

# PEPSI-COLA

## COLLECTORS CLUB

Volume 9 Issue 3

NEWSLETTER

JULY-AUGUST 1992

### ◆ CLUB NEWS

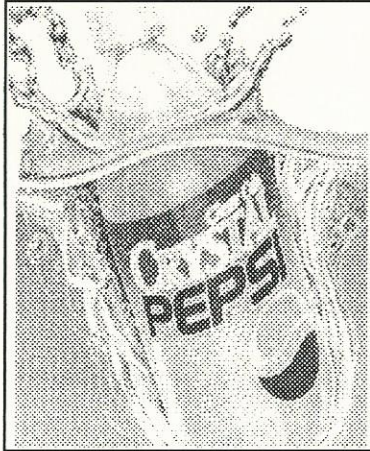
## LAS VEGAS HERE WE COME!

This issue of the PCCC newsletter is dedicated to the memory of Joe Brown who passed away June 3, 1992. Joe was a former Pepsi-Cola employee and long time club member. He worked as an accountant with Pepsi-Cola for over 25 years.

Over the years Joe worked at the various Pepsi-Cola headquarters including, Long Island City, NY. and Purchase, NY. After the acquisition of Taco Bell Joe was transferred to Taco Bell headquarters in Irvine, California. While living in Irvine Joe heard about the annual PCCC picnic, of which he attended along with his wife Ernette.

Joe was a loyal member of the So. California chapter, attending many events and offering support and help where needed. We extend our condolences to his wife, Ernette and family. Ernette stated that she will remain a member of the PCCC and continue Joe's collection.

◆◆◆◆  
Pepsi Fest West is just days away and we are all very excited about holding this event in Las Vegas, NV. The BIG question is; will the casinos win out over room hopping? This will certainly test the devotion of the Pepsi-Cola collectors tempted by the allure of the neon lights from the gambling palaces on the strip. What we know for certain is that



NEW CRYSTAL PEPSI

## PEPSI FEST '92 GROUP PHOTO NOW AVAILABLE

### ◆ CLUB NEWS

## IT'S THE HILTON

attendance will be at an all time high for Pepsi Fest West. The date is July 17th-18th, 1992 at the Hacienda Hotel & Casino, 1 (800) 634-6713. Room reservations must be made directly with the hotel, the rate is \$42.00 dbl. (Garden rooms). See you there (and I don't mean the casino) !!

I'm pleased to announce that the 1993 Pepsi Fest will be held at the Airport Hilton Inn, Indianapolis, Indiana, March 25th-27th, 1992. This is a very beautiful hotel conveniently located by the airport. We have a room rate of \$53.00 up to 4 people. There is an indoor pool and enough meeting space to accommodate our group.

317 244 3361  
Stay tuned for more info on Pepsi-Fest 93 in future issues of the PCCC newsletter.

### Inside This Issue

1 PEPSI FEST WEST

2 PEPSI CLEAR

3 DANCING PEPSI CAN

4 MYSTERY BOTTLE

5 TOTE BAR SYSTEM?

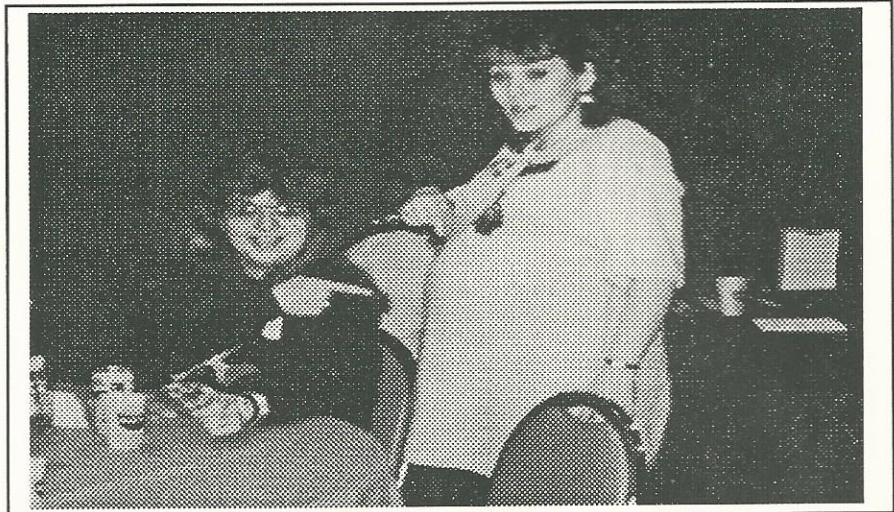
## ◆ CLUB NEWS

**IT'S A BOY**

Welcome to our newest Pepsi collector, Tyler Glen Jordan born May 16th, weighing 8lbs 6oz. As a member of the Jordan clan (regular attendees of Pepsi-Fest) Tyler Glen will undoubtedly become a very serious Pepsi collector. Congratulations to parents, Bruce and Royann Jordan and grandparents, Butch and Maxine Jordan.

At this past Pepsi-Fest we took a first ever group photo. We've had a number of requests for copies of the photo. To make it easy on everyone we will offer the picture on a one time basis. The photo will be 12x8 full color and the cost including shipping is \$6.50, make your check to the PCCC. Send to: PCCC, P.O. Box 1275, Covina, CA. 91722.

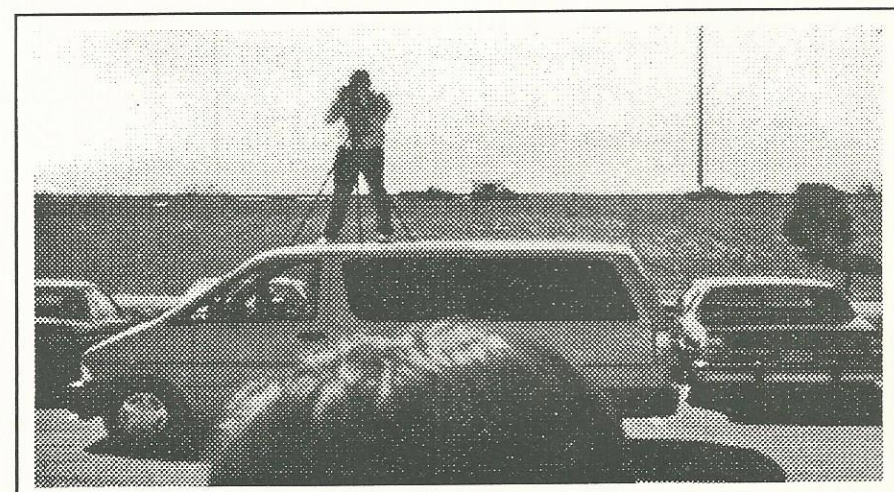
It is our continued goal to improve the look and content of the PCCC newsletter. Recently we have made a lot of changes to the format of this publication, please let us know how you like the new newsletter. Also we invite you to make suggestions and to submit articles on subjects you would like to share with other members. We always need roadside photographs and Pepsi n Pete questions. We hope that you enjoy reading the newsletter as much as we enjoy publishing it.



*ROYANN JORDAN AT PEPSI FEST*



*1992 PEPSI FEST GROUP PICTURE*



*BOB STODDARD TAKING PEPSI FEST PHOTO*

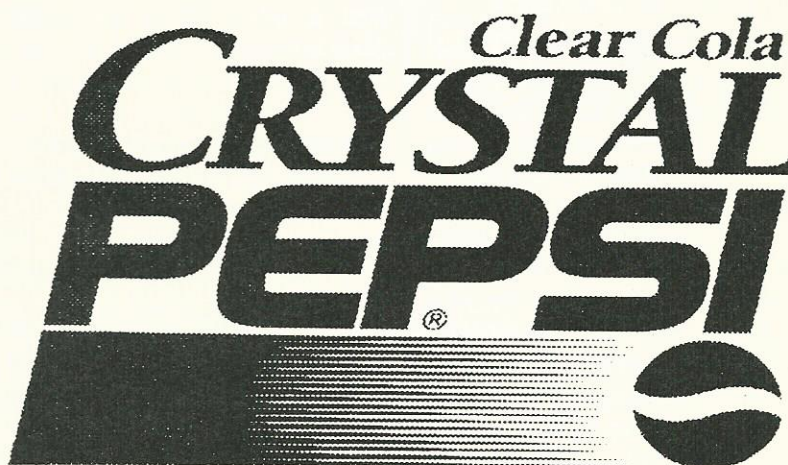
COLLECTORS  
◆ INFORMATION

DANCING DIET  
PEPSI CAN



COLLECTORS ALERT!!!!!! The "Movin and Groovin" Diet Pepsi toy can has been reduced in price from \$19.95 to \$4.99 at most Kay Bee toy stores. This can has a body that rocks, hands and sunglasses move up and down in response to external noise (music). At this price they won't last long, so get out to your local Kay Bee's and get yours today. Caution; we can't guarantee that all Kay Bee's carry this toy or that all have discounted the price down to \$4.99.

The "Movin and Groovin" can is made by Meritus Industries Inc., Livingston N.J., copyright 1991. It features the new Diet Pepsi graphics and has the "you've got the right on baby uh huh" slogan printed on the front.



Over the years Pepsi-Cola has had a reputation for being a innovative and forward thinking company. In 1933 Pepsi-Cola was the first soft drink company to offer a 12 ounce bottle for five cents.

In 1964 Pepsi introduces America's first national diet soft drink, Diet Pepsi, which today is the fourth largest brand in the soft drink industry selling more than 1/2 billion cases annually. With this kind of history it should have been no surprise that Pepsi would once again lead the way with the introduction of a new category of carbonated soft drink; Crystal Clear Pepsi - a clean, caffeine free, low sodium cola with 100 percent natural flavorings and no preservatives. This product is currently being test marketed in Providence, Rhode Island , Dallas Texas, and throughout Colorado.

The new category links the dominant cola segment with a growing preference for light-tasting beverages. The product's crossover appeal to both traditional cola and non-cola drinkers is expected to stimulate a new range of beverage

drinking occasions for today's consumers.

"Cola is the most popular soft drink segment among consumers, accounting for nearly 70 percent of all soft drink sales," said David C. Novak, Executive Vice President Marketing and National Sales, Pepsi-Cola Company. "With Crystal Pepsi, we've developed a unique-tasting beverage that's smooth and refreshing, bringing new news to the cola segment; it adds a whole new dimension to the soft drink aisle -- and to one of America's most loved, most trusted trademarks."

The new beverage will be available in clear 16oz. and 2 liter bottles with a distinctive blue and red graphic design, and in silver 12oz. cans. Crystal Pepsi will be distributed in grocery, convenience and retail stores throughout the three test markets.

Laboratory research and development on Crystal Pepsi took 15 months to complete.

## ◆ PEPSI INFORMATION

## PEPSI-COLA NEW PRODUCT MILESTONES

**1964:** Pepsi introduces America's first national diet soft drink -- Diet Pepsi -- which today is the fourth largest brand in the \$46 billion soft drink industry selling more than 1/2 billion cases annually.

**1982:** Pepsi Free, caffeine-free cola, is introduced nationwide. The product is later renamed Caffeine Free Diet Pepsi, currently the industry's 10th largest brand.

**1984:** Slice is introduced and becomes one of Pepsi's top five trademarks racking up half a billion dollars in annual retail sales. Mandarin Orange Slice goes on to become the number one orange soft drink in the U.S.

**1986:** Pepsi broadens Mountain Dew popularity with the introduction of Diet Mountain Dew. Mountain Dew is the sixth largest brand in the industry sporting double-digit growth annually for the past eight years.

**1989:** Pepsi introduces Wild Cherry Pepsi, found today in nearly a third of the country.

**1991:** Pepsi launches "The Wild Bunch" a successful, limited-edition collection of three Pepsi flavors: Raging Razzberry, Tropical Chill and Strawberry Burst.

**1991:** Pepsi introduces All Sport, an advanced formula sports drink that provides an optimal balance of fluids and carbohydrates.

**1991:** Pepsi brings to market new Slice flavors -Red, Grape, and Strawberry.

**1992:** Pepsi introduces, in three test markets, Crystal Pepsi -- a refreshing, clear cola that is caffeine free, has 100%

## PEPSI AND PETE

Dear Pepsi and Pete:

What year did Pepsi use "MORE BOUNCE TO THE OUNCE" and how long did they use it?

Dear VS:

Until recently I believed MORE BOUNCE TO THE OUNCE" started in 1950 and was used until 1953 but, recently I've received information that makes me think "BOUNCE" started in 1949. It's a unique slogan because it was used during the cross over from double dot to single dot.

Dear Pepsi n Pete:

Concerning your article on the "swirl bottles", there was also a 6 1/2 ounce bottle.

Dear GS:

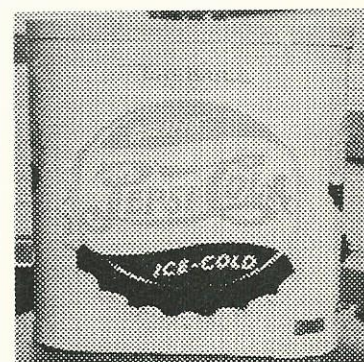
Thanks for the information, after you told me about the 6 1/2 ounce I went out and found one for my own collection.

Dear Pepsi n Pete:

I have a Pepsi-Cola tote bar system which was never used, with the original instructions that came with the system. What I would like to know is if you could give me some more information about it.

Dear Pat:

Based on the logo on your tote bar system I would guess the date to be between 1947 and 1950. I've never seen information on the tote bar system but, I can tell you basically what it was for and how it worked. It was used to dispense Pepsi-Cola at baseball stadiums and other similar events. The vendor would walk with aisles with this strapped to his back. When somebody wanted a Pepsi he would pull out a cup and with the nozzle end of the tote fill the cup with Pepsi. One sold recently at Pepsi-Fest for approx. \$200.00.



TOTE BAR SYSTEM

**Send your PEPSI  
AND PETE  
questions to :  
PEPSI AND PETE  
P.O.BOX 1275  
COVINA, CA. 91722**

## ◆ MEMBERS

**COLLECTORS  
SPOTLIGHT**

We've received quite a few "collector spotlight" forms in recently. It's always interesting to read about others and how they got started collecting.

**Debbie Brix from Wallace Michigan** has been collecting for about 6 years. Debbie got started more out of curiosity about how old the drink Pepsi was and the fact that it is hard to find. Some of her favorites are old glasses, bottles and cans from other countries. She's also a true loyalist; "If I'm thirsty and go to a pop machine and if they don't have Pepsi in there, I don't get anything.

**Vel & Gary Shelt from Los Angeles, California** have been collectors for about 1 year. They have been drinkers of Pepsi for almost a quarter of a decade. They always liked Pepsi items - but when they found out a relative was collecting that other cola they declared war! The result has actually been a helping of each other with their respective collections.

**Ben Harrison from Franklin, Virginia** has been collecting approximately 4 years. He got started when he dug up a Pepsi bottle from 1910's. Ben's favorite items are; Model 27 Vendor machine, neon clock and all the little items like bottle openers, pins, pocketknives.

**Jerry Heist from Oley, Pennsylvania** is a collector of 2 years. Jerry's father had bought stock in Pepsi back in the forty's. The family had started buying

him Pepsi items over the years. That collection was handed down to Jerry and he has continued the tradition.. Some of his favorites are: Pepsi n Pete fan pull, 1939 pocket knife, 1958 toy truck. Jerry will only drink Pepsi and in his house "Coke is a dirty word"!

**Leroy Summers of St. Louis, Missouri** has been collecting for 4 years. He got started when he bought his first Pepsi clock at an auction for \$12.00. His neons are among his most prized possessions.

**Stephen Marino from Birmingham, Alabama** has been collecting for over 15 years. Pepsi is his main drink which led to family and friends giving him items of Pepsi memorabilia and we all know what happens then. When attending meetings Stephen will stick a can of Pepsi in his brief case in case the hosting location has the bad taste to serve the other drink.

**Hugh H. White Jr. from Waukegan, Illinois** has been a collector over 25 years and drinks about 84 ounces a week. He loves Pepsi and collects anything Pepsi.

**Elizabeth Johnson from St. Paul, Minnesota** prefers collecting Mountain Dew. Her father got her started by giving her a clock, "if you're going to drink it you might as well collect it". Elizabeth has been collecting about 5 years now.

**Adriane Zmudzinski of South Bend, Indiana** says her drink of choice is Caffeine Free Pepsi, about 2 cases a week. Her boyfriend is a member of BCCA, so she decided to have a collection of her own.

**Walter Back of Gadsen, Alabama** is a bottler of Pepsi-Cola since 1961. He joined the PCCC to see what was

available.

**Nancy Weaver & Darrell Lahr of Seagoville, Texas** have been collecting for about 4 years. They prefer the 2 litre Pepsi and consume about 10 to 15 2 litre bottles a week. They collect not only Pepsi, but Frito-Lay, and Pizza Hut.

**Dorothy Pickett of Albuquerque, New Mexico** has been collecting for 5 years. One day looking out her back yard door, up in the sky was a plane writing PEPSI, she took a picture and was hooked!. Some of Dorothy's favorite pieces are; 1909 Gibson Girl Tray, 1940's Military cardboard window display by the Boston Post, 1950's 10k filled Zippo lighter and the 75th anniversary commemorative glass set in original box. Her drink is Caffeine Free Pepsi. If in New Mexico you spot a license plate "PEP C HOLIC" say hi to Dorothy.

**Charles C. White of Arlington, Virginia** has been collecting for 8 years. Charles states that he can't build winning model airplanes and boats without drinking Pepsi and once the model is complete it must be christened with a splash of Pepsi.

**Robin Goff of Peoria Heights, Illinois** has been collecting for 2 years. As a serious Pepsi drinker Robin thought it would be fun to collect the memorabilia of this wonderful product.

**Robert Cary of Tahlequah, Okalahoma** has been collecting for 5 years. His collection got started when his older sister gave him a card with 2 Pepsi bottles on front and the same week he bought a Pepsi with a missprint. Even though he loves all his possessions, the double dot General Electric cooler chest is Robert's favorite.

## ◆ HISTORY

# MYSTERY BOTTLE

On June 8, 1931, in the United States District Court for the Eastern District of Virginia, National Pepsi-Cola Corporation was adjudicated a bankrupt, the second bankruptcy in Pepsi-Cola history. Only three years earlier under



1930-31 PEPSI-COLA BOTTLE

the laws of Virginia, Roy Megargel had formed the National Pepsi-Cola Corporation. This era of Pepsi-Cola history has been referred to as the dark years but they could also be referred to as the mysterious years because not much is known about the National Pepsi-Cola Corporation. The most important artifact of this era is this unusual looking bottle. This bottle is also cloaked in mystery. The proximity of the patent design date to the bankruptcy date make us wonder, why would a company having financial problems try to market a new product container? According to the patent design number (D-8058) on the bottle the patent was issued in 1930-31. Another curious thing about this bottle is that it has some resemblance to a bottle produced by an Atlanta soft drink company.

Another piece of memorabilia from this time period is a green tin sign (#1971 Introduction to Pepsi Collecting) pictured on this sign is the 1930-31 bottle. Other than this tin sign there is no other known example of this bottle being

advertised or used by the National Pepsi-Cola Corporation. Perhaps this bottle is the perfect symbol for this chapter in Pepsi-Cola history, because we don't know much about the bottle or the National Pepsi-Cola Corporation. In 1928 the National Pepsi-Cola Corporation was the 4th parent company to own the famous Pepsi-Cola trademark.

Much of the information contained in this article was from the book "Twelve Full Ounces", by Milward W. Martin. Anyone having any information that can help unravel the mysteries surrounding this bottle please let us know.

# LONGNECKS

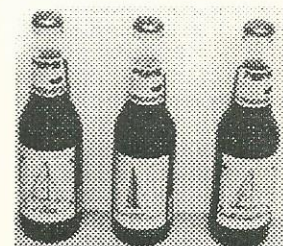
Over the past several decades the cost to produce glass bottles has been steadily increasing. The use of the glass bottle for a soft drink container became prohibitively expensive. Although there was plenty of older returnable bottles around, it just wasn't feasible to make new bottles. As a result the number of new commemorative bottles became almost extinct.

Enter the longneck, a glass bottle,

*Because of this the commemorative bottle is making a comeback.*

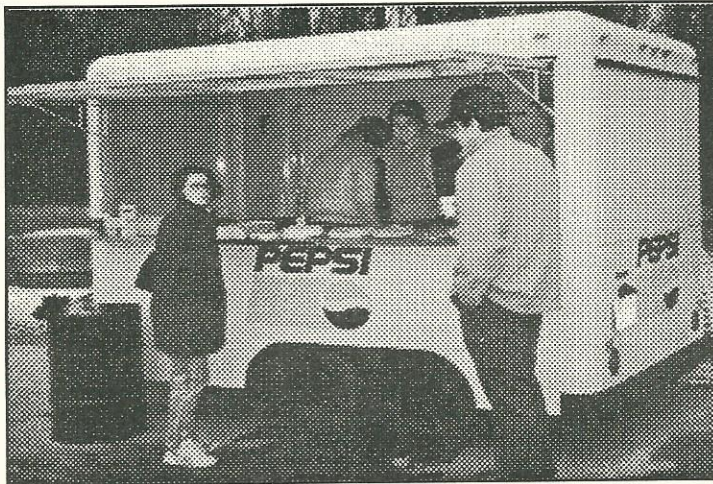
shaped like the long neck beer bottles. These bottles are manufactured in Mexico, so

they are able to keep the cost affordable. Because of this the commemorative bottle is making a comeback. It started with the Desert Storm bottle which became an instant collectible. Last year the Pepsi bottlers in the Southeast issued a set of Richard Petty bottles followed by another set this year. From what I hear around the country this new Petty set is very hot. Pepsi-Cola San Diego has produced three longnecks to commemorate the Americas Cup. I've also seen a commemorative for the Dollywood theme park in Tennessee.



AMERICA'S CUP LONGNECKS

# ROAD SIGNS



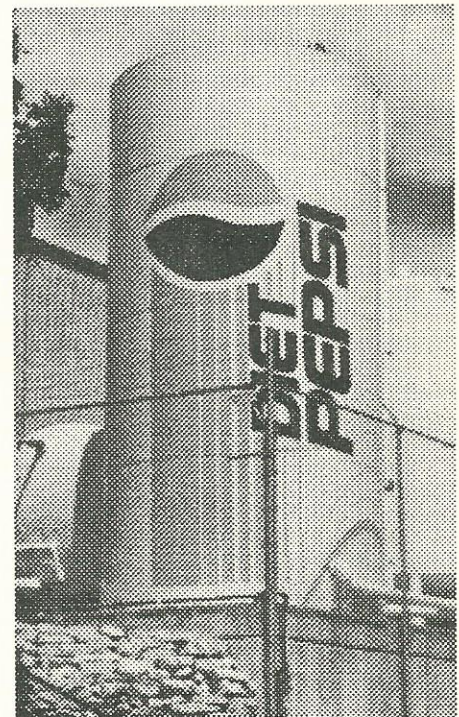
*BRENDA STANICKI HAVING A PEPSI AT REFRESHMENT STAND OFF INTERSTATE IN OHIO. HER & EMMETT WERE RETURNING HOME FROM PEPSI-FEST 92.*



*OLD BAR AND GRILL IN NEW JERSEY*



*TIME AND TEMP SIGN IN FRONT OF BALTIMORE PEPSI PLANT*



*STORAGE TANK AT PEPSI PLANT OMAHA NEBRASKA*

## ◆ 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 \$2.22
3. Mural (13"x7") New Bern, N.C. with brochure \$15.00
4. Mural postcard with brochure \$3.22
5. 85th Anniversary Lennonx 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 \$1.15
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.

\*\*\*\*\*

Pepsi, Orange Crush, Coke, 7UP and other brands of pop bottles and related items (Canadian and American).

Please

write or call for complete list. Also interested in your list of bottles for sale, older the better.

Contact: Robert J. Diwar  
9551 Patterson Rd., Richmond, B.C. V6X 1P8 or 604 278-3062.

\*\*\*\*\*

1-1942 Pepsi-Cola calendar \$70; 1946 -\$65.; 1947-\$65.; 1-set Pepsi-Cola steak knives \$55.; 1-18 in. Pepsi thermometer \$65.; Pepsi rubber change mat \$35.; Pepsi 16 in. dia. 17776-1976 Tray \$16.; 1951 thru 1990 ABCB, NSDA, IBE Convention bottles. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, S.C. 29609 or 803 232-5206.

\*\*\*\*\*

My new 6 page catalog - dated 4/20/92 is now available featuring many Pepsi-Cola and Coca-Cola collectibles. Many new items - dealer discounts - all prices include (all) s/h charges. Its free - write or call for your free copy today: John F. Langlois, 5236 Essex Farms Lane, Stone Mountain, GA. 30088 or 404 981-6394.

\*\*\*\*\*

Pepsi "Gull Wing" full size cooler non-electric, fully restored pg. 35 VH#2 \$1500.; small nice original square corner 60's machine original condition \$325. works great. Contact: Lance Lewis, 42409 Agena St., Temecula, CA. 92592 or 714 699-3442.

\*\*\*\*\*

Several wooden Pepsi-Cola bottle boxes, they have 12 compartments and Pepsi-Cola on ends and sides. Early 60's vintage a nice collectable, \$10.

+\$3.00 shipping anywhere in US.

Contact: Joe Lockhart, Box 210, Easton, Maine 04740 or evenings 207 488-6811.

\*\*\*\*\*

Trays: #1-6 NM \$40.; #1-10 EX \$75; #2-798 M \$18.; Signs: 50's Santa (easelback) #1-395 NM \$60.; Rockwell #1-398 NM \$50.; Open/Close #1-429 M \$20.; Display (2-sided) metal 26x12 EX \$45. ; Wooden case-12 bottles #12250 NM \$15.; Banks: Tin Hallmark NM \$30.; Can shape (PL) M \$15.; Mattel Computer Warriors M \$20.; Paperweight (round) M \$45; New list 200+ (SASE) to: Tom Rosing, 15 Glendalough Rd, Dallas, PA. 18612 or 717 823-4433 Plus postage.

\*\*\*\*\*

Richard Petty longneck 8 bottle set \$25.; Pepsi Crystal Clear test market cans or bottles \$2. each. Plus postage, orders over \$50. postage paid. Send SASE for

Pepsi list to: Bob Schoonover, 2635 Capitol, Des Moines, Iowa 50317 or 515 262-0746.

\*\*\*\*\*

1:10 scale die-cast model of Pepsi sponsored suzuki GP race motorcycle. Great Graphics! \$34.95 + 4.95 S&H. Contact: Moto-Mini, Dept P. Rt. 4, Box 516A, McKinney, Texas 75070-9642. Texans add \$2.53 tax. 214 837-2356.

\*\*\*\*\*

Handbook of Painted Label Soda Bottles - newly revised for 1992. Contains listings of Pepsi bottles by City/State, pictures 40+ Pepsi bottles. This price guide contains 4,000+ photos, lists 15,000+ bottles. Send \$27.95 (\$24.95 + \$3.00 shipping) to: Soda Mart, 1055 Ridgecrest Dr. Goodlettsville, TN. 37072, (615) 859-5236 for Visa/Mastercard orders.

Handbook of Miniature Soda Bottles - just updated for 1992. Includes history of Pepsi and pictures 19 Pepsi mini bottles. This price guide contains 300+



◆ MARKET PLACE

FOR SALE

pictures, 57 pages. Send \$15.00 (\$12.00 + \$3.00 shipping) to: Soda Mart, 1055 Ridgecrest Dr., Goodlettsville, TN. 37072, or call (615) 859-5236 for Visa/Mastercard orders.

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\*\*\*\*

Send .58 cents in stamps for a complete list of Pepsi items for sale or trade to: Michael Noll, 1647 La Salle, Santa Maria, CA. 93454-1553. See you all at Pepsi Fest-West in Vegas! Bring your traders.

\*\*\*\*\*

Send SASE (2 stamps) for list of items for sale. We also buy, or trade. Contact: Elizabeth Gay aka Pepsee Lady, 18750 Highland Dr., Fairhope, AL. 36532 or 205 928-3008.

(2) 45" tin die cut bottle (#1935 Intro) EXC. \$600. and 9-VG \$400.; 1941 Calendar (1176 Intro) NM \$475. ; (2) 1966 Grand opening glass Keemmling, CO. (#1457 Intro) NM \$35.; Match covers MT (#1483) \$8.; (#1486) \$8.; (#1989) \$8.; (#1488) \$15.; Matchbooks full (#1491) \$10; (#1498) \$8.; Zippo engraved lighter "Safe driving award 1962 C. Schott" front side has enamel bottle cap logo NM \$75.; All items plus postage, contact: Jeff Brady, 160 Shingle Hill Lane, Hanover, MA. 02339 or after 7:00pm EST 617 878-9439.

\*\*\*\*\*  
\*\*\*\*

Petty longneck Pepsi-Cola, 1991 set of 4 \$30.; 1992 set of 8 \$60.; "go withs" available price includes

UPS. Contact: Marjorie Miller P.O. Box 301, Darlington, S.C. 29532.

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1992 Richard Petty set of 8 longneck Pepsi \$40. + \$5. shipping per set. Over 2000 commemorative pop bottles. 10oz. thru 32oz.. Pepsi, 7UP, Coke, RC, Dr. Pepper and NSDA. Send \$2. for list.

Contact: Triple B Bottles, 143 Jones St., Wellington, OH. 44090

\*\*\*\*\*

WANTED

Refer to "Intro to Pepsi Collecting" numbers. Pepsi & Pete items such as #1732, #1733 & #1734. Illuminated sign #1893. Door push plates and pull handles such as #1390 thru #1393. Calendars #1164, 1165 & 1167. In near mint or better condition on all items. Contact: Terry "K" Lunt, P.O. Box 577631, Modesto, CA. 95357-7631.

\*\*\*\*\*

Buying all pre-1950 Pepsi and Coke advertising signs, cardboards, tins, porcelains, lit and neon clocks. Top \$\$\$ paid for early clean advertising especially Pepsi & Pete. Contact: Robert Newman, 10809 Charnock Rd., Los Angeles, CA. 90034-6606.

\*\*\*\*\*

Will trade Coke Vendo 44 in near mint original condition for Pepsi Jacob 56 machine in same condition. contact: Kim Pyett at 403 270-8906, if no answer leave message.

\*\*\*\*\*

1941 Calendar #1175 (Intro), cardboard sign 1940 (#1743 Intro), cardboard sign 1941 (1826 Intro), cardboard sign (#1831 Intro).

Contact: Jeff Brady, 160 Shingle Hill Ln., Hanover, MA. 02539 or after 7:00pm EST 617 878-9439.

\*\*\*\*\*

R/W.B single dot 12oz. Bradham Drug Co. Hutchinson bottles, opening plant glasses, Zanesville serving tray, bake lite bottle radio, Pepsi product sample cups, tin bottle signs, Pepsi home tapper, Shake cans, etc. Please send description/prices to: Michael Noll, 1647 La Salle, Santa Maria, CA. 93454-1553.

\*\*\*\*\*

I'd like to hear from collectors of Pepsi playing cards and bookmatches. If you sell or trade these items contact: Gregory Quina, 3942 Highway 297-A, Cantonment, FL. 32533 or 904 477-5031.

\*\*\*\*\*

Pepsi South Dakota "Celebrate the Century" set. I collect all cola cans. I'll buy or trade for the cans I need. Contact: Bill Swanson, 14630 Garrett Ave. #613, Apple Valley, MN. 55124.

\*\*\*\*\*

Want to buy Pepsi machines, salesman sample cooler and good to mint condition flange signs. Anything considered, buy, sell and trade. Contact: Bill Bryk, Rt. 1, Box 114-P, Coweta, OK. 74429.

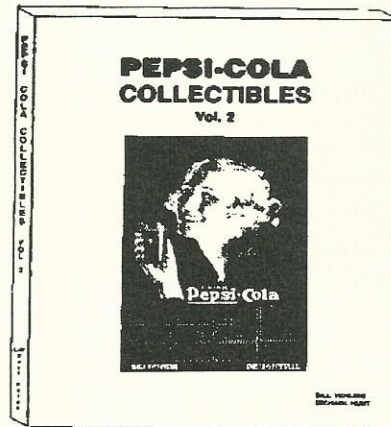
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PEPSI-COLA COLLECTIBLES VOL #1  
with revised 1989 prices by Bill Vehling  
and Michael Hunt. 148 pages with over  
900 item illustrated and prices. Cost is  
\$14.95 + \$3.05 postage= \$18.00 per book.

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

ALSO AVAILABLE: 1989 price list to  
update 1986 printing of Vol. #1. Cost  
\$3.00ppd.

Send payment with order to: Bill  
Vehling, P.O. Box 41233, Indianapolis  
IN. 46241.



**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 typesetting charge of 47.00. Ads will be run once unless other stated. Please note whether your ad is "for sale", "wanted", or "trade".

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

**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  
P.O. Box 916  
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  
Roy Bernick  
Box 1184  
St. Cloud, Minnesota 56302

So. California PC Club  
Tony Llamas  
1142 W. Porter, Fullerton  
California 92633

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

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

## PLACES TO FIND PEPSI

McCloud's Antiques, sp #5  
120 W. Main St., Mesa, Arizona

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

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

Sign of Good Taste  
269 E. 2nd St., Pomona,  
California

The Pepsi Parlor  
On the Square, Lynchburgh,  
Tennessee

The Gasworks/Pepsee Lady  
818 N. McKenzie, Foley, Alabama

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

Sandy's Curiosity Ship  
Glenstone at Chestnut, Springfield,  
Missouri

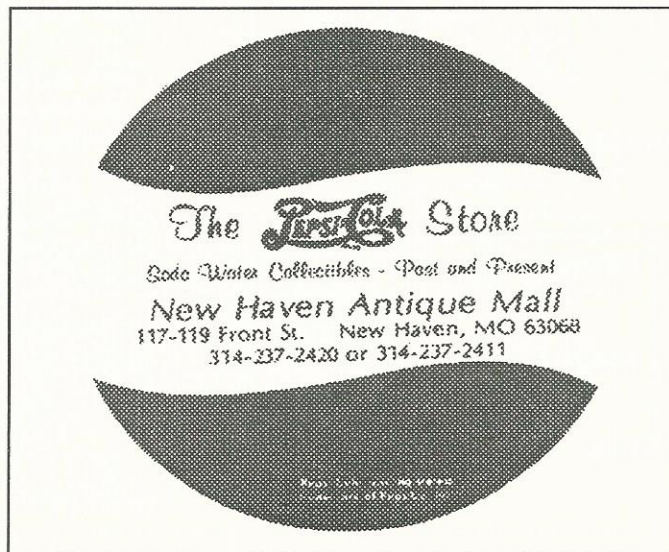
Pepsi-Cola Memphis Bottling  
520 E. Grand Ave, Memphis, Missouri

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



# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722  
Permit No. 173

Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430  
USA



## PEPSI-COLA LOGO LAPEL PIN SET

To commemorate the Pepsi-Cola Company new logo we have issued this limited edition lapel pin set. Each set will be mounted in a oak frame (approx. size 8"x10") and individually numbered. The set will consist of 8 lapel pins representing the major logos used throughout the history of the Pepsi-Cola Company. There will only be 500 pin sets made and numbers will be assigned on a first come, first serve basis. These are not available anywhere else. They will be gone soon, order yours today.

Each set is \$65.00 ppd. (limit 2 per person). To order complete this form and return with payment to: Double Dot Enterprises, P.O. Box 1548, Pomona, CA. 91769.

Ship to: \_\_\_\_\_

\_\_\_\_\_

Sets ordered: \_\_\_\_\_

Please pay by: Check, money order or Credit Card - VISA & Mastercard only

Card # \_\_\_\_\_

Exp. Date \_\_\_\_ - \_\_\_\_

Signature of Cardholder \_\_\_\_\_

# PEPSI-COLA

## COLLECTORS CLUB

Volume 9 Issue 4

NEWSLETTER

SEPTEMBER-OCTOBER 1992

### ◆ CLUB NEWS

#### PEPSI FEST WEST WINS IN VEGAS

In November 1992 the PCCC will celebrate 9 years of existence. At the time the club was started it was our goal to bring collectors together, to give them a forum of communication. I believe these objectives have been met.

The newsletter has become a source to get to know other collectors, to locate Pepsi collectibles and to document information on Pepsi and Pepsi collecting. Pepsi Fest and Pepsi Fest West have become substantial events where collectors can add to their collections and meet other Pepsi collectors. The club is still growing and the events only get better each year. I feel the best is yet to come for the PCCC.

At this time we are exploring the possibilities of a Pepsi Fest East, somewhere in the Baltimore area. At the same time we don't want to do anything that would detract from Pepsi Fest in Indianapolis. The Pepsi Fest in Indianapolis will always be our national event. So if you have any interest or care to comment on a Pepsi Fest East please let us know.

Moving Pepsi Fest West to Las Vegas, NV. was a major success. We had the largest turn out for this event ever. Although room hopping was deterred by our rooms being spread out so much, I think everyone managed to make the rounds. We also had a Crystal Pepsi taste test.

THIRST  
DOWN!



PEPSI FEST  
'93  
MARCH  
25-27, 1993

### ◆ CLUB NEWS

Although a few had a hard time telling the difference between Pepsi and Crystal Pepsi most were able to readily identify the two. We also held our first ever Pepsi memorabilia contest of which Mike Vath from Minnesota was the winner. Everyone seemed to enjoy the location and atmosphere of Las Vegas.

Pepsi Fest '93 will be held March 25-27, 1993 at the Airport Hilton Inn, Indianapolis, IN. Registration information will be included in the next newsletter (Nov.-Dec.). At Pepsi Fest '93 we will be having the first ever Pepsi-Cola Collectors Club "Make your own Pepsi commercial contest" details will be included with registration information.

Last but not least, we want our Pepsi Friends in Florida and Louisiana to know our thoughts are with you and we hope no one suffered any serious losses.

317 244 3361  
SARAH  
179295598

### Inside This Issue

1 PEPSI FEST WEST

2 WONDERS YEARS

3 UH-HUH WORDS

4 NEW BERN SIGNS

5 COLLECTORS SPOTLIGHT

## ◆ CLUB NEWS

## LOCAL CHAPTER MEETINGS

St. Louis Pepsi Club: 1st Annual Pepsi Picnic/Swap Meet on Oct. 17, 1992. For more information contact Chris Paradowski at (314) 351-4035.

Chicago Connection Chapter: 1st meeting to be held on Saturday, Oct. 10, 1992 at 7:00pm. Will meet at Pizza Hut, 14747 S. Cicero, Midlothian. For more information contact Larry Woestman 708-3586.

Heartland Chapter : Mel & Karen Weseloh invite collectors to their home on Sept. 19, 1992. Lunch at noon, followed by a swap meet at 109 Fenway Dr., Decatur, IL. Contact Mel at (217) 425-5753.

So. California Chapter: Will be taking a tour of the Pepsi Entertainment facility on October 10, 1992. More details will be sent to local members.

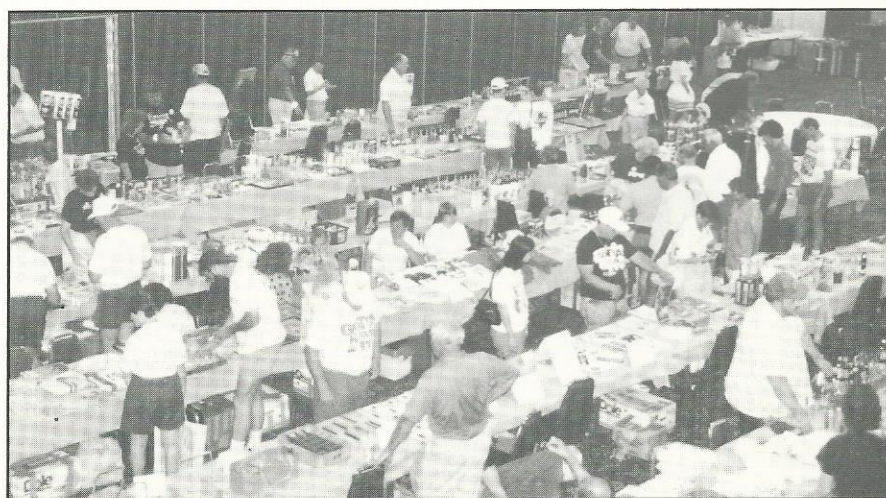
If your PCCC chapter is planning an event, let us know at least a month ahead of time to be mentioned in the newsletter



*SAMMIE BURCH AFTER ROOM HOPING !*



*THE PEPSI CRYSTAL TASTE TEST*



*PEPSI FEST WEST SWAP MEET*

◆ COLLECTORS  
◆ INFORMATION

**WE'VE GOT THE  
RIGHT WORDS  
BABY!**

"YOU GOT THE RIGHT ONE, BABY UH-HUH", but do you have the right words. I've heard a number of different interpretations of what the words to the jingle are. To put to rest this "controversy" here are the words to this most popular Diet Pepsi commercial.

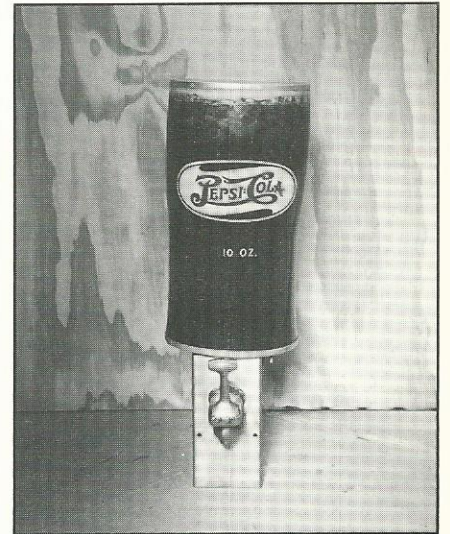
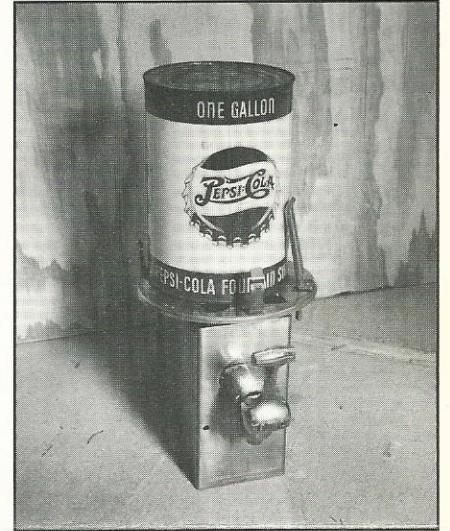
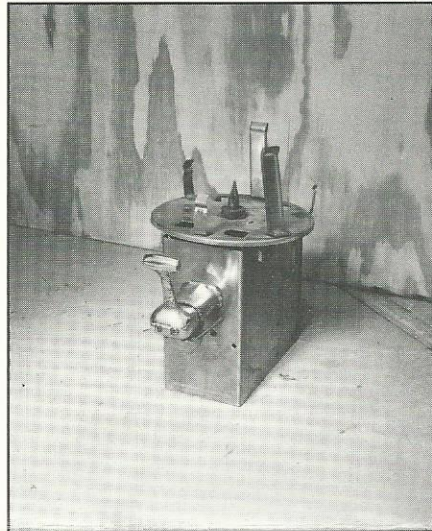
"You know when it's right  
You know when you feel it, baby  
You hold it, you hear it, you taste it  
It's right

Diet Pepsi, uh-huh, uh-huh  
You got the right one, baby  
Uh-huh, uh-huh, Diet Pepsi

If it's irresistibly sippable  
Uncontestably tasteable  
And eminently wonderful  
You got the right one, baby

Uh-huh  
You got the right one, baby  
You know when it's right, you know when you taste it  
You got  
Oh Yeah!  
Diet Pepsi  
Alright  
Uh-huh  
Uh-huh  
Uh-huh  
Uh-huh  
You got the right one  
Uh-huh, Uh-huh  
If it's irrepressibly loveable  
Unsurpassably cola-ful  
And eminently soul-a-ful  
You got the right one, baby  
Uh-huh

**THE SELMIX PEPSI-COLA  
FOUNTAIN DISPENSER**



The above pictures show how the Selmix Dispenser was used and the versatility of it's use. The dispenser unit was small enough to be clamped on a counter almost anywhere (upper left picture).

The gallon syrup container fit right inside (upper right picture), this made usage of the dispenser very convenient.

The dome or glass cover made these attractive and versatile fountain units. This dispenser was used in the mid to late 1940's (lower pictures).

## ◆ PEPSI INFORMATION

## THE PEPSI YEARS

At last, summer reruns are finally coming to an end and it's time for a new television season to begin. We're happy to report that "Wonder Years", ABC's drama/comedy about going through adolescences in the late 1960's to early 70's will be returning. You might ask yourself why would this be of any interest to a Pepsi-Cola Collectors club? Fair question, the answer is that "Wonder Years" starring Fred Savage (who also appears in Pepsi commercials), also occasionally has Pepsi-Cola as a guest star. Actually what happens is that when the script calls for a soft drink Property Master, Roger Horn has the great taste to use Pepsi-Cola.

Horn has a reputation for making a television or movie set as realistic as possible. So when the script calls for soft drinks Horn wanted to make sure that these props are historically accurate. Although Horn spends a great deal of time at flea markets looking for vintage items, when it came to soft drink memorabilia there was only one place to go; Pepsi Entertainment. There he was able to obtain bottles, cans and cartons that were eventually used on various episodes of the "Wonder Years".

The highlight of Pepsi's exposure on "Wonder Years" may have been last year's "Christmas Show", where Kevin Arnold (Fred Savage) and his brother are sent to the store to get some Pepsi. In this scene Horn used two yellow Pepsi six packs complete with swirl bottles. Horn stated that he likes to use real products in the scenes because it makes them more believable. Well Roger, we agree, especially when the product is Pepsi-Cola. Tune in this fall to see "Wonder Years" and keep an eye out for those special appearances by Pepsi-Cola.



*PROPERTY MASTER ROGER HORN IN HIS OFFICE AT THE WONDER YEARS SET*



*UNUSUAL 16 OZ. DIET PEPSI BOTTLE ISSUED AT PEPSI-COLA HARVE DE GRACE, MD. GREEN BOTTOM WRAP WITH UH HUH GRAPHICS*



◆ MEMBERS  
**COLLECTORS  
 SPOTLIGHT**

**Kathy and Bill Fulton** of Brohman, Michigan have been collecting Pepsi about 1 year. They started collecting old pop bottles and Pepsi was their favorite. A paper label bottle and 1942 display stand are among their favorite pieces.

\*\*\*\*\*

**Mike Pagel** from Muscatine, Iowa has been collecting since around 1960. Mike is primarily a bottle collector, he used to pick up pop bottles laying along the highway to turn into stores for 2 cent refund.

\*\*\*\*\*

**Sheryl Alabona** of Jackson, California prefers Diet Pepsi as her drink of choice.. Sheryl has been collecting Pepsi memorabilia for the past 20 years, started with tray and glasses put out by Pepsi in the 70's. Her favorite collectible is a sign that reads, "We are proud to servie Pepsi-Cola as our only cola drink". And it's true!!

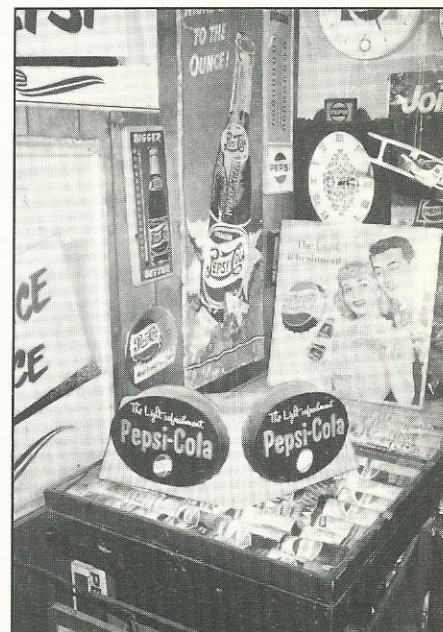
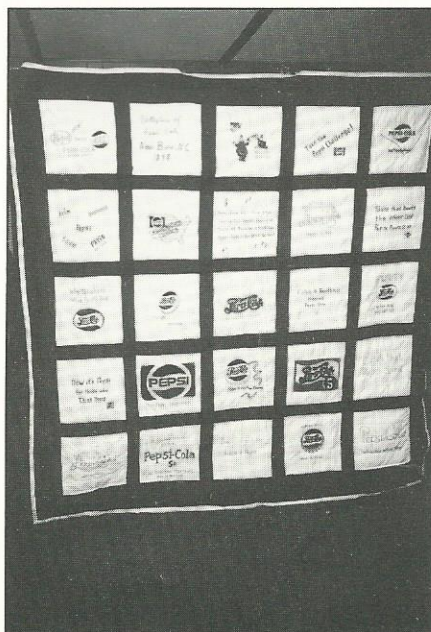
\*\*\*\*\*

**Kenneth Salsbery** of Parsons, Kansas joined the PCCC to learn more about Pepsi-Cola and hopefully acquire more Pepsi items. Kenneth hs been collecting for 5 years. He got started when his wife bought him a whistle with Pepsi-Cola marked on it and has been hooked ever since.

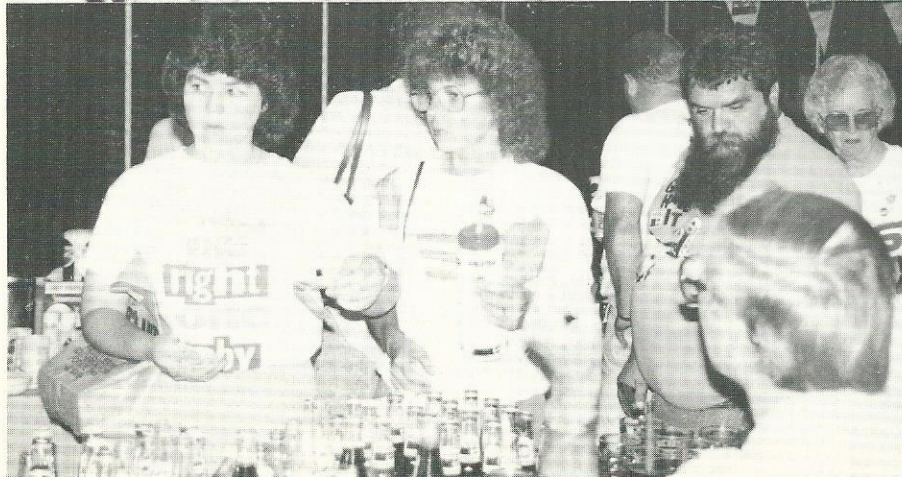
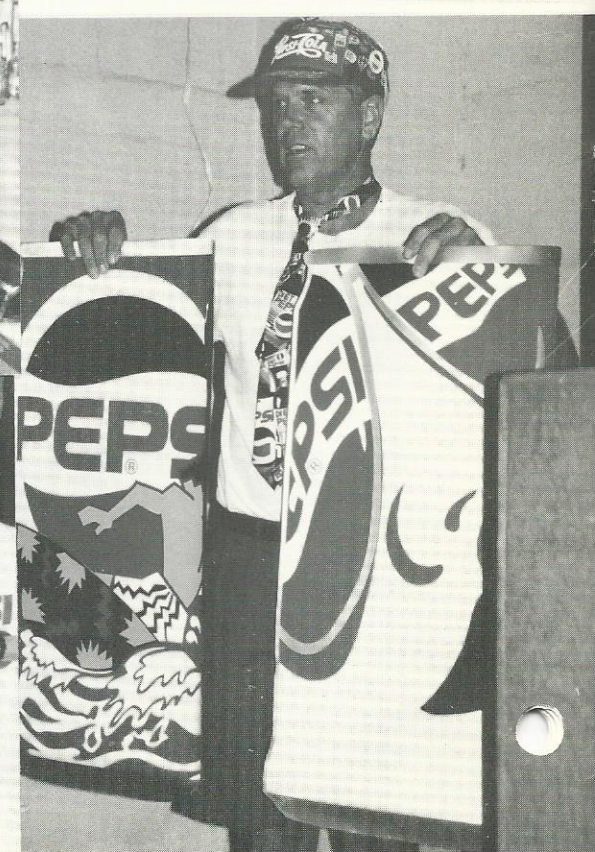
\*\*\*\*\*

The pictures below are from Ken Skillern's collection. Ken and his family are from Collinwood, Tennessee.

Ken began collecting Pepsi items about 20 years ago. He states "I've been a Pepsi drinker for as long as I can remember. I started collecting Pepsi because most others were collecting that other drink and Pepsi drinkers are not like everyone else. Pepsi collecting lets my whole family do things together". Ken has been a member of the PCCC since it first began.

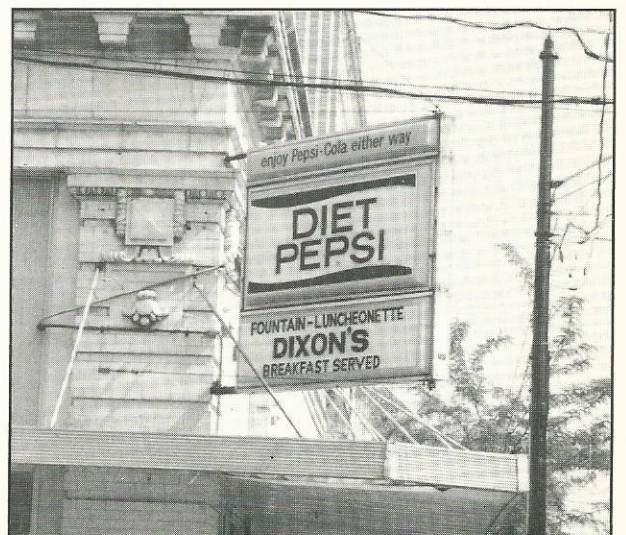
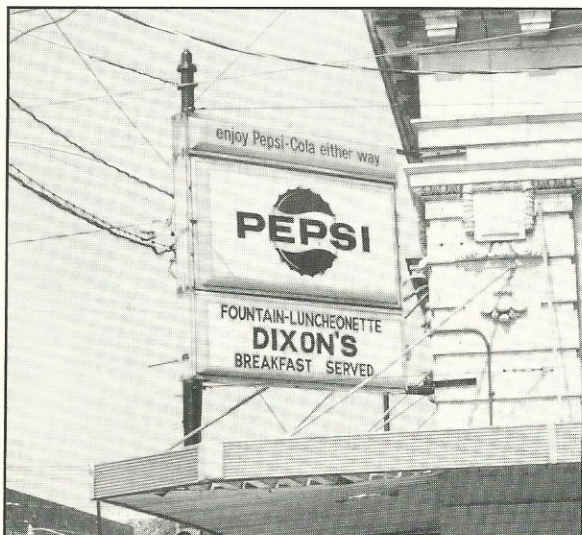
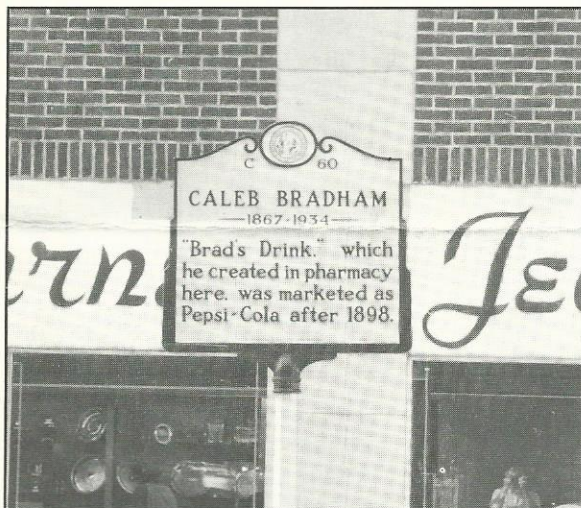


# PEPSI FEST WEST PICTORIAL



# ROAD SIGNS

In this issue of Road Signs we have dedicated the entire section to photographs taken by Joe Augustine of Phoenix, Arizona. These photos were taken while he was on vacation in New Bern, North Carolina the birthplace of Pepsi.



◆ 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.

\*\*\*\*\*

\*\*\*\*\*

1-1942 Pepsi-Cola calendar \$70; 1946 -\$65.; 1947-\$65.; 1-set Pepsi-Cola steak knives \$55.; 1-18 in. Pepsi thermometer \$65.; Pepsi 16 in. dia. 17776-1976 Tray \$16.; 1951 thru 1990 ABCB, NSDA, IBE Convention bottles. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, S.C. 29609 or 803 232-5206.

\*\*\*\*\*

Richard Petty longneck 8 bottle set \$25.; Pepsi Crystal Clear test market cans or bottles \$2. each. Special 8 pack cartons for Richard Petty sets \$9. Plus postage. Send SASE for Pepsi list to: Bob Schoonover, 2635 Capitol, Des Moines, Iowa 50317 or 515 262-0746.

\*\*\*\*\*

TEEM metal signs 32x12 mint 20 left \$40. + shipping. Batavia 100 longneck empty \$5. + shipping. 20 Adams Division Champions longneck, empty \$5. + shipping. 6 pack carrier for 16oz. bottles 1989 mint \$1.50 + shipping. Contact: Fred Bailey, 419 Fairway Ave., Elmira, NY 14904 or 607 734-9965.

\*\*\*\*\*

Soda Pop bottle displays. "A pictorial collectors guide of point of purchase advertising aids for soft drinks from the 1920's to the 1960's". Featuring over 60 different brand names and over 145 COLOR photos. \$21.50ppd. Contact: Bill Derrick, PO Box 140088, Gainesville, Fl. 32614-0088.

\*\*\*\*\*

1000 cartoon, character, and sports glasses offered in mail/phone auctions starting Jan. 15th, April 15th, and Oct.

15th. Always at least 150+ Pepsi glasses. Send \$3.50 for current booklet or \$10.00 for the next 3 booklets. Contact: Tom Hoder, 444 S. Cherry, Itasca, IL. 60143 or 708 773-2635. We are always looking to buy, sell or trade.

\*\*\*\*\*

New and old Pepsi items for sale or trade, and other misc. advertising. Please send self addressed stamped envelope for list to: Scott & Kim Kinzie, 3510 Hemlock Rd., Chester, VA 23831 or call 804 748-5769.

\*\*\*\*\*

Full bottles \$10.00 each Clemson Pepsi 1974-Greenville-No bottler-Anderson. Energy-Pepsi-Anderson-Florence Charleston. Clemson-1981-Coke. Dale Earnhart-SunDrop Series-Number One and Two. \$3.00 UPS per order. Contact: Marjorie Millier, P.O. Box 301, Darlington, SC 29532.

\*\*\*\*\*

1992 America's Cup longneck bottles, set of 3 (full) \$30.00; 1991 Desert Storm longneck (full) \$12.00; Russian paper label Pepsi bottle \$30.00; 100 straws with book-end logo \$6.00 UPS incld. Send SASE (.58) for 200+ item list of Pepsi items/bottles for sale to: Michael Noll, 1647 La Salle, Santa Maria CA. 93454-1553.

\*\*\*\*\*

Pepsi-Cola drink box embossed sides, 6 1/2' chest type \$250.00. NU-Grape & Sun Crest door push bar excellent to mint condition, recently found in old warehouse, have several \$85.00 ea. Dr. Pepper paper signs 4 different from 1964 all mint \$12.50 or 4/\$40.00. All signs plus shipping. Contact: Stanley Parks, 1 (501) 763-6504.

\*\*\*\*\*

Richard Petty longneck 8 bottle set \$21.00ppd.; 1991 4 bottle set \$20.

◆ MARKET PLACE

FOR SALE

ppd.. Special Richard Petty longneck bottle. Cardboard six pack holders, 2 for \$8.00ppd or 10 for \$30.00ppd. Contact: Lewis Pittell, 5833 Detrick Rd., Mt. Airy, MD 21771 or 301 831-6433 eves.

\*\*\*\*\*

Straws: 1950 #1-712 EX \$5., with wrapper M \$8.; Letterhead: 1940 #2-253 Mount Carmel, PA M \$12.; 1960 Gallon Jug NM \$22; 1960 Stock Certificate NM \$18.; Truck: NYLINT trailer or tanker M \$55; Bottles: Drum EX \$85., Pinch EX \$80., Embossed (script) EX \$65., Amber EX \$150.; Carrier: #1-99 M \$45., #1-91 NM \$75., #1-111 M \$55. New list 200+ (SASE). Contact: Tom Rosing, 15 Glendalough Rd. Dallas, TX. 18612 or call 717 823-4433.

\*\*\*\*\*

18" Pepsi thermometer, Fahrenheit/Celsius, large numerals, Pepsi in logo at bottom, near mint \$85.; Sack holder, some fading and wear but still a nice piece. "The Light Refreshment" "Refresh without filling" "Drink Pepsi-Cola Ice Cold" bottle cap logo in center \$95.00. List of other items. Shipping extra. Contact: Jerry D. Watkinson, P.O. Box 1088, Imperial Beach, CA. 91933. Tel. (dial only these #'s) 011-52-667-69989.

\*\*\*\*\*

WANTED

Wanted by private collector - Double convex (double-bubble) electric light-up advertising clocks with pop logos such as PEPSI, Gingerale, 7UP etc. Specifically looking for Pepsi double bubble clock with bottle caps for numbers. All clocks must be in near mint to mint condition. Contact: Pat Bowmar at 604 534-4680.

\*\*\*\*\*

Want to buy Pepsi machine's salesman sample cooler and good to mint condition flange signs, anything considered, buy, sell or trade. Contact: Bill Bryk, Rt. 1, Box 114-P, Coweta, OK 74429

\*\*\*\*\*

Pepsi/Lucille Ball 1941 magazine ad from LOOK or Liberty magazine. Pepsi, Coke, and Dr. Pepper shot glasses. Coke jacket, size large. Maureen O'Sullivan and Johnny Weissmuller Coke mirror. Contact: David Collie, 7070 Torrey Rd., Swartz Creek, MI 48473.

\*\*\*\*\*

Foreign Pepsi cans, especially from Saudi Arabia. Will trade any Pepsi cans and Pepsi trading cards, preferably baseball. Interested in Richard Petty bottle with carton as well as the whole set. The bottle from Nashville, TN.

Dollywood. Contact: Tom Hall, 2426 Lake Rd. Blvd., Canton, OH. 44708.

\*\*\*\*\*

Want to buy pre 1950's calendars, tin and cardboard

signs. Advance collector of soda fountain glasses looking for #1-475, and #2-160 call or write Scott & Kim Kinzie, 3510 Hemlock Rd., Chester, VA. 23831 or 804 748-5769.

\*\*\*\*\*

I am in need of a gearbox for a Pepsi-Cola clock model no. PI-1354. Contact: Mark Laurie, 2643 Moore Rd., Ransomville, NY 14131 or call 716 791-4727.

\*\*\*\*\*

Comic and Character glasses collectors, fast food, sports, and celebrity glass collectors, and specialty glass collectors. National Collector and Friends offers a free listing of what you collect, in our monthly mailer, at no obligation to you, ever. For details write: National Collector and Friends, 475 E. Fourth St. Hanford, CA. 93230-5126, Wally Willems.

\*\*\*\*\*

3'x5' Pepsi flag, Pepsi throw rug, Pepsi lamp or lamp shade. Contact: Al Nixon at 616 834-8378.

\*\*\*\*\*

Oh where, oh where, did all the Devil Shake and Tropic Surf go? Collector needs cans, bottles, crowns, tin/cardboard signs, serving trays, anything!!! Contact: Michael Noll, 1647 La Salle, Santa Maria, Ca. 93454-1553.

\*\*\*\*\*

## WANTED

Serious Pepsi glass collector seeking Plant opening and any "unusual" Pepsi glasses or coffee mugs. Have been collecting Pepsi cartoon glasses for 10 years. Will buy or trade, send list or call: Clifford Phipps, 2 Picazo, Rancho Santa Margarita, CA. 92688 or 714 589-1438.

\*\*\*\*\*

Any items of older Pepsi, especially thermometers, but can also use trays, signs, openers etc. Please send list to: Lois Wildman, 175 E. Chick Rd., Camano Is., WA. 98292.  
\*\*\*\*\*

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 41233, 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 typesetting charge of 47.00. 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.  
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Box 1184  
St. Cloud, Minnesota 56302

So. California PC Club  
Tony Llamas  
1142 W. Porter, Fullerton  
California 92633

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

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

St. Louis Pepsi Club  
Chris Paradowski  
6440 Devonshire  
St. Louis, MO. 63109

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

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So. Pasadena Mercantile Co.  
1030 Mission St., So. Pasadena,  
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203 E. Vista Way, Vista,  
California

Sign of Good Taste  
269 E. 2nd St., Pomona,  
California

The Pep C Connection  
127th & Cicero, Alsip, Illionis

The Gasworks/Pepsee Lady  
818 N. McKenzie, Foley, Alabama

The Silk Mill Antique Centre  
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Permit No. 173

Phillip Dillman  
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“...I don't mind the porridge... but somebody drank my Pepsi-Cola.”