



Pepsi-Cola Collectors Club NEWSLETTER

post office box 1275 covina, california 91722

VOL. 3 NUMBER 1

MARCH-APRIL 1986

NEWSLETTER NOTES

The past two years has been the happiest years of my Pepsi collecting, not only has my collection increased but I've made numerous new Pepsi collecting friends across the country.

I've always believed that without other collectors to show your collection to and share great stories of finding Pepsi memorabilia that being a Pepsi collector would'nt be nearly as exciting. That was the basis to starting the PCCC.

I hope that over the past two years the PCCC newsletter has helped you become a more informed collector and that through the newsletter you've made some new Pepsi collecting friends.

It is our hope that eventually all PCCC members will be featured in the Collectors Spotlight. I know it's hard to write about yourself but, it's the only way we can all get to know each other. Your article doesn't have to be very long, just tell us a little about how you started collecting Pepsi memorabilia and what are your favorite items.

If you experience any problems with any of the advertisers in the newsletter please let us know. We won't allow anyone to advertise who misrepresents an item or who doesn't fullfill an agreement.

All past issues of Volume I & II are available. Each issue is \$1.50, drop us a note with the volume and number of the issue you want.

IN THIS ISSUE

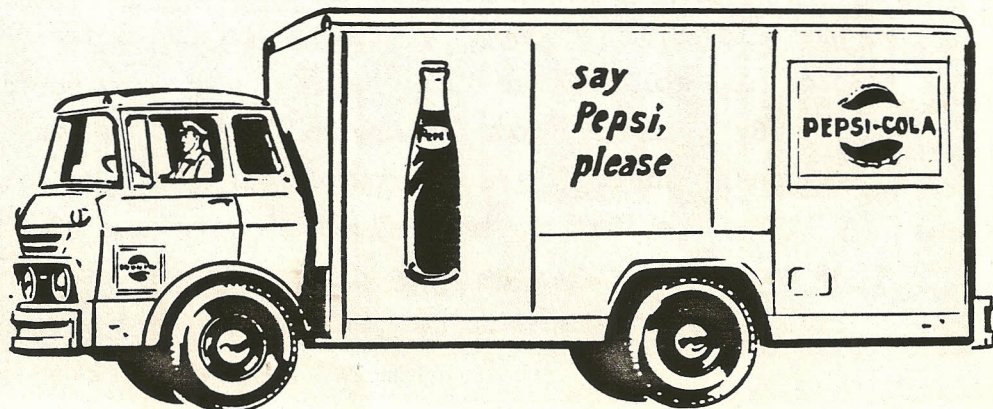
PCCC Annual Picnic

Pepsi-Cola Denver celebrates
50 years

Carol & Jerry Cunningham in
Collectors Spotlight

New flavors from Pepsi

Pepsi-Cola Collectors Club license
plate frames on sale



CLUB NEWS

The 2nd annual PCCC picnic will be held July 20th, 1986 in Covina, CA., 20 miles east of Los Angeles. If you are planning on coming from out of the Southern Calif. area please let us know as we are planning a get together the night before the picnic.

If you haven't received your membership card please notify us and we will get one out to you. Keep in mind only one membership card per individual member, associate membership is available. The cost is only \$2.00 and we will send the associate their own card. Only the primary member receives a newsletter.

The PCCC license plate frames are still available on a first come basis while supply lasts. It is doubtful that we will reorder these because of the quantity needed for an order.

PEPSI-COLA PIONEERS

As a salute to the Pepsi-Cola Bottling Co. of Denver, Colorado now celebrating their 50th anniversary, the following article from the Denver plant is reproduced in part.

On May 14, 1936, James A. ("Bert") Gooding, Sr., began operations at 2436 17th St. with the manufacture and distribution of the first bottle of Pepsi-Cola ever to be produced or sold in the State of Colorado.

Born in Belleville, IL., in 1882, Bert was 54 years old when he purchased his Pepsi franchise for the sum of \$500.00. His 30+ years of experience affiliated with the soft drink industry while working in the wholesale grocery trade would prove invaluable to building his new bottling business at an age when most men today are thinking of retiring.

Bottles were in very short supply in the late 30's, so the Company was forced to use any type of bottle it could find that would hold 12ozs. Brown beer bottles were often used. The bottles were washed, filled with Pepsi, and then capped. Paper labels were then applied to the bottles. Production capacity was thirty cases an hour and case sales for our first year in business reached 46,500 cases.

Compared to today, wages in 1936 were not at an all time high. Bert Gooding was paid \$3.05 per day. Drivers had to supply their own trucks and were paid .10¢ for each case sold. Other employees received \$2.50 per day.

By August 1936 our Company had doubled the number of employees. Instead of the original four employees, we now had eight (two salesmen and six plant employees).

By June 1937 our truck fleet was increased to four. Each truck's capacity was 90 cases. Pepsi was being sold for .80¢ per case or .75¢ per case in quantities of five cases. (Case sales reached 136,000 for the year.)

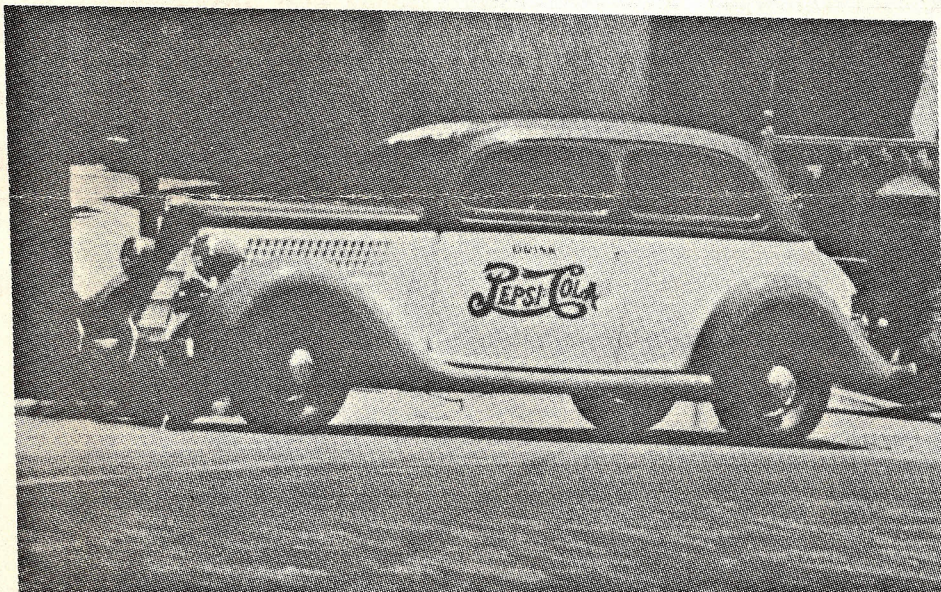
Bert Gooding believed very strongly that the way to build a growing company was to offer good service. Many times when customers would run out of Pepsi they would get Bert's personal service, as he would load up his 1936 Ford, painted the familiar Pepsi red, white and blue, and deliver their order.

Six-packs first appeared in 1939. Each salesman was required to put the bottles in the six-packs himself. Our customers now had an easy and convenient way to carry home 6 bottles.

Concentrate came in 10-gallon drums and the labels and crowns came with them. Ten gallons of concentrate made 133 cases of Pepsi-Cola.

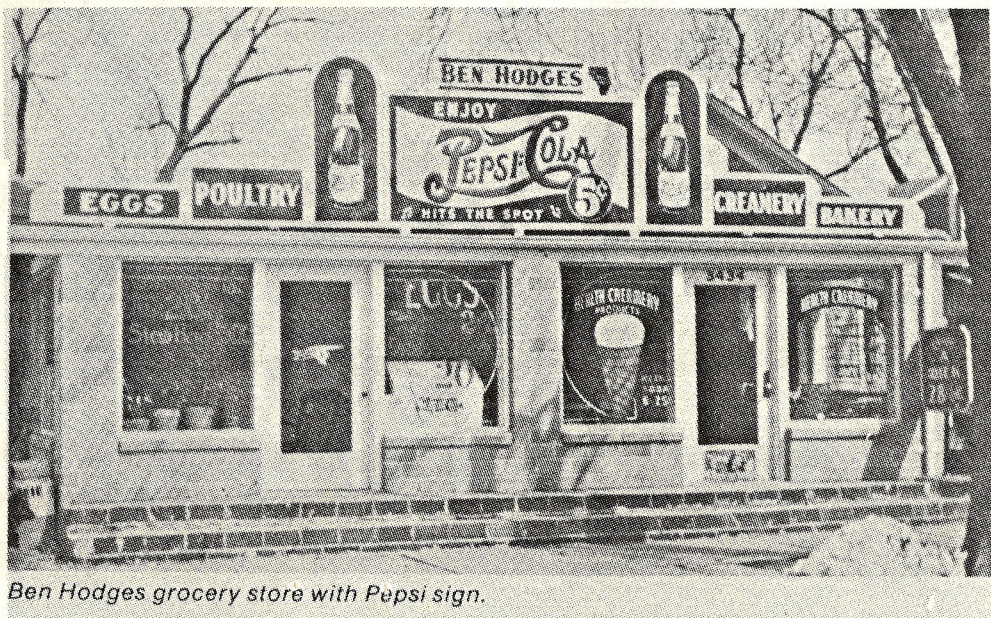
By the end of the 30's, everyone was humming radio's first singing commercial ...

"Pepsi-Cola hits the spot
Twelve full ounces, that's a lot
Twice as much for a nickel, too
Pepsi-Cola is the Drink for you..."



1936 FORD that Bert Gooding used to deliver Pepsi-Cola in.

Old photograph of a grocery store displaying 1940's Pepsi-Cola signs, somewhere in Denver, Co. area.



Ben Hodges grocery store with Pepsi sign.

PEPSI IN THE NEWS

Collectors of the other product have less and less to cheer about each year. There was a time when the other product was number 1 and had all the big stars endorsing their product but all that has changed in recent years.

We Pepsi-Cola collectors have always known we drink the best tasting soft drink in the world, but since the Pepsi challenge of a few years ago everyone knows Pepsi tastes the best. That good taste has been translated into sales, in 1985 with Pepsi-Cola topping the other product by 3.5 share points for the first time ever. To keep that momentum going Pepsi has decided on a very aggressive advertising campaign for 1986. Using some of the most popular celebrities of the day like; Don Johnson (Miami Vice), Glen Frey (formerly of the Eagles), Billy Crystal (comedian), and Michael Fox (Family Ties and Back to the Future, Back to the Future used several old Pepsi props).

Look for some new products from Pepsi this year, they've already introduced Mandarin Orange under the Slice brand name and also plan to introduce Cherry Cola and Apple, these are also under the Slice brand name.

PEPSI-COLA COLLECTABLES

Theo Wells, club member, from Sedalia, MO. thought we should know of a Pepsi can phone that became available in many stores recently. Theo cautions us to be sure and shop around as he has seen the same Pepsi phone range in cost from \$19.95 to \$49.95.

From Canada we get word of the introduction of Pepsi clothing. The following is excerpted from The Winnipeg Sun: Pepsi-Cola Canada Ltd., is introducing a line of active wear in polyester and cotton interlock and fleece. Manufactured in Canada under license to Omega Neckwear and Apparel Ltd., the Pepsi line includes more than 100 pieces for men, women and children. Three different Pepsi logos are used on the clothing: a montage incorporated international Pepsi logos, the old-style Pepsi-Cola script logo and bottlecap, and the standard company logo. The clothing is expected to be in stores across Canada by March.

COLLECTORS SPOTLIGHT

In this issue of the Collector's Spotlight we feature Jerry & Carol Cunningham of Stillwater, OK. In April of 1985 the Cunningham's and their collection were featured in the Daily O'Collegian, the newspaper of Oklahoma State University.

1960, Jerry and I have been collecting anything, old or new, bearing the Pepsi-
logo. We started more or less as a protest against all those "other cola" items
(that always seem so prevalent), and because we personally prefer Pepsi.

Most of the collection is housed in one room of our home ---however, as most collections
do, it has somehow managed to spill over into the rest of the house, the deck, the garage,
and God knows where. We desperately need more room, and hope to one day have a stand-
alone building to house not only our Collection/Museum but also a Pepsi Hospitality House
and Gift Shop.

As each piece is added it is tagged ---era date, date purchased or donated, donor
if applicable, place of origin, etc. Since I am with Computing and Information Systems,
Oklahoma State University, our next project will be to put the entire collection on computer.

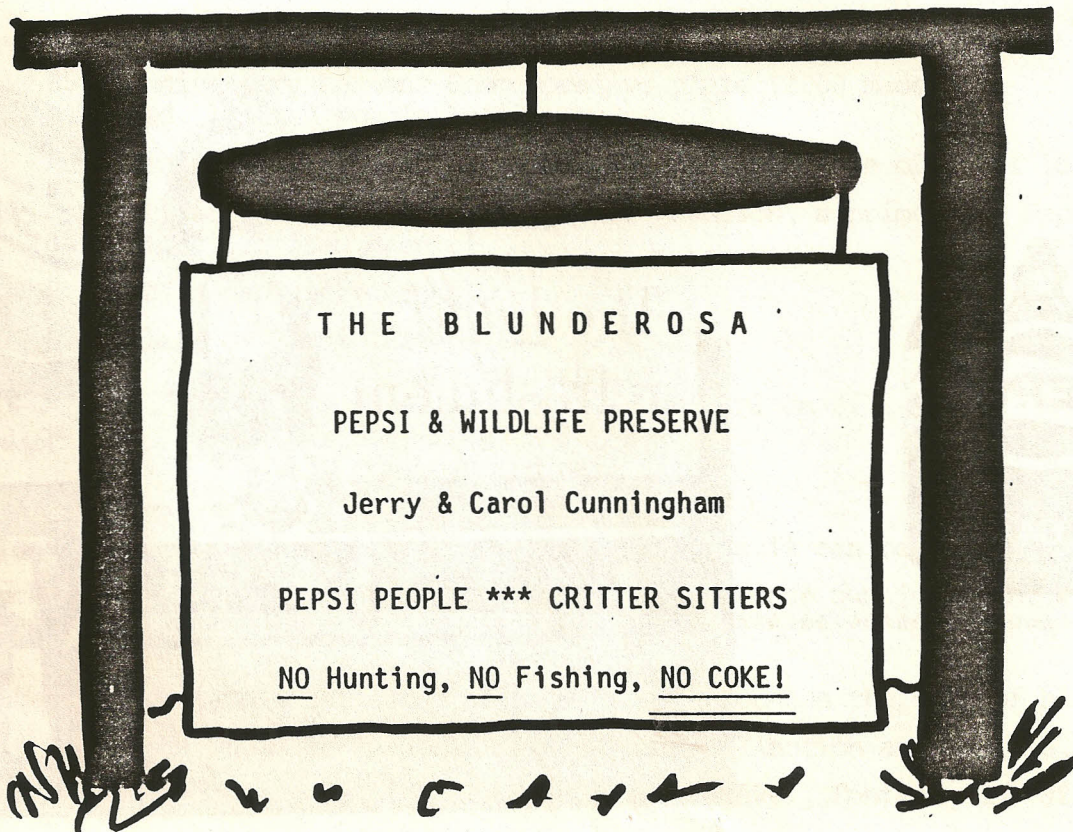
We have received tremendous support not only from our local Pepsi distributor, but
also from Phil Hughes, President of Pepsi in Tulsa. We, also, continually receive Pepsi
items from friends all over the world, including our two sons in the Navy and Marine
Corps.

We like to think of ourselves as Pepsi Ambassadors of Goodwill ---definitely AT
LARGE (flea markets, retail outlets, auctions, yard sales, garbage cans, and trash dumps)
---and do all we can to help promote the product. Both our vehicles carry Pepsi logos
(I'm known on campus as the Pepsi Lady); the entry-way sign to our 1½ acres clearly states:
No Hunting, No Fishing, NO COKE!; and one of us is usually available to conduct a tour
(Boy Scouts, Senior Citizens, Pepsi people, dogs, cats, and orangutangs ---anyone who
may enjoy a Pepsi); and of course, we're always ready to offer a Pepsi and best wishes
for a Beautiful Pepsi Day!

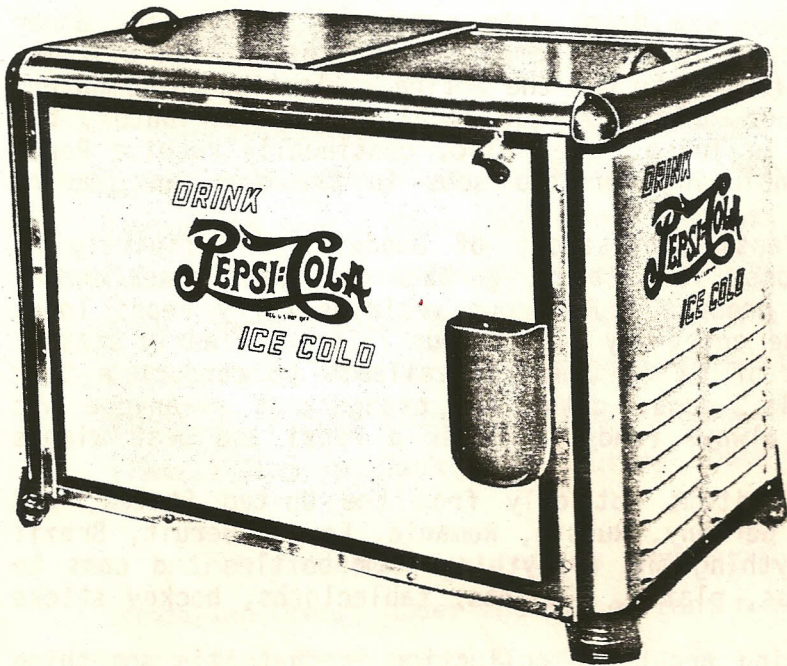
We literally have thousands of Pepsi items not only from the United States, but
also from Korea, Thailand, Japan, Austria, Germany, Russia, Rumania, Egypt, Beirut, Brazil
and Venezuela ---just to name a FEW. Anything and everything from bottles and cans to
knee socks, golf balls, lighters, signs, ads, plates, T-shirts, tablecloths, hockey sticks
and straws.

By far, though, the most important thing about our collection is that it's something
Jerry and I do together. We're both excited about it and feel it has helped to keep
us close (we will soon celebrate our 25th wedding anniversary). Couples today need that
---something that is their thing to do TOGETHER.

We invite you all to write, call, or come see us (home: 405-624-8337; Carol's office:
405-624-6897) and HAVE A BEAUTIFUL PEPSI DAY!!



PEPSI-COLA PICTORIAL

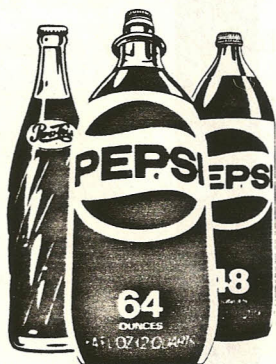


1940 Pepsi- Cola cooling cabinet



Late 1940's Delivery Truck

Middle 1950's Billboard



COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay 25¢ per word.

Ads will be run once unless otherwise 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.

FOR SALE

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

1.	Pepsi & Pete Cops (Musical wind up - plays original radio jingle)	19.95
2.	Postcard using original girl that was used in Pepsi advertising	.12
3.	Mural (13"x7") New Bern, N.C. w/brochure	15.00
4.	Mural postcard w/brochure	.32
5.	85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left)	75.00
6.	Auto license plate depicting New Bern, as birthplace of Pepsi 1898	5.00
7.	Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply)	4.95
8.	Pepsi-Cola can piggy banks	.50
9.	Birthplace of Pepsi letterhead	.15
	" " " Cigarette lighters	2.50
	" " " Hand fan with Gibson Girl on silk screen	4.00
	" " " Key Ring	1.00
	" " " Enamoryboard nail file	.35
	" " " Wooden nickels	.50

Please include postage for shipping. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

Pat Haley, Pepsi-Cola Collector of many years announces the sale of his entire collection. He would prefer to sell thw whole collection at one time, interested parties should contact Pat at: 17370 Montgomery Ave., Fontana, CA. 92335.

FOR SALE:

Early Pepsi-Cola watch fob. Embossed eagle wings spread with Pepsi bottle under each wing, "logo" Delicious Pepsi-Cola Healthful, Pepsi-Cola Co. New Bern, N.C. made of nickel. Only 4 to sell, \$25.00 ea. Contact: Brian Robertson, 3047 Fleetwood Ave., Balto, MD. 21214

 "INTERACTIVE BOOKS" for Soda Collectors, PEPSI GENERATIONS (a catalog of PEPSI collectables) w/pictures ... \$7.00, please include 1.50 for postage & handling. VISA & MASTERCARD accepted: (615)859-5236. FOR STATE OF THE ART COLLECTOR BOOKS---ORDER NOW!! CONTACT: THE SODA MART, Dept. P, Ridgecrest Dr., Goodlettsville, TN. 37072

 Pepsi vendor later machines - models # VF117 & VF90. Ideal machine - model #729. All machines complete and in operating condition, some minor attention needed. Contact: Gary Mayer, P.O. Box 29, Camden, DE. 19934

 Vending machine service manuals & decals. Most are applicable to Pepsi or Coke. List available, send long SASE with .39¢ postage. Contact: Fun-Tronics, P.O. Box 3145, Gaithersburg, MD. 20878.

Clements Bottles at 5234 Willowhave Dr., Durham, N.C. 27712 has the below listed bottles for sale. Please include postage.

<u>PEPSI (Description)</u>	<u>Price</u>	<u>Description</u>	<u>Price</u>
Pepsi 75th Anniversary	3.00	Macon Georgia 40th Anniv.	3.50
Bicent. set of 5 16oz.	25.00	New Bern	5.00
Bicent. G. Washington 16oz.	5.00	N.C. Bicentennial 10oz.	4.00
Bicent. Canon 16oz.	6.00	N.C. Bicentennial 10oz.	3.50
Bicent. Flag 16oz.	6.00	N.C. Bicentennial 16oz.	5.00
Bicent. Drum 16oz.	6.00	Bicent. Ohio Appleseed	4.00
75th Anniv. Charlotte	4.00	Bicent. Ohio Horse	4.00
Cincinnati Reds 1975	4.00	Bicent. Ohio Train	4.00
Clemson Tigers 1974	4.00	Safford Arizona	3.50
Colorado Bicentennial	4.00	St. Louis Blues	4.00
Dallas Cowboys (rust caps)	10.00	S.C. Bicentennial	4.00
East Tennessee State	3.00	Tampa Bay Rowdies sm. label	5.00
Gadsden Ala. Screw Top	4.00	VA. #1 Old Dominion	3.00
Iowa vs. Iowa State	4.00	VA. #2 Famous Statesmen	4.00
Kentucky Celebration	4.00	W.VA. #2 Famous Places	4.00
W. VA Proud to be	3.50	(Printed 31 of the 53 records.)	

<u>COKE (Description)</u>	<u>Price</u>	<u>Description</u>	<u>Price</u>
Ft. Worth Grand Opening 1983	3.00	Chattanooga 75th Anniv.	3.00
Atlanta 75th Anniv.	2.00	Chicago 75th Anniv.	3.00
Bear Bryant	8.00	Cincinnati 75th Anniv.	3.00
Beckley 75th Anniv.	3.00	Circleville Pumpkin Festival '82	4.00
Birmingham 75th Anniv.	3.00	Clemson Tigers 1981	5.00
Bristol 75th Anniv.	3.00	Cola Clan Kansas City Ballon	6.00
Campbellsville 75th Anniv.	3.00	Columbia 75th Anniv.	3.00
Consolidated 75th Anniv.	2.50	Dallas 75th Anniv.	8.00
Durham 75th Anniv.	2.50	Eddie Robinson 1983	8.00
Elizabethtown 75th Anniv.	4.00	Ft. Worth Grand Opening 1983	4.00
Georgia Bulldogs 1980	4.00	Great Get Together	10.00
Houston 75th Anniv.	8.00	Iowa Hawkeyes 1981	4.00
Iowa Peach Bowl 1982	5.00	Jewish Xposition	15.00
Kentucky Derby 1983	4.50	Knoxville 75th Anniv.	3.00
Knoxville 75th Anniv.	3.00	Kroger 100th Anniv. 1983	3.00
Lady Techsters	5.00	Louisiana 75th Anniv.	3.00

FILE cont.

Coke cont.:

Louisville 75th Anniv.	5.00	Mizzou Tigers 1983	4.00
N.C. State Wolfpack 1983	3.00	Nashville 75th Anniv.	3.50
Penn State NCAA Champs 1982	3.00	Publix	4.50
Redskins Superbowl	5.00	Roanoke (Wometco) 75th Anniv.	3.00
St. Louis Cards seris	3.00	Shelbyville 75th Anniv.	3.00
Studebaker Club 1983	5.00	TVA 50th Anniv. 1983	4.00
Univ. of N.C. Tarheels NCAA Champ	5.00	Watermelon Festival 1983	5.00
(Printed 45 of the 86 Records)			

<u>Dr. Pepper (description) mint</u>	<u>Price</u>	<u>description</u>	<u>Price</u>
Baylor Bears	5.00	Betsey Ross 32oz.	10.00
Happy Birthday Amer. 32oz.	10.00	Liberty Bowl 32oz.	10.00
Mary Reed 32oz.	10.00	Minute Man 32oz.	10.00
Oklahoma St. Univ. 32oz.	10.00	Okla. St. Univ. Co-Champs 32oz.	10.00
Roger Staubach 32oz.	10.00	Virginia Tech Gobblers	3.50
(Printed 11 of the 27 records)			

<u>R.C. Cola (description) mint</u>	<u>Price</u>	<u>description</u>	<u>Price</u>
George Clark Memorial	4.00	Govenor Cup	4.00
Kentucky Derby	8.00	Kentucky Wildcats	4.00
Kentucky Colonels	3.50	Sternwheeler Regatta	3.00
Tennessee vols.	4.00	(Printed 7 of the 14 records)	

WANTED

CONE TOP PEPSI CANS. To buy or trade out of my large stock. Would like to get in touch with others interested in trading Pepsi cans. Contact: Carr M. Suter, 111 W. Woodbury, Garland, TX. 75041 (214) 278-4411.

Pepsi-Cola items. Would like to buy Pepsi-Cola playing cards or other soda cards, Pepsi-Cola bottle opener's and postcards. No coke. Contact: Jack Meyer, 821 Bates, St. Louis MO. 63111 (314) 481-8129.

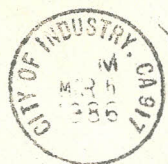
Catalogs for buying new Pepsi-Cola items. Contact: Ron Golden, 7854 A Bandero, St. Louis MO. 63111.

PLACES TO FIND PEPSI-COLA

- Framemakers & Antiques: 430-418 E. 32nd St., Balto, MD. 21214
- Bob Adam's 7 Mile Antique Mall: 441 So. Highway 41, Caledonia, WI 53108
- Palmetto Collectables Warehouse: Highway 321, Norway, S. Carolina
- Stodel's Antiques & Collectables: 221 S. "L" St., Livermore, CA. 94550
- Elbo Antiques: 5605 W. Glendale Ave., Glendale, AZ. 85301
- Surrey Antiques & Collectables: 280 Exchange St., Crete, IL. 60417
- Orange Crate Mercantile: 140 N. Glassell, Orange, CA. 92666
- Pink Elephant Antiques: 274 La Habra Blvd., La Habra, CA.

Members: Please send us the name and address of merchants where you've found Pepsi-Cola items.

PEPSI-COLA COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722



JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323

ANNOUNCEMENTS

Past issues available for only a \$1.50 each. Please indicate which issue(s) you want and enclose a S.A.S.E. Send to the PCCC Newsletter.

The Pepsi-Cola Collectors Club Newsletter is published by the Pepsi-Cola Collectors Club. Publisher and Editor is Bob Stoddard.

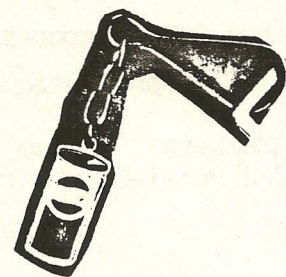
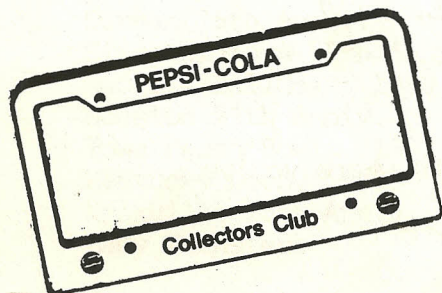
Membership in the Pepsi-Cola Collectors Club is \$12.00 a year. Membership includes the Newsletter every two months, free ads in the newsletter and information on club activities.

FOR SALE

AVAILABLE FROM PCCC:

in shape of a Pepsi-Cola can (new) \$1.50ea. ppd., PCCC LICENSE PLATE FRAME \$4.25ea. ppd.
Make checks payable to: Pepsi-Cola Collectors Club. Send to: PCCC, P.O. Box 1275, Covina CA. 91722.

Key chains





Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

VOL.3 NUMBER 2

MAY-JUNE 1986

NEWSLETTER NOTES

Since the very first issue of the PCCC Newsletter we've made many changes hoping that each change would benefit our readers. Thus far we haven't received any complaints, so we assume we're going in the right direction. It is our desire to have a newsletter that is responsive to the needs and interests of you our reader. We would appreciate your letting us know when you have any suggestions for improvement. Once again we invite you to send in your story for our Collector's Spotlight, and also keep sending in those Pepsi-Cola news items you run across. Remember all members are entitled to run free ads in this newsletter.

CLUB NEWS

The Southern California Chapter is busily preparing for the 2nd annual picnic on July 20th, 1986. Once again we would like to invite all PCCC members to the picnic. Activities include a swap meet, raffle and lots of Pepsi-Cola to drink. For further details write to; PCCC, P.O. Box 1275 Covina, CA. 91722.

IN THIS ISSUE

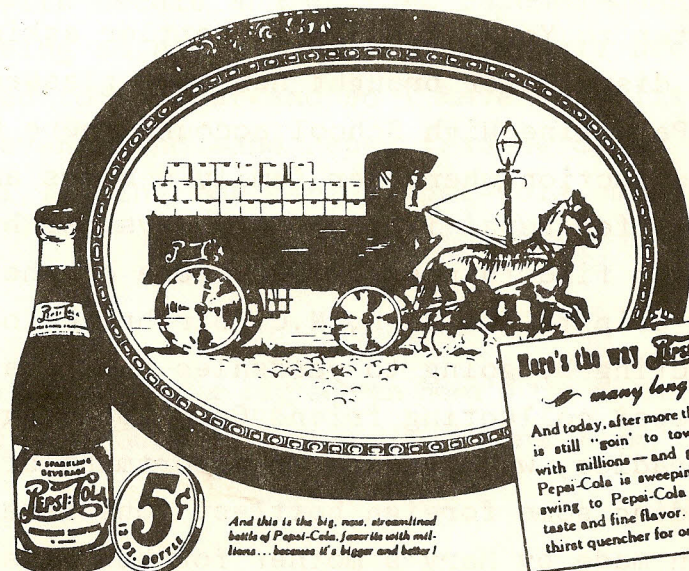
2nd annual PCC Picnic July 20th, 86

Happy 50th To Pepsi-Cola Colorado Springs, CO.

Collector Spotlight on Mary Hostnik and Marvin Hess.

Get a free replica of a Pepsi space can.

More patches to collect.



And this is the big, new, streamlined bottle of Pepsi-Cola, favored by millions... because it's bigger and better!

Here's the way *Pepsi* came to town
many long years ago
And today, after more than 35 years, Pepsi-Cola is still "goin' to town". A flavor favorite with millions—and growing all the time—Pepsi-Cola is sweeping the country! Join the swing to Pepsi-Cola today. Enjoy its fresh taste and fine flavor. 12 full ounces of this sure thirst quencher for one nickel. Lots—for little.

Thanks to the work of Jack Meyer membership in the St. Louis area is increasing rapidly. We would like to have a local chapter in the St. Louis area started, anyone interested in organizing a chapter please contact the PCCC.

On May 3, 1986 the organizational meeting of the PCCC Northern California Chapter was held at the home of Bob & Diane Stadel. Bob Stoddard, founder and editor of the PCCC Newsletter was on hand to help get things going. Further information on this new chapter will be in the next newsletter.

For our Maryland members who want to get a local chapter started contact; Brian Robertson, 3047 Fleetwood Ave., Baltimore, MD. 21214.

PCCC pin back buttons are now available for \$2.00 ea. postage paid, get yours now!

Anyone interested in a Virginia chapter of the PCCC contact Dick Hertzler at; 6110 Yates Ford Rd., Manassas, VA. 22111.

COLLECTORS SPOTLIGHT

In this Collectors Spotlight we feature Mary Hostnik of East Palestine, Ohio, and Marvin Hess of Buffalo, New York. Marvin gives us a perspective of Pepsi collecting from the vantage point of working for Pepsi-Cola for 30 years.

Like so many Pepsi-Cola collectors Mary Hostnik is also a Pepsi-holic, not only addicted to drinking this fine beverage but also dedicated to collecting Pepsi-Cola memorabilia. Her collection began when she wrote a letter to Youngstown Pepsi bottler asking for some Pepsi items. The local distributor brought her some glasses when he came to service the East Palestine High School account where Mary worked. Helping Mary with her collection were her family members and friends who are always on the lookout for Pepsi items. Mary says her husband thinks it silly but still seems to find things for her. One of the highlights of Mary's collecting was a trip to New Bern, N.C. birthplace of Pepsi-Cola. Mary adds to her collecting by going to yardsales and flea markets usually accompanied by her Pepsi collecting friend Carol Bollinger. In Mary's Pepsi room you'll find radios, watches and an assortment of glasses and Pepsi bottles including some foreign bottles. One rare item in her collection is an afghan made by Mary's mother for her Pepsi room.

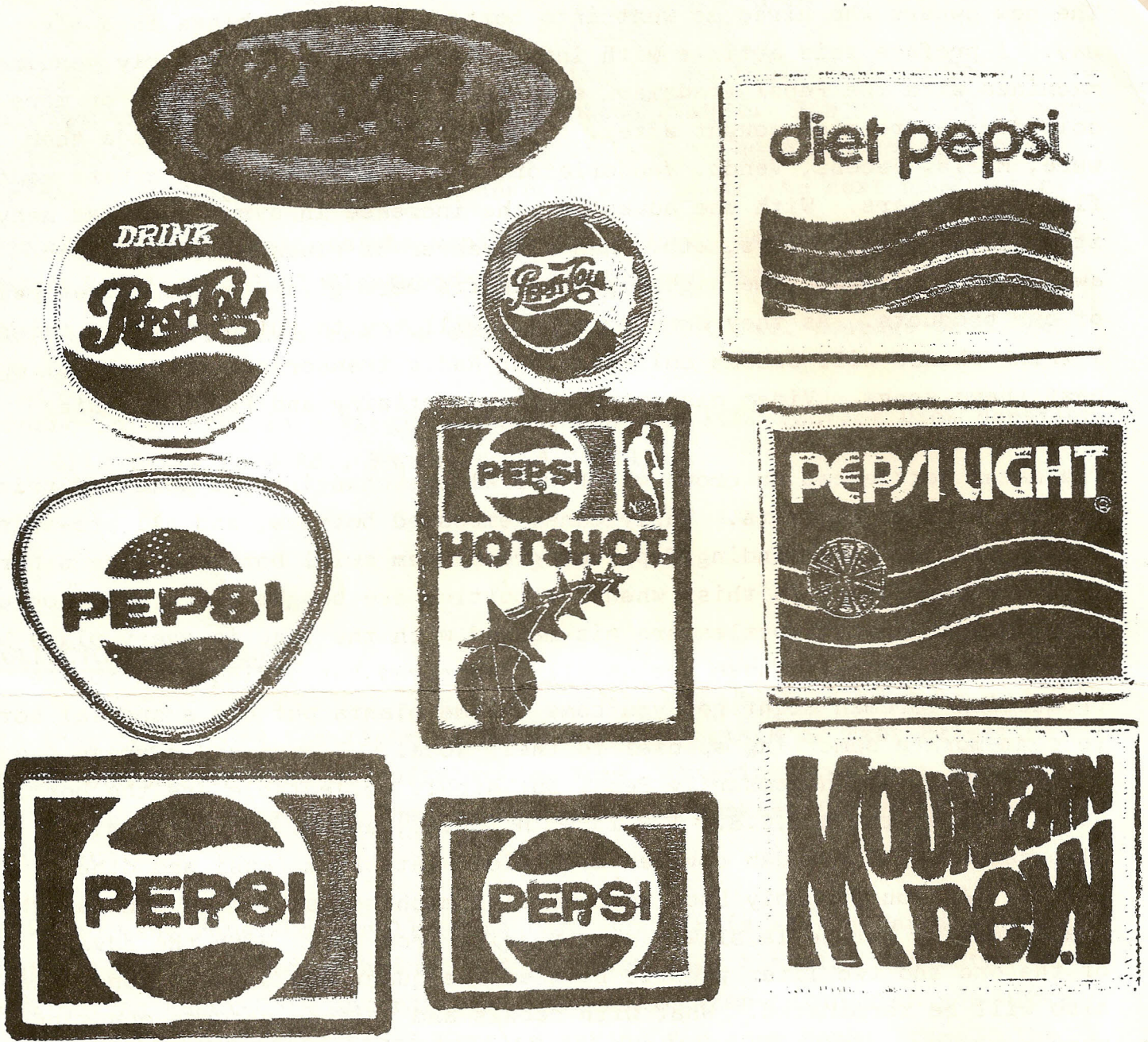
Marvin Hess: Over thirty years ago I started work for a local bottling plant where in addition to Pepsi-Cola other brands were manufactured. The new owners who hired me went into bottle vending machines in a big way. I preface this article with information because those early vending machines with the Pepsi trademark embossed in the metal and a 5¢ or more coin device are much sought after. Some of the companies that made them were, Mills, Jacobs, Vendo, Vendorlator, and in addition many others made flat top coolers. With the advent of the increase in syrup business many items like clocks, trays, etc., and all manner of glass ware was given away. At Christmas time higher priced gifts were given to the larger buyers of our products. As they come to mind I will try to put down those things I think should will become collectable. Radio transcriptions with all our past theme songs. Video cassettes both advertising and Pepsi training programs.

The metal bottle cap or crown which was always changing and some had prizes or were part of contests. Early cans, embossed bottles, and all pre-swirl glass. All 6 ounce vending Pepsi or green Teem swirl bottles. One other note I wish to make is this, when new bottles are bought for production use sometimes the Pepsi bottles are mis-marked with the logo in every place but where it should be. These are usually destroyed but a kind word to the production foreman might get you some. Some plants put out a special bottle to commemorate something special to their local. I even saw a green Pepsi bottle once. Not necessarily Pepsi but highly collectable are the bottles given away at the A.B.C.B., I.B.I.E., N.S.D.A., annual conventions. I also saw a wall of a den covered with side slats from Pepsi and other shells. As you probably know most vending machines sell only cans as the small vending bottle is slowly disappearing from use. With the advent of the one and two liter plastic bottles the quart and sixteen ounce glass also will be terminated. What with decals and uniform patches changing they could be collected too. Being so close to all it has only been within the last ten years that I started to collect and so I have very little. Believe it or not I threw out several thousand Pepsi trading cards once. As a bottle collector I am still looking for early Pepsi-Cola embossed

CATCH THAT PEPSI SPIRIT

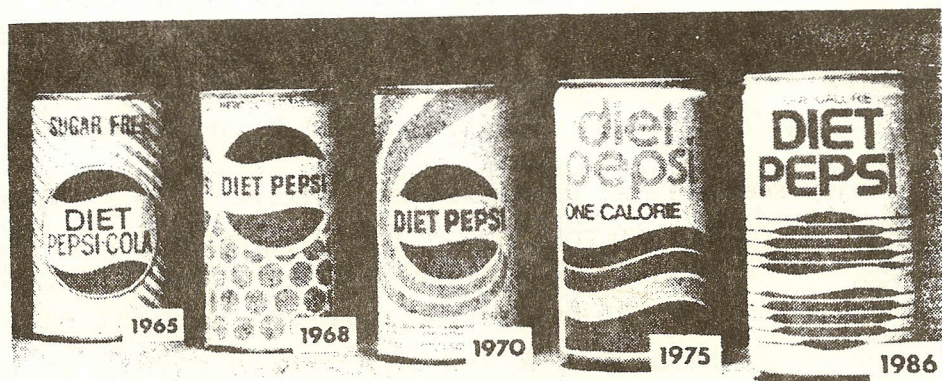
For those of you who enjoy seeing Pepsi props on the big screen here's the movies you need to watch; TOP GUN, COBRA, AND POLTERGEIST II. According to Brad Brown these movies are due out soon.

PEPSI-COLA COLLECTABLES



Above - an assortment of Pepsi brand patches (not actual sizes)

Below - the evolution of the Diet Pepsi can



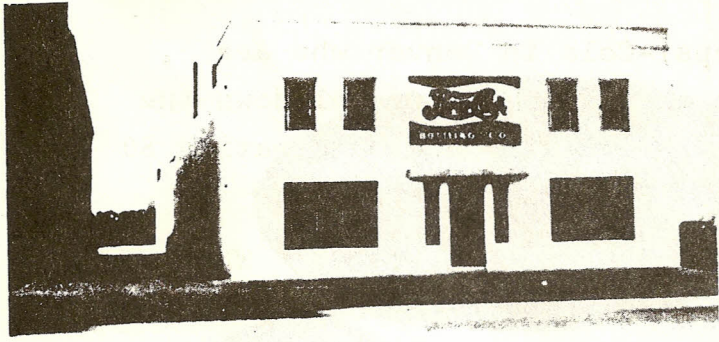
PEPSI-COLA PIONEERS

In the last issue we paid tribute to Pepsi-Cola in Denver who are celebrating their 50th anniversary. In this issue we travel down the road to Colorado Springs, CO. where the Lane Family are celebrating 50 years as a Pepsi-Cola bottler in Colorado Springs, Colorado.

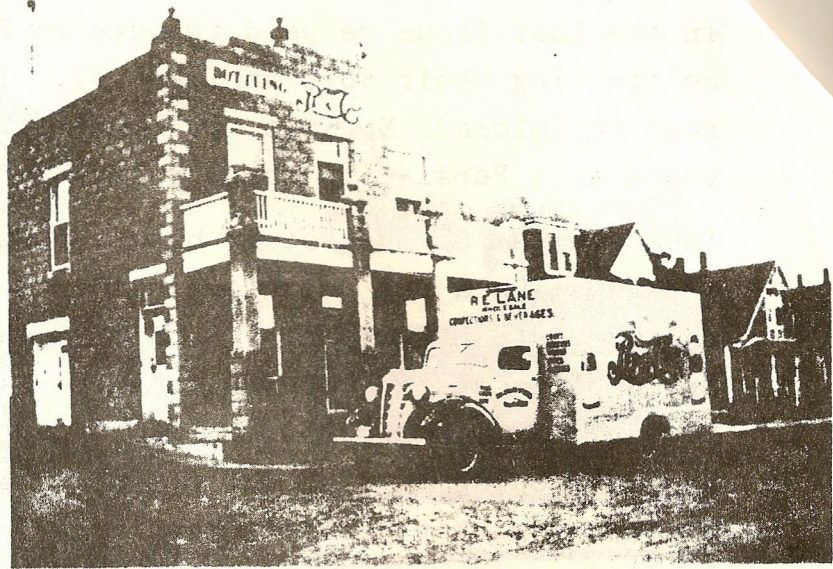
The Colorado Springs story has it's beginnings in Denver, CO. When the Pepsi-Cola Co. began expanding their franchise bottlers across the United States they sent V.O. Robertson to Denver, CO. to sign up a bottler. Mr. Robertson signed Bert Gooding up as the bottler for the Denver area. Soon after that Mr. Gooding took a 100 cases of Pepsi-Cola to Colorado Springs hoping to distribute the Pepsi thru the White Way Market. The White Way Market couldn't handle that much Pepsi-Cola so Mr. Gooding had to find someone else. A local salesman told Mr. Gooding about Ross Lane who had his own candy and tobacco route. As Mr. Lane tells the story, "One Tuesday morning in June 1936, Bert Gooding came to my front door with two twelve ounce bottles of Pepsi-Cola, one in each coat pocket. I had never heard of it, but after visiting with him, I took ten cases with me on my fountain route and sold it all. The next day I took 25 cases to Cripple Creek and Victor and sold them all. I sold all 100 cases that were at the White Way Market." With the initial success of Pepsi-Cola in Colorado Springs area Mr. Robertson decided a bottling plant would be needed to meet demand. Since Mr. Gooding could not operate two bottling facilities he recommended that Ross Lane get the Colorado Springs franchise. Mr. Robertson agreed on awarding the Colorado Springs franchise to Ross Lane and his father-in-law John Marshall.

This is only part of the story of Pepsi-Cola, Colorado Springs. There are many other stories about the good times and hard times experienced. Like the efforts to keep the plant operating during World War II with shortages of labor and materials. At one point sugar was in such short supply that wheat syrup was used as a substitute sweetening agent. They recycled bottle caps using a hand press to get them back in shape.

Ross Lane passed away September 1980 but his contribution not only to Pepsi-Cola Colorado Springs but to the whole Pepsi-Cola Co. will not be forgotten. It is the commitment and ingenuity that made Pepsi-Cola the number one soft drink it is today. Congratulations Pepsi-Cola Colorado Springs, not only for bottling Pepsi-Cola all these years, but for 50 years commitment to that Pepsi spirit.



115 West Colorado Avenue Building.



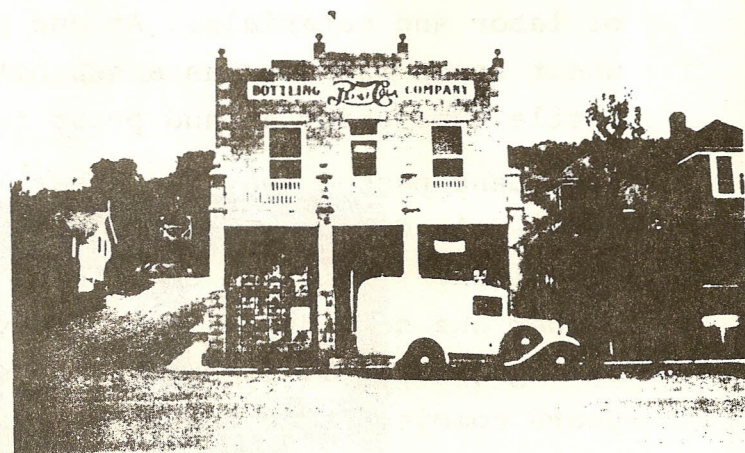
First Pepsi Cola bottling plant in Colorado Springs at 1132 West Kiowa Street. Truck held 100 cases of Pepsi, candy and tobacco. It was used on out of town routes.



Pepsi Cola's new home at 3605 North Stone Avenue. The Company moved there in 1953.



Pepsi Cola truck fleet at the new Colorado Springs home of the Company at 115 West Colorado Avenue. 1941.



Pepsi's first Colorado Springs home.

COLLECTOR'S MARKET PLACE

BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay 25¢ per word.

Ads will be run once unless otherwise 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.

FOR SALE

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

- | | |
|---|-------|
| 1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) | 19.95 |
| 2. Postcard using original girl that was used in Pepsi advertising | .12 |
| 3. Mural (13"x7") New Bern, N.C. w/brochure | 15.00 |
| 4. Mural postcard w/brochure | .32 |
| 5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) | 75.00 |
| 6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 | 5.00 |
| 7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) | 4.95 |
| 8. Pepsi-Cola can piggy banks | .50 |
| 9. Birthplace of Pepsi letterhead | .15 |
| " " " Cigarette lighters | 2.50 |
| " " " Hand fan with Gibson Girl on silk screen | 4.00 |
| " " " Key Ring | 1.00 |
| " " " Enamoryboard nail file | .35 |
| " " " Wooden nickels | .50 |

Please include postage for shipping. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

Pat Haley, Pepsi-Cola Collector of many years announces the sale of his entire collection. He would prefer to sell thw whole collection at one time, interested parties should contact Pat at: 17370 Montgomery Ave., Fontana, CA. 92335.

BONUS!

**GET A FREE REPLICA
OF THE PEPSI® SPACE CAN**

To obtain this exciting part of space history simply mail in five proofs-of-purchase from any 2 liter, 3 liter, or multipack of any Pepsi-Cola brand, with check or money order for 75¢ for mailing and handling.

Proofs-of-purchase required must be cash register receipts with the price circled and the UPC code written on the back of the receipt.


Mail this form to: Pepsi Space Can Replica
P.O. Box 4428
Maple Plain, MN 55393

Name _____
Address _____
City _____
State _____ Zip _____

*This replica does not contain product Offer Expires December 31, 1986
Pepsi and Pepsi-Cola are registered trademarks of PepsiCo, Inc.

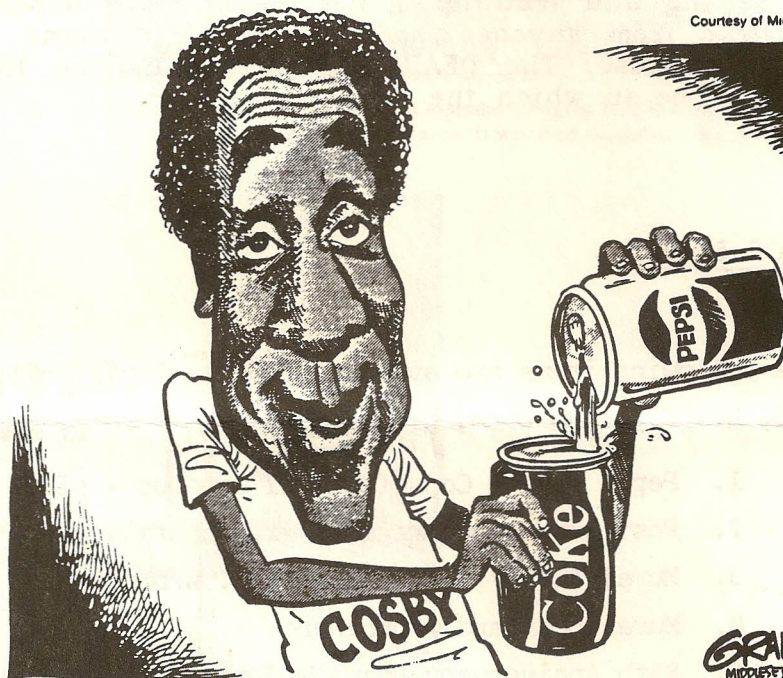


Courtesy of Middlesex News

 **WE WANT
YOU !!**

IN THE
**NATIONAL
POP CAN
COLLECTORS
CLUB**

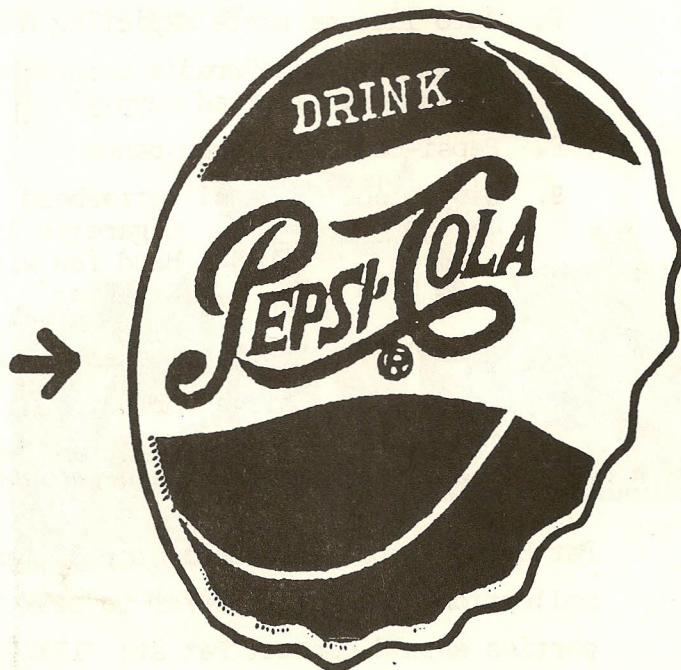
FOR DETAILS CALL OR
WRITE US AT:
NPCC
1124 Tyler St.
Fairfield, Ca. 94533
Ph. 707-426-5553



GRANUM'S
MIDDLESEX NEWS

NEWS ITEM: COCA-COLA ANNOUNCES NEW FORMULA, TASTE...

PEPSI CAP - Red, White & Blue embroidered patch sewn on corduroy cap, cap comes in white or blue, cost; \$10.00 ea. Also available: 4½x5½ red, white & blue embroidered patch, cost \$10.00. Include \$5.00 for postage & handling. Specify patch or cap & color of cap. Send to: D. Thompson, 17112 "B" St. Huntington Bch., CA. 92647 or (714) 842-3161. NO CODs.



FOR SALE

Pepsi vendor later machines - models #VF117 & VF90. Ideal machine - model #729. All machines complete and in operation condition, some minor attention needed. Contact: Gary Mayer, P.O. Box 29, Camden, DE. 19934

Vending machine service manuals & decals. Most are applicable to Pepsi or Coke. List available, send long SASE with .39¢ postage. Contact: Fun-Tronics P.O. Box 3145, Gaithersburg, MD. 20878.

Texas Sesquicentennial Special Issue Pepsi Series is now being distributed, & the complete set of 6 will be out by May. Includes: (1) Sam Houston, (2) Alamo, (3) State Capitol, (4) Big Bend (5) San Jacinto Monument, & (6) Spindletop. Send \$10.00 & I will ship you a set as soon as all are available. Or, will trade for special issue cans from your area. Contact: Carr M. Suter, 111 W. Woodbury, Garland, TX. 75041 (214) 278-4411.

Pepsi-Cola Paper Labels "A sparkling bracing beverage", "refreshing healthful". Pepsi-Cola Distributing Co., Albany & Montpelier, VT. Good condition. \$4.00 ea., fine condition \$5.00 ea. Put them on your bottles without labels and greatly increase their value. Only have a few. Contact: Bill Derrick, 424 NW 97th Terr., Gainesville, FL. 32607, 904-332-0315

Get your cans together with "CAN TOTES". Holds 48-12oz or 36-16oz. cans. Self-standing strong - portable - easy assembly!! \$20.00 per set of 3 postage paid in U.S.A., Please specify 12oz. or 16oz. VISA/MASTERCARD accepted. Contact: The Soda Mart, Dept. P., Ridgecrest Dr., Goodlettsville, TN. 37072. 615-859-5236.

WANTED

CONE TOP PEPSI CANS. To buy or trade out of my large stock. Would like to get in touch with others interested in trading Pepsi cans. Contact: Carr M. Suter, 111 W. Woodbury, Garland, TX. 75041 (214) 278-4411.

Pepsi-Cola items. Would like to buy Pepsi-Cola playing cards or other soda cards, Pepsi-Cola bottle opener's and postcards. No coke. Contact: Jack Meyer, 821 Bates, St. Louis MO. 63111 (314) 481-8129.

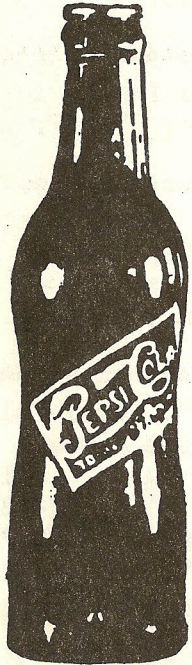
Catalogs for buying new Pepsi-Cola items. Contact: Ron Golden, 7854 A Bandero, St. Louis MO. 63111.

PLACES TO FIND PEPSI-COLA

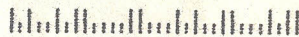
- Framemakers & Antiques: 430-418 E. 32nd St., Balto, MD. 21214
- Bob Adam's 7 Mile Antique Mall: 441 So. Highway 41, Caledonia, WI 53108
- Palmetto Collectables Warehouse: Highway 321, Norway, S. Carolina
- Stodel's Antiques & Collectables: 221 S. "L" St., Livermore, CA. 94550
- Elbo Antiques: 5605 W. Glendale Ave., Glendale, AZ. 85301
- Surrey Antiques & Collectables: 280 Exchange St., Crete, IL. 60417
- Orange Crate Mercantile: 140 N. Glassell, Orange, CA. 92666
- Pink Elephant Antiques: 274 La Habra Blvd., La Habra, CA.

Members: Please send us the name and address of merchants where you've found Pepsi-Cola items.

PEPSI-COLA COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722



JOHN HANTZ
6846 NEW JERSEY
HAMMOND, IN. 46323



ANNOUNCEMENTS

Past issues available for only a \$1.50 each. Please indicate which issue(s) you want and enclose a S.A.S.E. Send to the PCCC Newsletter.

The Pepsi-Cola Collectors Club Newsletter is published by the Pepsi-Cola Collectors Club. Publisher and Editor is Bob Stoddard.

Membership in the Pepsi-Cola Collectors Club is \$12.00 a year. Membership includes the Newsletter every two months, free ads in the newsletter and information on club activities.

FOR SALE

AVAILABLE FROM PCCC: PCCC pin-back button, \$2.00 ea. postage paid. Key chains in shape of a Pepsi-Cola can (new) \$1.50 ea. postage paid. PCCC License Plate Frame \$4.25 ea. postage paid. Make checks payable to : Pepsi-Cola Collectors Club and send to P.O. Box 1275, Covina, CA. 91722.

