



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 5

Nov. - Dec. 1996

## PEPSI-COLA COLLECTORS HIT IT BIG IN LAS VEGAS

For the second year in a row Pepsi Fest West attendance has increased. The move to fall has rejuvenated this event. With club members driving and flying in from all over the country, Fest West is fast becoming as popular as the other Fest events. Thanks to all those who attended in making Pepsi Fest West a success.

With Pepsi Fest West concluded it is time to focus our attention to Pepsi Fest '97 in Indianapolis. After much thought and deliberation I have decided we will once again hold Pepsi Fest at the Ramada Hotel Indianapolis. I know the hotel had some problems last year but I have been assured that those problems have been rectified. The Ramada is so sure of their service that they guarantee a 3:00 check in time. If your room is not ready by 3:00 P.M. on check in day you will receive a complimentary breakfast for two. In addition to this, every guest will receive a discount coupon for the hotel restaurant.

Registration for Pepsi Fest '97 and hotel information are included in this newsletter. It is recommended that you make your reservations with the Ramada Hotel Indianapolis Airport as soon as possible because as always this event will sell out very quickly.

Be sure to register for Pepsi Fest '97 with the PCCC as soon as possible. It is important to have an accurate accounting of numbers in order to assure enough Fest packets are available and that we have enough supplies.

This will be our 11th annual meeting in Indianapolis. With each Pepsi Fest we try to improve on the year before. If you have any suggestions of ways to improve this event Pepsi Fest please let us know.

If you have never attended a Pepsi Fest, Indianapolis is our biggest club event. There will be over 600 people in attendance. Over 100 people will be selling Pepsi merchandise out of their rooms - including new, old, and sometimes rare Pepsi items! Our swap meet consists of 70 tables loaded with Pepsi collectibles.

Besides being able to add to your collection, there is also an opportunity to meet other Pepsi collectors from all over the United States. So if you are tired of spending endless weekends searching through flea markets and antique stores without finding any Pepsi memorabilia, come to Pepsi Fest '97. I can't guarantee that you'll find your dream Pepsi item, but I will guarantee that you will see more Pepsi collectibles than you've ever seen before and that you will meet some of the finest people around! Within a few hours you will feel like you are among old friends.

Adhering to the truth in advertising rules, we must warn you that some people have bought so much at Pepsi Fest that they could not fit everything into their cars or plane to get home!

Due to numerous requests for membership applications we have included one in this newsletter.

### Inside This Issue

Are you a Pepsi Collector?

Bottle Qualification

History of Pepsi Part V

Pepsi Fest '97 Info



Club member Randy Schwentker with Pilot Steve Oliver in the Pepsi Skydancer

## PEPSI FEST '97 SCHEDULE

### Thursday, March 20th, 1997

12:00 Noon	Registration
2:00 P.M.	Seminar on Pepsi-Cola History
6:00 P.M.	Be Sociable Party

### Friday, March 21, 1997

9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Starts
6:00 P.M.	Pizza Party & Meeting (Included in Registration Fee)

### Saturday, March 22, 1997

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner



## FUTURE FEST EVENTS

Pepsi Fest '97  
March 20-22, 1997

Pepsi Fest East  
August 1-2, 1997

Pepsi Fest West  
October 31-November 1, 1997

# PEPSI SKYWRITER 50TH



fleet of 14 biplanes and pilots writing the ten mile message in mile high letters, 2 or more miles above the earth's surface.

Andy Stinis, Dave DeBlasio, and Cecil Cofren skywrote for the Pepsi-Cola Company regularly until 1953. Then for twenty years, as television

three notable aviation experts: Clyde Cessna, Walter Beech, and Lloyd Stearman. It is essentially the same plane that flew in 1939, with an old-fashioned stick control and open cockpit.

Susan's husband, Steve Oliver, is the pilot for the Pepsi Skydancer. The skydancer is a 1956 deHavilland Chipmunk that was specially modified for air show aerobatics. It boasts a cruising speed of 150 miles per hour and has range of more than 400 miles. The Skydancer is wired for night time aerobatics with special effect pyrotechnics mounted on the wings.

Steve Oliver met Suzanne Asbury in 1981 at the Kentucky Derby where she was skywriting for a local Pepsi-Cola bottler and he was pulling advertising banners with his 1941 Stearman biplane. As they both say "it was love at first flight!" They were married in 1982 and

By Randy Schwentker

While Pepsi Fest East in Charlotte was taking place, another Pepsi event was about to occur in Franklin County, Missouri - the Washington Town and Country Fair and Air Show. To celebrate this event, the Pepsi-Cola Bottling Company of New Haven and the Hebbeler and Zobrist families brought about the return of the Pepsi-Cola Sky Writer 50 years after one of the original Pepsi Sky Writers visited the area.

A front page story in the May 23, 1946 New Haven Leader gave this account of the "thrilling exhibition of skywriting." "The plane, so high it appeared as a silver speck, spelled Pepsi-Cola in white smoke against the background of blue sky. The air currents were just enough to carry the huge letters over the surrounding countryside, and many viewed for the first time, the art of skywriting." The Leader also printed a photo of pilot Elwood "Spike" Keim to accompany the story.

The Pepsi-Cola Company first used skywriting as an advertising medium in May of 1939 when "DRINK PEPSI-COLA" was written eight times over New York City. Soon Pepsi-Cola had a

became the dominant advertising medium, the skywriting program languished. As part of its 75th anniversary, Pepsi-Cola decided to refurbish its original 1929 Travel Air biplane with "Smilin Jack" Strayer as the official pilot of the Pepsi Skywriter.

Currently Suzanne Asbury-Oliver is the pilot of the Pepsi Skywriter. The Skywriter is a 1929 Travel Air D4D open cockpit biplane. It cruises at 100 miles per hour and can reach speeds up to 185 miles per hour. The Skywriter boasts a history as spectacular as its red, white, and blue paint job. It was collectively designed by



are still on an extended honeymoon as the Pepsi Aerial Entertainers.

Steve and Suzanne Oliver impressed all the spectators with their performance on this day, and wrote Pepsi in the same sky as it was written 50 years ago.

Today Pepsi-Cola is the only company using a nationwide skywriting campaign. The Pepsi-Cola Skywriting team of Suzanne Asbury-Oliver and Steve Oliver reaches some 150 cities and towns each year with the historic Pepsi Skywriter and the Pepsi Skydancer in keeping with Pepsi-Cola's heritage in the field of aeronautics.



## DR. PEPPER MUSEUM

The Dr. Pepper Museum in Waco, Texas is more than just the history and memorabilia of the Dr. Pepper Company. It is also the story of the soft drink industry. Wait a minute - before you ask why are we talking about a competing soft drink let me remind you that many Pepsi-Cola bottlers also bottle Dr. Pepper.

In a show of civic pride, Dr. Pepper supporters and local business people believed that a museum should be built in Waco where the drink originated. A 1906 bottling plant was converted into an appropriate setting for a museum. The museum includes a life size replica of the old corner drug store where Dr. Pepper was invented complete with an operating soda fountain. In addition to the drug store, the museum has bottling equipment on display as well as memorabilia from numerous soft drink companies including Pepsi-Cola.

A very unusual thing about this museum is that it not only attempts to educate people about the history of soft drinks, but also educates about the benefits of capitalism and a free market economy. The museum's official name is "The Dr. Pepper Museum and Free Enterprise Institute."

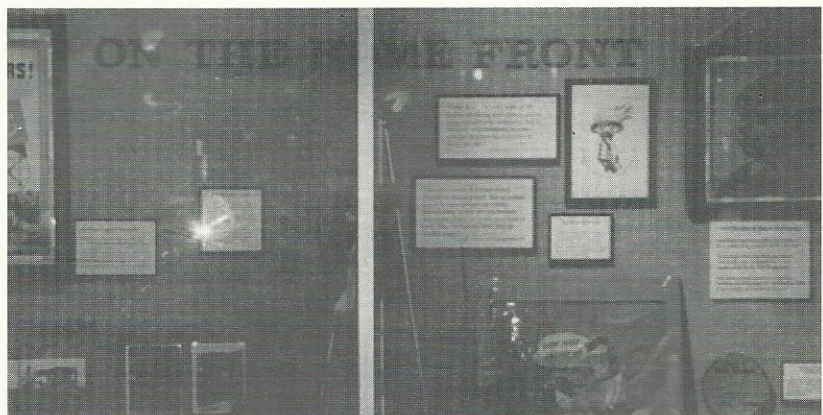
There is a full-time teacher on staff who coordinates visits from dozens of school groups each month. The staff tries to use the soft drink industry as a model of a market economy.

A visit to the Dr. Pepper Museum is certainly worth the effort. It is located just a few hours south of Dallas, Texas. You will really enjoy the memorabilia. There is also a snack bar and a gift store. The hours are 10:00 a.m. to 4:00 p.m. Monday through Saturday. Sundays they are open from noon to 4:00 p.m. Admission is \$3.00.

For further information call the Dr. Pepper Museum and Free Enterprise Institute at (817)757-1025.

300 FIFTH

76701-2115



Memorabilia Displays from Dr. Pepper Museum in Waco, Texas

# THE HISTORY OF PEPSI-COLA

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

James W. Carkner's immediate goal when he became president of Loft was to stop the declining sales and profit of the company. Initially he did not see any connection between Pepsi-Cola and Loft.



JAMES W. CARKNER

But as he began to investigate ways to make the company profitable he stumbled across evidence showing that Guth had used Loft resources to build up the Pepsi-Cola Company. Examination of the records led Carkner's attorney to conclude that the Pepsi-Cola stock belonged not to Guth but to Loft, because in purchasing the Pepsi-Cola trademark and then building Pepsi-Cola again into a highly successful operation, Guth had used Loft's resources almost exclusively - its working capital, its employees, its soda fountains, and its manufacturing facilities. No capital of Guth's had been involved, for at the time he had none, hence all the risk of failure had been Loft's and Loft's alone. This is the basis on which the struggle to control Pepsi-Cola's future would be fought. The battle between Guth and Loft for control of Pepsi-Cola would be fought in the board room and in the court room.

An action was begun on December 30, 1935 in the Delaware Court of

Chancery, New Castle County, by Loft Incorporated against Guth, Grace Company, and Pepsi-Cola Company, to have Loft declared the lawful owner of the shares of Pepsi-Cola stock registered in the name of Guth and Grace Company, and to compel Guth and Grace Company to account to Loft for all profits that had been derived from their shares.

Guth countered with an attempt to regain control of Loft Inc. so he could stop the suit. With the help of Phoenix Securities and Walter Mack this attempt was rebuffed and the suit remained on the court calendar. The trial began on November 1937 and lasted until September 17, 1938 at which time the chancellor ruled in favor of Loft. In explaining his decision, the Chancellor said that Guth had used "Loft executives, Loft personnel, Loft equipment, Loft facilities, Loft merchandise, Loft money, Loft credit, and other Loft resources."

Guth immediately appealed the decision which resulted in a court appointed board to run Pepsi-Cola. Included on this board was Robert Atkins, John R. Burton, and William Hoodless represented by James Carkner, Walter Mack, and Mr. Shulman, a seventh to the board was



WALTER MACK

work of the directors much easier. On April 11, 1939 the lower court decision of the chancellor was affirmed on appeal by the Supreme Court of Delaware. With Guth's exit from the Pepsi-Cola Company and Walter Mack's addition to the presiding of the company a new era would begin for the Pepsi-Cola Company.

On May 29, 1941, the stockholders of Loft approved a plan, pursuant to which the then current Pepsi-Cola Company was merged into Loft, Incorporated, and the name "Loft, Incorporated" simultane-

ously changed to "Pepsi-Cola Company". The merger was effected on June 30, 1941 at which time the name "Pepsi-Cola" replaced "Loft, Incorporated" on the New

York Stock Exchange which was the first time the "Pepsi-Cola" name ever appeared on the exchange.

Why -

**CANDIES**  
ARE SO LOW IN PRICE  
and SO HIGH IN QUALITY

**Here's Why**

- Loft Candies are so low in price and so high in quality.
- Loft is the largest maker of pure candy in the world - and this is no secret - we have no secret - we are honest.
- Loft will sell you more than 100,000 pounds of pure Loft Candy every day.
- Loft uses only pure materials of highest quality.
- Loft puts all the color in the candy in the shell of the box - not in the box!

**That's Why!**

appointed by the court as a neutral voting member. This was Arthur T. Vanderbilt. Mr. Mack was elected president and Mr. Guth general manager. The board struggled with conflicting views for the direction of the Pepsi-Cola Company. Finally Guth was voted out which made the

# ARE YOU A PEPSI COLLECTOR

If you get up before dawn, drive several hours and stand in a long line just to get into a flea market, you are probably a Pepsi collector.

If your wife's in labor and on the way to the hospital you see a new antique store and you tell your wife to hold on, you'll only be a minute, then you're probably a Pepsi collector.

If you are one hundred miles from home and a guy offers you a 12' x 20' Pepsi sign and you start trying to figure out how to tie it on to your car, then you are probably a Pepsi collector.

If the ceiling in your bedroom is covered with Pepsi signs, you're probably a Pepsi collector.

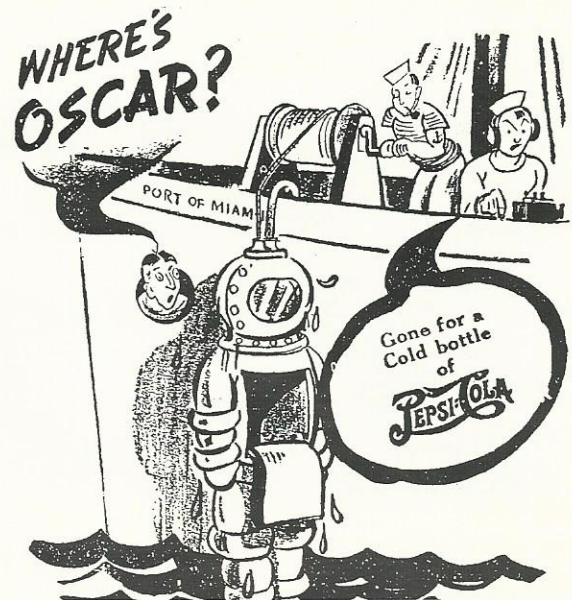
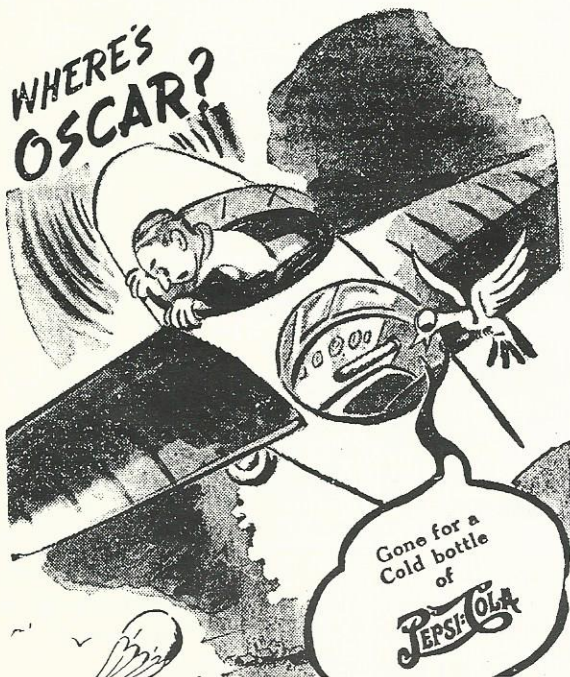
If you promise your local grocery store manager to purchase an extra \$200 for groceries in exchange for the current Pepsi display, you are probably a Pepsi collector!

If you have suggested the children live in the tree house so you could use their room to display your Pepsi collection, you are probably a Pepsi collector!

If you go to an auction to buy a few things for your Pepsi collection and

come home with a full-size Pepsi delivery truck, you're probably a Pepsi collector.

If you find yourself in the toy store and you walk up to the child who just took the last Pepsi toy off the shelf and you grab it out of his hand, you are probably a Pepsi collector.



## PEPSI-COLA BOTTLER QUALIFICATIONS FOR 1936

This is a 1936 advertisement for new Pepsi-Cola bottlers. This ad explains the responsibilities and reward of being a bottler of Pepsi-Cola. It appears that the Pepsi-Cola Company is also trying to dispel rumors and myths about Pepsi-Cola.

1. Pepsi-Cola is bottled in all parts of the United States, Canada, and Cuba by reliable, experienced bottlers who are outstanding in their community.
2. Pepsi-Cola concentrated syrup, Pepsi-Cola crowns, and Pepsi-Cola labels are supplied and controlled exclusively by the Pepsi-Cola Company.
3. The bottler who can meet the Pepsi-Cola qualifications is given an exclusive Pepsi-Cola bottler's appointment, in a territory where he guarantees to secure full distribution.
4. Pepsi-Cola bottler's appointment is valuable and remains the exclusive property of the bottler as long as he conforms to the Pepsi-Cola appointment contract, and the policy of the Pepsi-Cola Company.
5. Pepsi-Cola must be sold to retail dealers the uniform price of 80 cents per case of 24 five cent bottles, plus a deposit of 50 cents per case for the return of the empty bottles and case, and all sales must be made on strictly cash basis.
6. The distribution of Pepsi-Cola in every territory must be complete. No appointment will be made, or continued, with any bottler who cannot bottle and sell at least 1,000 cases of Pepsi-Cola per week in his territory. At the present time there are many bottlers who, in 1935, will bottle and sell from 100,000 to about 300,000 cases of Pepsi-Cola and several from 500,000 to 1,000,000 cases.
7. Pepsi-Cola is the most important 5 cents drink in a 12 ounce bottle that has

ever been bottled and sold. It must be treated as such by every bottler who is fortunate enough to secure the Pepsi-Cola bottling appointment.

8. There must be no confusion or comparison between Pepsi-Cola and any other cola drink - there is no other 5 cent drink in the world like Pepsi-Cola which has been established more than 40 years, and stands strictly upon its own merits. It is the greatest seller and repeater in the market today.
9. Pepsi-Cola costs more to make, and is of finer quality than any other 5 cent drink on the market - the consumer gets the best and most for his money - the dealer likes it because it sells fast - repeats - and satisfies the customer.
10. The Pepsi-Cola Company does not put a single penny in advertisements, but does put every penny possible into the quality of each bottle of Pepsi-Cola. The bottler and consumer gets the benefit of increased sales, permanent business and profits. This is the greatest advertising it is possible to do.
11. The requirement of a Pepsi-Cola bottler is simple - investment is small - his volume in sales is large but he must be wide awake and exact. He is permitted to bottle and sell Pepsi-Cola only in strict accordance with instructions from the Pepsi-Cola Company, because he really bottles and sells Pepsi-Cola for the Pepsi-Cola Company and not for himself. Profit comes from the difference between the cost of Pepsi-Cola syrup, Pepsi-Cola crowns, and Pepsi-Cola labels, which are furnished by the Pepsi-Cola Company, and the price he receives for the finished drink.
12. In making application for any territory that is available, the bottler should give the following information: (A) Volume of sales in 1935. (B) How long established. (C) Description of machinery and capacity. (D) How many salesmen and trucks. (E) How many cus-

tomers. (F) State territory desired. (G) References.



# The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is for sale, wanted, or trade.

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein. The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

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

## FOR SALE

For Sale: New old stock clock glass; 13" x 16" \$40 and 14-1/2 round. \$30 + \$8 shipping and handling. Contact: Ray Davidson, 9464 W. 1300 N., Elwood, IN 46036.

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For Sale: Pepsi cans. Approx. 300 different Pepsi product cans available. Send 2 stamps or your list to get my list.

For Trade: Pepsi cans. I'm looking for trade partners in all 50 states. Send me your list for mine. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

\*\*\*\*\*

For Sale: Pepsi nostalgic wall clock with old-style logo. Accurate quartz movement. Complete with second hand. Uses one "AA" battery, not included. 8-1/2" Dia. \$19.95 + \$3 S & H. Contact: Valerie Brokus, 1500 Meadow Ct., Bel-Air, MD 21014. (410)879-6649

\*\*\*\*\*

For Sale: Twenty different Pepsi & Pete color advertisements from 1940's Sunday comics. \$90 postpaid. Contact: Mike Layton, 121 W. 175th St. South, Caldwell, KS 67022. (316)845-6688.

\*\*\*\*\*

For Sale: Great Xmas gift. Mint 1985 Pepsi-Cola Space Cans. Own a piece of history. Only \$10 plus \$3 S & H. Contact: Charles Metz, 3131 Fairdale Rd., Phila., PA 19154. (215) 637-8038.

\*\*\*\*\*

For Sale: Pepsi die cast trucks. First Gear 1951 Ford DGV Miss Pepsi or Miss Pepsi V \$35 each, 1953 White Tanker \$50., ERTL 1953 Ford Bottle Truck \$32, 1940 Ford Pickup Truck \$32, ERTL 1931 Hawkeye Bottle Truck Salisbury 80th Anniversary \$40, Spec Cast 1936 Dodge Fire Truck \$35, 1942 Chevy Truck

Pepsi/Frito -Lay Cheetos \$35. Contact: Glenn Ackerman, 118 Candora Road, Maryville, TN 37804-3610. (423)983-7187.

\*\*\*\*\*

For Sale: Pepsi banks, trucks, cars, and airplanes. 6 new banks coming out. Pepsi cans, commemorative bottles, Pepsi longnecks. For list send SASE to Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.

\*\*\*\*\*

For Sale: In time for Christmas - Limited Edition 1996 Pepsi Soda Jerk Doll. Few 1995 Pepsi Driver Dolls available. Contact: Quinn, HCR 83, Box 17, Niangua, MO 65713. (417)473-6113.

\*\*\*\*\*

For Sale: 1970's stuffed set of 4 Carolers (Mint in box) with songbooks \$275/set. Two 1950's bottle cap ashtrays -(1) Inside Pepsi, Outside Teem (1) Inside Teem, Outside Pepsi (V. good) \$40 each. Cans: 1984 Children's Miracle Network Channel 2 Bank \$2 each; 1993 Michael Jackson Thailand Empty \$10 each. Shipping & Handling extra. Contact: Bill Combs, 400 Montemar Ave., Balto. MD 21228-5213. (410)744-0816.

\*\*\*\*\*

For Sale: Send \$1 for postage for my latest list of over 500 Pepsi-Cola collectables. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

\*\*\*\*\*

For Sale or Trade: Have many super hero, action, and other glasses to trade. All are mint. Several Toys and bottles to trade. Want older Pepsi toys and items. Want to upgrade my 1938 Pepsi wooden truck. List for list or SASE gets my list. Contact: Les Whitman,

121 Skyline Blvd., Oroville, CA 95966. (916)589-0259.

\*\*\*\*\*

For Sale: Pepsi 1991 Superstar set Baseball cards. Set consists of 17 cards, mint condition. Only put out in the Florida region, rare! Send check or money order for \$59.95 to DJ Ward, RR 1, Box 94-C, Dawson, PA 15428.

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For Sale: Pepsi/Marvel comic collector cards 113 mounted, 250 Pepsi/D.C. comics cards in sealed box, \$35 each. 1940's Pepsi bottle from Ireland \$15. Ten Looney figures w/stage \$20 all from Mexico. Plus S & H. Contact: Jerry Watkinson, Box 1088, Imperial Beach, CA 91933. 011-52-61769989.

\*\*\*\*\*

For Sale: Pepsi and other major brand bottles and related items. Please write for list and also include any items you might have for sale or trade. Contact: Robert J. Diwar, 9551 Patterson Rd., Richmond, BC, Canada V6X 1P8. (604)278-3062.

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For Sale: Update "Guide To Magazine Advertising 1940-1970 for Pepsi: Cola" This Guide covers 1400+ magazine ads (100% increase) New format makes collecting easier --\$18.95 + \$3 Postage .

Bottles: 48' rare throwaway embossed script 6 oz. NM \$150. 10' Embossed drum Bethlehem, PA EX+ \$95, Exmore, VA-Ding EX \$60 Pinch #489 NM \$85; 30' embossed w/paper labels - Wilmington, DE Full NM \$95 R/W/B NM \$22, Fountain Syrup M \$25. Nylint trucks: Bookend and Gotta - Tractor and Tanker MIB \$60 Each. List (SASE). Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612. (717)675-6302



For Sale: Pepsi-Cola and other antique signs collection. Send a SASE for free list. Contact: Marion Lathan, 1188 Firetower Rd., Chester, SC 29706 (803)377-8225.

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**WANTED**

Wanted: Mint or near mint 36" Coke button with bottle, 36" Coke Button without bottle, 24" button without bottle. Call after 4 p.m. but before 9 p.m. EDT. Contact: Jim King @ (803)679-9134. If you are located near SC I may pick up sign.

\*\*\*\*\*

Wanted: Pepsi cans. I Buy single cans to entire collections. Old or new, Teem to Mt. Dew. Any specially marked Pepsi cans considered. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

\*\*\*\*\*

Wanted: Pepsi Pinbacks, Postcards, and other smalls. Buying entire collections or single items. Call after 5 p.m. EST (919)756-4303 or write John Minges, 3304 Grey Fox Trail, Greenville, NC 27858.

\*\*\*\*\*

Wanted: Playing cards, American or foreign of all brands. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207. (502)897-5524.

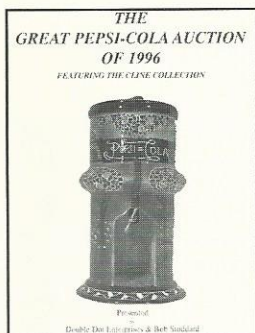
\*\*\*\*\*

Wanted: Cans - flat top soda cans - all brands. Looking to purchase single cans or case lots. Contact: Rich Simmons, 1211 Travis View Ct., Gaithersburg, MD 20879. (301)417-7129.

\*\*\*\*\*

Wanted: Evervess, Tropic Surf, or Diet Patio 12 oz. cans, Pepsi Light, Teem or Patio 26-32 oz. bottles, plant anniv., picnic or plant opening glasses (I have 5 different openings to trade) Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455. (805)937-1622.

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The Cline Auction Catalog with prices realized during the auction makes a great price guide. There are over 1,000 items priced in this catalog. Send \$5.00 per catalog to:

Double Dot Enterprises  
PO Box 817  
Claremont CA 91711



**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.

# WELCOME NEW MEMBERS

Julie Clodfelter  
Indianapolis, IN

Ann Marie Hivish  
Haskell, NJ

Stephanie Mezynski  
Raleigh, NC

R.C. & M.E. McCullough  
Joplin, MO

Christie Snyder  
Larned, KS

David Brim  
Atlanta, GA

Jose & Shelly Torrealba  
Modesto, CA

Brian Wetzel  
Greenville, OH

Sherry & Daniel Fenstemaker  
Lincoln, NE

Teena & Marvin Fowler  
New Carlisle, OH

Darren Anderman  
Ken Gardens, NY

Elizabeth Bentley  
Appleton, NY

John & Sharon Barrett  
Rush, NY

Heather Yarbrough  
Charleston, IL

Wilbur McCown  
Vallejo, CA

Shirley Francis  
Lincoln, NE

Tom Van Hoof  
Farmington, CT

David Clough  
Canton, OH

Stan Horne  
Wrightsville Beach, NC

Daniel Moore  
Sevierville, TN

Pat & Ruby Lapierre  
Granger, WA

Michael & Lois Feider  
Midland, MI

Lisa Jameson  
Peru, IN

Antoinette Lane  
Port Orange, FL

Richard Yodis  
Kintnersville, PA

Virginia Lee Kilgore  
Lyndon, KY

Michael Phillips  
Batesville, MS

Kathleen Black  
Waldron, AR

Annette Cohen  
Arnold, MO

Morine & Clark Baese  
Nashville, TN

Sam Burden  
Bozeman, MT

Vickie & Ken Harris  
Aurora, IN

De Ann Beach  
Jenks, OK

Dennis & Melody Yost  
Deland, FL

Lori Blankenship  
Arlington, TX

Marsha Cruz  
Stockton, CA

Tom Seedorf  
Kankakee, IL

John Jornod  
Denver, CO

Rena Scheibenberger  
Ft. Wayne, IN



# PEPSI-COLA COLLECTORS CLUB

## Membership Application

THE PEPSI-COLA COLLECTORS CLUB is a national organization of people dedicated to the study of the history and the collecting of the memorabilia of the Pepsi-Cola Company.

THE PEPSI-COLA COLLECTORS CLUB provides:

- \* Nationwide and international communication among Pepsi-Cola collectors.
- \* Markets for buying, trading, and selling collectibles.
- \* Comprehensive bi-monthly newsletter.
- \* Annual Pepsi Fest events.
- \* Opportunities to buy special limited edition club commemorative items.
- \* Free advertising in newsletter.

If you wish to join, complete and return this form with the applicable dues for one year's membership to:

PEPSI-COLA COLLECTORS CLUB  
P.O. BOX 817  
CLAREMONT, CA 91711

ANNUAL DUES for primary membership in the PEPSI-COLA COLLECTORS CLUB are \$18. Additional members of your family may join as associates to your primary membership for \$2. per year. Associate membership is not open to friends, members of your company, or family members not living at your home or mailing address. They may join the club as a primary member, but not as an associate member under your primary membership. Associate membership does not include receiving additional copies of the PCCC newsletter, or any other official publication of the PCCC. The dues for overseas primary membership is \$30 (in U.S. Funds) and includes first class postage for the monthly newsletter.

\_\_\_\_\_ \$18.  
Primary Member's Name (Type or Print)

\_\_\_\_\_  
Street Address, Box #, Route #

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Area Code - Telephone Number

\_\_\_\_\_ \$2.  
Associate Member's Name-Relationship

\_\_\_\_\_ \$2.  
Associate Member's Name-Relationship

\_\_\_\_\_ \$2.  
Associate Member's Name-Relationship

The  
Complete Guide  
To



Collectibles  
by  
BOB STODDARD



This book is the first full color Pepsi-Cola collectible guide ever written. It contains over 1500 color photographs of Pepsi collectibles ranging from the rare to the interesting. Hardbound for lasting quality, it includes 192 pages of facts, information, and prices on Pepsi memorabilia. Stoddard traces the development of the Pepsi-Cola trademark from 1898 to present. The Complete Guide to Pepsi: Cola Collectibles is a must for any collector from the beginner to the serious

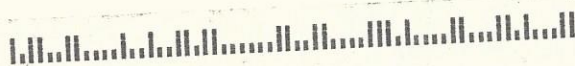
#1096 *The Complete Guide to Pepsi: Cola Collectibles* by Bob Stoddard \$34.95

Please include \$6 for shipping and handling and remit to:

Double Dot Enterprises  
P.O. Box 817  
Claremont, CA 91711

PEPSI-COLA COLLECTORS CLUB  
P.O. BOX 817  
CLAREMONT, CA. 91711

First Class Mail  
U.S. Postage  
Paid  
Covina, Ca. 91722  
Permit No. 173



Phillip Dillman  
17733 Highland Ave  
Homewood IL 60430-1319



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 6

Jan.-Feb. 1997

## PEPSI BEGINS 99TH YEAR

Happy New Year! Well, we made it through another year. I hope 1996 was a good year for everyone. I know it was especially good for Pepsi lovers. Once again Pepsi-Cola took top honors for best commercials shown during the Super Bowl. The advertisement titled "Coke driver nabs Pepsi" was rated number one by the USA Today admeter. This was the third year in a row Pepsi commercials were rated number one by USA Today. I can hardly wait for this year's Super Bowl to see if Pepsi can make it four in a row.

In March we celebrated the tenth anniversary of Pepsi Fest despite a major snow storm hitting the Indianapolis area. It may have been cold outside but the buying and selling was hot and heavy on the inside.

In April the "Great Pepsi-Cola Auction of 1996" was held. A great number of collectors added some fantastic items to their collections.

Perhaps the most exciting event of the year was the "Pepsi Stuff" promotion. By

mid summer PCCC members had collected over 100,000 points. The promotion ended in October but I'm sure we'll be seeing "Pepsi Stuff" around for a long time.

Yes! 1996 was indeed an exciting year for the Pepsi enthusiast! We are very close to finalizing the dates for the Pepsi Fest 100th anniversary celebration. It is our plan to be part of the Pepsi-Cola 100th anniversary celebration in New Bern, North Carolina. Look for those dates in the next edition of the PCCC newsletter.

A number of people have called questioning a discrepancy in the dates of Pepsi Fest '97 between the hotel and the club. The dates of Pepsi Fest '97 are March 20 - 22. The hotel will be offering a special room rate for club members from March 16 -24, 1997.

For the past ten years we've held Pepsi Fest on the fourth weekend in March to coincide with the ad show at the Indianapolis state fairgrounds. For an unknown reason the ad show has been moved to the third weekend in March for

this year. So if you are planning on going to the ad show and Pepsi Fest you will have to rethink your plans.

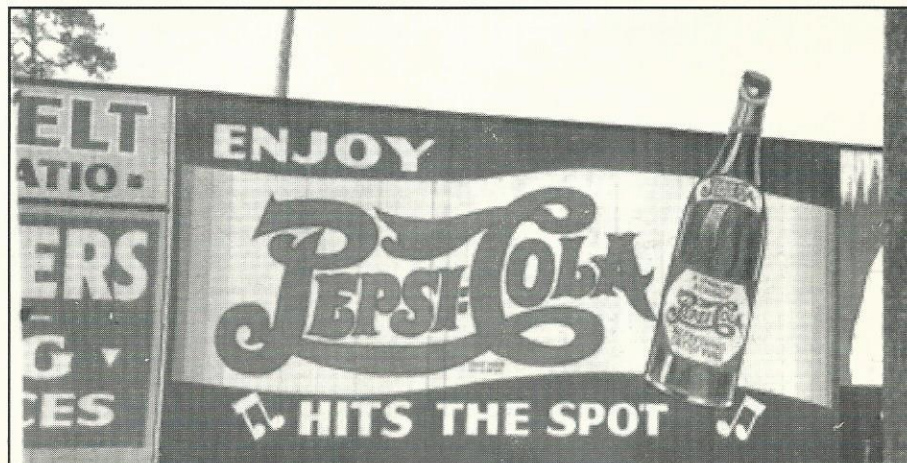
It is with great sadness that we report the passing of club member Jeff Powell on September 12, 1996. Jeff attended many Pepsi Fest events, selling his Pepsi-Cola memorabilia that he had acquired while he worked for the Pepsi-Cola Company. The proceeds from what he sold was donated to charities in Roanoke, Virginia where Jeff lived. Jeff was a friend who I will miss. The time he spent with sharing his knowledge of Pepsi-Cola with me will always be cherished. Jeff will be missed by all who knew him. Our deepest condolences to his wife, Virginia.

### Inside This Issue

**Pepsi Comics  
Openers  
History of Pepsi Part VI**

**Pepsi Fest '97 Info**

**Collector Suggestions**



*1939 Pepsi sign on fence.*

## PEPSI FEST '97 SCHEDULE

### Thursday, March 20th, 1997

12:00 Noon	Registration
2:00 P.M.	Seminar on Pepsi-Cola History
6:00 P.M.	Be Sociable Party

### Friday, March 21, 1997

9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Starts
6:00 P.M.	Pizza Party & Meeting (Included in Registration Fee)

### Saturday, March 22, 1997

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

## FUTURE FEST EVENTS

Pepsi Fest '97  
March 20-22, 1997

Pepsi Fest East  
August 1-2, 1997

Pepsi Fest West  
October 31-November 1, 1997



# PEPSI & PETE COMICS



1947 Pepsi & Pete Sunday Comics

The "Pepsi and Pete" characters are among the most popular of Pepsi collectibles and also some of the most expensive and hard to find. Fortunately there is a way to own relatively inexpensive "Pepsi and Pete" original collectibles. I'm talking about Pepsi and Pete print advertising. The "Pepsi and Pete" characters appeared in hundreds of magazine ads, appearing in magazines such as Look, Colliers, Good Housekeeping, etc. They can usually be purchased from \$5 to \$20. The newspaper advertisements were generally full color and were part of the Sunday comics in over 500 papers nationwide. The Sunday comic "Pepsi and Pete" can usually be purchased from \$10 to \$45. These comic strips framed make a great addition to any collection.

# OPENERS

With the ever changing desire of consumers and the advances in technology, the soft drink industry is constantly introducing new and more convenient packaging. For collectors this is a mixed blessing. Some things we enjoy, like returnable bottles, are being replaced by non-returnables. On the positive side this makes the discarded items collectibles.

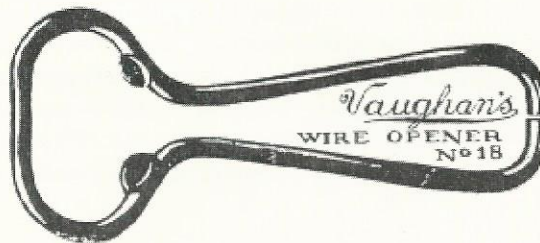
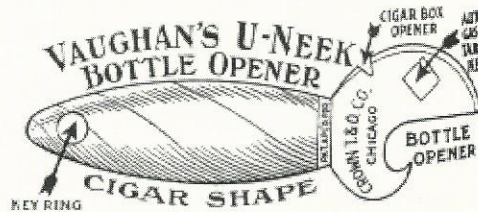
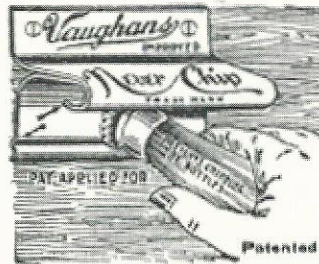
Two of the standards in the soft drink industry - crowns (bottle caps) and openers are on the verge of becoming extinct. With the popularity of cans and non-returnable bottles, the pry off crowns, and openers to pry them off with will no longer be needed.

Openers have been a valuable and necessary part of the soft drink industry since the advent of the Crown Cork and Seal Company. Pepsi-Cola has been using openers as novelties and promotional items since around 1910. There are numerous styles and shapes, including the popular bottle shaped opener. Openers range in price from the inexpensive to the moderately expensive. With hundreds of different styles of Pepsi-Cola bottle openers once produced, a collector could become serious about collecting all the Pepsi bottle openers.



No. 1.

Length, 2 1/2 Inches



The above openers are from a 1913 advertisement.



# THE HISTORY OF PEPSI-COLA

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

As Charles Guth was the dominant influence in shaping the Pepsi-Cola Company in the 1930's, Walter Mack became the driving force behind the Pepsi-Cola Company in the 1940's. From franchising to advertising, Walter Mack contributed greatly to how things were done.

In 1939 Walter Mack left his position at Phoenix Securities and became the full time president of the Pepsi-Cola Company. This was the first time in over 20 years that Pepsi-Cola's future was no longer uncertain. In fact the prospects for Pepsi's success looked very promising. Mack's first major effort was to improve Pepsi-Cola's advertising program and standardize the product's public image.

His immediate need in advertising was some promotion or theme that would result in Pepsi-Cola becoming more widely known across the country. To this end he brought in the advertising agency of Newell-Emmett, who were asked to clean up a jingle written by Alan Bradley Kent and Austin Herbert Croom-Johnson. Newell-Emmett pared the jingle down to a fifteen second spot. Mack liked it immediately. Newell-Emmett released the new Pepsi-Cola jingle to hundreds of radio stations. It was an overnight hit!

The Pepsi-Cola jingle was quickly joined by the creation of Pepsi and Pete, the Pepsi-Cola Cops. Mack wanted to get Popeye and replace his spinach with Pepsi. Unfortunately the price was too high for Popeye so he opted for the Keystone Cop like characters that would become Pepsi and Pete.

The next item, or perhaps even a simultaneous item would be the bottle situation. The bottlers in the United States were all using different bottles. Some used the green, brown, and clear beer bottles, others used whatever they could find. Mack decided Pepsi-Cola needed a standardized bottle that would



1940 standardized bottle

look across the country.

This new standardized bottle was introduced in the spring of 1940. This marked the first time in Pepsi's history that a standard bottle was used by all bottlers. The bottle was 12 ounces with "Pepsi-Cola" blown in to the neck six times in a perpendicular direction. The year 1940 also marked the introduction of a new logo referred to as the flag logo. The flag logo became part of the Pepsi advertising for the first half of the 1940's. The company was finally in high gear. New bottlers were being added regularly in order to reach the goal of 500 franchises. Sales were increasing constantly. Profits had increased every year since 1936. Between 1940 and 1941 profits almost doubled. Then the unthinkable happened. The Japanese bombed Pearl Harbor and the United States was at war.

World War II presented a number of problems for all businesses. However, for Pepsi-Cola the problems were especially hard hitting - labor shortages, material shortages, and most serious, sugar rationing. The federal government had restricted the importation and use of sugar. The importance of sugar to the soft drink industry cannot be overstated, but it was doubly important because Pepsi was marketed as the big nickel drink - twice as much for a nickel. That meant twice as much sugar as well!

Because Pepsi was sold to the bottlers in concentrated form it was up to the

individual bottlers to obtain their own sugar. Some bottlers stopped bottling their other flavors to keep all of their sugar for Pepsi-Cola. Some bartered for sugar and others used substitutes like beet sugar.

Walter Mack knew that this was the most serious crises facing Pepsi-Cola since the sugar situation of World War I that eventually bankrupted the company. Mack had heard that there was an abundance of sugar available in Mexico, but the law prohibited the importation of sugar. There had to be a way to get this sugar to the desperate Pepsi bottlers. If not, there may not be a Pepsi-Cola Company. Then suddenly Mack came up with the answer. Make the syrup in Mexico. It was illegal to import sugar but it was not illegal to import syrup. This syrup made in Mexico was called El Masco. For many bottlers El Masco was what kept their doors open and prevented them from going broke during World War II.

Like other major companies throughout the United States, Pepsi-Cola had a number of programs designed to support the war effort. The most popular might have been the Servicemen's Center. Three centers, one each in New York, Washington D.C., and San Francisco were set up to give servicemen a place to hang out. Pepsi offered each serviceman free Pepsi, discounted food such as hamburgers and hot dogs, and a place to shower and relax. Pepsi also set up recording studios in the centers and at military bases where servicemen could record a letter on a small record to send home to their families.

As the war ended Pepsi realized that once again there was an opportunity to make this wonderful beverage the most popular drink in America.

# 60TH YEAR IN BILLINGS

Congratulations to the Dimich family of Billings, Montana celebrating their 60th year as Pepsi-Cola bottlers. The Dimich family roots go back to Red Lodge, Montana, where the patriarch of the family, Mike Dimich Sr., operated a grocery store. The family began bottling flavored drinks, sarsaparilla, etc., in the basement of the grocery store. In 1926 Dimich and another Red Lodge businessman, Chris Beurwatcher purchased a competitive soft drink bottling business.

The grocery store was forced to close after the mines were shut down during the depression, and the mines could no longer pay their grocery bills. At this point the Dimich family was in the bottling business full time. A chance meeting in a hotel lobby between one of the Dimich sons and a territorial representative from Pepsi-Cola resulted in the Dimich family becoming Pepsi-Cola bottlers in 1937.

At first, Pepsi-Cola was not readily accepted in Red Lodge. None of the merchants had ever heard of Pepsi-Cola and were not sure they wanted to carry a new drink at this time. The first cases of Pepsi-Cola were sold nearby Belfry - not for cash, but for lunch. Eventually the great taste of Pepsi-Cola, an exceptional value, caught on in Red Lodge and Billings. By 1954 the Pepsi business had expanded so much in Billings that the company could no longer operate out of Red Lodge. So in 1954 a building in Billings was purchased and the Pepsi Bottling plant of Red Lodge was now Pepsi-Cola Bottling Company of Billings, Montana.

Mike Dimich Sr. died in 1957, but his sons and grandchildren carry on the tradition began by him sixty years ago.

Over the past several years many of the family owned franchises have sold out to larger bottlers. It is nice to know

that in Billings, Montana the Dimich family is carrying on the tradition of the Pepsi-Cola Bottlers.



1937 International Delivery Truck

## COLLECTOR INFORMATION

### SUGGESTIONS FOR SUCCESSFUL COLLECTING

1. Don't try to build a collection overnight. It takes time and patience to put together a good collection. Usually when someone tries to obtain a good collection rapidly they become frustrated because it can't be done. If you stay with it for five to ten years you have a real nice collection.
2. Collect what you like. Everyone has different tastes and likes so avoid feeling subjected to the opinions of others on what you should have. When you're at home looking at your collection it should be a time of enjoyment - not regret. You have to live with your collection so buy what you like.
3. Avoid viewing your collection as an investment. Worrying about what items will be worth in the future takes the fun out of collecting. There are too many unknowns about Pepsi collectibles to know what they will be worth in the future. If you are looking for an investment, real estate or the stock market might be better.
4. Buy from reputable dealers. Nothing is worse than spending several hundred or even a thousand dollars and finding out the item is a reproduction. If you're not sure, don't buy it. If you must buy, get a guarantee of authenticity in writing. If the dealer will not guarantee their merchandise it probably is not legitimate.
5. The best way to know what's going on in Pepsi collecting is to be part of the Pepsi-Cola Collector's Club, an organization that shares information about reproductions and new collectibles.
6. Use reference books to identify and date your collectibles. Knowing a little history on the items in your collection makes collecting much more interesting.
7. Have fun! This is what collecting is

about. Always enjoy yourself. If you follow the first six suggestions it will make collecting a lot more fun.

### REPRODUCTIONS

Reproduction, replica, reissue, commemorative, fantasy item - these are some of the most confusing terms in collecting. The reason these are so confusing is because many of these terms are used incorrectly by many people. To help clear up the misunderstanding we will define each term for you.

Reproduction - a copy of an antique or old collectible, a close facsimile to exactly the same.

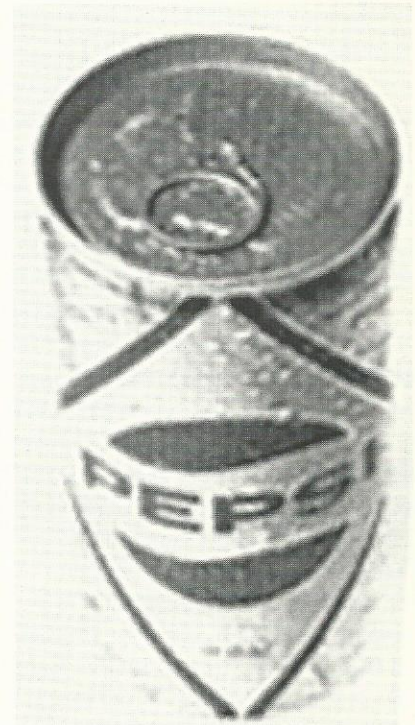
Re-issue - this is an item that had stopped being produced for a period of time and that was made again by the original manufacturer or someone obtaining rights to the original.

Commemorative - an item made to celebrate a date or an event, sometimes could resemble an old collectible but it is not an attempt to reproduce.

Fantasy item - this is a new collectible made to look old even though no item like it was originally produced. The most current fantasy item is the metal crown sign with neon highlighting it.

It is my belief that there is nothing wrong with buying reproductions, commemoratives, or fantasy items as long as you are made aware that they are not originals. This problem is becoming more serious because so many dealers are not really aware of what reproductions exist and some don't care to research what they are selling. Currently you should be very careful purchasing the Pepsi and Pete glass. The original was by Libby, with an "L" in the cuticle on the bottom. The reproduction is by Anchor-Hocking with an anchor in a triangle on the bottom.

### HAVE YOU SEEN THIS CAN?



Have you seen this can? This can was produced by Pepsi-Cola sometime between 1966-1968. It was one of the rarest cans of all the cans used by Pepsi.

# The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is for sale, wanted, or trade.

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein. The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

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

## FOR SALE

For Sale: Green Double Dot Pepsi-Cola caps in mint condition, unused \$30.  
Radio 1947 Double Dot 24" tall with new labels \$650. Serving tray 1940 - Enjoy Pepsi:Cola Hits the Spot \$65. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.  
\*\*\*\*\*

For Sale: Trays - 1930's black "Pepsi Cola Bigger & Better" (Exc) \$45, 1970's Square Flat Rim Tray (Exc) \$25, 1976 Eagle (some scratches)(Very Good) \$15. Bottles: Norfolk, VA Blue/Green (Exc)\$35, PA White Drum (Exc)\$70, Wash. DC Blue/Green (Good)\$35, Durham, NC Green Block (Exc)\$35. Shipping and Handling extra. Contact: Bill Combs, 400 Montemar Ave., Balto., MD 21228-5213 or call(410)744-0816.  
\*\*\*\*\*

For Sale: Small Pepsi collection. Includes die cast banks, thermometers, 16 Oz. Diet Pepsi Bottles (full) in carriers, cake carrier, glasses, trays, etc. SASE for complete list. Contact: M. Frei, 1807 Starbuck Rd., Rescue, CA 95672 or call (916) 676-7422 after 6 p.m.  
\*\*\*\*\*

For Sale: FM Pepsi Radio, Solid state transistor FM radio in the shape of a can. Each 5" high. In a window box. 9V battery not included. \$19.95 + 4.00 S & H. Contact: Valerie Brokus, 1500 Meadow Ct., Bel Air, MD 21014 or call (410)879-6649.  
\*\*\*\*\*

For Sale: Pepsi Die Cast. Spec Cast 1936 Dodge Pickup Frito-Lay \$32, ERTL 1951 Chevy Pickup Pepsi \$35., ERTL Farm Tractor Mt. Dew \$28, ERTL Farm Tractor Pepsi \$35, Spec Cast Ford Tri-Motor Airplane Pepsi \$30, Spec Cast Blimp Pepsi \$20, Spec Cast Peterbilt Tractor-Trailer Pepsi \$27, Spec Cast 1928

Chevy Panel Truck Pepsi \$24, Lledo 1995 Christmas White VW Van in a can \$20, Lledo 1996 Christmas Vehicle 7-Up or Pepsi \$10 each. Contact: Glenn Ackerman, 118 Candora Road, Maryville, TN, 37804-3610 or call (423)983-7187.  
\*\*\*\*\*

For Sale: In window boxes: Pepsi 5.5 inch old timer vintage truck or tanker coin bank. Pepsi Bear 9 inch tractor trailer coin bank \$8 each or all 3 \$20 PPD. or \$5 with above three coin banks. Antique style Pepsi AM/FM Radio \$54 PPD. Contact: Lewis Pittell, 5833 Detrick Rd., Mt. Airy, MD 21771-6129 or call (301)831-6433 Eves.  
\*\*\*\*\*

For Sale: 50's 7-Up Cardboard Sign, features two young children, dressed as a king and queen, drinking 7-Up Slogan - 7-Up for parties. \$25. Contact: Joe Sarchet, 683 White St., Suwanee, GA 30174 or call (770)945-1937.  
\*\*\*\*\*

For Sale: 1970's Stuffed Dolls: Elf (Mint with tag) \$55, Girl Caroler (Exc)\$45, Boy Caroler (Very Good) \$35, Snowman(Exc) \$45, Animated Set - Santa & Rudolf (Exc) Take 2 D batteries each \$300 set, 1976 License Plate "Feelin Free in Tenn."(Exc)\$10, Shipping & Handling extra. Contact: Bill Combs, 400 Montemar Ave., Balto. MD 21228-5213 or call (410)744-0816.  
\*\*\*\*\*

For Sale: Store advertising for Pepsi Stuff Promotion: Pepsi Stuff wobblers, Pepsi Stuff static clings, Pepsi Stuff hanging flags banner and Pepsi/Doritos card board ad runners. Most items are unused. \$25 + shipping for a box of

nice "stuff." Contact: Bruce & Candy Warhanick, 1566 West Young Drive, Onalaska, WI 54650 or call (608)783-4526.  
\*\*\*\*\*

For Sale or Trade: Many Pepsi glasses super heros, action, etc. All are mint. Some Pepsi trucks, bottles and other items. Want older Pepsi toys and items. Want to upgrade my 1938 composition and wood truck. List for list or SASE gets my list free. Contact: Les Whitman, 121 Skyline Blvd., Oroville, CA 95966 or call (916)589-0259.  
\*\*\*\*\*

For Sale: New Pepsi Blimp Bank - Special \$15 plus postage. Have 100 different banks, trucks, cars, and airplanes. Lots of commemorative bottles. For list send SASE to Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237 or call (515)966-2809.  
\*\*\*\*\*

For Sale: Selling 10-year Pepsi collection, including 1960's vending machine. See at 872 Main St., Ramona, CA. Send inquiries for specific items to Ruth Lepper, P.O. Box 2396, Ramona, CA 92065. Or call (619)789-7336.  
\*\*\*\*\*

For Sale: Matched pair of Birmingham, AL ca 1907 Pepsi-Cola bottles, one Aqua and one Amber. Both perfect. \$250 for pair. Contact: C.F. Crooke Jr., P.O. Box 4904, Pensacola, FL 32507 or call (904)455-9900.  
\*\*\*\*\*

For Sale: Over 100 Pepsi glasses as part of 1,000 glass mail/phone auction featuring cartoon, character, sports, and horseracing glasses. Special feature 50+ brewery commemorative and special edition beer glasses. Auction starts Jan. 15,

ends Feb. 1. Send \$3.50 to Tom Hoder, 444 S. Cherry, Itasca, IL 60143.

\*\*\*\*\*

For Sale: Update - "Guide to Magazine Advertising 1940-1970 for Pepsi:Cola" covers 1,400 + ads (100% increase) new format --\$18.95 + \$3 Postage.

Serviceman's records #1-859 NM\$50, #1-861 EX \$40, Baseball Cards Set/72 #2-761 M\$180; Plate #2-828 M\$110, Clock #1-142 NM \$225; 1940' Thermomter #1-193 EX \$100 Bottle: 75th. New Bern-Amber w/paper label M\$110, 1960' Ashtray "Say Pepsi, Please #1-578 M\$45; 1940' Tray #1-10 NM \$100, 1940' Postcard - PC Center - Washington and San Francisco NM \$20 Each. List (SASE): Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612 or call (717)675-6302 (after 7 PM).

\*\*\*\*\*

For Sale: Gearbox 1912 Ford \$13; Salisbury \$40; Polar Bears T/T: Small \$5, Large \$10; "Tasty Diner \$8; 6 Piece T/T playset \$7; DC-3 \$13; Concorde \$13; Silver Bi-Plane \$75; Semi-Tanker \$50; #2 Regular Fire Truck \$32, #2 Regular & Employee, both \$68. More coming soon. SASE for list. Contact: Charles Lambe, 20996 159th Ave., Zwingle, IA 52079-9503 or call (319)686-4229.

\*\*\*\*\*

**WANTED**

Wanted: 1950's Pepsi Toy Soda Fountain Dispenser with box. Contact: Joe Sarchet, 683 White ST., Suwanee, GA 30174 or call (770)945-1937.

\*\*\*\*\*

Wanted: To buy signs, clocks, amber bottles, tip and serving trays, cardbard pictures, calendars, fobs, bottle caps and any rare double dot items. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 or call (910)288-3780.

\*\*\*\*\*

Wanted: Pepsi Cans, old and new, anything canned by Pepsi. Will buy or trade. Still looking for cans from AK, HI, AZ, CO, OK,MS,AL,SC,NY, and RI. I have 300 cans for sale or trade. Send \$1 for list to: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

Wanted: To buy Pepsi sports and non-sports trading cards. Also have Pepsi sports and non-sports trading cards for trade and sale. Contact: Jerry Hilton, 10263 Gandy Blvd., #308, St. Petersburg, FL 33702 or call (813)577-1423.

\*\*\*\*\*

Wanted: Pepsi-Cola Centers U.S.O. Volunteer Lapel Pin VH2 #442. Contact: Phil Dillman @ (708)798-0404.

\*\*\*\*\*

Wanted: Pepsi Thermometers #'s 189, 191, 194, 197 in Vol. #1 of Pepsi Collectibles. (Send Prices). Contact: Donnie Craft, 146 Mullins Ave., London, KY 40741.

\*\*\*\*\*

Wanted: Door Pushes #0234 and #0235 (Stoddard Complete Guide), also: Disney Matchbooks, and "feather" bookmarks (#1479, etc.). Contact: Bob Staedel, 529 Yosemite Dr., Livermore, CA 94550-2430.

\*\*\*\*\*

Wanted: Someone who has an interest in old "Mountain Dew" Bottles. Contact: John Hamann, 1834 Vienna Ct., Pekin, IL 61554, or call (309)353-2548.

\*\*\*\*\*

Wanted: Information, photo, correct colors, on want may be a "kwikcold" non elect. cooler measuring 23" x 32" x 36" tall, with four embossed double dot tin signs, also reading "Bigger Size 5 cents." This appears to originally have been yellow with red stand and lid. I need to know the correct colors for restoration. Contact: Rob Thomas, 10354 Lewis Rd., Clio, MI 48420.

\*\*\*\*\*

Wanted: New can collector would like to establish links with other can collectors worldwide to trade or buy - even collections no longer wanted. Contact: Bill Vandeweghe, R.R.1, Blenheim, ON, Canada, N0P1A0, or call (519)676-8701 or e-mail byande@ciaccess.com.

\*\*\*\*\*

Wanted: Pepsi "disc or button" sign from the 50's (not crown or bottle cap sign similar to Coke's button; also wanted for seltzer bottles Pepsi or others. Finally celluloid signs wanted anyt beverage brand call Bill at (505)758-4775, or write 1008A Paseo Del Pueblo Sur #179, Taos, NM 87571. E-mail: icecold@flash.net.

\*\*\*\*\*

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.

# WELCOME NEW MEMBERS

Theodore Wells  
Sedalia, MO

Nancy Hulliberger-Rachaw  
Shepherd, MI

Lisa K. Judy  
Potomac, IL

Neil Lashway  
Champlain, NY

Jill Dir  
Wichita, KS

Patty Pietig  
Carroll, IA

C.F. Crooke, Jr.  
Pensacola, FL

Lynda Dunham  
Victorville, CA

Glenn Sanders  
Bailey, NC

Cliff Barnes  
LaPlata, MO

Mike Toepffer  
Manhattan, KS

Linda McEntee  
Nauvoo, IL

Rhonda Massey  
Runnells, IA

David & Karen Moehlman  
Norwalk, OH

Carl & Rebekah Walker  
Aledo, TX

Angela McCutchen  
Alma, WI

Thomas Skornicka  
Ortonville, MI

Karen Ballhagen  
New Hartford, IA

Wendy Phillips  
Muncy, PA

Pam & Tim Byler  
LaGrange, IN

Jennifer Henson  
San Jose, CA

Doug Brumit  
New Haven, MO

Vera Frase  
San Jose, CA

Bill Parker  
Clifton, VA

Laurie Patterson  
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Annie Escamilla  
Benicia, CA

Larry Sanderson  
Jacksonville, NC

Stephen Chapman  
Battle Creek, MI

Tom Mendenhall  
Hutchinson, KS

Gilbert & Vivian Schofield  
Naples, FL

Burford Feltner  
Harrodsburg, KY

Angie Ranson  
Bloomington, IL

Glenda Schottenstein  
Tucson, AZ

Linda Baker  
Lakewood, CA

Fred Weisser  
Syracuse, IN

Mary Knowles  
Coleman, TX

Gorden Freedy  
St. Paul, MN

Gerald & Bonnie Young  
Aurora, CO

Timothy Kuzma  
New York, NY

Sharon Bates  
Jefferson City, MO

Rapphaille & Thomas Cappos  
Tinley Park, IL

Trevor Cohen  
Brampton, ONT

Laura Haight  
Bay City, MI

Thomas & Judith Thompson  
Indianapolis, IN

Don Schmidt  
Upper Co., MD

Ian Blackmore  
Gander, NF

Michael Sant Angelo  
Dearborn, MI

Mary Anne Robinson  
Sterling, VA

Elizabeth Perez  
Brooklyn, NY

Theresa & Peter Mergard  
Cheyenne, WY

Eileen Engels  
Galva, IL

Joye & Charles Klein  
Lafayette, IN

Tammy Atchley  
Sevierville, TN

Caroline Hyatt  
Morgantown, NY

Donna and Russell Cope  
Duncan, OK

Mona Freiburger  
Danville, IN

Joe Van Steenberg  
LaVerne, CA

# PEPSI-FEST '97 REGISTRATION

If you plan on attending Pepsi-Fest '97, March 20th thru 22nd please complete and return this form as soon as possible - we need to have an accurate count of those attending the various events.

The registration fee of \$6.00 per person includes a Registration badge that **MUST** be worn to all Pepsi-Fest functions. The packet will contain a lapel pin, deck of playing cards and several other items all bearing the Pepsi-Fest logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

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

This year we are offering a directory of all Pepsi-Fest attendees. If you are attending and **DON'T** want your name listed please check the box provided below.

**Reservations to stay at the Ramada must be made directly with them.** To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to: PCCC PO Box 817 Claremont CA 91711. Any questions call Bob Stoddard at (909) 946-6026. Please return this form no later than March 14th, 97.

Members Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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

3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

**DON'T PLACE MY NAME IN THE PEPSI FEST '97 DIRECTORY**

REGISTRATION FEE ONLY # \_\_\_\_\_ @ 6.00ea = \$ \_\_\_\_\_  
 —children under 10 free—

PACKET W/REGISTRATION FEE # \_\_\_\_\_ @ 18.00ea = \$ \_\_\_\_\_

BE SOCIABLE PARTY 3/20 # \_\_\_\_\_ @ 6.00ea = \$ \_\_\_\_\_  
 —Taco Bar & Pepsi—

PIZZA PARTY 3/21 please fill in! # \_\_\_\_\_ INCLUDED IN REGISTRATION

FEST FAREWELL DINNER 3/22 # \_\_\_\_\_ @ 10.00ea = \$ \_\_\_\_\_

Childs meal # \_\_\_\_\_ @ 4.50ea = \$ \_\_\_\_\_

SWAP MEET TABLE(S) 3/22 # \_\_\_\_\_ X cost (see below) \$ \_\_\_\_\_

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

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each addnl table, **ONLY IF STAYING AT THE RAMADA.** Otherwise, \$20.00 for the first table and \$10.00 for each addnl table. Tables must be paid for now in order to reserve.

\*\*\*\*\*

IF NOT ATTENDING but you wish to order a packet the cost is \$20.00. Complete the above name and address section, packet will be mailed AFTER Pepsi-Fest '97. # of packets \_\_\_\_\_ @ \$20.00 ea. = \$ \_\_\_\_\_

The  
Complete Guide  
To



Collectibles  
by  
BOB STODDARD



This book is the first full color Pepsi-Cola collectible guide ever written. It contains over 1500 color photographs of Pepsi collectibles ranging from the rare to the interesting. Hardbound for lasting quality, it includes 192 pages of facts, information, and prices on Pepsi memorabilia. Stoddard traces the development of the Pepsi-Cola trademark from 1898 to present. The Complete Guide to Pepsi: Cola Collectibles is a must for any collector from the beginner to the serious

#1096 *The Complete Guide to Pepsi: Cola Collectibles* by Bob Stoddard \$34.95

Please include \$6 for shipping and handling and remit to:

Double Dot Enterprises  
P.O. Box 817  
Claremont, CA 91711

PEPSI-COLA COLLECTORS CLUB  
P.O. BOX 817  
CLAREMONT, CA. 91711

**First Class Mail**  
**U.S. Postage**  
**Paid**  
**Covina, Ca. 91722**  
**Permit No. 173**

Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430