

PEPSI-COLA

COLLECTORS CLUB

Volume 10 Issue 5

NEWSLETTER NOVEMBER-DECEMBER 1993

◆ CLUB NEWS

1983
This month marks the 10th anniversary of the Pepsi-Cola Collector's Club. On November 10, 1983 I held the first ever meeting of the Pepsi-Cola Collector's Club. In attendance were Lee Jackson and Rick Russell. From that first meeting of three people the club membership has risen to over two thousand. At that time the goal was to provide an opportunity for Pepsi collectors to be able to meet each other and to buy, sell, and trade amongst ourselves, and to provide a forum for information about the history and memorabilia of the Pepsi-Cola company. These are still our goals and we will continue to make the Pepsi-Cola Collector's Club an haven for people who love Pepsi-Cola and Pepsi collecting as much as we do. It has been my great pleasure to organize and run the club for the past ten years. I don't know what the future may hold but for now I remain your club president ever mindful to retain our original goals. Thank you all for your friendship and support.

Your Pepsi Friend,

Bob Stoddard

On September 22, 1993 I left for Pepsi Fest East in North Carolina. Along the way I met with numerous people who have played a role in the history of the Pepsi-Cola company. I thought I would share some of these experiences



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

◆ CLUB NEWS

with you. In Saint Louis I visited with Farris Barkett, a retired Hutchinson Crown (Bottle Caps) representative. Mr. Barkett called on Pepsi bottler's plants in the mid west for over fifty years. I had heard stories about how Mr. Barkett would give credit to many of the Pepsi bottlers even when they were behind on their payments. This amazed me - that at the height of the depression this crazy crown salesman is giving credit to these struggling bottlers of the virtually unknown soft drink, Pepsi-Cola. I asked Mr. Barkett why would he gamble on these Pepsi-Cola bottlers when so many other colas had gone broke. He said "two reasons....you got more of it with the 12 ounce bottle and it tasted good....."

From Saint Louis I went on to Bloomington, Illinois and visited with Maurice Irvin of the Irvin Bros. Mr. Irvin sold his franchise back to Pepsi-Cola about six years ago. Mr. Irvin still owns the original bottle filler that he started

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out with in 1935. He demonstrated how they would manually fill and cap each bottle. One of the reasons he felt they were successful in Bloomington was because they always gave the customer a little extra. That included giving an extra squirt of syrup when filling the Pepsi-Cola bottles... (to be continued in next issue.

Pricing...

One of the most common questions I'm asked is how much is my Pepsi item worth? This is also one of the most controversial questions. The prices of Pepsi-Cola collectables fluctuates daily and are influenced by supply and demand as well as geographical considerations.

Recently I attended an auction where a sign sold for \$175. A few weeks later I bought a similar sign for \$40. Did I get a good deal or did the other guy pay too much? The answer probably lies somewhere in the middle. But remember, an auction is never a good way to decide the value of something. Auctions are emotion driven and sometimes influenced by the sellers of the items. Here are some good rules to follow when buying Pepsi collectables.

1. Deal with established dealers that are willing to guarantee the authenticity of their merchandise.
2. Pay for what you see. Don't buy a story. In other words don't pay a lot of money because the dealer tells you that it is rare or the only one known. Many dealers use those terms to describe everything they sell. If they don't specialize in Pepsi items then they probably don't know if it is rare or unusual.
3. Price must reflect condition. You're buying the item because it says Pepsi on it. If you can't read Pepsi because of fading this reduces the value.
4. Buy what you like. A

collection is a reflection of the individual that owns it. Don't be influenced by what someone else thinks you should buy.

Finally I recommend you follow Terry Lunt's advice: if you like it and can afford it, buy it.

PEPSI FEST '94

Pepsi Fest '94 will be held March 24-25, 1994 in Indianapolis, Indiana. This is our most popular event so make your reservations early! Hotel reservations must be made directly with the Airport Hilton Inn, (317) 244-3361.

Please return the registration form to PCCC as early as possible. This helps us in planning. We DO NOT acknowledge receipt of your registration, your cancelled check is your receipt. When you arrive at the hotel ask for the PCCC registration room, you will pick up your registration packet at that time. Seller tables are limited and are assigned on a first come, first paid basis.

This event is sponsored by the Pepsi-Cola Collectors Club for the MEMBERS of the Pepsi-Cola Collectors Club. If you have friends that want to attend, please let them know that they will have to join the club in order to participate in the activities.

PEPSI FEST EAST

The first Pepsi Fest East was held in North Carolina, Oct. 1-2, 93. By all accounts it was a tremendous success. We are already planning for Pepsi Fest East '94. It is very likely that it will be in Charlotte, No.

Carolina again.

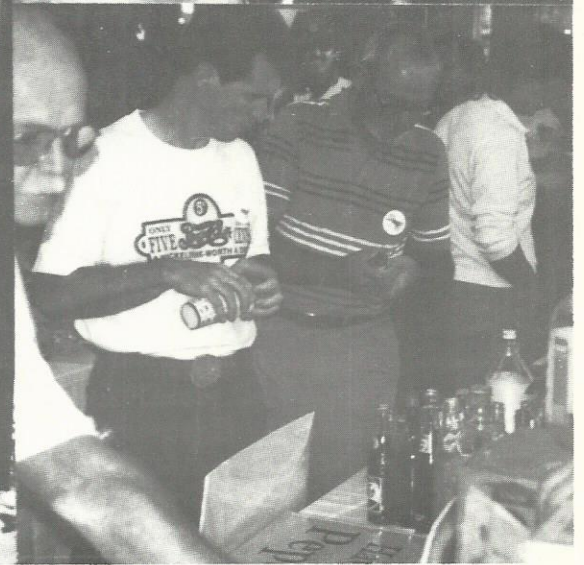
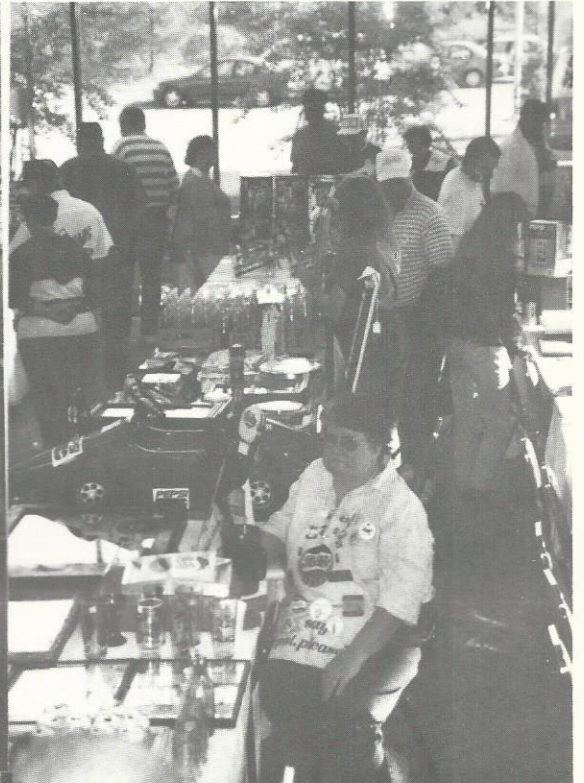
It was nice to see so many new faces at Pepsi Fest East. We were very surprised to see how many members were in attendance from states outside this region and from as far away as Massachusetts and Minnesota.

Everyone seemed to have a great time room hopping and renewing old friendships. We had almost 40 tables of assorted Pepsi collectibles. I think everyone went home with something special. Scott Kinzie and Sterling Mann held a seminar on Pepsi bottles that was very informative. As collectors we appreciate the opportunity to learn more about our hobby.

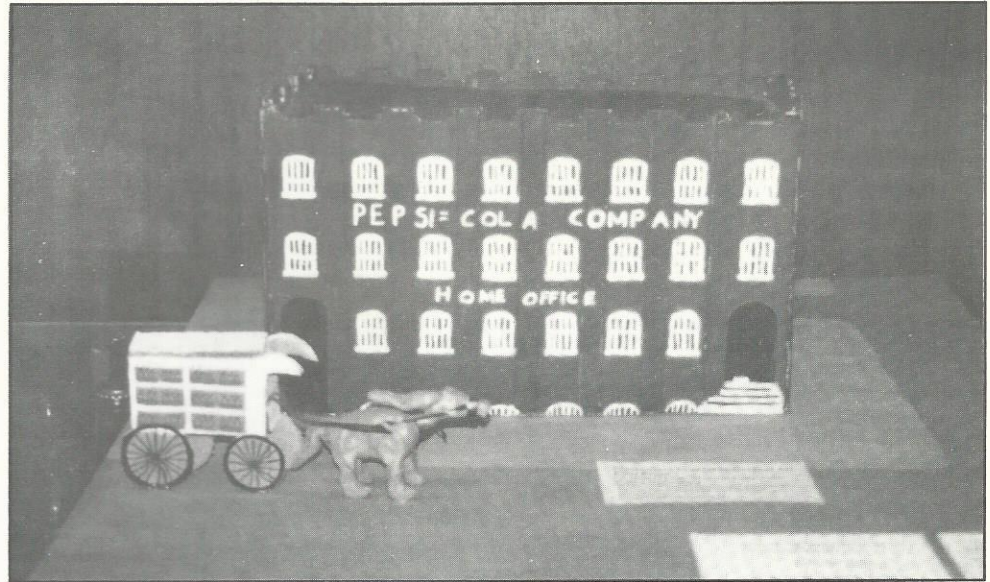
John Minges provided us with a video presentation of his old home movies of the Greenville Pepsi plant. The Old Dominion Chapter set up a display of memorabilia from their collections. Sara Minges presented a photo tour of New Bern.

It was a great pleasure to be in North Carolina, the birthplace of Pepsi-Cola. Remember, Pepsi-Cola is the pride of the Carolina's.

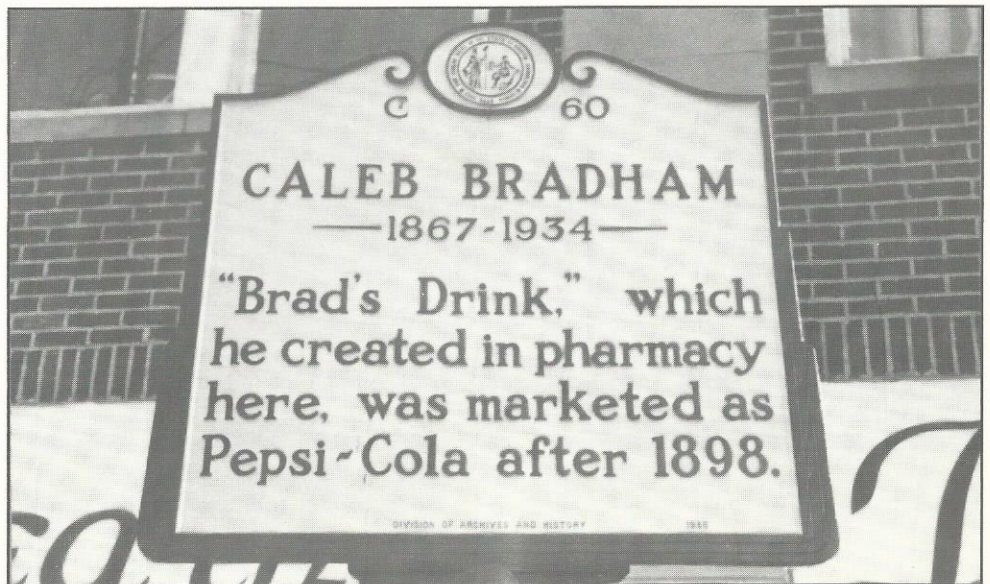
◆
PEPSI FEST EAST PICTORIAL



ROAD SIGNS



*Photos from New Bern
N.C. birthplace of
PEPSI-COLA*



◆ 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 \$3.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping, on the above items.

For Sale: Pepsi-Cola bottlecaps. Two double-dot varieties. Red/White/Blue and older Yellow/Red designs. Used but nice cond. \$2.00 ea. + postage. Contact: Bob Wilkerson, 3216 Marcy St., Omaha, NE 68105 (402)341-6981 (Other pop brands available).

For Sale: 1909 Gibson Girl Pepsi pocket mirror \$3500. Can be seen at House of Treasures, Daniel Boone Antique Village, Hillsborough, NC. Contact: David Palmer, Rt. 3, Box 205, Roxboro, NC 27573.

For Sale: 1952 Xmas greetings card from P.C. Co. with Alfred Steele, Donald Kendal, Mitchell Cox, Steve Gullo, Herbert Barnett, A.M. Burgess, ¹⁵⁰ signatures, wrapped around leather inside coat wallet with metal Pepsi emblem on front. ¹⁵⁰ \$195 or best offer. Contact: ^{Louie} L.H. Gregory, 111 Coleman Ct., Greenville, SC 29609-2441, (803)232-5206.

For Sale: New Knoxville Racing Pepsi Longneck \$3. New Pepsi airplane bank (just out). Send large S.A.S.E. for Pepsi list. Contact: Bob Schoonover, 2400 E. 16th St., Des Moines, IA 50316. (515)262-0746.

For Sale: #165 Pg. 30 1950 Porcelain Door pushes - Enjoy Pepsi-Cola iced \$90. #105 Pg. 26 Clock "Have a Pepsi" \$225. #266 Page 45 Porcelain sign "Enjoy a Pepsi" \$175. Not in a book: 1963 spinning Pepsi flange sign \$300. #210 Page 37 Menu Board "Enjoy Pepsi" (top is like #606 Pg. 141. \$90.

#625 Pg. 145, 1950 Button 18" dia. Pepsi-Cola \$200. Contact: Eddie Tamas 2104-168 St. Surrey, B.C., Canada V4B5E7. (604)538-9655

For Sale: Russian Pepsi bottle (empty) \$30. America's Cup Longnecks - Set of 3 (Full)\$30. Desert Storm Longneck (Full)\$12. Mountain Dew Southern 500 Longneck (Full)\$12. Pepsi Straws - blue logo -100 for \$6. UPS included. Send long SASE for complete list to: Michael Noll, 1647 La Salle, Santa Maria, CA 93454-1553.

For Sale: Old Pepsi-Cola Bottles and related items for sale or trade also other major brand names of some items. Please write or call for list. Also interested in your list. Contact: Robert J. Diwar, 9551 Patterson Rd., Richmond, B.C. V6X1P8 (604)278-3062

For Sale: Hundreds of items at reduced prices. Pepsi-cola Collectibles Dealer going out of business. Send \$1.00 in stamps for list. Contact: W.R. Miller, Box 413, Fair Oaks, CA 95628.

For Sale: Jackson's tour jacket small ++ M\$75, brass ticket keyring M\$30, Space can M\$15; Christmas glasses set/12 M\$40, 1930 Blotter #1-709 NM+\$75, #-710 EX+60, Mickey Mugs Set/4 \$35, Tray: 1930 #1-6 NM \$40, 1940 #1-10NM\$95, 1976 W/4 glasses #1-21 M \$38 1970 #2-798 M18, Tiptray: #1-27 NM \$20, Evervess #1-29 EX \$40, "Guide Pepsi: Cola Magazine Advertising" \$13.95 +@ List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 + Postage.

◆ MARKET PLACE

WANTED

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 93454-1553.

Wanted: Pre 1970 Pepsi Radios. Any condition. Contact: Leonard Aquino, 2 Somerset Lane, Putnam Valley, NY 10579. (914)528-6857.

Wanted: Double-Dot Pepsi Clock in very good to excellent condition. Red-White-Blue Pepsi Bottles, Pepsi Cooler Radio. Contact: Rick Spohn, 13771 Harding Ave., San Martin, CA 95046 (408)463-3098 Day (408)683-0154 Nite.

Wanted: Pepsi Thermometers V & H Vol #1 - Page 33, #184 & 185 (Lady with Straw(& (Buy Pepsi Cola...) Mint to near mint condition! Contact: Glenn M. Hester, 706 Candlewick Drive, Salisbury, NC 28147 (704)636-9277 After 6 p.m. EST.

Wanted: Any items that pertain to the following: Aspen, Devil Shake, Evervess, Mountain Dew Red, Slice, any flavor of Patio, Pepsi-Sno Ball, or Teem. These items would include bottles, cans and old carriers. Contact: Mark D. Rieger, 438 S. Snow Prairie Rd., Bronson, MI 49028 (517)369-1046.

Wanted: would like to buy any blotters that say "Pepsi-Cola" on it or any others like Seven-Up, Grapetee, or could do some trading for old Coke ones. Have only one Pepsi blotter in my collection. Contact: Mirco Cussigh, 5531 Second Ave., Montreal, QUE H1Y2Y4 Canada.

PEPSI-COLA COLLECTIBLES VOL #1 with revised 1992 prices by Bill Vehling and Michael Hunt. 148 pages with over 900 items illustrated and prices. Cost is \$14.95 + \$3.05 postage= \$18.00 per book.

PEPSI-COLA COLLECTIBLES VOL #2 200 pages with over 800 items pictured and revised 1992 prices. No duplications from Vol. 1. Cost is \$17.95 + \$3.05 postage = \$21.00 per book.

ALSO AVAILABLE: 1992 price lists for Vol. 1 and Vol. 2. Cost is \$3.00ea. ppd. Send payment with order to: Bill Vehling, P.O. Box 42233, Indianapolis, IN. 46242.

ASHEVILLE DIECAST

1446 Patton Avenue, Asheville, NC U.S.A. 28806-1740

Phone: (704) 253-9964 • FAX (704) 254-2755

Order Placement Only: 1-800-343-4685 • Monday-Friday 9 to 5:30, Saturday 9 to 5 E.T.

ORDERING INFORMATION: All pricing herein subject to change without notice. Orders over \$50.00 shipped free within the contiguous 48 states applies ONLY to merchandise in stock at time of order. No holding to ship with. All orders under \$50.00 add \$3.75 for shipping. All orders from outside the U.S.A. shipped by post at cost. North Carolina residents add 6% sales tax. Make all checks/money orders payable to: Asheville Diecast. All orders paid by check are held 10 days before shipment is made. When paying by check or money order merchandise cannot be reserved by phone. NO COD'S! For FASTER shipment we accept: American Express, Discover, MasterCard and VISA credit cards. No returns after 20 days from date of invoice! Call first for RA #

PEPSI-COLA # 1

1/32 Scale Die Cast Airplane Bank
Travel Air Mystery Ship

3504 To Be Made!

Due MID-NOV

Rev #0629

\$28⁵⁰



1:32 TRAVEL AIR MYSTERY SHIP DIE CAST AIRPLANE BANK

PEPSI DeHavilland Beaver Floatplane

1 / 24 Scale Plastic Model Kit

In Stock

This white plastic 1/24 scale model kit consists of 26 snap-together pieces. The plane has a 24 inch wing-span. The decal sheet contains windows & Pepsi logos.

AOS-P001

\$29⁹⁵



**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.

◆ INFORMATION

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
Richard Hertzler
6110 Yates Ford Rd.
Manassas, Virginia 22111.

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

Minnesota Chapter PC Club
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.,
Midlothian, IL. 60445

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. 63139

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

PLACES TO FIND PEPSI

So. Pasadena Mercantile Co.
1030 Mission St., So. Pasadena,
California

Old Main St. Antiques
203 E. Vista Way Vista,
California

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

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

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

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

Funtastic Antiques
42030 Main St., Temecula, California

Yesteryear Advertising
1926 Kent Lane, Utica, Ohio

Grand Hotel & Antique Mall
201 West Apache Trail
Apache Junction, AZ 85220

Muddy River Trading Co.
4803 Lange Lane S.W.
Roanoke, VA 24018

Flashback
234 Market St.
Baird, TX 79504



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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PEPSI-COLA

COLLECTORS CLUB

Volume 10 Issue 6

NEWSLETTER

JANUARY-FEBRUARY 1993

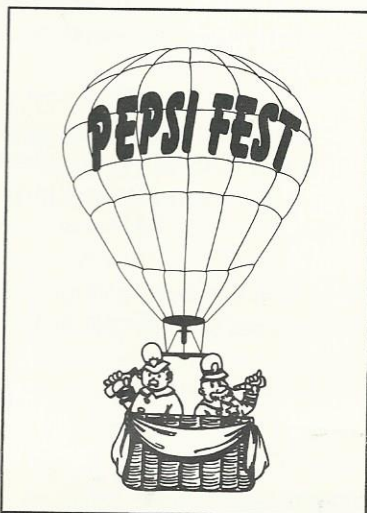
◆ CLUB NEWS

HAPPY NEW YEAR! Now get ready for the most exciting year the Pepsi-Cola Collectors Club has ever had.

For starters, we will be celebrating the 10th anniversary of the Pepsi-Cola Collectors Club all through 1994. We have expanded "Pepsi-Fest" events to three. The national Pepsi-Fest held in Indianapolis, Indiana, Pepsi-Fest West in Las Vegas, Nevada, and Pepsi-Fest East in Charlotte, North Carolina. We hope that the locations and dates will provide an opportunity for all club members to attend at least one Pepsi-Fest.

As we begin a new year we also end another year of publication for the Pepsi-Cola Collectors Club newsletter. This issue is Volume 10 Number 6. Starting with Volume 11 Number 1 you will see a change in format. We plan on making a number of changes and would appreciate your suggestions as to what changes or improvements you would like to see made.

As I travelled around the country last year I was amazed at how much interest there is in Pepsi-Cola memorabilia. Thinking back to when I first started collecting, 17 years ago, most antique dealers didn't even recognize Pepsi-Cola items as collectibles. When asking if they had any Pepsi items, most dealers would laugh and say "do people really collect that stuff", and



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

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

◆ CLUB NEWS

mention double dot to someone they looked at you like you were nuts!

Today we go to a flea market and ask for anything Pepsi and more than likely the dealer will say, "I wish I could find some Pepsi items, especially double dot". Yes, Pepsi collecting has come of age in the collecting world. Of course this is of no surprise to Pepsi collectors, we've known we had the "Right One" all along.

Some of the other people I visited with on my trip were Dan Domont whose family started Pepsi-Cola in Indianapolis. The Domont's were bottling flavored drinks in Indianapolis before they became Pepsi bottlers. As Dan told me, "One day his uncle was sitting in the office at the plant when a representative of the Pepsi-Cola Company came in and offered him a franchise. The representative said that all he needed was a check for

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Inside This Issue

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3 *1941 Radio Spots*

4 *Pepsi History*

5 *Indianapolis Pepsi Family*

This Year In Pepsi History

90 years ago -

1904 Caleb Bradham moved bottling and syrup operations to new building.

60 years ago -

1934 After introducing the 12 ounce bottle for a dime, Pepsi-Cola re-introduces it for five cents, and it becomes an instant hit. This gives rise to the most popular era of Pepsi advertising, "Twice as much for a nickel too", and "Bigger, Better two full glasses...".

40 years ago -

1954 In an effort to redefine Pepsi's image the formula is changed to include less sugar. Thus begins the "Light Refreshment" advertising campaign.

30 years ago -

1964 Having experimented with a diet cola under the name of Patio Cola, Pepsi decides to launch Diet Pepsi. Thus becoming the first soft drink manufacturer to lend its name to a diet cola. Pepsi-Cola bought Mountain Dew from TIP Corporation.

20 years ago -

1974 First Pepsi plant opened in USSR.

10 years ago -

1984 Music sensation, Michael Jackson and his brothers usher in a new generation of Pepsi advertising in two of the most highly publicized TV commercials in history. Pepsi becomes the "Choice of a New Generation".

Pepsi spreads this success in rock music with other stars including Lionel Richie.

Pepsi introduces the 3 liter container.

Use of high fructose corn syrup is authorized as an alternative to sucrose in sweetening Pepsi-Cola products.

Slice - the first major soft drink with a blend of 10 percent real fruit juice is introduced.

Here is the text from some Pepsi-Cola radio commercials dated 1941.

"Six Bottle Home Carton"

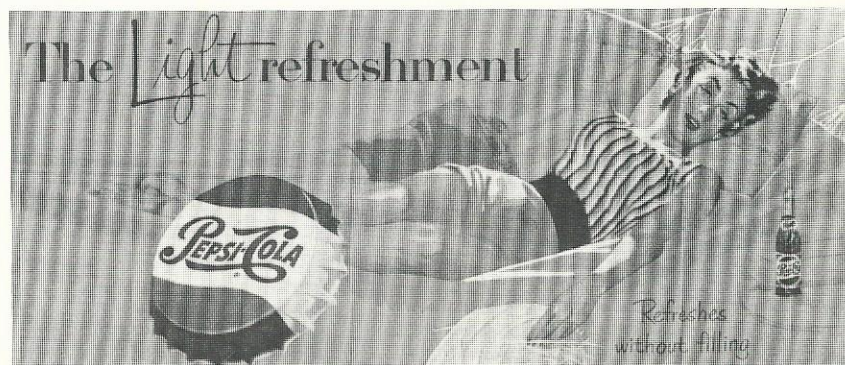
No. 1: Have you discovered America's best pleasure bargain! It's the six-bottle Home Carton of delicious Pepsi-Cola! Every bottle gives you a swell flavor... and one carton serves plenty for all. Next time you order, be sure to get plenty of Pepsi-Cola ... in the red, white and blue carton. Pepsi-Cola is made only by Pepsi-Cola Company, Long

Island City, N.Y., and is bottled locally by (name of bottling plant).

No. 2: Want to make every meal a flavor feast? Buy a handy Home Carton of Pepsi-Cola... and see how this tempting flavor hits the spot. What's more, one carton of Pepsi-Cola serves more people... gives 'em that better taste they all prefer. Order Pepsi-Cola today in the red, white, and blue carton. Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N.Y., and is bottled locally by (name of bottling plant).

"Skywriting"

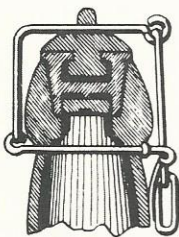
No. 1: Watch for the Pepsi-Cola skywriter, folks! He's due here in exactly (number) days to put on a one-man aerial circus with thrills galore. And while you're waiting... uncap a big Pepsi-Cola and treat yourself to a load of that swell flavor. You get more when you get Pepsi-Cola. Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N.Y., and is bottled locally by (name of bottling company).





The Story of the Crown

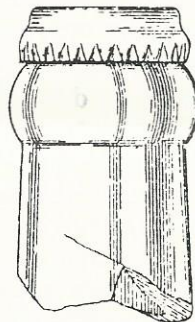
Once upon a time there was a druggist in New Bern, North Carolina named Caleb Bradham. Bradham liked experimenting with carbonated drinks at his drug store/soda fountain. One such drink became very popular with the locals. It was nicknamed, "Brad's Drink". Word of this great tasting beverage spread far and wide, the demand was great but the distribution system was weak. It was very impractical to transport a glass of this famous beverage more than 20 feet. Some container had to be found that was worthy of this wonderful beverage, (by the way the popularity of this beverage caused the druggist to change it's name to Pepsi-Cola). In the past most bottles of carbonated beverages used a bottle that had a stopper on the top held in place by a wire.



This system was not very reliable. In some instances the stopper would

come in contact with the beverage, changing the taste of the product inside. Other times the stopper would not completely seal allowing the carbonation to leak out. This would not do for Bradhams drink. He needed a container with a closure that would ensure the quality of the Pepsi-Cola.

As luck would have it, William Painter had recently invented a closure system that would maintain the integrity of the product inside. It was called a bottle seal, unlike the stopper system this was a single use closure. It could only be used on a standard sized bottle because of the way it sealed.



Although the bottle sealer was designed to make a more efficient system for sealing bottles it had more far reaching ramifications than the inventor realized.

This new bottle sealing device was flat on top and could easily be printed on as a way to identify the product inside. Pepsi-Cola learned very quickly that this new bottle cap could be used as a proof of purchase for consumers. The bottle caps could also be redeemed for gifts. Later the bottle caps became the token in many contests held by Pepsi-Cola. In some cases the actual prize was designated hidden by cork on the inside of the cap. Other contests had letters printed, when collected they would spell out words such as

"Pepsi" that entitled you to a prize.

The bottle cap became so associated with the soft drink industry that many companies incorporated the cap into their logo. Pepsi-Cola was the most famous to use the bottle cap as a symbol of the company.



The bottle seal device was produced by the Crown Cork and Seal Company which is probably why the soft drink industry call the bottle cap a crown.



(Continued from page 1)

\$300.00 and he could be a Pepsi bottler". Dan's uncle had been warned by Ben Domont, Dan's father, that if anybody came trying to get money he should throw them out, and that's what he did! When Ben Domont returned he heard the story and realized that this could be a good deal. He contacted the Pepsi-Cola Company and as they say the rest is history.

In North Carolina I had the opportunity to visit with George Bradham, son of Caleb Bradham (inventor of Pepsi-Cola). I asked about his father's interest in remedies and elixirs Mr. Bradham stated that his father loved to formulate remedies so much that he had a laboratory built next to his

office at the Pepsi plant. I mentioned that I had heard that his dad had worked on many different remedies and cures for illnesses and that it seemed that he enjoyed this as much as his Pepsi-Cola business. So I asked Mr. Bradham which he thought his father would prefer to be remembered for- as a pharmacist or the inventor of Pepsi-Cola. George Bradham with all certainty told me, his dad wanted to be known for creating Pepsi-Cola because of it's worldwide importance.



PEPSI-FEST '94 SCHEDULE

THURSDAY, MARCH 24TH

- 12pm Registration room open
- 2pm-5pm Hospitality room open
- 7pm Be Sociable Party, hot dogs, Pepsi and Lay's potato chips

FRIDAY, MARCH 25TH

- 10am Pepsi History Seminar
- 12pm Luncheon
- 4pm Check in items for SILENT AUCTION
- 5pm Pizza Party and General Meeting
- 7:30pm Silent Auction starts. Time will be allocated for viewing of items.

SATURDAY, MARCH 26TH

- 10am Seminar on Pepsi Collecting and Show & Tell.
- 1:30pm Group Photo. Meet at the registration room.
- 2pm Dealer set-up for SWAP MEET
- 3pm Swap Meet opens
- 6:30pm Check in items for ORAL AUCTION
- 7:30pm Oral Auction starts.

◆ MEMBERS

**COLLECTORS
SPOTLIGHT**

Rev. Randall L. Dilts of Falls City, NE has been collecting Pepsi since 1973. He is primarily interested in glasses and bottles.

Edward Montague Walsh of Brooklyn, NY is a route salesman for a distributor in Brooklyn. When he found a bottle of TEEM in a store he was delivering to he became fascinated with Pepsi memorabilia.

Richard Lineberry of New Haven, IN has been collecting for 20 years. He started collecting when he was 14 years old and bought a Pepsi SA 144 for \$25.

Mike Stewart joins us from Whitewell, TN. His interest began from going to antique stores and flea markets. He has been collecting for two years.

Rita Webber of Jonesville, SC drinks so much Pepsi that her friends started buying her anything Pepsi. She joined so she could meet other Pepsi collectors.

Jorge Alvarez of Miami, FL has been collecting for three years. He started collecting when he became a Pepsi employee.

Belva K. Smith of Colorado Springs, CO has been collecting for five years. She drinks about 40 cans of Pepsi a week. Her collection started when her children

children gave her a Pepsi watch for her birthday.

Scott Maier of Abilene, TX collects almost anything Pepsi but prefers glasses. He started collecting when he first saw the older Pepsi logo and liked the looks of it.

Dan Simmons of Anderson, IN became interested in collecting because his wife's father and grandfather had owned a franchise in Anderson between 1930 and 1960. He has been collecting for four years.

Richard Porter of Leawood, KS has been collecting for six years. He joined PCCC to get to know people who have the same interest in Pepsi.

Steve Larabee of Springfield, IL is an employee of Pepsi. He collects Pepsi trucks, cars, and banks.

Nicolodi Francesco of Desio, Italy has been collecting for 11 years. He began with the Pepsi "Puffi" set of cans which was sold in Italy. He joined to find Pepsi can collectors in the US to trade with.

Jane Lewis of Norway, ME began her collection with a 75th anniversary can and glasses. She has been collecting for two years and says it is very hard to find Pepsi collectibles in Maine.

Doug Charles of Naches, WA has been collecting for three years.

Doug is an antique collector who drinks Pepsi all the time and decided he ought to be collecting Pepsi items!

Ray Bennett of Harrisburg, NC loves drinking Pepsi and started saving Pepsi promotional items 25 years ago. He collects anything Pepsi!

Bruce Denslow Jr. of Boonville, NY has been collecting for one year. His primary interest is vending machines and he is looking for someone in NY state who restores soda machines.

James Bridenstine of West Salem, OH has been a collector for 7 years. James is 19 and thought he was the only person who actually collected Pepsi items! He drinks about a case of Pepsi per week.

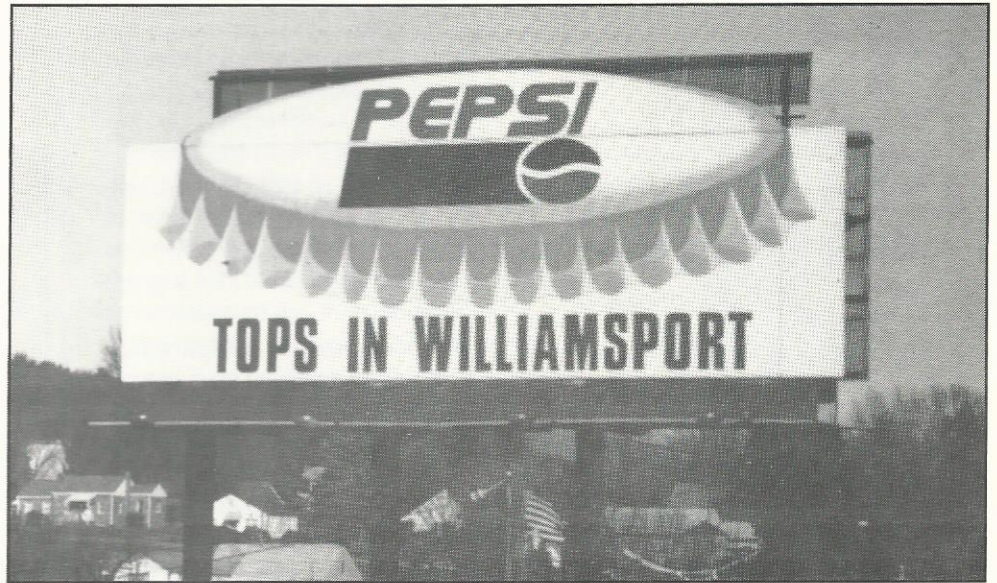
Robert V. Horn of Washington, NJ became interested in Pepsi collecting when he purchased an old Pepsi machine. He also collects old soda signs.

Lisa Longstaff of Bay View, WI won a trip to Paris, France through a Pepsi-Cola sweepstakes in 1987. Since then she has been interested in Pepsi collecting. She drinks about 25 cans a week.

Jeffrey Dingman of Middleville, NY joined the PCCC to learn more about Pepsi history. He has been collecting for one year.

Lee Manchester of Hilton, NY has been collecting for two years. He drinks at least a case per week.

ROAD SIGNS



*(Top) From Pepsi
Williamsport, Pa.*

*(Middle) Hot air
balloons
Middleton, Oh.*

*(Bottom) Pepsi truck
somewhere on the
Pennsylvania
Turnpike*



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: PCCC, 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 # _____ included in registration

(serving hot dogs, chips, and PEPSI)

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 addnl. table, ONLY IF STAYING AT THE RAMADA.

Otherwise, \$16.00 for the first table and \$6.00 for each addnl. 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. = _____.

◆ 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: High quality Pepsi items from a long time Pepsi Collector. Many hard to find items, both antique and modern. Book prices as most items are near mint. Everything from bottles, trays, signs, small advertising items, etc. Contact: Jody Bates, 1637 13th St. N.W., Cedar Rapids, IA 52405 (319)365-4745.

For Sale: Pepsi-Cola Vending Machine Mills 65. Complete and excellant cond., Very rare double dot Pepsi sign NM to mint. 54" x 20" Pepsi Bottles in ice cubes with large Pepsi:Cola embossed. A beautiful and very rare sign and a must for a Pepsi-Cola Collector. It is from the late-1930's. Call Chuck in SC at (803)399-6521.

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: 1 Coke Cooler (5-1/2' long) \$100. Two Ideal 55B Pepsi Coolers (one embossed). Call Bruce @ (315)942-5650 after 6 p.m.

For Sale: Pepsi Dehaviland Beaver Floatplane 1/24 Scale Plastic Model Kit #AOS-POO1 special sale price \$22. each PPD of six for \$110 PPD. Contact: Lewis Pittell, 5833 Detrick Rd., Mt. Airy, MD 21771-6129 (301)831-6433.

For Sale: Watches sold and wanted! Rolex, Cartier, Piaget, Cronographs, Swatch, Lange & Soehne Glasshueete Dresden, nice Pocket Watches. With or without Coke on Dial, working or not! Contact Mr. Henssge at P.O. Box 464027, Lawrenceville, GA 30246 (404)963-1771 or FAX (404)822-4475.

For Sale: Pepsi Spoon \$7; Pepsi - Pan Am Airlines Napkins \$4 Pack; Pepsi logo earrings \$8 pair; Pepsi Bottlecap Watch \$25; Pepsi Shoelaces \$5 pair; Pepsi Shot Glass \$8; Add \$3.00 postage per order. 1992 Pepsi 400 Richard Petty Fan Tour Patch \$6.00 postpaid. Contact: Ron Peck , 6001 Canyon Rd., Harrisburg, PA 17111.

For Sale: Pepsi Longneck & Comm. Bottles, ERTL & Scale Model Pepsi banks & airplanes + misc. Send SASE 52 cent postage for list. Contact: Bob Schoonover, 2400 E. 16th St., Des Moines, IA 50316 (515)262-0746.

For Sale or trade: 1983 Connersville H.S. Comm. Pepsi bottles 12 oz full, notrecaped \$15 or trade, several available. Contact: Joe Biga, 4320 Westgate Dr., Richmond, IN 47374-4730. (317)935-2534.

For Sale: Pepsi-Cola authorized reproduction of the single dot bottle cap sign. Sign is tin, painted in the original colors of red/white/ & blue, is 27" in diameter by 3-1/2" deep and is embossed. Quantity is limited and your reply to order is needed as soon as possible. Send \$58.50 each or 2/\$97 US post paid to: Danny Evans, 1505 Webber St., LaPorte, IN 46350 (219)362-4449

◆ MARKET PLACE
FOR SALE

For Sale: 2 Pepsi umbrellas look new circa 70's \$17.50 each. 1 New in the plastic small beach umbrella Diet Pepsi 70's 2-piece metal rod \$25. 3 New Pepsi Menu boards with changeable letters and numbers 15" x 20" 70's \$23 each. Contact L.H. Gregory, 111 Coleman Court, Greenville, SC 29609-2441. (803)232-5206.

For Sale: Coca-Cola Wood six pack carrier w/red wood hdl., wings, \$95.00, Coca-Cola table tennis set in box 1940's \$80., Pepsi aluminum neck carrier, 1930's, \$125, #27 Vol. 2, Contact: Lois Wildman, 175 E. Chick Rd., Camano Is., Wash. 98292 (206)387-7280.

For Sale: Stock Certificate NM \$18; Truck - Nylint (new & Old logo) Trailer or tanker M \$55, Bottles: Drum EX \$85, Pinch EX \$80 Amber EX \$150 Carrier: #1-99 M \$35 #1-91 NM \$75 #1-111 M \$55 Trays: #2-798 M \$18, #1-6 NM \$40, #1-27 NM \$20, Blotter #1-709 M \$75, Openers: #1-651 M \$22, #1-661 M \$5, #1-639 EX \$60 "Guide-Pepsi: cola Magazine Advertising \$13.95 List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 plus postage.

WANTED

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: Pin Back Button #1653 (Introduction to Pepsi Collecting) Pin Back Button #1652 (Introduction to Pepsi Collecting) except with bottle cap instead of smooth round logo. Contact: Terry K. Lunt, P.O. box 577631, Modesto, CA 95357 or (209)52-PEPSI.

Wanted: Any Mountain Dew products you have for sale! Contact: Mike Stewart, Rt. 4, Box 548, Whitwell, TN 37397. Daytime Phone: (615)658-5657 or Evening Phone: (615)658-9592

Wanted: O.I. A.B.C.B. + N.S.D.A. Bottles. Send list and prices to: Joe Biga, 4320 Westgate Dr., Richmond, IN 47374-4730.

Wanted: Old Pepsi Machines VMC-27, VMC-33, VMC-81, VMC110 & Jacobs 56. Will consider other makes Coke, Royal Crown, & 7-Up etc. Also looking for mint-NM flange signs & Die Cut Bottle signs. Buy, sell, & trade. Contact: Bill Bryk, Rt. 1, box 114-P, Coweta, OK 74429 (918)486-3040.

Wanted: 1950's or early 60's 7 or 8 oz. RWB ACL Pepsi bottle from Ryukyu Islands, Japan. Also: 1984 Davis McCall presentation Plymouth Ohio Comm. Pepsi bottle. Contact: David Palmer, Rt.3, Box 205, Roxboro, NC 27573.

Wanted: ERTL 1993 Flagstaff Anniversary Truck Bank and any other banks with any Pepsi-Cola Brands identification. Contact: Steve Larabee, RR #8, Box 120-B, Springfield, IL 62707 (217)585-1857.

PEPSI-COLA COLLECTIBLES VOL #1
with revised 1992 prices by Bill Vehling and Michael Hunt. 148 pages with over 900 items illustrated and prices. Cost is \$14.95 + \$3.05 postage = \$18.00 per book.

PEPSI-COLA COLLECTIBLES VOL #2
200 pages with over 800 items pictured and revised 1992 prices. No duplications from Vol. 1. Cost is \$17.95 + \$3.05 postage = \$21.00 per book.

ALSO AVAILABLE: 1992 price lists for Vol. 1 and Vol. 2. Cost is \$3.00ea. ppd. Send payment with order to: Bill Vehling, P.O. Box 42233, Indianapolis, IN. 46242.

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.

◆ INFORMATION

**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
Richard Hertzler
6110 Yates Ford Rd.
Manassas, Virginia 22111

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

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

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

Chicago Connection
Attn: Larry Woestman
14750 Karlov Ave.,
Midlothian, IL. 60445

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. 63139

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

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

**PLACES TO
FIND PEPSI**

So. Pasadena Mercantile Co.
1030 Mission St., So. Pasadena,
California

Old Main St. Antiques
203 E. Vista Way Vista , Ca.

Pepsee Lady
Hwy 301 No., Dade City FL.

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

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

Bloomington Antique Mall
102 N. Center , Bloomington IL

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

Funtastic Antiques
42030 Main St., Temecula, California

Yesteryear Advertising
1926 Kent Lane, Utica, Ohio

Grand Hotel & Antique Mall
201 West Apache Trail
Apache Junction, AZ 85220

Muddy River Trading Co.
4803 Lange Lane S.W.
Roanoke, VA 24018

Flashback
234 Market St.
Baird, TX 79504

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-COLA

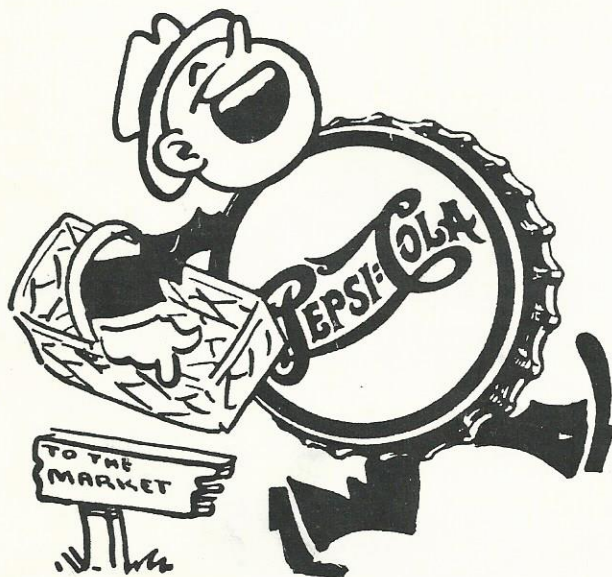
COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
COVINA, CA 91722
Permit No. 173



Phillip Dillman
17733 Highland Ave.
Homewood IL 60430
usa

Wanted: Used Crowns!



BB