, Lange & Soehne Glasshucete Dresden, nice Pocket Watches, with or without Coke on Dial, working or not! Contact: Mr. Ulrich Henssge, P.O. Box 464027, Lawrenceville, GA 30246 (404)963-1771 or FAX (404)822-4475.

For Sale: Pepsi Pins, Going out of business - cheap prices - send SASE to Elaine Hair, 26410 Lakeside, Sun Lakes, AZ 85248

For Sale: 1950's Tin Sign with bottle and cap 17" x 46-1/2" \$100; 36" embossed Pepsi bottle cap \$300; 18" embossed 50's bottle cap \$300; Orange Crush cap 18" \$250; 1944 Pepsi Double Dot round double glass clock \$450; 1940's Sun Crest double glass clock \$400; "Say Pepsi Please" with bottle cap on sign 12" x 30" \$100; Very old General Electric round Royal Crown Cola clock \$400; 32" embossed Sun Drop Cola bottle cap \$250; RC tin sign 18" x 54" \$175. Contact: Jim King @ (803)679-9134 after 4 p.m. for info.

For Sale or Trade: Have 100 different Hill-Billy Mountain Dew bottles; such as filled by Honest John, etc. Send me list of your bottles & I'll send you mine.

COLLECTORS MARKET PLACE

Have extras of some and would like to add to my collection. Contact: Harry Bosma, 107 W. 4 St., Box 370, Sanborn, IA 51248.

 For Sale: Shaq Pepsi longnecks (6 different bottles) with special carton, other Pepsi longnecks. 25 different trucks & Airplanes & Cars all Pepsi by Ertle, First Gear - Spec. cast. Send large SASE for list. Contact: Bob Schoonover, 2400 E. 16th St., Des Moines, IA 50316 (515)262-0746.

 For Sale: Pepsi MAX cans (March 94) Calorie Reduced Cola w/Sugar and Aspartame. "All The Taste - Only 1/3 The Calories." Foreign test market - Not available in the U.S. \$4.50 per full can. All ppd. Contact: Gary Kilduff, 1868 Walnut, Dearborn, MI 48124 (313)336-3360.

 For Sale: Shaq O'Neil Longneck Pepsi special issue - 6 different bottles in a 6 pack. \$25 per 6 pack p.p. Contact: Tom Gates, 110 Hamilton Ave., Colonial Heights, VA 23834

WANTED

 Wanted: Soda related playing cards & jokers; Grand opening glasses and plant anniversaries. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207

 Wanted: Pepsi-Cola Toy Trucks and Cars Old or new. Top dollar paid. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501 (914)737-2639.

 Wanted: Two Pepsi space cans. Also pictorial history of Pepsi cans. Looking for 1970's quart and liter bottles with styrofoam wrap and early plastic replacements. Finally, whereabouts of the glass returnables in recent Shaq commercials. Contact: Buck Rigg,

1717 Shady Grove Dr., Bossier City, LA 71112

 Wanted: Pepsi Trucks - any make, any scale. Prefer mint/boxed, especially Nylint (1958) (#2071), Buddy L (1943)(#2070), Buddy L (1969) (#2072) or ERTL (#2090) featured on pages 144/145 Intro to Pepsi Collecting. Contact: Jack Lindung, 13128 Long Green Pike, Hydes, MD 21082 H (410)592-6072 W(800)777-5726

 Wanted: Most all "older" Pepsi-Cola items, but mainly cigarette lighters, signs, trays, radios, cards, etc. Also need all other sodas, old syrup line glasses, straw holders, salt shakers, etc. Send list: Lois Wildman, 175 E. Chick Rd., Camano Island, WA 98292.

 Wanted: Pepsi pencils with bottlers names, city & state. Contact: Ann Day, 420 E. Kirby, Wichita, KS 67233 (316)529-1995.

 Wanted: Any items pertaining to Skandi, Tropic Surf, Devil Shake, Aspen, Evervess. Pepsi Product sample cups, pens, pencils with Bottlers names. Have sample cups, pens, pencils, and many other items to trade. Send SASE for complete list. Contact: Michael Noll, 1647 La Salle Dr., Santa Maria, CA 93434-1553.

 Wanted: Pepsi-Cola Playing Cards and bookmatches - I buy, sell, or trade.

Paying top dollar. Contact: Greg Quina, 3942 Hwy. 297-A, Cantonment, FL 32533 (904)477-5031

 Wanted: By private collector - double-bubble, Pam, electric light-up advertising clocks with Pop (soda) logos, Pepsi, Coke, Orange Crush, 7-Up, Dr. Pepper, etc. Also ice cream light up clocks 30's - 60's. Cash Waiting! Contact: Randy Myers, 128 Line Dr., Apopka, FL 32703 (407)889-4994

 Wanted: Pepsi 1973 Warner Bros. Collector Series (Brockways or Federa) Glasses; 1976 Warner Bros. Interaction Series. Contact: Ms. Mary Oswalt, 1532 Gilmar Rd., Apollo, PA 15613-9210.

 Wanted: Pepsi Toys, Clocks, metal and porcelain signs, pinbacks, jewelry, radios, fountain dispensers, cigarette lighters, and calendars. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 (910)288-3780

 Wanted: 7-Up collector wants pre-1960 7-Up soda glasses, calendars, signs, clocks, matchcovers, neons, etc. Contact: Don Fiebiger, 1970 Las Lomitas Dr., Hacienda Hts., CA 91745 (310)693-6484.

 Wanted: Willing to trade Coke 6 pk. Cardinals 100 year anniversary for other sports related 6 pk. Pepsi or Coke. Contact: Rich Armstrong, 1580 Gallant Fox, Florissant, MO 63033 (314)921-2287

 Wanted: Any lighted or neon Pepsi-Cola signs in working condition, Pepsi-Cola or Diet Pepsi belt buckles, and a Pepsi-Cola wrist-watch. Also wanted - any items picturing Ray Charles and the "Uh-Huh" girls. Contact: Jeremy Ladiges, 7162 Brent Lane, Lynden, WA 98264.

 Wanted: Your catalog of items for sale on Pepsi Bottles, Cans, Etc. Write to: Harry Mau, 47-190C Hui Akepa Pl., Kaneohe, HI 96744

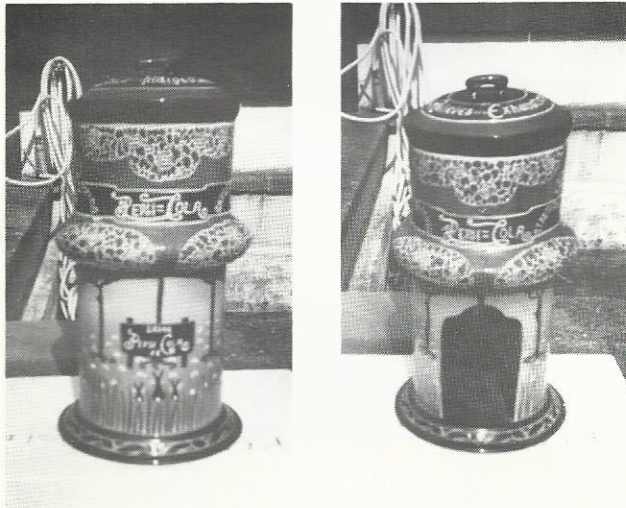
 Wanted: 5 5/8" Pepsi Callahan's Hot Dogs Cartoon Glasses; Hot Diggity Dog, Fried Pipers, Blues Burgers and Pop Stars. Will pay \$20 per glass in mint condition. Contact: Robert and Susan Wiksten, 15134 S. Springfield Ave., Midlothian, IL 60445 (708)388-8134.

WELCOME NEW MEMBERS

The PCCC would like to extend a welcome to the new members who have joined most recently:

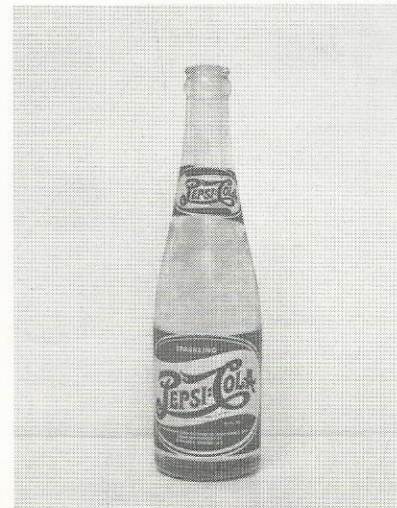
Harry Mau Kaneohe, HI	Jean Fredericksen Warren, MI	Stephanie Ridenhour Belle, MO	Vernon Tyree Somerset, KY
Scott Rosenman Baltimore, MD	Jeremy Rohe Coolspring, PA	Pam Hord Acampo, CA	Rick Depriest Bramalea, ONT
Sharon Chase Kalispell, MT	Jack Meyers Erie, PA	Jerry Bassman Des Moines, IA	Joe Tupper Hot Springs, AR
Harry Ferrell Oracle, AZ	J.D. Hoffman Ft. Wayne, IN	James Shoemaker Zionsville, IN	Al Roy Helena, MT
Shayne K. Johnson Des Moines, IA	Mary Oswalt Apollo, PA	Judy Smiley Peru, IN	Robert & Susan Gale Vicksburg, MI
Chuck Gleason Wyoming, MI	Lawrence Cook Rowlett, TX	Larry Karch Findlay, OH	Judith Rutherford Houston, TX
Brian Beckman Allegany, NY	Harry Bosma Sanborn, IA	Lance Lewis Fremont, IN	Brenda McCurrie N. Vancouver, BC
Dottie Biesiadecki Harrisburg, PA	Barbara Murphy Elbridge, NY	Don Grussing Minnetonka, MN	Barry Phillips Collierville, TN
Doug Mick Lyons, KS	Mike Sanders Union, SC	Beverly Larson Arnold, MO	George Bingen Jacksonville, FL
Robert Dabbs Higginsville, MO	Richard Kinney Rio Linda, CA	Claude & Judy Cliborne Hoffman Estates, IL	Robert Norris Sailor Springs, IL
Micky Joe Reed Springfield, IL	Jeff Baldwin Hope Mills, NC	Susan Gamester Peru, IN	Walter M. Lee Hattiesburg, MS
G.R. Brown Sunbury, PA	Jim King Florence, SC	Larry Eckert Indianapolis, IN	William F. Field Omaha, NE
John Pace Southgate, MI	George Kurgan Chicago, IL	Kevin Schuette St. Charles, MO	Mic Hogan Bradley, IL
Massimo Vellani Cavidole, Italy	Donald Haradon Imperial Beach, CA	Gene Kolsch Cicero, IL	Bob Hoehn Ballwin, MO
David Gerger Corona, CA	Sharon Alexander Kokomo, IN	Mary Nowling Plainville, IN	Kathy Harris Lancaster, CA
Joseph Giardina Brooklyn, NY	Dean Burnside Lodi, CA	Roderick Basye Columbus, OH	Duanne Pruitt Carrollton, IL
Brian McGranahan N. Fond Du Lac, WI	Ron Hensler Casselton, ND	Greg Appelgren Rockford, IL	Timothy Hark Lenexa, KS
David Bowden Germantown, NC	Roger Boen Danville, IL	Ronald P. Smith Thorntown, IN	Anthony Carrier Olathe, KS
Ron Kikta Johnstown, PA	David Leim Beech Grove, IN	Shelia Goff Oaktown, IN	Diane Jordan Hoboken, NJ
Michael Godown Elm Grove, WI	Terry Palmatier Norwich, NY	Jon Ledford Wallconda, IL	Skip Edmonds El Cajon, CA
Hershel Hager Florissant, MO	Steven Dougherty Litchfield, IL	Larry Giroux Lafayette, IN	Ray & Elaine Van Horn Harwick, PA
	Brenda Kay Robbins Spotsylvania, VA	Bob Huber Watertown, NJ	Frank Piepel Wenatchee, WA

FOR SALE



PEPSI-COLA CERAMIC DISPENSOR

Pepsi-Cola Ceramic Dispenser in mint condition, limited edition. An almost exact replica of the original, this was moulded from an original. It is unbelievable as to near exactness and color. Price: \$3,000.00 plus shipping. Contact: Marty Weinberger at P.O. Box 50, Willow Grove Pennsylvania 19090 or call at 215 659-8434.



PAPER LABEL PEPSI BOTTLES

1940 non-embossed paper label Pepsi bottles. \$10.00 each plus \$3.00 shipping, add .50 cents for each additional bottle. Contact: Bob Stoddard, P.O. Box 1548, Pomona, CA. 91769

Pepsi-Cola Collectors Club name badges now available!

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

The badges are white with blue engraving.

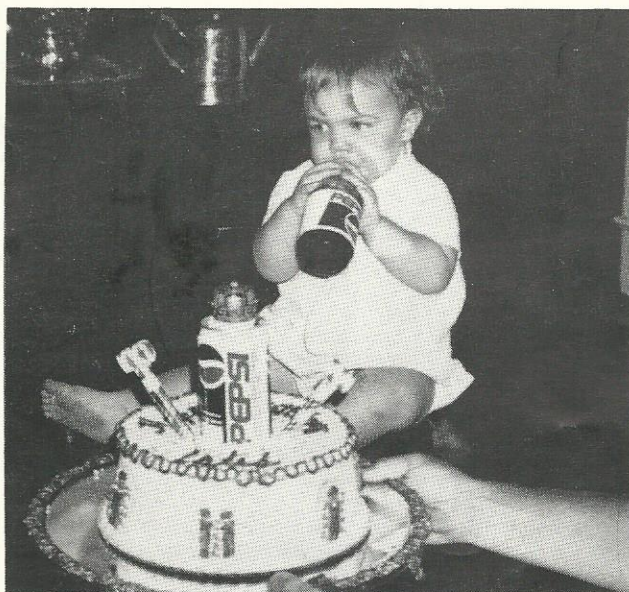
Please PRINT your name and State exactly as you want it to appear on the badge.

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

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a 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.

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



Recently on a visit to North Carolina, I was introduced to the grandson of Caleb Bradham - Billy Pruden. While visiting with him, I walked his grandson, Caleb Bradham Pruden, (Pictured above) great-great grandson of Caleb Bradham, inventor of Pepsi-Cola.

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

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PCCC EXPRESS

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Pepsi-Fest Photos
