



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL. 1 NUMBER 3

JULY-AUGUST

NEWSLETTER NOTES

September-October issue will be expanded from 4 pages to 6 pages. That means more room for articles and information from club members.

Look for a new soft drink from Pepsi-Cola to be on the market soon. It will be called "Slice".

The likeness of Michael Jackson will appear on cans of Pepsi-Cola sometime this summer.

CONGRATULATIONS Pepsi-Cola Collectors!!, we now have club members in over 20 states and Canada.

CLUB NEWS

The Pepsi-Cola Collectors Club will be having a hospitality room at the Cola Clan Convention in July-August. Ask at the desk for Bob Stoddard's room. The room will be open Friday Aug. 3 from 7:30p.m. to 10:30p.m. Come have a Pepsi and get acquainted with other Pepsi-Cola Collectors. The Cola Clan Convention is being held from July 31 thru Aug. 4, '84 at the Red Lion Motor Inn at 2001 Point West Way, Sacramento Calif.

Thanks to those of you who have provided us with pictures of your collection for our club photo album. The album will be displayed at the Convention. For those of you who haven't sent yours in, please hurry as the deadline is July 30th.

PEPSI-COLA FACTS

1945: Pepsi begins using Red, White, and Blue bottle cap logo.

1945: Pepsi introduces "Evervess Sparkling Water".

1950: Alfred N. Steele became President of Pepsi-Cola.

1950: Pepsi-Cola begins selling Pepsi in 12oz. cone top cans, 3 for .25¢.

COLLECTORS SPOTLIGHT

Rev. Mel and Karen Weseloh have been serious Pepsi collectors only two years. It all began with them being "Pepsiholics." Then their daughter Deb started collecting and one thing led to another. They now have a family room full of Pepsi collectibles, almost 900 individual items.

Special items in their collection are a 10 gallon syrup pail, dated 1940, some colored bottles with paper labels, and the start of a collection of baseball caps with the names of various cities. The Weselohs are working to complete their collection of commemorative bottles and expanding their paper collection of ads, cards, and carton stuffers from various areas.

Living in central Illinois, (227 E. Market, Havana IL. 62644) they are trying to get area collectors interested in the Collectors Club.

PEPSI-COLA HISTORY

"Mary Bradham Tucker, the statuesque daughter of the pharmacist who invented Pepsi-Cola and who became the first in a series of beautiful women called "Pepsi Girls", is dead at age 81.

Mrs. Tucker, whose brown curls and blue eyes graced turn-of-the-century Pepsi calendars, died Saturday in Edenton, N.C. after a long illness, a spokesman for the Pepsi-Cola company said this week.

Caleb Bradham was the New Bern, N.C., druggist who invented the popular soft drink.

"They took a picture of my sister all dressed up in a white dress and sash, sitting at one of the tables in the drugstore," Mrs. Tucker's brother George Washington Bradham, 76, said in an interview. He is the last survivor of the family.

"She had a bottle of Pepsi in front of her," he said. "They used it (the photo) for a calendar. She was the first "Pepsi Girl," the first live person in a Pepsi ad."

Later photos showed her more elegantly attired but still posed near her father's drugstore counter."

The above information was taken in part from the Los Angeles Times, June 1, 1984.

PEPSI IN THE MOVIES

In Hollywood they say nothing happens by accident and that is true in regards to product placement in the movies. There are people whose job it is to get particular products in movies. In the case of Pepsi-Cola that job is handled by Bradford N. Brown. Recently I met with Brad to find out how he gets Pepsi in the movies.

The process of placing Pepsi in the movies begins with finding out who's making new movies, contacting those individuals to get a copy of the script. After reading the script Brad makes recommendations of where Pepsi-Cola and Pepsi paraphernalia can be used in the movie. He has a number of sources for Pepsi paraphernalia including Pepsi collectors. Brad is always looking for unusual Pepsi items to be used in the movies. You may contact Brad by writing to: Pepsi-Cola Company, 10960 Wilshire Blvd., #2134, Los Angeles Calif. 90024

Look for Pepsi-Cola and Pepsi items to appear in these movies to be released soon: "Big Cheer", "Heart Breakers", "Breakin'", "City Heat" and "2010". "2010" will have special futuristic Pepsi cans used.

This old Pepsi-Cola ad was taken from
"Look" magazine, August 1943.



ADVERTISE IN PEPSI-COLA NEWSLETTER

Free to Members / Others .25¢ a word

Please indicate: WANTED - FOR SALE

ITEMS _____

SEND TO: _____

DO YOU HAVE FRIENDS THAT COLLECT PEPSI?
SURPRISE THEM WITH A FREE COPY OF THE
NEWSLETTER!!!

Please send a free copy to:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

CLASSIFIEDS

FOR SALE:

For a list of over 40 items, most are Pre-1948, send a \$1.00 and a legal size S.A.S.E. to : Bill Zeigler at 1151 Vinewood Detroit MI 48216.

Boxes of misc. Pepsi items for sale, send a list of what you're interested in to : R. Hertzler at 7204 Danny Lane, Manassas VA. 22111.

Radio w/carrying case, (like fountain dispenser), (M) in box for \$325.00
Radio in shape of cooler in foam case, (M) in box for \$175.00
Radio in shape of a freezer, A.M. & F.M. electric (M) for \$250.00
Tray w/6 glasses in box, 75th anniversary issue for \$30.00
Display of woman standing next to Pepsi bottle, (some plaster missing from behind the bottle) (VG) for \$160.00
1941 Pepsi Calendar complete, (NM) for \$75.00
Pepsi-Cola caps w/playing cards printed inside, (VG) each \$1.00
Early Pepsi ice cooler, no lid, (No shipping), fair to good for \$275.00
Pepsi-Cola stained glass shade, same size as coca-cola shade, not early write or call for price. Ads with Bob Hope and other movies stars.
Call or write to: Marty Weinberger at P.O. Box 50, Willow Grove PA 19090
1 (215) 659-8434.

WANTED:

38th Anniversary book, 40's bottle with exc. paper label, match covers, Mechanical Pepsi lead pencil. Contact: Ken Skillern at RT.2-Box124 Collinwood TN 38450.

Playing cards, match cover, toys, games, and minature items. Contact: Bruce Jacobs at 3452 Fernheather, Shively KY 40216.

Have several different Pepsi glasses that I will trade for other Pepsi items, glasses, signs, etc. Contact: Richard Domenget at 6316 Exchange St, McFarland WI 53558.

Information on any new commemorative bottles being issued, wanted by: Mel Weseloh at 227 E. Market, Havana IL 62644.

MEMBERSHIP APPLICATION

JOIN NOW!!!
AND RECEIVE:

NAME _____
ADDRESS _____
CITY _____ STATE _____
ZIP COD _____ PHONE _____
HOW LONG HAVE YOU BEEN A COLLECTOR? _____
MAIN AREA OF COLLECTING: BOTTLES _____ PAPER ITEMS _____
TIN SIGNS _____ MINATURES _____ TOYS _____
SEND TO: PEPSI-COLA COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA. 91722

Pepsi-Cola Collectors Newsletter
Membership in Pepsi-Cola Collector Club
Free ads in the newsletter
Information on all club activities

FOR ONLY \$12.00 A YEAR!!
send check or money order to:
PEPSI-COLA COLLECTORS CLUB



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL. 1 NUMBER 4

SEPTEMBER-OCTOBER

NEWSLETTER NOTES

We had a number of requests from club members who would like to have information regarding commemorative cans and bottles being produced by local bottlers around the country. Any information can be sent to the newsletter to be listed in future issues.

Thank you to Pepsi-Cola bottlers in Buena Park, CA. and Bakersfield, CA. for their contribution of Pepsi-Cola and P.O.P displays for our hospitality suite at the Cola Clan Convention.

We are adding an announcement section to our classified page. This section is open to any collector for making announcements to club members.

There has been some question regarding accuracy of Pepsi-Cola dates in past newsletters. All information that is included in the newsletter comes from books, magazines, newspapers and Pepsi-Cola publications. If we don't have a reliable source for any information we will so state. It's important to keep in mind that in the history of Pepsi-Cola there are some periods when exact dates aren't known. With the help of all our members we will strive to give to our readers the most accurate information about Pepsi-Cola history that can be obtained.

CLUB NEWS

An informal meeting of the Pepsi-Cola Collectors was held at the Cola Clan Convention in August. In attendance were Pepsi-Cola collectors from around the country, giving us a perfect opportunity to discuss the present and future of the P.C.C.C. One suggestion that we intend to work on immediately is a P.C.C.C. membership card. Anyone with ideas on the design and appearance of the card please let us know.

CLUB NEWS cont.

One long range idea that was mentioned is a P.C.C.C. convention, but, it was agreed that that is still a few years down the line.

The club photo album was a big hit, so we will continue to display the photo album whenever possible. Anyone wishing to send pictures of their collection are welcome to do so anytime.

COLLECTORS SPOTLIGHT

Like most Pepsi-Cola Collectors, Tom Avery is a "Pepsiholic". He started collecting Pepsi-Cola items on July 29th, 74 with an early 50's thermometer, a gift from a friend. This started him collecting small Pepsi collectables. It wasn't until late fall of 1975 that Tom met a serious collector of the other product that started him collecting in a serious way. And now just over 10 years later, Tom has put together one of the largest collections in the country.

Some of the special items in his collection are a 1903 Miss Pepsi Fountain Sign, (only one known), a 1903 fountain syrup dispenser, a 1903 tip tray, (3 known), a 1907 tip tray, 1908 tip tray, 1909 tip tray, 1910 tip tray, 1908 tin sign, (2 known), a 1909 straw holder, 1908 serving tray, 1909 serving tray, 1910 serving tray, a 1909 calendar, 1910 calendar, 1919 lithograph, 1931 pinch bottle sign, over 135 embossed bottles, (dating from 1907 to 1931), Tom has 3, 1906 to 1910 redemption coupons, 7 ads dated 1902 to 1903 from the New Bern paper, 4 tin signs from the teens, a 1907 calendar, 1906 fan, a pocket mirror from the teens, & a 1909 cellulose pen.

In Tom's extensive collection there are many pieces with a special story or meaning behind them. One particular piece has a very special meaning. It's a 1978 North Carolina personalized license plate with the letters "PEPSI C". It is from the late "Everette Lloyd Collection".

With the hundreds of signs that Tom has nailed to his apartment walls, he is sure he has lost his security deposit.

PEPSI-COLA FACTS

Pepsi-Cola company listed on the New York stock exchange July 1, 1941.

1951 Pepsi-Cola began using single dot script.

1958 Pepsi introduces swirl bottles.

1965 Pepsi-Cola and Frito-Lay merge to form Pepsico.

PEPSI COLA FACTS cont.

JINGLES

- "Pepsi-Cola Hits The Spot" - 1940 - Alan Kent & Austen Croom-Johnson
- "Be Sociable" - 1958 - Hank Sylvern
- "Think Young" - 1960 - Popular song that Pepsi bought rights to.
- "Come Alive" - 1964 - Sid Raymond
- "Taste That Beats The Others Cold" - 1966 - Ann Phillips
- "Live/Give" - 1969 - Joe Brooks
- "Feelin' Free" - 1973 - Alan Star w/ Kevin Gavin Productions.
- "Have A Pepsi Day" - 1976 - Peter Cofield w/ Sunday Productions.

The information on the Pepsi-Cola jingles seems to be correct but, because the source is unknown we aren't sure of it's accuracy.

The Pepsi-Cola bottle on the right was typical of the ads Pepsi-Cola used in local newspapers during the late '30's. This particular ad was taken from a 1937 newspaper.

PEPSI COLLECTABLES

Is the high cost of Pepsi collecting getting you down? Then perhaps one of my favorite areas of Pepsi collecting may interest you. POSTCARDS, before you dismiss this suggestion as being trivial let me tell you about my collection of Pepsi postcards.

I presently have 72 postcards in my collection. Some of the categories they represent are signs on buildings, bottling plants, amusement parks, transportation, and restaurants.

Some of my favorites are a postcard of the original Pepsi-Cola bottling plant in New Bern, N.C. circa 1906, a postcard of the Miss Pepsi racing boat, a postcard of a 1936 Pepsi-Cola V8 Ford that was the first company car of the Denver Pepsi-Cola Bottling Co., and postcards depicting the Service Men Centers during WWII.

Pepsi-Cola postcards range in price from .10¢ to \$5.00 with the average price around \$2.00.

So next time your out Pepsi hunting and you see a box of postcards don't just walk by, stop and begin a new area of Pepsi collecting.



CATCH THAT PEPSI SPIRIT

If you like most of the Pepsi collectors I know, you always go out of your way to visit Pepsi plants while on vacation. Sometimes they have something to add to your collection and other times you swap a few stories about Pepsi collecting. The following letter and poem are the result of Rick Russell's visit to the Dearborn MI., Pepsi-Cola Bottling Plant while on vacation.

Dear Mr. Russell,

Looking through my files I noticed your card. From one collector to another, I know how easy it is to get involved in a hobby. Thus I think I may have something that you can add to your collection.

Hopefully this can be added to your collection. If not I'm sorry to take up your time.

Sincerely,

David Williams

PEPSI

To believe in a product for the joy one gets,
To go as far to save and collect.
No I'm not refering to me.
But to this person collecting items dealing with Pepsi.

It was the summer of eighty three.
This person walked up to me.
First he asked for directions.
Then he asked if I could add to his collection.

Thus one evening my mind did conceive.
A thought that would not be hard to believe.
Thus this song was born to be.
A gift to this collector of Pepsi.

Pepsi-Cola a refreshing treat,
A taste of it's own that nothing can beat.
So I hope you enjoy these friendly words.
May they add to your collection, and soon be heard.

Written by
David Williams

PLACES TO FIND PEPSI-COLA

Signs of the Times: 110 N. Citrus Ave., Covina CA. 91723

Elbo Antiques: 5605 W. Glendale Ave., Glendale AZ. 85301

Country Corner Collectables: 233 Pomona Mall East., #93 Pomona CA.

Surrey Antiques & Collectables: 280 Exchange St., Crete IL. 60417

Orange Crate Mercantile: 140 N. Glassell, Orange CA. 92666

CLASSIFIEDS

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 | .12 |
| 3. Mural (13'x7") 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 |
| 8. Pepsi Cola can piggy banks | .50 |
| 9. Birthplace of Pepsi letterhead | .15 |
| " " " Cigarette lighters | 2.50 |
| " " " Hand fan with Gibson Girl on silk screen | 4.00 |
| " " " Key Ring | 1.00 |
| " " " Emory board nail file | .35 |
| " " " Wooden nichols | .50 |

Please include postage for shipping. 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.

Special computerized collection lists on Pepsi-Cola send for free brochure to : Karen
Bates, Ridgecrest Dr. Goodlettsville, TN 37073

1908, 1909 & 1910 tip trays, 1908, 1909 & 1910 serving trays, early embossed pepsi
bottles, 1940's lunch counter sign, Pepsi hutch bottle (1907). 1931 pinch bottle sign
and many other early Pepsi-Cola items. Send a large S.A.S.E. to: Tom Avery 280 N. Palm
Canyon Dr., Palm Springs CA. 92262

FOR SALE cont.

Bottles, Pepsi-Cola, 6½oz., green embossed, hour-glass-like shape, double-dot script, marked diagonally in rectangle on front of bottle, ex. cond., \$12.50 ea.; Pepsi-Cola 12oz. red-white-blue painted label, nm/m cond. \$5.00 ea.; ppd., limited amount, contact Bill Derrick, 7001 Wolflin Ave., #1054 Amarillo, TX 79106. Phone evenings 806 353-5706.

Pepsi Commemorative Bottle, "Central Missouri State University Mules and Jennies 1984 National Basketball Champions" \$4.00ppd. Full. contact: Wells Enterprise P.O. Box 74 Smithton, MO. 65350

WANTED

Early tin Pepsi-Cola advertising with or without Pete, contact: Charles Meeks, 126 Nolan Cr., Marietta OH. 45750

New collector interested in toys, bottles, paper items. Contact: Pete Snyder P.O. Box 391 Belpre, OH. 45714

Pepsi-Cola glasses, pitchers, cups. Will buy, sell or trade. Contact: Viola Dougherty 17645 S.W. Middlesex Way, Beaverton OR. 97006

Pepsi-Cola cartoon glasses, will trade, send for list to : Doug Cline P.O. Box 8503 434 E. Pearl, Coburg OR. 97401

Old Pepsi-Cola items needed by new collector. Will trade current Pepsi-Cola items for old Pepsi-Cola items, contact: David Shade 810 W. Grand Canyon, Flagstaff AZ. 86001

ANNOUNCEMENTS

For those of you who are Pop Can Collectors there is an organization devoted to your hobby. For more information contact: National Pop Can Collector 3014 September Dr., Joliet, IL. 60435