



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 1

March-April 1996

## COLLECTORS ANTICIPATE PEPSI FEST '96

## Tenth Anniversary Celebration

It's hard to imagine that we are beginning our 13th year of publishing the PCCC newsletter. From the very beginning it has always been my desire to make this the very best newsletter of any organization. Therefore we are constantly trying to improve the look and substance of the PCCC Express. Starting with this edition we have completely reformatted the look of this publication. We are now using a professional page layout program that gives us the capability of making the Express the best publication for informing Pepsi-Cola collectors. We hope you will like and enjoy this new look and format.

### ARE YOU READY FOR PEPSI FEST?

Are you ready for Pepsi Fest? Sure. You've been saving your money all year. Yes - you've been setting aside all of

your duplicates. But have you really been preparing for 72 hours of total non-stop Pepsi bliss? Have you been practicing eating pizza while you walk? Have you been conditioning yourself to function on four hours of sleep a night? Can you conduct a conversation while scoping out all the Pepsi memorabilia in the room? Most importantly - can you survive a diet of Pepsi, Pizza, and Potato Chips for three days? This is what Pepsi Fest is all about - constant room-hopping and non-stop talking about Pepsi memorabilia. This may sound grueling - even torturous - but most people go home from Pepsi Fest with a sense of sadness that the fun has ended.

So if you want to be at top form for Pepsi Fest, you need to practice these eating and sleeping habits! We guarantee this conditioning will enhance your chances of finding a new acquisition for your collection at Pepsi Fest! Keeping these suggestions in mind, get ready for Pepsi Fest now!

This year we are celebrating the 10th anniversary of Pepsi Fest Indianapolis. This event has grown from very small beginnings into a large and very exciting national Pepsi event. We will have people attending from over thirty different states and Canada. Besides the normal events such as room hopping, auction, and swap meet, we have planned some fun things to commemorate this event. One of the things we want to do this year is to look back at previous Pepsi Fests. If you have any photos or video tapes we urge you to bring them with you to share at this year's event.

If you have not attended a Pepsi Fest before, this is the one you don't want to miss. We have noticed that many airline fares are at an all time low for this time of year. Before you decide it is too expensive to fly, be sure to check the current rates!

See you at Pepsi Fest '96!

### Inside This Issue

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**Part One: The History of  
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**Cline Collection Sneak Peek**

**Pepsi Wins Super Bowl Again**

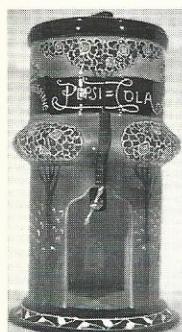


*Bradham with cronies enjoying "Brad's Drink"*



## Cline Collection Up For Auction

Theresa Cline has decided that it is time to sell off her Pepsi-Cola collection. Theresa and her late husband Doug collected Pepsi memorabilia for over 20



Limited edition reproduction

years. Their love for Pepsi-Cola began while Theresa worked for a Pepsi-Cola bottler.

After her retirement she and Doug became very serious collectors.

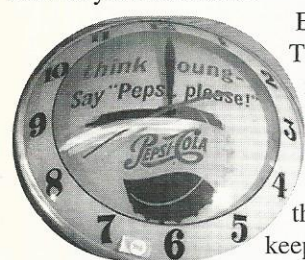
Over the years they put together one of the largest Pepsi collections in the country. When

Doug passed away in 1985, Theresa kept the

collection going. However, because of its size, it has become more difficult to store and care for. Therefore, she has decided to have Bob Stoddard auction off the collection through a mail auction (see ad on back page) during the month of March.

Included in the collection are double-bubble glass clocks, early tip and serving trays, numerous double dot signs - both metal and cardboard. There are more than one hundred trays of various ages and designs, numerous thermometers, and lots and lots of clocks!

This collection offers something for everyone - from the novice collector to the most advanced. Hundreds of items are under the \$50 price range. Don't miss this chance to add some really nice stuff to your collection.



Double-Bubble Clock

Even though Theresa is selling most of her collection she has informed me that she will be keeping a few special items.

Once a collector, always a collector!

## THE CONE TOP CAN

Originally Pepsi-Cola was invented to

be sold at the soda fountains. These were wonderful places for socializing but very inconvenient when many people were miles away from the nearest soda fountain. The introduction of the bottle made Pepsi-Cola much more convenient and available. This sufficed for many years until the late 1940's when once again people wanted a more convenient way to get their Pepsi-Cola. Experiments and test markets were conducted with no deposit no return bottles and no deposit cans.

The cans that were tested at that time had funny tops and were referred to as cone top cans. They were produced and distributed by the Pepsi-Cola bottler in Alton, Illinois. Combined with the fact that the taste was inferior to bottled Pepsi and these cans were twice as expensive, (three for \$.25), these cans were not popular. Pepsi was just a little too far ahead of its time in selling these cans.

Fortunately this experiment created some of the most sought after Pepsi collectables - the cone top cans. They were produced from 1949 to 1951. The first can was decorated with bottle caps printed around the can. This is the hardest to find and in good condition could sell for over \$500. Cans from 1950 and 1951 generally sell for between \$150 - \$300.

Today more than half the Pepsi-Cola sold is sold in cans.

## IS IT ORIGINAL OR IS IT A REPRODUCTION?

Is it real or is it a reproduction? This is one of the most commonly asked questions about the 1909 serving tray. An original 1909 serving tray sells for well over \$1000. A reproduction sells for under \$20. So as you can see, it is worth your while to know the difference.

The easiest way to tell the difference is by the physical characteristics. This tray has been reproduced twice so we will describe them both for you.

(a) The original 1909 tray measures from top to bottom 13-9/16" and from side to side 11-1/4". These measurements were made at the widest points. Below the Pepsi-Cola script near the bor-

der is the manufacturer name Niagara Buffalo. The edge of the tray has a rolled rim that is colored light green. The back of the tray is painted olive drab.

(b) The 1973 reproduction was made as a memento for the 75th anniversary of Pepsi-Cola. From top to bottom it measures 12-5/16" and from side to side it measures 10-1/8". The rolled rim is white and the back of the tray is black.

(c) This is the more recent reproduction of the 1909 tray and the most common. It measures 14-1/2" from top to bottom and 11-9/16" from side to side. The rim and back are both metallic gold. The manufacturer's name appears on the back - "Fabcrafft Inc., Frenchtown, NJ, Made in USA."

The 1973 reproduction tray was originally sold nationwide through newspaper and magazine ads. The tray was part of a set that included the tray and six glasses for \$2.95. The offer was good from May of 1973 through March of 1974. Also sold in the same ad was a combination salt shaker and pepper mill. This item was designed to resemble an early Pepsi-Cola bottle.

This information can help protect you from making a costly mistake when searching for the 1909 tray.

The 1908 tray has also been reproduced. The original size is close to that of the original tray. The reproduction tray is close to the size of the tray described in "C."

No matter how careful you are, it is always best to do business with reputable dealers who will guarantee the authenticity of the memorabilia they sell.



1909 Serving Tray



# PEPSI FEST '96 INFORMATION

March is here and that for Pepsi collectors means PEPSI FEST! Only a few weeks are left before we converge on Indianapolis for our biggest event of the year.

Pepsi Fest '96 registration forms were sent out with the November/December newsletter. If you haven't registered yet please do so now! If you need a registration form please call us at (909)946-6026 and we will mail or fax one to you immediately. There are a limited number of packets available so get yours reserved now! Pepsi Fest registration is made directly with the Pepsi-Cola Collector's Club.

Your hotel reservations must be made directly with the Ramada Hotel at the Indianapolis Airport. The phone number for the Ramada is (317)244-3361. Be sure to advise the hotel that you are with the PCCC. The last time we checked with the hotel it was close to being sold out - so don't wait until the last minute!

Although Pepsi Fest officially begins on Thursday, March 21st, we will be having a pasta buffet on Wednesday

night for early attendees. You do not need to make a reservation or prepay for this dinner - just show up at pool side at 6:30 p.m. Wednesday. The cost of the buffet is \$8.00 which will be paid directly to the hotel. Everyone who attended this dinner last year felt it was well worth the money.

For those of you who will be attending Pepsi Fest for the first time there are some things you should know. Your cancelled check is your receipt that you are registered with the PCCC. We do not send out confirmations. Also, if you forget to sign up for an event you can do that at Pepsi Fest. Don't panic - we will do our best to accommodate everyone!

The PCCC has taken over the entire hotel for Pepsi Fest, so no matter where your room is you'll be around other collectors. Experienced Pepsi Fest attendees try to get into the west wing where most of the room hopping goes on.

When you arrive at the Ramada, check in at the front desk, get your room, then to to the PCCC registration room which is in the back of the hotel. There

you can pick up your packet and Fest information.

If the Ramada Hotel is sold out when you try to make reservations, the Holiday Inn is right across the street from the Ramada. They are holding rooms for club members at \$75/night. Their phone number is (317)244-6861. The Days Inn - Airport is also nearby.

**Pepsi Fest East  
August 9-10, 1996  
Charlotte, NC**

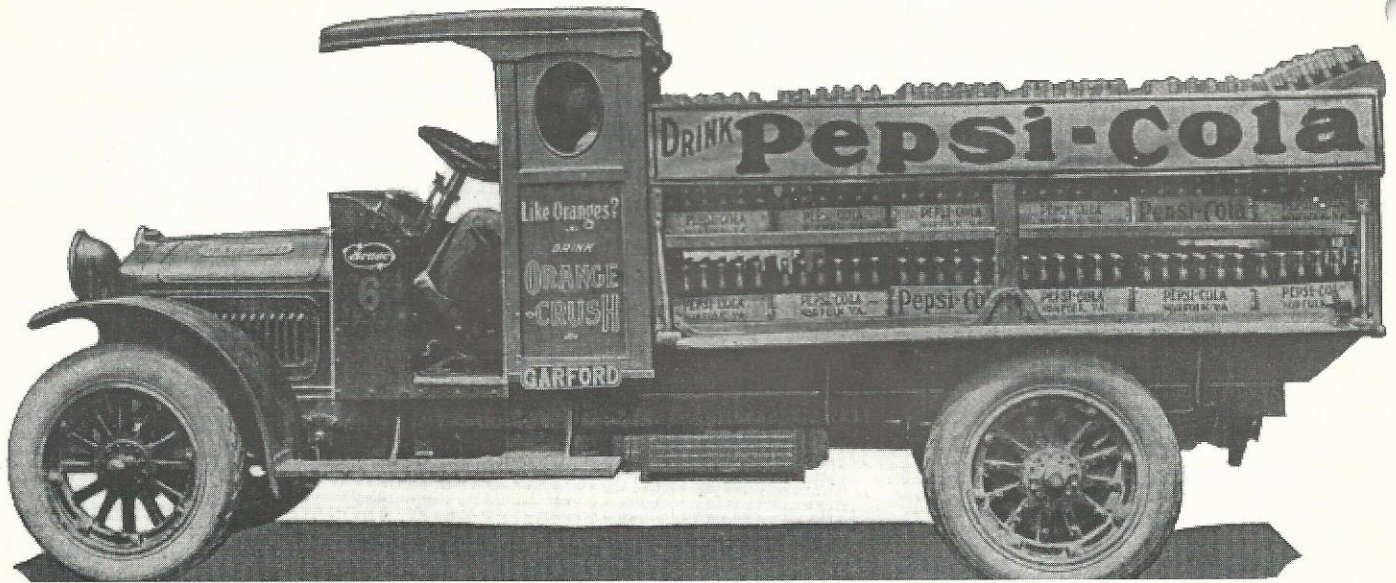
**Pepsi Fest West  
November 1-2, 1996  
Las Vegas, NV**

## PEPSI FEST '96 AGENDA

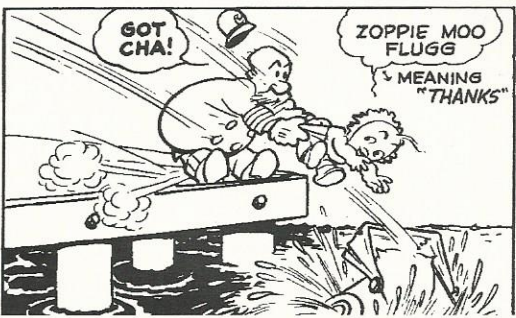
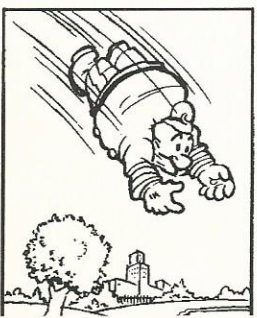
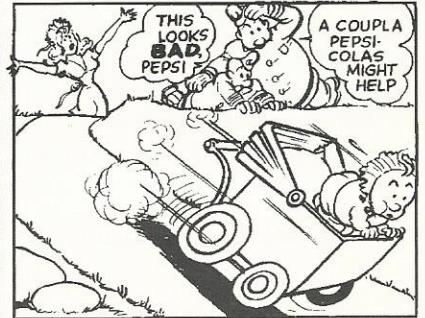
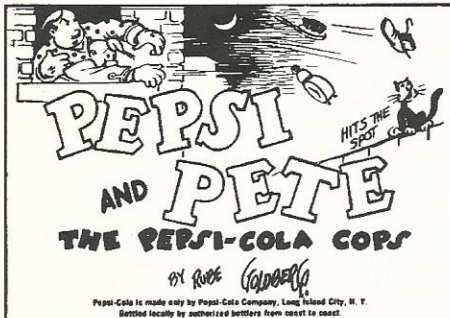
	<u>Thursday, March 21st</u>
12:00 Noon	Registration
2:00 P.M.	Seminar on Pepsi-Cola History
6:00 P.M.	Be Sociable Party
	<u>Friday, March 22nd</u>
9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Starts
6:00 P.M.	Pizza Party & Meeting (Included in Registration Fee)
	<u>Saturday, March 23rd</u>
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 Approx. 2-1/2 Hours
7:00 P.M.	Farewell Dinner

Schedule subject to change. Please verify at registration check-in.





1923 Garford Motor Truck



Copyright 1941, Pepsi-Cola Company



PEPSI NEWS

**TOP TEN REASONS TO DRINK PEPSI**

10. It's not Coke.
9. The Pepsi can is more attractive.
8. Pepsi never had cocaine in it.
7. Pepsi goes better with everything.
6. Mom says Pepsi's best.
5. Polar bears don't drink Pepsi.
4. Pepsi is made by the best people on earth.
3. Pepsi has always hit the spot.
2. Cindy Crawford likes Pepsi.
1. Pepsi tastes best!

**PEPSI WINS SUPER BOWL AD METER AGAIN !**

Super Bowl Sunday - the day millions of Pepsi enthusiasts wait all year for - is the day Pepsi debuts their new commercials. This year was worth the wait. The Pepsi-Cola Company pitted their 1996 television commercials against some of the best advertisers in the world. The result was a Super Bowl shutout! Pepsi-Cola took first, second, and third in the Super Bowl ad meter.

Ad meter is conducted by USA Today newspaper to find out which Super Bowl commercials are liked most by viewers. There have been eight Super Bowl ad meters since the survey began in 1989. Of those eight ad meters, Pepsi-Cola commercials have been rated number one four times including this year. This is

the third year in a row Pepsi has produced the number one rated commercial.

This year's number one commercial was "Coke driver nabs Pepsi." In this commercial the Coke driver is caught on a surveillance camera grabbing a Pepsi from the visi cooler. Unfortunately for this sneaky Coke driver he grabs the wrong Pepsi can causing all the cans to fall out of the cooler.

Number two was "Frozen Tundra" in which a hiker gets his lip stuck to a frozen Pepsi can. The punchline of this commercial comes when the hiker goes into the doctor's office where everyone there has a Pepsi can frozen to their lips - including a dog!

The number three commercial featured Dallas Cowboy Deion Sanders and cartoon character Wile E. Coyote.

Pepsi-Cola's other spots also placed high. "Goldfish gets Flushed" came in number seven and "Drive-thru Headache" was number fourteen. Some feel the reason for Pepsi-Cola's tradition of successful commercials is that they always try to entertain the viewer while

selling the Pepsi.

Who can forget Pepsi's past winning commercials:

1995 - "Boy gets Sucked into Pepsi Bottle"

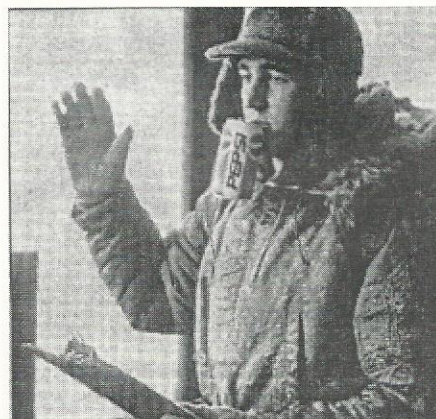


"Coke Driver Nabs Pepsi"

1994 - "Chimp Escapes Lab, Hits the Beach"

1991 - "Ray Charles" - new jingle catches on

Congratulations to Pepsi-Cola and their ad agency B.B.D.O. for another great year of Pepsi commercials.



Number Two: Pepsi hiker in frozen tundra



Number Three: Wile E. Coyote battles for a Pepsi with Deion Sanders



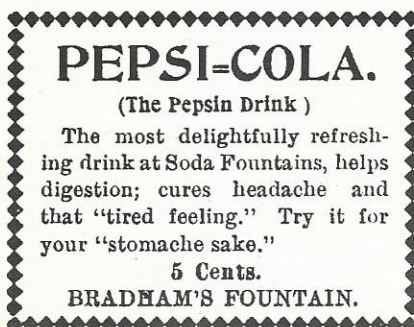
# THE HISTORY OF PEPSI-COLA

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

Historical evidence strongly suggests that it was 1896 when Caleb Bradham began developing what would eventually become Pepsi-Cola.

In an era when many popular drinks of the day contained narcotics, alcohol, and other harmful ingredients, Bradham endeavored to make a drink that could be refreshing and healthful. So from his drug store in New Bern, North Carolina, Bradham began to experiment with different formulae looking for the perfect mixture that would deliver refreshment to his patrons without causing any negative side effects. After some time, one formula became very popular with Bradham's "cronies" who nicknamed the beverage "Brad's Drink." As word spread about the high quality and good taste of this new drink, Bradham realized he would have to come up with a better name.

The name Bradham came up with was Pepsi-Cola. We can only speculate why he came up with this name. An educated guess would be that it had to do with pepsin. Pepsin is a substance responsible for digestion in the stomach. Bradham's earliest advertisement exulted the abilities of Pepsi-Cola to aid digestion. In some advertising material Pepsi-Cola was referred to as the "pepsin drink"- not because it contains pepsin but like pepsin it helped with digestion.



1902 Pepsi-Cola Advertisement

When Bradham registered this name

with the North Carolina Secretary of State's office he stated that he had been using the Pepsi-Cola name since August 28, 1898.

At first Pepsi-Cola was sold exclusively at the soda fountain in Bradham's Drug Store, then gradually at other soda fountains throughout the area.

As demand began to increase for Bradham's new drink he began to advertise. The earliest known ads for Pepsi-Cola began appearing in newspapers during the second half of 1902.

By the end of 1902 Bradham felt Pepsi-Cola could no longer just be a product sold by Bradham's Pharmacy, but it had to be a company of its own. On December 30, 1902, Bradham formed the Pepsi-Cola Company, a corporation.



Earliest used Pepsi script logo - 1903

Then on February 28, 1903 the Pepsi-Cola script appeared in an advertisement for the first time ever. Underneath the Pepsi-Cola script was written "trademark." There is no record of this trademark being registered.



First registered trademark of Pepsi-Cola - 1903

The first trademark registered by Bradham was a more refined script registered with the United States Patent Office

on June 16, 1903. This 1903 logo only lasted for a short three years. By 1906 Pepsi had a slightly modified rendition of the original logo. This new logo was registered at the United States Patent Office August 7, 1906.

In early 1903, this article depicting the qualities of Pepsi-Cola appeared in the Journal, the local New Bern newspa-

per:

*"Pepsi-Cola is not only a delicious and refreshing summer drink but it is popular all the year around. It has a peculiar property of producing a pleasant lasting taste which makes it all the more*



Second Pepsi-Cola trademark to be registered - 1906

*enjoyable. It is a tonic, refreshing, invigorating, assisting the digestive organs; strengthening the worn out system and resting the fatigued brain. It stimulates the appetite by correcting indigestion."*

At this point Pepsi-Cola was primarily a fountain drink. But that would soon change. In September 1904 Bradham purchased a building known as "Bishop Factory." Besides needing a larger facility for the manufacturing of syrup Bradham also intended to produce "bottled carbonated Pepsi-Cola." This new facility began production in early 1905 and was officially opened April 5, 1905. From this we can conclude the first bottled Pepsi-Cola was produced in 1905.

Bradham had great plans for business expansion using bottled Pepsi-Cola. We conclude this from a comment in the newspaper mentioning the arrival of 500,000 Pepsi bottles. 1905 marks not only the beginning of bottled Pepsi-Cola but also the beginning of the Pepsi bottler system. The Pepsi-Cola Bottling Company of Charlotte, North Carolina was incorporated on November 16, 1905.

The early Pepsi-Cola bottlers were not given franchise territories like the later Pepsi bottlers. Instead they were issued licensing to bottle Pepsi-Cola in a geographical territory.

The bottlers were not permitted to sell syrup to the fountain trade. This was the exclusive business of the parent company. The license agreement of this time stated that Pepsi-Cola syrup would be



sold for \$1.25 a gallon to the bottlers who were prohibited from the resale of this syrup to anybody. Each gallon of syrup produced twelve cases of Pepsi-Cola which would sell for a minimum of thirty-five cents per dozen bottles. The license agreement also stated that every bottle of Pepsi-Cola had to have a deco-

Charlotte, North Carolina  
 Wilson, North Carolina  
 Fayetteville, North Carolina  
 Wilmington, North Carolina  
 Norfolk, Virginia  
 Tarboro, North Carolina  
 Darlington, South Carolina  
 Suffolk, Virginia



rated Pepsi-Cola crown and label. The parent company would furnish the bottler with advertising material for distribution and display. In the contract the bottler agreed to buy 1000 gallons of Pepsi-Cola syrup per year.

Besides the Charlotte, North Carolina bottling plant, Pepsi also recruited the Burnett family of Durham, North Carolina in 1905. Sam Jessup of Charlottesville, Virginia followed in 1906.

With the new manufacturing facility and a concerted effort to recruit bottlers, the Pepsi-Cola Company began to expand rapidly. So fast that by 1907 they had outgrown the "Bishop Factory" and had to begin construction on a new and much larger building.

Records show that in 1906 there were fifteen plants bottling Pepsi-Cola. Caleb Bradham reported these plants as follows:

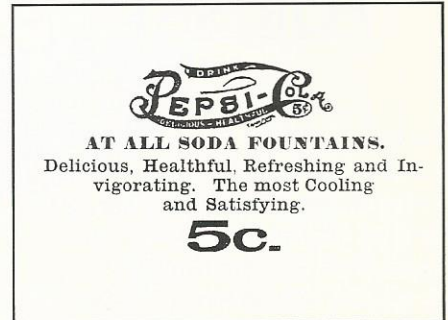
Kinston, North Carolina  
 Greensboro, North Carolina  
 Washington, North Carolina  
 Ronceverte, West Virginia  
 Huntington, West Virginia  
 Raleigh, North Carolina  
 New Bern, North Carolina

In 1907 there were forty plants licensed to bottle Pepsi-Cola. By 1910 the company claimed to have 280 plants bottling Pepsi-Cola.

With this many bottlers it was time to hold a bottlers convention. The first Pepsi-Cola Bottlers Convention was held in January of 1910 at New Bern, North Carolina. The convention lasted three days from January 20 through the 22nd. It was attended by 87 bottlers from 24 different states. A number of suppliers of bottling equipment were also on hand including representatives from Crown, Cork, and Seal, who manufactured bottle caps.

## Early Advertising

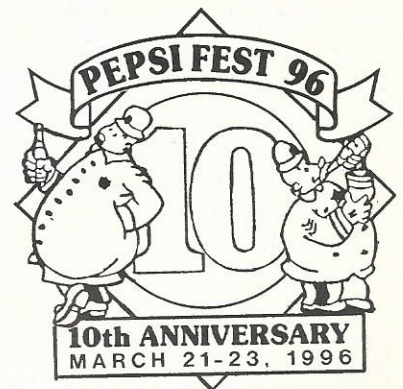
Between 1902 and 1905 the advertisement for Pepsi-Cola was predominantly newspaper ads. The ads reflected a belief that Pepsi-Cola had medicinal benefits such as curing nervousness and promoting digestion. The ads also made note of Pepsi-Cola's good taste. At this point the ads only advertised Pepsi-Cola



1903 Advertisement

at soda fountains.

*The information contained in this article came from **Twelve Full Ounces** by Milward W. Martin, and from the personal research files of Bob Stoddard.*





# 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: UMC 81 nice \$2500., UMC 110 rare self-serve, no coin door - nice \$1000, Ideal 55 - show car paint \$600, Ideal 55 - D-Dot nice \$600. Contact: Roger Blad, 1317 Orchard Dr., Burnsville, MN 55306. (612)435-5250. Can deliver to Indy.  
\*\*\*\*\*

For Sale: Pepsi Clock "Pam" red, white, & blue "Ice Cold". \$425 good cond. Contact: Chris Stokes @ (919)758-6939  
\*\*\*\*\*

For Sale: 75 different Pepsi banks, trucks, cars, and airplanes. Pepsi bottles commemorative & longnecks. For list send SASE to Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.  
\*\*\*\*\*

For Sale: Pepsi and Coke machines restored. Pepsi VMC 88, 33, 2-VMC 27s Ideal 55 slider, 2 chest coolers. Rare. Coke - Vendo 44, 81, Cavalier 2 -72s, VMC 33, 44, 72. Prices \$900 to \$2800. Contact: Carl @ (717)533-7345 in Hershey, PA.  
\*\*\*\*\*

For Sale: Old straight-sided Pepsi-Cola bottles. Contact Milt Johnson, 903 Stewart St., Fuquay-Varina, NC 27526. (919)552-1022.  
\*\*\*\*\*

For Sale: Pepsi, Coke, Orange Crush bottles, and other brands. Also tin cans, paper cups, push bars, 6 pack case etc. Please send for list to Robert Diwar, 9551 Patterson Rd., Richmond, B.C. V6X1P8, Canada. (604)278-3062  
\*\*\*\*\*

For Sale: Pepsi clock, 1951 Stoddard #1298, E T; Orange Crush Plastic Clock, lite up, E T, \$85 plus S & H, Contact:

Walt Dillon, 853 Mudham Rd., Wendell, NC 27591 (919)365-3611 After 6 p.m.

\*\*\*\*\*

For Sale: Collector Glass News - the bimonthly publication for enthusiasts of cartoon, fast-food, sports & promotional glassware. Each issue contains articles on new glass issues, feature articles on

new glass issues, feature articles on glass collecting, mystery glasses, the CGN auction, classified ads and much more! Subscriptions are \$15/year or \$29/2 years. All Sub. include a free 30 word classified ad! Sample issues \$3.00. We also buy glasses! Contact: Collector Glass News, P.O. Box 308P, Slippery Rock, PA 16057. (412)946-2838 Fax. (412)946-9012.  
\*\*\*\*\*

For Sale: Pepsi-Cola toy trucks and cars #547-ex, #534-ex, #538-ex, #560-m, #537-mb, #550-mb. Early 1970's Mexican Pepsi truck - new/old store stock - futuristic cab like Buddy-L with 12 cases -mb (rare) - Plus many more. Send SASE for incredible list. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501. (914)737-2639 after 6:30 EST.  
\*\*\*\*\*

For Sale: America's largest auction house for cartoon, character, and sports glasses will be offering one of it's finest accumulations of over 1000 glasses in it's April auction beginning April 15 and ending May 4. (Over 150 different Pepsi glasses in every auction). Send \$3.50 for the April issue or \$10 for the next three issues to: Tom Hoder, 444 S. Cherry, Itasca, IL 60143.  
\*\*\*\*\*

For Sale: All kinds of current Pepsi collectibles from t/shirts to die cast

model cars and trucks, signs, clocks, napkin holders, and much, much more. Contact: John Northcote @ 1-800-936-7265.  
\*\*\*\*\*

## WANTED

Wanted: Double Bubble clocks, soda fountain items, outdoor neon signs. Also old pedal tractors. (Send photo). Contact: Chris Stokes, Rt. 16, Box 41, Greenville, NC. (919) 758-6939  
\*\*\*\*\*

Wanted: Pepsi-Cola and other soda signs, thermos, trays, smoking items, playing cards, etc., Contact: Lois Wildman, 175 E. Chick Rd., Camano Is., WA 98292.  
\*\*\*\*\*

Wanted: Pepsi & Mt. Dew Pinbacks, Pepsi & Mt. Dew Patches, Lapel Pins and Jewelry. Send your list for immediate response to: John F. Minges, P.O. Box 7247, Greenville, NC 27835 or fax your list 24 hours to (919)758-5566.  
\*\*\*\*\*

Wanted: Taylor sports 1957 Nomad public or employee edition. Will pay top price. Please call John at 1-800-936-7265.  
\*\*\*\*\*

Wanted: Pepsi-Cola Winross Truck #1, Historical Series. Also wanted to purchase Coca-Cola 1995 Convention Winross Truck (Kansas City). Contact: Charles Geho, 1765 Park Avenue, Washington, PA 15301. (412)222-0570  
\*\*\*\*\*

Wanted: Playing cards of all brands of soda. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207.  
\*\*\*\*\*

Wanted: All types of old Pepsi bottles,



**PEPSI-COLA COLLECTORS CLUB EXPRESS**

script, block lettered from any town, amber, blue, etc., two full glass bottles, red, white & blue, all fountain syrup bottles and paper label bottles from any town. Contact: Robert Edwards, P.O. Box 553, Winterville, NC 28590. (919)756-2619.

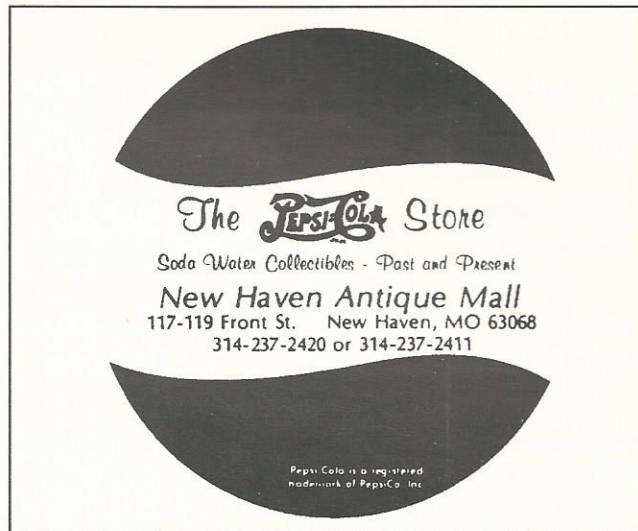
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Wanted: Pepsi Door push item #260 in Vol. #3 of "Pepsi Collectables." Other door pushes also. Contact: Bob Staedel, 529 Yosemite Drive, Livermore, CA 94550-2430.

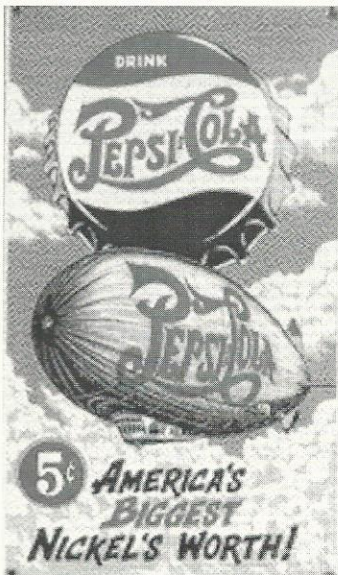
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Wanted: Evervess, Devil Shake, Tropic Surf, looking for bottles, cans, what do you have? Need 2 liter returnable Diet Pepsi bottle. Contact: Roger Blad, 1317 Orchards Dr., Burnsville, MN 55306. (612)435-5250.

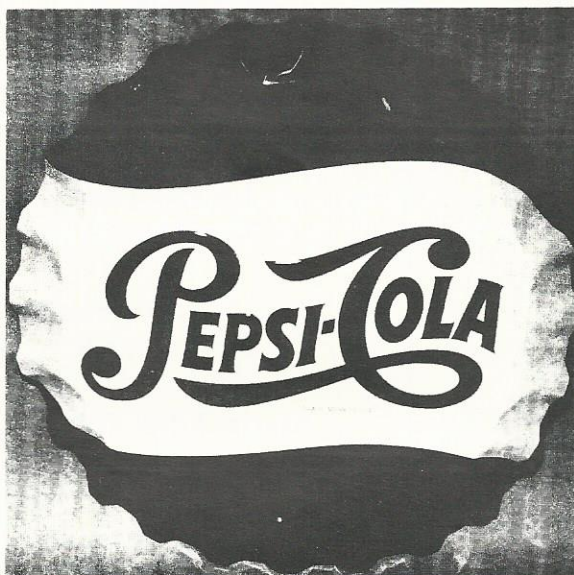
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# NEW SIGNS



#2016 Porcelain Zeppelin Sign \$24.00



#2111 11" Aluminum Bottle Cap Sign - die-cut \$19.95

Special: Add only \$5.00 for shipping either or both signs. Remit to: Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. Phone (909)946-6026 or Fax (909)946-4786. Check, money order, or major credit cards will be accepted.



# WELCOME NEW MEMBERS

**Omer Hertweck  
Portesville, PA**

**Blake Reutter  
Boone, IA**

**Bob Dooley  
Sundown, Manitoba**

**Curtis Sutton  
Ayden, NC**

**Marge Goll  
Billings, MT**

**Gary Wing  
Waterford, MI**

**Gary Lewis & Family  
Independence, MO**

**Pegg Hissa  
Largo, FL**

**Dawn & Kenny Kapper  
Akron, OH**

**Robert J. McGowan, Sr.  
Van Nuys, CA**

**Bonnie Alves  
Eureka, CA**

**Larry Abbas  
Carroll, IA**

**Pamela Woolf  
Ocala, FL**

**Jeffrey Kasowski  
Redmond, WA**

**Denise Winn  
Lakewood, CA**

**Jose Juan  
Miami, FL**

**Tracy Lane  
Hagaman, NY**

**Chad Peterson  
Bismarck, ND**

**Miguel Campos  
Chicago, IL**

**Anne Piotter  
Fenton, MO**

**Lylia Melendez  
Philadelphia, PA**

**A. Lyndsie & Pam McCoy  
Green Rock, IL**

**Barb Schiemeyer  
St. Joseph, MO**

**John & Kaylie Hegel  
Missoula, MT**

**Joe Edmonds  
Yucaipa, CA**

**Steve & Jackie Medina  
Emporia, KS**

**Marla & Bill Traxler  
Pinconning, MI**

**Harold Eddleman  
Kannapolis, NC**

**John Churchwell Jr.  
Pinson, AL**

**Martha Kirk  
Ulysses, KS**

**Michelle Romig  
Milwaukee, WI**

**Libby Houser  
Wheeling, IL**

**Ramiro Davila  
Edinburg, TX**

**Rex Young  
Clinton, WI**

**Steve Preston  
Lee's Summit, MO**

**Robert & JoAnn Minock  
Richmond, VA**

**Nancy & Marie Spaulding  
LeHigh Acres, FL**

**Bradley Williams  
Fargo, ND**

**Ruth Meadows  
Walnut Shade, MO**



PEPSI-COLA COLLECTORS CLUB EXPRESS

WordHide Puzzle custom made for: PEPSI-COLA COLL CLUB

Find the words in the square below...

Word Square  
Puzzle...

D S R X L B C P X H W P G Z A P N K D R O H H K  
A T V U W O F N J J E E H K X Q H L R F Y O B M  
Q O C O C T W S V C D P Q I J I O R O T Z V M Z  
V D A M Q T I Q E M T S C S O C E I D E S Y P L  
V E L T B L Q M F J M I P F E Y M V A X H W Q K  
H L E H W E Y U M W R F H C O X N S M O U X K S  
J B B I K G Q W B K C E I B O B S T O D D A R D  
U U B O K C O B H U E S P E P S I A N D P E T E  
N O R F C U U S O M D T I G P M B N P R P I C T  
A D A O J R M R A W Q N D X R C K V N T Z A Y M  
R G D C I J M V T D S A C C B A R K D S U S X H  
R U H K O K F K C Y K O G R L B X H S E E H M V  
N P A F E Y E W H M R G F O Y U Y A E T P A X M  
Q X M S K I K V I T N E C D B S P U I Z Z Q C R  
B B A O L E N E E P R I V G Q I T A J O Z Z U T  
N O L M O I G A G R S I D I X Y J A F I N Y K C  
D P S M O Y C X V P V E D G L L P X L V S G B O  
C C G O Y N Z E E O V E V E R E R U Z P Q Q T T  
Y B I T B O U P V R K C S I O F D T R A E U P W  
J D B N C J Y X O E A W W T D V H Y G Y U P V O  
F G F D T F O M F N M R L C N Y V G Y G S L S K  
T G M A L S K C I U Q D Q S E S I F U X G G U I  
Y U H T R K D X N E H S O H V V G I X S T U G V  
Y Z Y P L K I S P E P T E I D H F U E F U R P J

Words in puzzle:

DELIVERYTRUCK  
CRYSTALPEPSI  
BOBSTODDARD  
QUICKSLAM  
PEPSIFEST

ICECOLD  
VENDOR  
MTDEW

CALEBBRADHAM  
PEPSIANDPETE  
PEPSICOLA  
DIETPEPSI  
DOUBLEDOT  
BIGSLAM  
BOTTLE  
SLICE  
SYRUP  
SHAQ

This puzzle created by DALLAS, JOEY SPACAL



# THE GREAT PEPSI-COLA COLLECTION MAIL-IN AUCTION OF 1996

*Presented by Double Dot Enterprises and Bob Stoddard*

The Cline Collection will be auctioned off by mail. This collection has accumulated for over 20 years. There will be over 1000 items offered ranging from common to very rare. There is something in this auction for everyone from the novice to the advanced collector. It will close Wednesday, April 10, 1996. If you want to participate send \$6.50 for your auction catalog. Submit to:

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

Double Bubble  
Clocks

Light-Up  
Signs

Thermometers

Die-Cut Bottle  
Signs

Flange Signs

1940's Neon  
Sign

Door Pushes

Radios

Toys and  
Novelties

Trays

PEPSI-COLA COLLECTORS CLUB

P.O. BOX 817  
CLAREMONT, CA. 91711

First Class Mail  
U.S. Postage  
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Covina, Ca. 91722  
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usa





# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 2

May-June 1996

## SNOW STORM HITS FEST' 96

Pepsi Fest's tenth anniversary went according to plan except for the ice and snow storms throughout the midwest. Having held nine previous Pepsi Fests in Indianapolis, we thought we had seen all types of weather. Nothing had prepared us for the snow storm that occurred just two days before Pepsi Fest was scheduled to begin. Having left warm, sunny California, I was not quite prepared for the cold and the snow that greeted me upon my arrival! Fortunately the storm had passed when it was time for Pepsi Fest to begin. Although traveling conditions were horrible on all roads leading to Indianapolis, this did not deter the dedicated Pepsi collectors. There were reports of some who spent seven to eight hours traveling over a twenty mile stretch due to icy road conditions. Every Pepsi Fest has its own special memories. I'm sure the blizzard of Pepsi Fest '96 will not be soon forgotten.

With over 800 people in attendance and the Ramada completely sold out, the

hotel was wall to wall Pepsi people! For the early birds attending on Wednesday night, there was a pasta dinner sponsored by the Pepsi-Cola Bottling Co. of Greenville, North Carolina.

Pepsi Fest '96 began on Thursday with a seminar on Pepsi-Cola history. This was followed by a Be-Sociable Party that evening. We filled our plates at the taco bar while viewing videos from past Pepsi-Fests. A video on Pepsi commercials was also featured. After the party everyone headed back to the rooms for room hopping. With over 100 rooms open Thursday night, there was plenty of Pepsi memorabilia everywhere! Many rooms featured very old and rare Pepsi collectables. Prices were at an all time high this year - and in some cases - out of this world! There were still bargains to be found for the tenacious collector.

Friday morning began with a show and tell. Numerous collectors shared their favorite Pepsi items. The highlight may have been Pepsi Joe giving a

demonstration of his Pepsi data-base. Joe has scanned into his computer Introduction to Pepsi Collecting and past PCCC newsletters. With the click of a button Joe can find any Pepsi article or item in his database.

Once again hundreds of items were auctioned off in our oral auction. The auctioneers were Bruce Jacobs and Fred MacNamara.

Friday night's Pizza Party was bigger and better than ever. Cathy Dial from Frito-Lay provided us with plenty of chips and pretzels. Pizza Hut delivered over 125 delicious pizzas. There was plenty of Pepsi for all. Following the pizza dinner was a special presentation in honor of those who have attended Pepsi Fest all ten years. A presentation was then given by Carolyn Foley of Pepsi-Cola Co. of New York. The PCCC was given a sneak preview of Pepsi Stuff. Carolyn answered questions for the audience regarding exactly how the Pepsi Stuff program would operate.

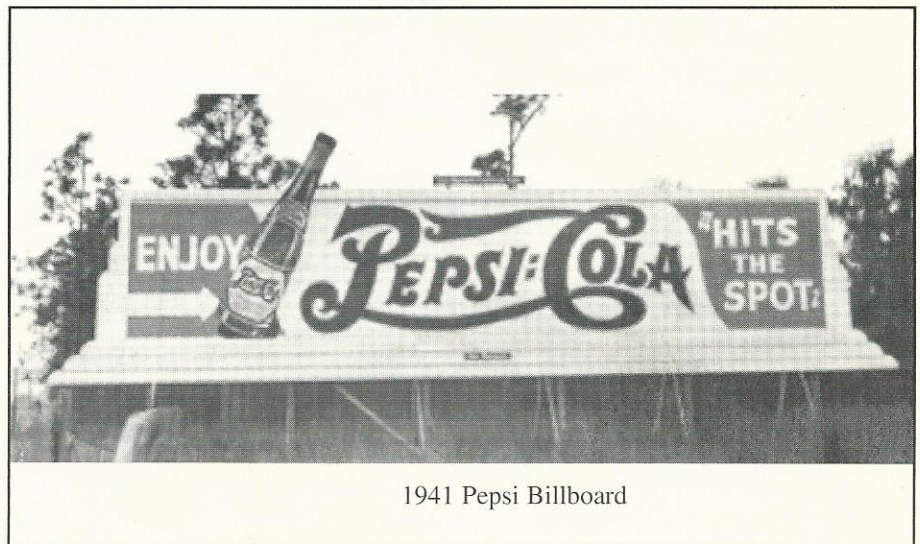
### Inside This Issue

**Pepsi Fest '96 Report**

**Part Two: The History of Pepsi-Cola**

**Pepsi Stuff**

**Pepsi in Cyber Space**



1941 Pepsi Billboard



Friday night was a busy night for room hopping well into the early hours of the morning.

With a few hours of sleep, everyone was up early for the silent auction Saturday morning. Afterwards we gathered for the annual group picture. The afternoon was spent searching the swap meet tables for that elusive Pepsi collectible. During the swap meet prizes were raffled off. The grand prize was a framed T-shirt autographed by Ray Charles. Congratulations to June Frost who is now the proud owner!

The farewell dinner was an opportunity for everyone to relax and chat with old and new friends before departing for home. Judy Durbin provided entertainment by dumping a pitcher of ice water on an unsuspecting Bob Stoddard.

Thanks to all who attended for making Pepsi Fest '96 a success. A special thanks to all of you who helped make Pepsi Fest work.

I have always said that the best thing about Pepsi collecting is the people you meet. One of those special people is Jeff Powell. Jeff started attending Pepsi Fest several years ago. He has been selling off his personal Pepsi-Cola memorabilia acquired during the over 30 years he worked for the Pepsi-Cola Co. Jeff never wanted any of the money for himself. Instead he donated any monies received to his favorite charity. Recently I received a letter from that charity. The following is taken from the letter from the LOA - an area agency on aging - that I felt should be shared with the PCCC.

*Dear Friends,*

*I wanted to relay LOA Area Agency on Aging's thanks and appreciation for your support of our Meals-on-Wheels program over the past two years. Your members have made donations to us totalling \$985!*

*One of our ardent supporters, W. Jeff Powell of Roanoke (Virginia), has secured these funds for us -- by offering his Pepsi-Cola Collector's items to your members for purchase. Your enjoyment of these items means that senior citizens*

*in need can enjoy a healthier, happier life.*

*For a perspective on how these funds help, your gifts have purchased over 400 hot lunches, essentially sponsoring one recipient for the past two years. In today's world of belt-tightening budgets and an increasing older population, these donations have truly impacted our community.*

*We encourage your members to attempt similar efforts for their favorite charity. The Club should be very proud of its contribution.*

*With best regards,*

*Susan Be. Williams  
Executive Director*

The Pepsi-Cola Collector's Club is proud to have Jeff Powell as a member of our club.

### **Is it Celluloid or is it Plastic?**



Is it celluloid or is it plastic? That is the question. Many of the circular signs that we collect are referred to as celluloid without any thought to what celluloid is. What is celluloid? Celluloid was originally a trade name. Now it is the common name for a synthetic plastic.

Celluloid is transparent and colorless and in paste form can be colored or rolled, or molded into specific shapes.

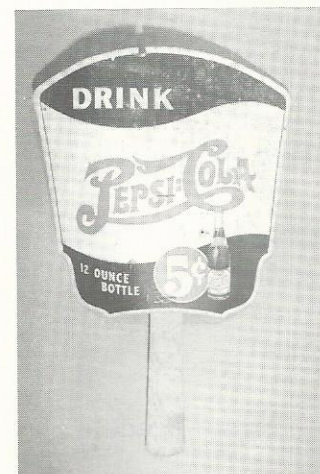
John Hyatt, the inventor of celluloid, received a patent for this new material in 1870. During the early 1900's other inventors improved on Hyatt's work with this material. These improvements led to the development of a completely synthetic substance called plastic by 1937.

We can't say for sure if some of the early signs referred to as celluloids were actually made from this material. We do

know for sure that the type of signs made in the 1950's were made with plastic. The terms celluloid and plastic could be interchangeable except in the antique business, where celluloid sounds older and more valuable than plastic.

### **REPRODUCTION PEPSI & PETE FAN**

Pepsi-Cola memorabilia is among the most popular of all collectables. For this reason the price of Pepsi items is skyrocketing. Unfortunately when the price of anything gets high it attracts some people of dubious character - people who would knowingly sell a reproduction as an original and people who would create reproductions with the express purpose of selling them as originals. The latest Pepsi item to appear on the market is a reproduction of the Pepsi & Pete fan. This particular item was reproduced on a color photocopy machine, and is a little discolored for that reason. Be very careful when buying these fans. Remember my two rules - buy the item not the story the dealer makes up about the item. The longer the story the greater chance this item is phony. Secondly, always make the dealer guarantee the authenticity of the item with a written money back guarantee.





# PEPSI FEST '96 INFORMATION

The 4th annual Pepsi-Fest East will be held August 8th - 10th, 1996 in Charlotte North Carolina. We will be staying at the Marriott 5700 Westpark Dr, Charlotte NC 28217, phone 704 527-9650. This is the same hotel we were at 2 years ago. VERY IMPORTANT; the Marriott will only honor the special room rate from August 8th thru the 11th. Reservations must be made no later than 7/18/96 in order to guarantee this rate and a room.

Included in this newsletter is the Pepsi-Fest East registration form. Please return this form to the PCCC. Hotel reservations must be made directly with the hotel.

The hotel is located just south of

Charlotte off I-77. The hotel is very convenient to the airport and all major interstates in the Charlotte area. The Marriott amenities for the whole family including an indoor pool.

Pepsi-Fest East is smaller than Indianapolis but just as much fun! If you have'nt attended a Pepsi-Fest event in the past, Pepsi-Fest East is a good place to start.

For more information please contact the Pepsi-Cola Collectors Club, PO Box 817 Claremont CA 91711 or call 909 946-6026.

**Pepsi Fest East  
August 9-10, 1996  
Charlotte, NC**

**Pepsi Fest West  
November 1-2, 1996  
Las Vegas, NV**

## PEPSI FEST EAST

Preparations are being made for Pepsi Fest East which will be held August 9th and 10th, 1996, in Charlotte, NC. This year's event will be held at the Charlotte Marriott Executive Park, 5700 Westpark Drive, Charlotte, NC 28217. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel. Enclosed in this newsletter are the PCCC registration forms and room reservation cards for the Marriott.

### PEPSI FEST EAST AGENDA

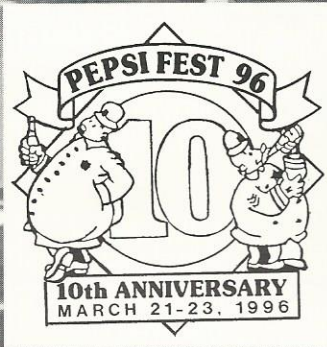
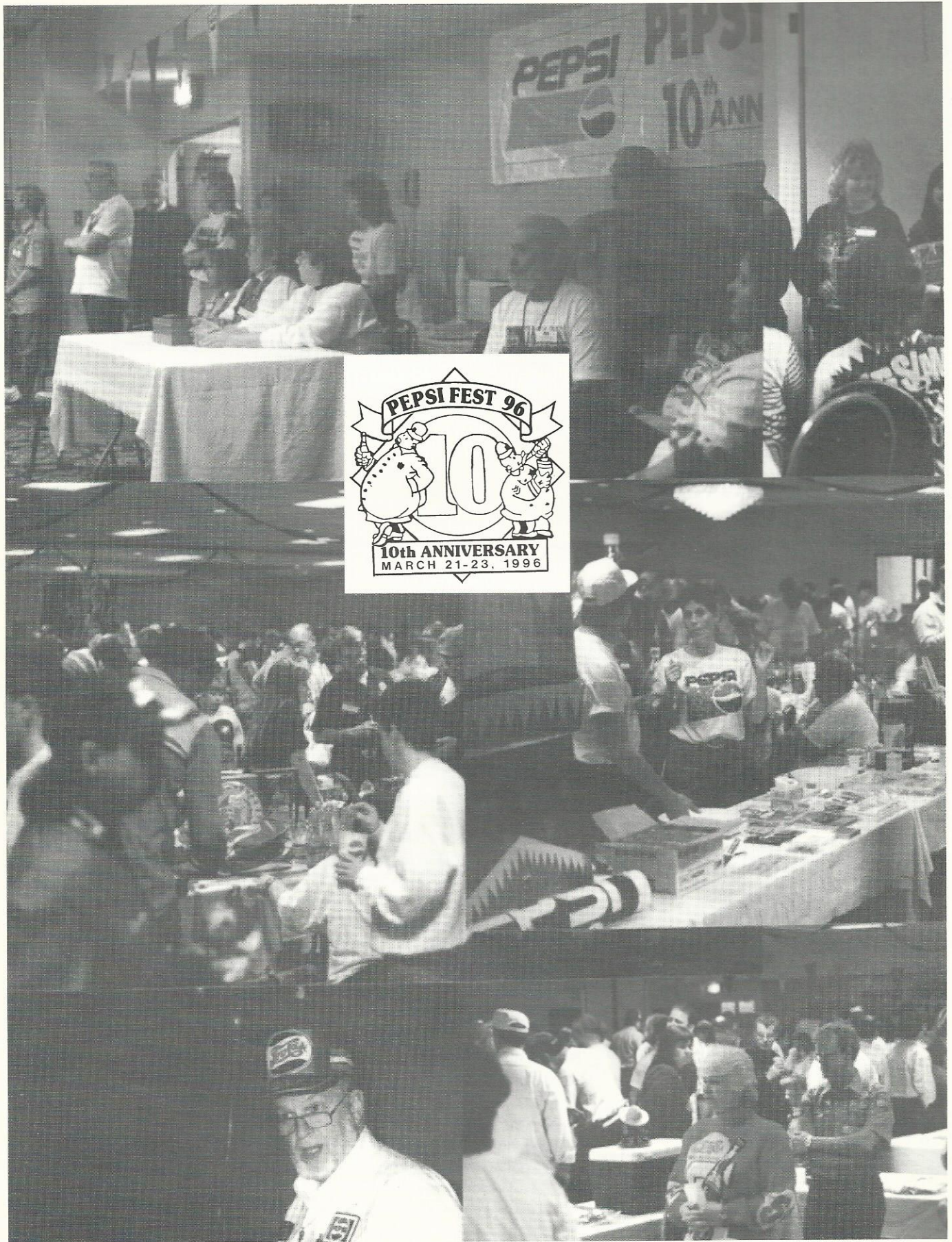
#### Friday, August 9th

- 6:00 p.m. - Be Sociable/Have a Pepsi Party
- 9:00 p.m. - Room Hopping

#### Saturday, August 10th

- 9:00 a.m. - Swap meet set-up
- 10:00 a.m. - Swap meet begins
- 12:30 p.m. - Break for lunch
- 2:00 p.m. - Seminar
- 3:00 p.m. - Auction check-in
- 4:00 p.m. - Auction begins
- 6:30 p.m. - Pizza Party





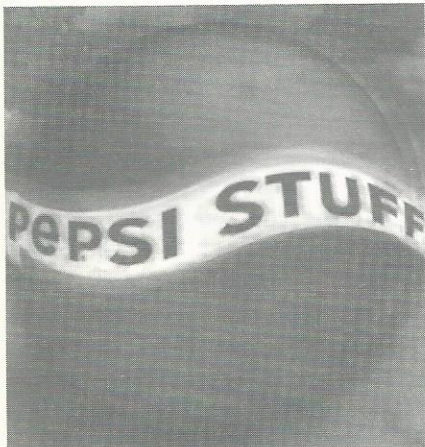


## DRINK PEPSI GET STUFF

On March 27, 1996 the Pepsi-Cola Company unveiled their single biggest consumer event in the company's history.

### PEPSI STUFF

The slogan for Pepsi Stuff is "Drink Pepsi - Get Stuff." The program is very simple: consumers drink Pepsi, collect "Pepsi points," and redeem them for Pepsi stuff. The program will be promoted over the next seven months. Over 170 million Pepsi Stuff catalogs will be distributed in-pack and in-store. More than 4.5 million items, with a total retail value of more than \$125 million, will be awarded to consumers throughout the program. More than 7 billion points will be distributed on more than 4 billion packages of Pepsi, Diet Pepsi, Caffeine



Free Pepsi, Caffeine Free Diet Pepsi, Wild Cherry Pepsi, and Diet Wild Cherry Pepsi. Included in the Pepsi Stuff catalog are T-shirts, hats, sweatshirts, bikes, beach chairs, sunglasses, duffel bags, and more.

For the serious Pepsi drinkers in the PCCC it should be no problem to get some nice "Pepsi Stuff." Remember, this offer ends October 31, 1996. Happy collecting!

### Pepsi Points Per Package

Fountain Cups	1 Point
16 oz., 20 oz. Quick Slam and 24 oz. bottles	1 Point
Big Slam, 1 and 2 liter bottles	2 Points
3-liter bottles	3 Points
12-packs	5 Points
20-packs, 24-packs, Cubes, 30-pack Block Parties	10 Points

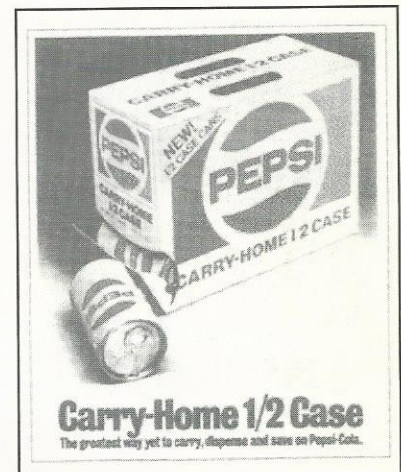
Don't forget to save some points and catalogs for your collection. These are future Pepsi collectables!

### KEY DATES IN PEPSI HISTORY

- 1966 - "Girl Watchers" theme introduced for Diet Pepsi.
- 1972 - Pepsi-Cola becomes the first American consumer product produced and sold in the Soviet Union.
- 1973 - Pepsi introduces the 12-pack for cans initially called the 1/2 case.
- 1975 - Pepsi Challenge began.
- 1984 - The Jackson Victory Tour.
- 1984 - Diet Pepsi becomes 100% Nutrasweet.
- 1985 - Coke changes their formula.
- 1985 - Pepsi consumed on Space Shuttle.
- 1986 - Pepsi Apparel introduced.
- 1987 - Once again Pepsi beats Coke in the taste preference test by a margin of 61% to 39%. Pepsi becomes "America's Choice."
- 1987 - Diet Mt. Dew introduced.
- 1988 - Pepsi sponsors Dennis Connor's for the America's Cup.

## Pepsi in Cyber Space

Pepsi enthusiasts have always gone out of their way when it comes to Pepsi-Cola, from driving to obscure flea markets to visiting out of the way Pepsi plants. Now Pepsi friends have a new area to explore full of sights and sounds that can only be found in cyber space. Yes, I am talking about the World Wide Web, where Pepsi is one of the newest inhabitants of the internet. Pepsi's World Wide Web site is called Pepsi World. To visit the Pepsi World the address is [HTTP://WWW.Pepsi.com](http://www.pepsi.com).





# THE HISTORY OF PEPSI-COLA

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

As the first decade of the 1900's came to an end, Pepsi-Cola's future looked very good. From 1905 thru 1910 growth and expansion became the norm.

The second decade of 1900 began the way the first one had ended - with optimism and endless potential. In a 1915 advertisement that appeared in The National Bottler's Gazette Bradham touted the growth of Pepsi-Cola and proclaimed Pepsi ready to invade Georgia, Florida, Alabama, Mississippi, and Louisiana. To illustrate the success of Pepsi-Cola Bradham used statistics from some of the Pepsi-Cola bottling plants. For example, in 1912, Greensboro, North Carolina produced 3096 gallons of Pepsi-Cola. By 1914 they produced 12,760 gallons of Pepsi-Cola.

This type of growth was not isolated to Greensboro. Winston-Salem, North Carolina, Suffolk, Virginia, Greenville, North Carolina, and many other Pepsi-Cola bottling plants were growing at tremendous rates during the 1910 - 1915 period.

The growth of the local Pepsi-Cola bottler meant that the parent company in New Bern would lose their monopoly on Pepsi advertisement. With new prosperity the local Pepsi bottlers began creating their own newspaper ads and producing their own advertising novelties.

This era of great prosperity for the Pepsi-Cola Company and the local Pepsi bottler was about to end. Things were happening in Europe that would set off a series of events that would eventually cause the Pepsi-Cola company to go bankrupt. The outbreak of World War I in 1914 resulted in rationing of sugar - a key ingredient in Pepsi-Cola.

It takes 6-1/2 pounds of sugar to make a gallon of Pepsi-Cola syrup. So, as you can see, if you can't get enough sugar you are really unable to compete in the soft drink industry. The rationing laws limited quantities to percentages of

how much was used the previous year. This was especially hard on Pepsi bottlers who for the most part were just beginning to build their business. To make matters worse, a war tax was levied against the soft drink industry including Pepsi-Cola. By 1916-1917 the situation had become so desperate for Pepsi-Cola that Bradham began experimenting with sugar substitutes. One substitute used was a mixture of sugar and molasses. Apparently from all accounts the taste made by this combination didn't leave many Pepsi patrons wanting more. With the sugar restrictions and the molasses debacle, Pepsi's fortunes looked very gloomy. Bradham, apparently a very optimistic man, still felt Pepsi had a bright future. In a letter dated 1917, Bradham talked about expansion of Pepsi-Cola into the middle western part of the United States after the war. The following excerpts from the Bradham letter further illustrates his belief that Pepsi was on the verge of great success:

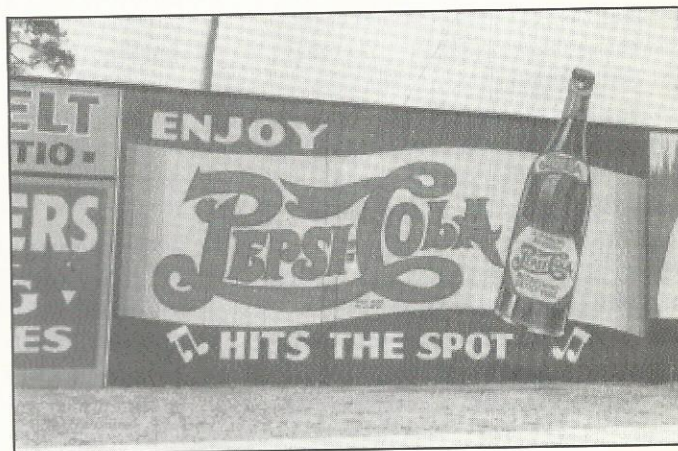
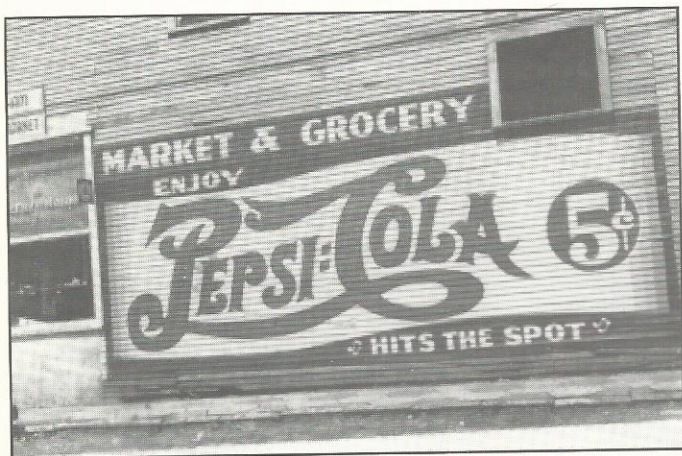
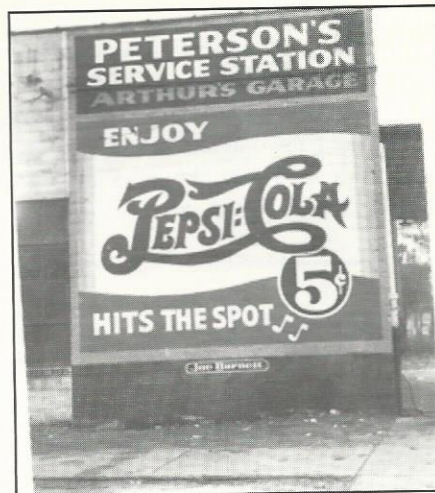
*I am now considering the advisability of making arrangements to open this territory, as soon as our material market has become normal. With this end in view, I am preparing a prospectus to be submitted to our stockholders along the line of increasing our capital stock, and it was my intention to ask if you would be interested in this way, if our present stockholders would consent to an increase in our capitalization.....With the prohibition wave, I feel satisfied that the opportunity is at hand for the extension of our business to every corner of the country. This would require the establishment of a syrup plant in your part of the country - say, at Omaha or Kansas City.....Pepsi-Cola is one of the two successful beverages on the market, commonly called "Cola drinks" -- it is no longer an experiment, -- the fact is, we have demonstrated with our hundred or more bottlers that we have the best proposition of all the soft drinks, and one which is beyond question a safe one -- we mean so far as legislature enactment*

*and pure food laws are concerned. With this end in view, with the statement we have made, we would like for you to look into Pepsi-Cola.*

Bradham's optimism was not well founded. When the war ended sugar was in very short supply, so when the price restrictions were finally lifted the prices went through the roof. By May 19, 1920 the price of sugar had gone from 5-1/2 cents a pound (war price controlled) to 22-1/2 cents a pound. This was devastating for Pepsi-Cola. As I said earlier, it took 6-1/2 pounds of sugar to produce 1 gallon of Pepsi-Cola. The wholesale price of Pepsi-Cola syrup was normally \$1.25 per gallon. The cost of the sugar for this gallon of syrup was now \$1.46! 146 They had to raise the wholesale price to over \$2.00 a gallon which further deterred sales. Remember, the consumer believed that a soft drink should only sell for a nickel, so any attempt by the retailer to increase the price resulted in lost sales. With business declining and costs rising Bradham took a bold step to lock up a large quantity of sugar at the 22 cent price before the situation got worse. Unfortunately for Bradham, within a few months of his purchase the sugar market collapsed down to 3 cents a pound. Bradham made a valiant attempt to raise capital and reorganize the company. This too failed. By 1923 the original Pepsi-Cola Company was bankrupt.

Bradham was helped in his attempts to reorganize the company by a Wall Street financier named R.C. Megargel. Although Megargel's attempts to help Bradham save Pepsi were unsuccessful, Megargel was so intrigued by the Pepsi-Cola business that he eventually purchased the Pepsi-Cola trademark and formula after the bankruptcy. For reasons unknown, Megargel started his new Pepsi-Cola Company in Richmond, Virginia - the first stop in Pepsi-Cola's eventual move to New York City.







# 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: "Guide to Magazine Advertising 1940-1970 for Pepsi:Cola." This guide covers 1,400+ magazine ads (100% increase). New format makes collecting easier --\$18.95 + \$3 postage. Trucks: Impala (Mexico) Large M \$20, Medium M \$15; ALSI (Mexico) M\$18 LLeppo: "Days Gone" '34 Van MIB \$18, Horse Drawn MIB \$18, '31 MIB \$22, Ertle: Pepsi #1 MIB \$35, Dew #2 MIB \$30, Diet #3 MIB \$35, Tente (Spain) Interlocking pieces MIB \$35 List (SASE). Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612 (717)675-6302 (After 7 p.m.).

\*\*\*\*\*  
For Sale: Large 11" high, Pepsi Fest Anniversary Bear. Make offer over \$100. Contact: J. Kostyo, 3480 N. Smith St., Terre Haute, IN 47805. (812)466-9114 evenings.

\*\*\*\*\*  
For Sale: Approximately 500 Pepsi cans. Buying - selling - trading Pepsi and Pepsi product cans only. Send me 2 stamps or your list to get my list. I answer every letter. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

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

\*\*\*\*\*  
For Sale: Pepsi glasses, 12 days of Christmas, 12 glasses MIB \$25. 1979 Sports Series "Leader of the Pack" Mint \$7. 1983 Christmas Song Series "Jingle Bells" & "O Christmas Tree" \$7 ea. Plus shipping. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, CA 91933.

\*\*\*\*\*

For Sale: 10 different Pepsi & Pete colored ads from Sunday comics. \$6 each postpaid. Contact: Mike Layton, 121 W. 175th St. South, Caldwell, KS 67022. (316)845-6688.

\*\*\*\*\*  
For Sale: Pepsi all 50's items: Route Salesman delivery pad, 3/4 full \$20; small pocket knife on key chain \$20; wire bottle opener \$7; Bottle cap jacket pin \$5; Contact: Walt Dillon, 853 Mudham Rd., Wendell, NC 27591. (919)365-3611 after 6 p.m.

\*\*\*\*\*  
For Sale: Sign, Stoddard #1991 G \$110; Sign, Stoddard #2020 but 50's VG \$425; Vendor carrier, Stoddard 1196 \$95; Syrup Jug VH1# #454 G \$35; menu VH3# #383 VG \$35; doll apron VH1# #846 VG \$30; Contact Keith Light, Perry IA @ (515)465-2738.

\*\*\*\*\*  
For Sale: Tin Sign (Yellow Pepsi #2 book) page 153 #657 very good condition (still has paper on it from where signs stacked together) Never been used or cleaned. \$120. Bottle carrier wood 1940 (Bob Stoddard book) pg. 22 #1200 in good condition (somewhat faded) \$90. Plus shipping and handling. Contact: Nola or Gary McDowell, 2602 Mayo, Commerce, TX 75428. (903)886-4404.

\*\*\*\*\*  
For Sale: Pepsi collection - 490 items. Signs, trays, bottles, cans, syrup containers, metal and cardboard carriers, radios, wood cases, menu boards, chalkboards, pushbars, invested \$4000 will sell for \$2000. Call (716)673-1205 between 6:00 - 10:00 eastern time.

\*\*\*\*\*

## WANTED

Wanted: Evervess, Tropic Surf, Devil Shake, or Aspen. Will trade some of my doubles for your doubles. Let me know what you have to trade. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

\*\*\*\*\*  
For Trade: Pepsi plant opening glasses - will trade the following glasses for glasses I need: Tulsa, OK - San Diego, CA - New Haven, MO - Eau Claire, WI - Wichita Falls, TX. Please contact me if you have opening glasses to sell or trade. Contact: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

\*\*\*\*\*  
Wanted: Light up signs and double bubble clocks, working or not. Contact: Walt Dillon, (919)365-3611 after 6 p.m.

\*\*\*\*\*  
Wanted: Your Pepsi items for sale or trade. For trade I have several oil paintings on saws, canvas, Pepsi bottles & crates which are all painted by myself. Also wanted is Pepsi XL, Pepsi Max and flavors of Slice in cans or bottles. Let me know what you have in your area and send you list and questions on my list to; Jamie Weber, RD #1, Box 912, Mansfield, PA 16933.

\*\*\*\*\*  
Wanted: Old Pepsi bottle caps dated 1900 to 1960 in excel. to mint shape. Contact: Gary Leonard, 5758 Lentzier Trace, Jeffersonville, IN 47130 or contact Joyce call collect after 6 p.m. (502)968-5930.

\*\*\*\*\*  
Wanted: Pepsi cans/Pepsi product cans. (Pepsi Free, Pepsi Light, Teem, Patio, etc.) Any rare, unusual, flat, or cone top cans. Buying any cans depicting special events, sports, amusements, from across



**PEPSI-COLA COLLECTORS CLUB EXPRESS**

the U.S. Recycle your cans for cash.  
 Contact: Joe Allen, 610 Vanadium Rd.,  
 Bridgeville, PA 15017.

\*\*\*\*\*

Wanted: Old pepsi machines VMC-27,  
 VMC-33, VMC-81, VMC 110 & Jacobs  
 56. Will consider other makes, Coke,  
 Royal Crown, & 7-Up etc. Also want  
 mint - n.m. flange signs 7 die cut bottle  
 signs. Buy, sell & trade. Contact: Bill  
 Bryk, Rt. 1, Box 114-P, Coweta, OK  
 74429. (918)486-3040.

\*\*\*\*\*

Wanted: Flinstones set of 6 squeeze bot-  
 tles from Mexico and any other  
 Flinstones related items, glasses, bottles,  
 cans, etc. with or without Pepsi logo  
 wanted. Contact: Jeff Nock, 1230 Oak  
 Part Ct., Pittsburgh, PA 15241.  
 (412)221-1275.

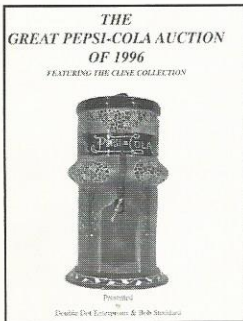
\*\*\*\*\*

Wanted: Last time I found what I want-  
 ed. What else is out there? Mountain  
 Dew! Contact: Jason Fidler, 316 Barret,  
 Burlington, IA 52601 (319)754-7115.  
 AOL LGBASS2.

Wanted: Carton insert from 1955  
 Double Cola carton. These were special  
 offer inserts showing colorful picture  
 and offer for a Santa Claus doll.

Contact: Naomi Schneck, General  
 Delivery, Little York, IN 47139.  
 (812)752-4578.

\*\*\*\*\*



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 Pepsi Co., Inc.



# WELCOME NEW MEMBERS

Bill & Christine Baltazar  
Wisconsin Dells, WI

Kathy Van Pelt  
West Lawn, PA

Martha Caudy-Strauser  
Chillicothe, OH

Donald P. Burns  
Tampa, FL

John Lockhart  
South Webster, OH

Jon Smith  
Riverside, CA

C.J. & Kevin Kinser  
Canal Winchester, OH

Chuck Burman  
Fargo, ND

Michael Ford  
La Mirada, CA

Jan Jones  
North Newton, KS

Martin Espinoza  
Las Cruces, NM

Terry Kelsay  
Topeka, KS

Linda & Gaetan Bolduc  
Dixfield, ME

Virginia & Bud Amell  
Puyallup, WA

Thomas Eader  
Damascus, MD

Gary & Donna Bailey  
Farmington, AR

Richard Eakin  
Beaver Falls, PA

Barbara Stinemetz  
Great Bend, KS

Thomas & Kim Fluker  
Batavia, NY

Joe Leunissen  
London, Ontario

Gloria Fox  
Ray, MI

Cornelius McKenzie  
Fayetteville, NC

Jane Romero  
Gettysburg, PA

John Reed Jr.  
Claire, MI

Rick Cousineau  
Ft. Myers, FL

Gerald Malzahn  
Allen Park

Tony & Christine Pierson  
San Antonio, TX

Bruce Warhanik  
Onalaska, WI

Phyllis & Gregory Barlow  
Reynoldsburg, OH

Cindy & Bruce Hoffman  
Hughson, CA

Todd Johnson  
Mauston, WI

Tawn & Roxana Senseman  
Ponca City, OK

Arkiema Williams  
Detroit, MI

Debra Sandage  
Louisville, KY

Cory Schmitt  
Phoenixville, PA

Richard & Mary Ann Day  
Apple Valley, MN

Keith & Debra Pearson  
Carlisle, OH

Debbie Pearson  
Carlisle, OH

Gugar Ventures  
Tyler, TX

Mike Fiori  
Winters, CA

Roger Waits  
Hammersville, OH

Scott & Genevieve Roulston  
Windsor, CT

Mark Wendelburg  
Hays, KS

Joe Lohrbach  
Meridian, KS

Dennis Davidson  
Madison, WI

Jo Ann Gensler  
Temperance, MI

Joe Nordstrom  
Ft. Dodge, IA

Lynn Brubaker  
Goshen, IN

Sue Zmuginsky  
Grafton, OH

Donnie Craft  
London, KY

Frank Thompson  
Bloomfield Hills, MI

Richard Overholser  
Anderson, IN

Keith Lane  
Willowick, OH

Riley & Marlene Ray  
Broken Arrow, OK

Michael & Willi Becker  
Arlington, TX

Norma Fuerst  
Bloomington, IL

Harry Fitzgerald  
Apollo, PA

Mike Kaiser  
Wolcottville, IN

Clara Long  
Lima, OH

Jamie & Palyla Walters  
Defiance, OH

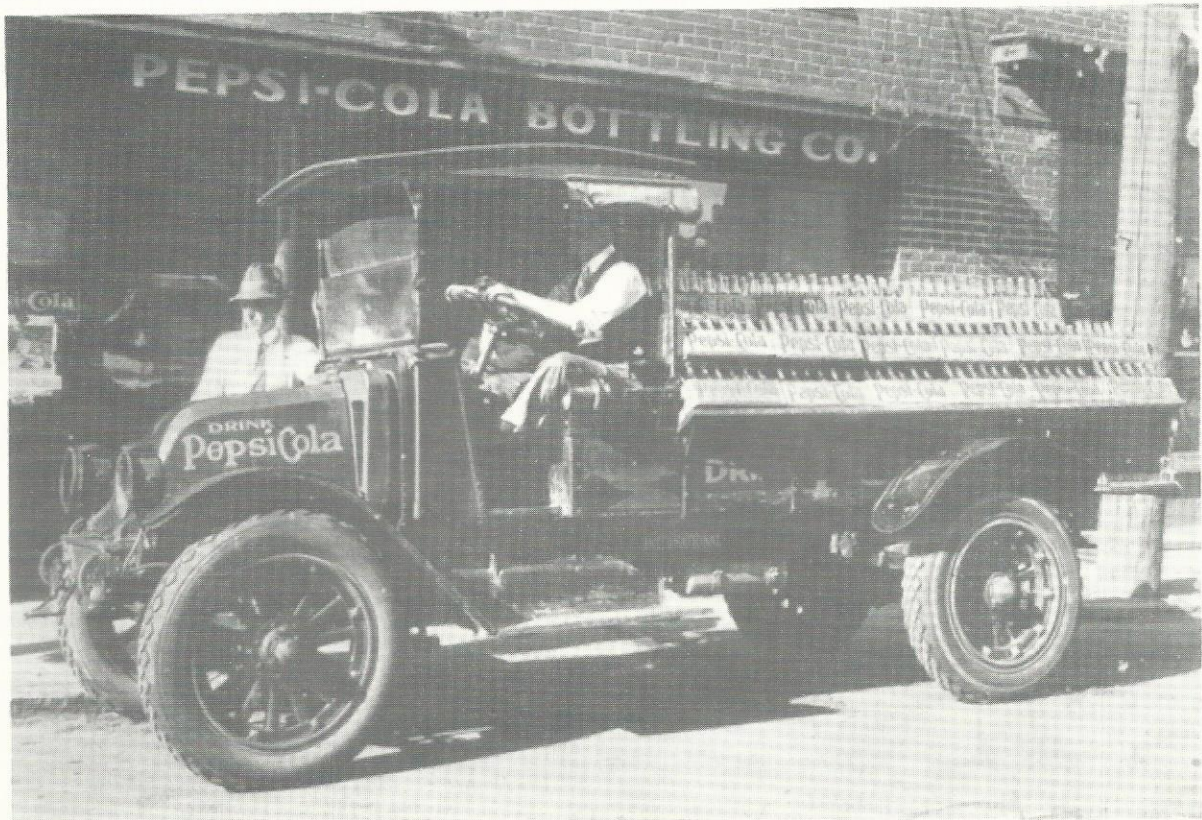
Deborah & Don Duvall  
Columbus, OH

Beth Fenton  
Sacramento, CA

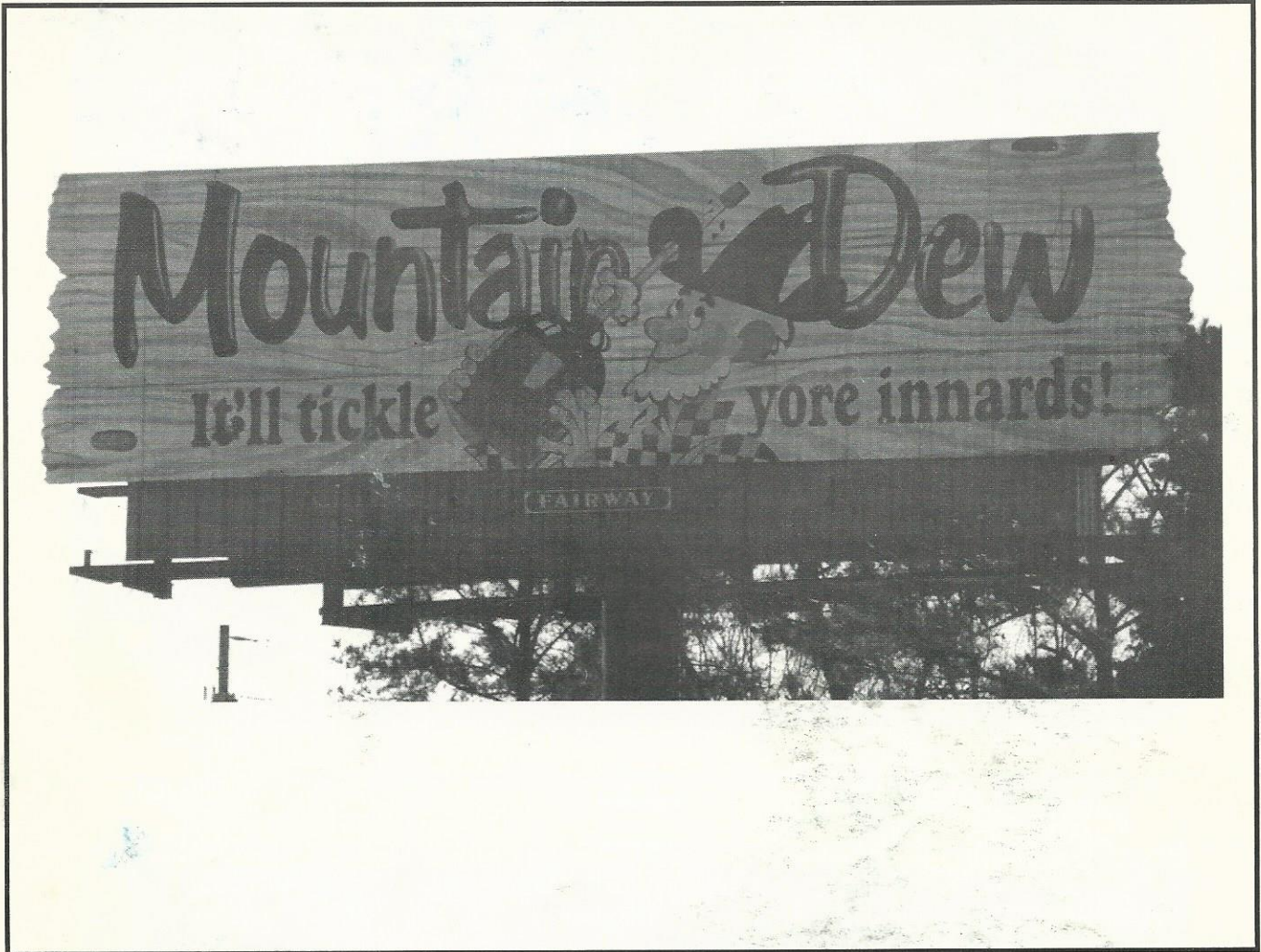
Rhonda Castaneda  
Sacramento, CA

Larry Atkinson  
Detroit, MI









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