



# NEWSLETTER

post office box 1275 covina, california 91722

**VOL. 6 NUMBER 5**

**NOVEMBER-DECEMBER 1989**

## NEWSLETTER NOTES

After a long and courageous battle with cancer Pepsi collector, Tom Avery passed away November 4, 1989.

It is in his memory that we dedicate this issue of the PCCC Newsletter.

I've known Tom almost as long as I've collected Pepsi memorabilia. We were friends and competitors, we drank Pepsi together and swapped stories about the Pepsi piece that got away. If you wanted to sit around for hours discussing the history of Pepsi, nuances of Pepsi logos, Tom was your man.

Like most collectors who knew Tom I had heard of him before I ever met him. In fact, it seems like every antique store I went to Tom had been there first. Then finally in 1980 at the Disneyland Antique Advertising Show I met Tom. From that meeting he became my mentor guiding and teaching me the fine art of Pepsi collecting.

Tom was a pioneer in Pepsi collecting and will be greatly missed.

The family has requested that in lieu of flowers contributions be made to your local American Cancer Society.

## IN BOTTLES AND AT FOUNTAINS



*Pepsi-Cola Company, Long Island City, N. Y.*

**IN THIS  
ISSUE**

TOM AVERY'S COLLECTORS SPOTLIGHT  
PEPSI FEST REGISTRATION INFORMATION  
PEPSI & PETE 50TH ANNIVERSARY SALUTE

## COLLECTOR SPOTLIGHT

We are taking this occasion to remember Tom by re-running his Collectors Spotlight article.

Like most Pepsi-Cola Collectors, Tom Avery is a "Pepsi-holic". He started collecting Pepsi-Cola items on July 29th, 1974 with an early 50's thermometer, a gift from a friend. This started him collecting small Pepsi collectibles. It wasn't until late fall of 1975 that Tom met a serious collector of the other product that started him collecting in a serious way. And now just over 10 years later, Tom has put together one of the largest collections in the country.

Some of the special items in his collection are a 1903 Miss Pepsi Fountain Sign, (only one known), a 1903 fountain syrup dispenser, a 1903 tip tray (3 known), a 1907 tip tray, 1908 tip tray, 1909 tip tray, 1910 tip tray, 1908 tin sign (2 known), a 1909 straw holder, 1908 serving tray, 1909 serving tray, 1909 calendar, 1910 calendar, 1919 lithograph, 1931 pinch bottle sign, over 135 embossed bottles (dating from 1907 to 1931). Tom has (3) 1906 to 1910 redemption coupons, 7 ads dated 1902 to 1903 from the New Bern paper.

In Tom's extensive collection there are many pieces with a special story or meaning behind them. One particular piece has a very special meaning. It's a 1978 North Carolina personalized license plate with the letters "PEPSI C". It is from the late "Everette Lloyd Collection".

## CATCH THAT PEPSI SPIRIT

To celebrate the 50th Anniversary of the introduction of Pepsi and Pete the Pepsi-Cola Cops, we are re-running this article from a previous newsletter.

On October 4, 1939 the Pepsi-Cola Company introduced a couple of jovial cops somewhat reminiscent of Mark Sennetts keystone cops, to readers in 712 newspapers across the country. The cartoon strip was called, "Pepsi and Pete".. The Pepsi-Cola Cops.

The introduction of the Pepsi-Cola Cops marked a noticeable change in the emphasis of Pepsi-Cola advertising, previously all advertisement was built around price, now humor was to become an additional vehicle to sell Pepsi-Cola.

The idea for a Pepsi-Cola comic strip was thought up by Walter Mack, then President of the Pepsi-Cola Company, who wanted to use Popeye for the cartoon strip. The idea was to replace spinach with Pepsi-Cola. Unfortunately the Company who owned the rights to Popeye wanted more money for him than Pepsi-Cola could afford to pay at that time. At this point Walter Mack decided to use the Pepsi-Cola Cops. When I asked Mr. Mack if he had any regrets in not purchasing Popeye he said, "No, because the Pepsi-Cola Cops had accomplished what we wanted them to do." Some felt the key to success of the Pepsi-Cola Cops comic strip was Walter Mack's insistence that while selling the product the comic strip should be funny. Mr. Mack's theory must have been right, the comic strip ran for eleven years from October 1939 until some-

time in 1950.

During their eleven year run the small cop and the large cop alternated using the names of Pepsi and Pete, due possibly to the fact that several different artists drew the comic strip.

In their initial appearance Pepsi and Pete revealed the roles they were to play. One puts a tape measure around the bottle and declares, "I make sure you get a big, big bottle - 12 full ounces." His companion is shown in the act of sampling the product and saying "I make sure it's wholesome and grand tasting."

In addition to the comic strip in the Sunday newspaper, the Pepsi-Cola Cops also appeared


in various magazines. During 1940 the Pepsi-Cola Cops appeared in "Look" magazine, they were used in half page ads using the format of the ad below. Besides the print median the Pepsi-Cola Cops were used on tin signs, cardboard stand-ups, matchbook covers, paper cups and drinking glasses. There maybe other novelty items that the Pepsi-Cola Cops appeared on, if you know of any please let us know.

The above ad came from "Look" magazine, February 1947. It was a half page ad printed in two colors.

The comic strip came from the comic section of a 1947 Sunday newspaper, the comic strip was printed in color.

# PEPSI AND PETE

# THE PEPSI-COLA COPS



**MAKES NICKELS GO BIG**  
 Mrs. H. McDonald asked several of her friends in for refreshments after the movies last night. Pepsi-Cola was served along with cheese and crackers. "Delicious Pepsi-Cola certainly stole the show," she said. "And say . . . a nickel goes big when you swap it for a big 12-ounce bottle of Pepsi-Cola."



"I MAKE SURE YOU GET A BIG BIG BOTTLE FOR ONLY A NICKEL!"

"I MAKE SURE IT'S PURE AND FINER TASTING!"



**FIRST AID FOR "LEAN" BUDGETS.** Good news for thrifty hostesses. The handy Pepsi-Cola home carton holds 6 big bottles . . . 12 big drinks. All you need for a good, big party.



**12 FULL OUNCES**



If your dealer cannot supply you, fill in his name and address and mail to Dept. A3, Pepsi-Cola Co., Long Island City, N. Y.

Dealer's Name.....

Address.....

City.....State.....

## BUY, SELL, & TRADE

Ads in the PCCC Newsletter are free to members, non-members pay 25¢ per word. Ads over 50 words include typesetting charge \$7.00. 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.

## HERVEY & BADER VEY DER



COLLECTORS' GUIDE  
TO  
GLASS COLLECTING



CARTOON CHARACTERS  
SUPERHEROS  
STAR TREK  
WARNER BROS.  
PEPSI, COKE  
ROCKWELL, DR PEPPER  
OVER 450 PHOTOS

MYLES BADER BY JOHN HERVEY

### NEW BOOK

Contains over 1000 listings and 450 photos. The most up-to-date Pepsi glass list available.

Mail \$12.00 to  
John Hervey  
P.O. Box 1373  
Frisco, TX 75034

### THE MUSEUM OF BEVERAGE CONTAINERS & ADVERTISING

COLLECTABLES GIFT SHOP  
GOODLETTSVILLE, TN 37072  
615-859-5236 OPEN 9:00 TO 5:00

### PEPSI-COLA COLLECTIBLES



BILL VEHLING  
MICHAEL HUNT

**PEPSI-COLA  
COLLECTIBLES** by Bill  
Vehling and Michael Hunt.  
160 pages with over 850  
items illustrated and  
priced. 8½"x11", cover  
price is \$14.95. PCCC  
members only! Save \$2.00,  
price is \$12.95 + \$1.25  
postage & handling for  
each book for a total of  
\$14.20.

Please enclose remittance  
and send to: Bill Vehling  
Box 41233, Indianapolis,  
IN 46241

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 .22
3. Mural (13" x 7") 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
9. Birthplace of Pepsi letterhead .15  
Birthplace of Pepsi cigarette lighters 2.50  
Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00

- Birthplace of Pepsi emmaoryboard nail file .35  
Birthplace of Pepsi wooden nickels .50

10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

Please include postage for shipping, on the above items. 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.

### HOME ARCADE WANTS TO BUY

JUKEBOXES  
PINBALLS  
SLOT MACHINES  
OLD BARBER POLES  
OLD TAVERN ITEMS



COKE MACHINES  
NEON SIGNS  
PHONE BOOTHS  
BEER SIGNS  
OLD ADVERTISING

5¢ & 10¢ PEPSI MACHINES  
\$ WILL PICK UP/PAY CASH \$  
CALL PAUL (312) 964-2555



**HOME ARCADE CORP.**  
Established 1976  
1108 Front Street  
LISLE, IL 60532

# FOR SALE

Sale or Trade: Original Pepsi-Cola labels, bottom paper label as seen on bottle #494 in Pepsi book. Looking for original yellow bottle caps. Contact: Clint Kueker, 327 S.W. 20 Ave., Rochester, MN 55902.

\*\*\*\*\*  
Neon clock-square double-dot Pepsi neon clock w/white neon in super cond., all original, works, 100% guaranteed. \$575.00. Contact: Robert Newman, 10809 Charnock Rd., L.A., CA. 90034 or call 213-559-0539.

\*\*\*\*\*  
1. Birmingham Amber Bottle, like #484 in book, VG. \$50.00  
2. Pinch bottle, #489, VG. \$35.00  
3. Birmingham Aqua Bottle STRT. SIDE, VG, like #492 \$30.00. Contact: Jerry Dodd 401 Louise Ave., Dowagiac, MI. 49047 or 616-782-6874.

\*\*\*\*\*  
Colored photo of Pepsi-Cola "Sky Writer" biplane with pilot Steve Oliver in the cockpit.  
20"x30" \$49.95+4.00 postage  
12"x18" \$39.95+4.00 postage  
11"x14" \$29.95+4.00 postage  
ordering deadline, Dec. 31, 89. Offer good only in the U.S.A. Contact: Ralph Hoyt Jr., 667 Wildwood Blvd., Williamsport PA. 17701.

\*\*\*\*\*  
Pepsi, Dr. Pepper, & other misc. Fantasy mirrors, some very limited. Send SASE. Contact: Earl Williamson, 2 E. Wheeler St., Hanna, IN. 46340.

\*\*\*\*\*

#641 1950's heavy brass opener \$70.00  
#642 1940's heavy brass opener \$60.00  
1986 Ad schedule notebook \$4.00  
40th Anniversary "Denver Pepsi" cufflinks \$20.00set, tietacks \$10.00ea., charms \$10.00ea.  
1950's Musical lighter (does not work) \$20.00  
Dividend checks "new" \$2.00ea  
Pepsi Light lighter \$15.00  
Mountain Dew pop gun \$20.00  
contact: Brent Hinton, 6511 W. Elmhurst Ave., Littleton, CO 80123 or 303-973-9675.  
\*\*\*\*\*  
1970's thermometer, near mint, Pepsi book #195 for \$15.00.  
Toy dispenser, \$10.00, NR bottle (1967?) embossed Pepsi-Cola one side, Pepsi bottle cap design, entire bottle has fine embossed texture, 10oz. shipping 20% extra. Contact: Jerry D. Watkinson, P.O. Box 1088, Imperial Bch., CA. 92032.  
\*\*\*\*\*

## WANTED

Looking for advanced Pepsi collectors willing to pay fair market prices for scarce & rare Pepsi advertising. I travel across U.S. 3-4 mos. a year, go to all major shows. Tell me what you want and I will try to find it. Contact: Robert Newman, 10809 Charnock Rd., L.A., CA. 90034 or call 213-559-0539.

\*\*\*\*\*  
Michael Jackson wanted, Bad Tour/Pepsi jacket. Pepsi World Magazine w/record, Winter '84, Vol. 45, Number 1,. Also, any Michael Jackson keychains, stand-ups, posters, promo items. Ringo Starr/Diet Pepsi items also wanted. Contact: Melissa Strecker, 1360 N. Sandburg Terr., #1205, Chicago, IL. 60610 or call 312-337-1740.

Pepsi bottles prior to 1940-  
So. Carolina, Georgia, Florida  
Alabama, Tennessee & others.  
contact: James Ayers, Rt.1,  
Box 20, Claudville, VA. 24076  
or 703-251-8015 after 6pm  
or from 9am to 5pm call  
919 789-9111.

\*\*\*\*\*  
Pepsi-Cola playing cards decks  
or singles. Will buy, only a  
few to trade. Also, interested  
in other brands of cola cards.  
1968 Madison Regatta pin-back  
button admission for child.  
Will buy or trade for my  
duplicates of other years.  
Contact: Bruce Jacobs, 3452  
Fernheather Dr., Shively, KY.  
40216 or 502-447-5967

\*\*\*\*\*  
1940's or 1950 6" heavy brass  
opener. Contact: Judi Hoffman  
1846 Kipling Dr., Dayton, OH.  
45406.

\*\*\*\*\*  
1988 Delmarva Pepsi cans,  
especially want Waterfowl Fest-  
ival, Easton; & Chesapeake Bay  
Maritime Museum, St. Michaels;  
have 89 Delmarva cans to trade.  
Contact: Joe Secrist, Rt. 2,  
Box 596, Easton, MD. 21601 or  
call 301-822-7274.

\*\*\*\*\*

LOOKING FOR THE FOLLOWING  
COMMEMORATIVE BOTTLES  
16OZ. RETURNABLES:

1. St. Louis Arch. 1974
2. Oklahoma City, Inc. 1967-77
3. Pepsi Free 135 truckloads  
shipped 1983
4. Wm. Scheele, Ft. Wayne, IN.  
3,000,000 cases.
5. Mt. Dew commemorative Tenn?

16OZ. DR. PEPPER RETURNABLES:

1. Texas vs. Oklahoma 1973  
(screw top)
2. Texas vs. Oklahoma 1973  
(pop top)
3. Fiesta! San Antonio 1975
4. Horatio Alger 1982
5. Miami Dolphins 1972 N.F.L.  
Champs
6. 79th Expo & Fat Stock Show  
1975.
7. Nebraska vs. Oklahoma 1976
8. Tulsa Roughnecks Soccer  
1980.

Also looking for any new  
commemoratives and need a lot  
of 10oz. Pepsi and 32oz. Dr.  
Pepper. Please send price list  
to: Dave Meeks, 3418 Fordham  
Fresno, CA. 93727 or call  
209-291-8827.

\*\*\*\*\*

Ho Mar Auctions will hold it's  
second cartoon character and  
sport glass auction in January.  
the auction will feature many  
difficult individual glasses  
and complete sets including,  
Dr. Pepper Star Trek, James  
Bond, Jungle Book, Al Capp '75  
Universal Monster, Wisconsin  
Badgers, CB Lingo, Old Disney,  
Popeye '36. Many sport  
glasses, and numerous glasses  
never before pictured. Illus-  
trated auction booklets and  
bid forms will be available  
for \$3.00 beginning Jan. 2, 90  
from Tom Hoder, 444 S. Cherry  
Itasca, IL. 60143. Auction  
closes Sunday Feb. 4th, 1990.

## COLLECTOR GLASS PRICE GUIDE

### Contemporary Fast-Food and Drinking Glass Collectibles

by Mark E. Chase and  
Michael J. Kelly

This 6" X 9" paperbound book from Wallace Homestead Publishers is the first comprehensive identification and price guide for glasses from fast-food restaurants and food products. With over 430 B&W photographs of glass sets and over 250 pages of extensive descriptions and pricing information, this is the most authoritative collection of reference material on fast-food and contemporary collectible glasses available.

Our introduction contains an overview of the history of glass collecting; pricing and grading information; suggestions for inventory systems, storage, and shipping; and useful information on production errors and collector networks.

Send \$16.95 (postage paid) to:

Collector Glass News,  
PO Box 308M,  
Slippery Rock, PA 16057.

Pennsylvania residents add 6% Sales  
Tax (\$16.95 + \$1.01 = \$17.96).

### PEPSEE=LADY

701 GULF SHORES PKWY, GULF SHORES,  
AL.

### SIGN OF GOOD TASTE

269 E. 2ND ST., POMONA, CA.

### CARNIVAL HOUSE ANTIQUES

17 PADANARAM RD., DANBURY, CT.

### THE NEON LADY

1959 CHEROKEE, ST. LOUIS, MO.

### THE PEPSI PARLOR

ON THE SQUARE, LYNCHBURG, TN.

### SULLIVAN'S ANTIQUES

866 57TH ST., SACRAMENTO, CA.

### STODEL'S ANTIQUES & COLLECTABLES

1035 CENTRAL AVE., TRACY, CA.

### BEV'S OLDIES & GOODIES

1186 MEYERLAND PLZ., HOUSTON, TX.

### THE SHANHASKA DRUMMER ANTIQUES

BOX 32, RT. 2, ST. PETER, MN.

### END OF THE TRAILS ANTIQUES

5937 N. GREELY, PORTLAND, OR.

### NOSTALGIA-VILLA

978 THE QUEENSWAY, TORONTO, CANADA

### JUDY'S PLACE

308 SALTER ST., WINNIPEG, CANADA

### PEPSI-COLA MEMPHIS BOTTLING CO.

520 E. GRAND AVE., MEMPHIS, MO.



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

FIRST-CLASS MAIL

U.S. POSTAGE

PAID

Covina, CA 91722  
 Permit No. 173



AN ADVERTISEMENT OF PEPSI-COLA COMPANY

**"PEPSI" The PEPSI-COLA COP.**

**VOOM BOOM! ZINGITY!**

I WISH WE HAD A PARTY LINE -- I'M NUTS ABOUT PARTIES

COME ON, PETE! THE CHIEF SAYS THERE'S A DISTURBANCE ON ELM STREET -- A BUNCH OF JITTERY-BUSS!

STOP! THE LAW IS HERE! YOU BOB-CATS ARE DISTURBIN' THE PEACE AND -- HUBBA-HUBBA!

AW -- SHUCKS! I CAN'T DANCE -- HONEST I CAN'T, CONNIE!

DON'T BE AN ICKY! I'LL TEACH YOU -- YOU'LL BE SIMPLY SUPER, PEPSI!

ONE-ZY TWO-ZY -- I LOST MY SHOE ZY! THREE-ZY FOUR-ZY -- I'M OFF THE FLOOR ZY!

THAT COP IS A SOLID BENDER WITH A BOOGIE BEAT

ANSWER ME! WHY DIDN'T YOU STOP THOSE NEDDY RUG-CUTTERS? DON'T TELL ME THEY WERE YOUR RELATIVES!

NO, CHIEF -- A RELATIVE OF YOURS! IT WAS YOUR DAUGHTER'S PARTY!

WELLER-AH-MY -- HAVE A NICE BIG PEPSI-COLA BOYS AND LET'S SAY NO MORE ABOUT IT

YES SIR!

ZZZZ JIVE IT JACKSON -- GET GROOVY! ZZZZZ!

THE CHIEF'S OFFSPRING IS GOLD -- ALL REET BUT THESE DOGS OF MINE JUST CAN'T COMPETE!

**PEPSI SEZ:**  
 GET HEP TO A SMOOTH DRINK, PEPSI-COLA!





# NEWSLETTER

post office box 1275 covina, california 91722

**VOL. 6 NUMBER 6**

**JANUARY - FEBRUARY 1990**

## NEWSLETTER NOTES

Welcome to 1990 and a Happy New Year!

Judging by some of the new Pepsi commercials on TV this looks like a very exciting year for Pepsi.

I've included in this newsletter a copy of the Pepsi-Fest 90 registration form. If you haven't registered with the Days Inn please do so as soon as possible at (317) 248-0621.

There are a limited number of Pepsi-Fest packets available, so order yours now, don't be left out.

We have a very exciting Pepsi-Fest 90 planned and hope to see all of you there. Once again the dates are Friday, March 23rd thru Saturday, March 24th, 1990.

In the next few issues of the newsletter we will be trying some format changes, please remember your input is always appreciated.

As a reminder; We want your buy, sell or trade ads, just keep in mind that ads are free to members up to 50 words, over 50 words there is a fee of \$7.00.



**IN THIS  
ISSUE**

PEPSI-FEST REGISTRATION FORM    PEPSI-FEST FACTS    PEPSI-FEST AGENDA  
ANTIQUÉ LETTER FROM PEPSI-COLA BOTTLER

# VIRGINIA PEPSI-COLA COMPANY

CORNER FOURTH AND WATER STREETS

CHARLOTTESVILLE, VIRGINIA

December 20, 1932



Mr. Butler and Mr. McDonald,  
Warrenton, Virginia.

Gentlemen;

On account of the present conditions you had better lay off Mr. Swabs, and only get him a day now and then, when you cannot possibly get around your selves.

Catch up all the little odd jobs, and go over the trucks when you cannot get outside so that every thing will be in apple pie condition in case we do get through the winter and business opens up.

With kindest personal regards, and a Merry Christmas, I remain,

Respectfully,

*S. A. Jessup*  
 S. A. Jessup



**DAYS INN AIRPORT**  
 5860 Fortune Circle W. Drive  
**Indianapolis, Indiana**  
**317-248-0621**

**\$34<sup>95</sup>** PER NIGHT  
 Plus Tax  
*1-4 Persons*

PEPSI-FEST 1990 REGISTRATION FORM

Registration fee including packet                    \$13.50  
 Registration fee without packet                    \$ 2.00

If you plan to attend Pepsi-Fest '90 you need to return this form as soon as possible so that we can have an accurate count of those who will be attending.

This year we are charging a registration fee of \$2.00 a person which includes a pin-back button that must be worn to Pepsi-Fest functions. If you purchase the packet (1) pin-back button is included. There is a good chance these packets will sell out before Pepsi-Fest '90 so order yours today. The packet will also contain a lapel pin, deck of cards and several other items all bearing the Pepsi-Fest '90 logo.

Swap meet tables are being sold on a first come, first serve basis, so reserve your space now.

Any questions call Bob or Sheri Stoddard at (714) 593-8750.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Registration fee with Packet    # \_\_\_\_\_ @ \$13.50ea. = \_\_\_\_\_

Registration fee ONLY                    # \_\_\_\_\_ @ \$ 2.00ea. = \_\_\_\_\_

SWAP MEET TABLES: \$8.00 for the first table and \$3.00 for each additional table, ONLY if staying at the Airport Inn, otherwise \$16.00 for the first and \$6.00 for each additional.

Total tables \_\_\_\_\_ Total cost of tables \_\_\_\_\_  
 (you must pay for the tables now in order to reserve them)

If NOT attending but wish to order a packet the cost is \$16.50

Number of packets \_\_\_\_\_ @ 16.50ea. = \_\_\_\_\_

Send your order to: Pepsi-Cola Collectors Club  
 P.O. Box 1275, Covina, CA. 91722

## PEPSI FEST FACTS

We've received letters and calls regarding how Pepsi Fest works so, included in this newsletter is an agenda of approx. times. Below are some of those questions we've been asked.

What is Pepsi-Fest? This is the PCCC's National Convention, where Pepsi-Cola collectors from around the country come together to buy, sell, trade and socialize.

Why Indianapolis every year? Besides being centrally located to many of our club members, there are also 3 large collectible shows held at the Indianapolis Fairgrounds at the same time as our event.

How do I book my room? Room reservations must be made thru the hotel only! But, you must register with the PCCC in order to reserve tables if selling, order packets and registration badges.

Does everyone at Pepsi-Fest have to be registered? No, but without the registration badge there will be some club events you can not attend.

Can we register at the event? Yes, but we prefer you pre-register.

Can we buy a packet at the event? Yes, if there are still any available.

Do you have to be a club member to attend? No. In order to obtain a registration badge you must be a member or a guest of a member. The swap meet is open to the public at 6pm, on Saturday.

How many Pepsi-Fests have there been? Pepsi-Fest 90 will be the fourth.

Can anyone sell at the swap meet? No. Club members are only allowed to sell and are being assigned on a first come, first serve basis.

Is there a dinner planned? No, but it's an option for the future.

### PEPSI-FEST 90' AGENDA

Friday March 23rd, 1990

Registration in the Stoddards Room from 9am to 11:30am and then from 2:30pm to 4pm.

Seminar(s) 3:00pm to 4:00pm  
sign up when you register.

Silent Auction item intake  
from 4:00pm to 5:00pm

Meeting 5:30pm

Silent Auction begins 7:00pm

Room Hopping 9:00pm  
\*\*\*\*\*

Saturday, March 24th, 1990

8:00am Breakfast

9:00am Registration in the Stoddards room

1:00pm Meeting of Chapter Heads.

3:30pm Dealer Set-up

5:00pm Swap meet opens for registered members only

6:00pm Swap meet opens to the public

6:00pm Raffle starts

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**HERVEY  
& BADER**



**COLLECTORS' GUIDE  
TO  
GLASS COLLECTING**



**CARTOON CHARACTERS  
SUPERHEROS  
STAR TREK  
WAHNER BROS.  
PEPSI, COKE  
HOCKWELL, DR PEPPER  
OVER 450 PHOTOS**

MYLES BADER BY JOHN HERVEY

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Frisco, TX 75034

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BEVERAGE CONTAINERS  
& ADVERTISING**

**COLLECTABLES GIFT SHOP**  
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615-859-5236 OPEN 9:00 TO 5:00



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9. Birthplace of Pepsi letterhead .15
- Birthplace of Pepsi cigarette lighters 2.50
- Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00

Birthplace of Pepsi emoryboard nail file .35  
Birthplace of Pepsi wooden nickels .50

10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.

Please include postage for shipping, on the above items. 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.

### HOME ARCADE WANTS TO BUY

JUKEBOXES  
PINBALLS  
SLOT MACHINES  
OLD BARBER POLES  
OLD TAVERN ITEMS



COKE MACHINES  
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OLD ADVERTISING

5¢ & 10¢ PEPSI MACHINES  
\$ WILL PICK UP/PAY CASH \$  
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1108 Front Street  
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FOR SALE

Item # refers to Pepsi book.  
#59, 1960's Napkin holder E+  
for \$17.00. #119, 1930's Ice  
Block Cooler, E, must pick up,  
\$450.00. #136 1960's Vending  
Machine radio, M in box, \$45.  
#182 1930's Tin Push Plate,  
nice, NM+, \$425.00. #245,  
1940's 2 sided flange sign,  
E+++, \$350.00. Also many  
other items. Contact: Douglas  
Bowman, 339 Chicago Ave.,  
Harrisburg, VA, 22801. or  
call 703 434-7311.

\*\*\*\*\*

RARE 1908 pocket mirror, "The  
Pepsi Girl" only (2) known to  
exist. Best offer. #9, 1940's  
Bottle Cap tray, \$125.00; #163  
1950's porcelain door push,  
\$75.00; #199 Glass front  
thermometer (1950's), \$95.00;  
#398 Rockwell Cardboard \$25.00  
#418, 1950's mirror \$100.00:  
#444, 1940's 5 gal. syrup  
container \$75.00; #470, 1930's  
paper cup \$20.00. Also many  
other items. Contact: Marion  
Lathan, Rt. 1, Box 430,  
Chester, S.C. 29706 or call  
(803) 377-8225.

\*\*\*\*\*

Rare 1930's Gierings Pepsi-Cola  
tray 8,5, \$465.00; 1910  
Delicious/Refreshing 3 1/2"x  
10" sign \$200.00; 1930's wood  
crate; 1960 & 1970 clocks; 1960  
Santa 20"; 1950's & 60's menu-  
boards, 1940 Aluminum carrier;  
1960's cardboard cap sign;  
1930's bottle server; 1940's  
coaster; Counterspy 1940's  
sign; More Bounce... 1940's  
cardboard. Contact: Ann  
Tucker, P.O. Box 70127, Dept.  
PCN, Stockton, CA. 95207 or  
call 209 957-3122.

\*\*\*\*\*

Mark McQuire/Pepsi Baseball  
cards. Summer 1989 Regional  
No. Calif. item. Cello-wrapped  
complete set of 12 cards. mint  
\$35.00ppd., very limited  
quantity. Contact: W.R. Miller  
Box 413, Fair Oaks, CA. 95628

\*\*\*\*\*

10 oz Canadian Pepsi bottles  
(single dot pre 1960's), Pepsi  
goblet, Pepsi flare glass  
(reproduction) and other  
items. Send for a list.  
Contact: Robert J. Diwar,  
9551 Patterson Rd., Richmond  
B.C. V6X1P8 or call at  
604 278-3062.

\*\*\*\*\*

Attention Pepsi Container  
Collectors. Two cans and  
two plastic bottles for  
\$5.00 +postage. These are  
the new Pepsi "AM" from the  
test market area that prob-  
ably will never be marketed.  
Contact: Craig A. Staley,  
Rt. 3-106, Donald Rd.,  
Waterloo, IA. 50703 or call  
8am to 5pm 319 984-5676wk or  
5:30pm on 319 984-5497.

\*\*\*\*\*

Pepsi glasses, matchs & list  
(SEND SASE).

1930 Bottle Bag, #830 M \$22.  
1940 Carboard coaster #856 &  
#857 NM \$15ea.

1960 Tin Sign "Say Pepsi  
Please" 9x12 #272, NM \$15.  
1940 Match designed insignia  
(#14, 16, 20, 21, 22,) 5 for  
\$25.

1975 Boxcar-Lional-Pepsi  
Generation M \$55.

1956 Soda Jerk cap-Light  
Refreshment EX \$10.

1910 Bottle #485 EX \$65.;  
#486 Kinston, N.C. EX \$60.;  
#489 Cloudy EX. \$45.; Mini  
#498 EX \$25.; Test-thin glass  
10oz. \$15.; Tray #14 \$40.; Tip  
#29, NM. \$30. Contact: Thomas  
Rosing, 15 Glendalough Rd.,  
Dallas, PA. 18612 or call  
aft 7pm 717 675-6302.

\*\*\*\*\*

Send SASE for free list of 75  
different closeout items. From  
huge estate auction. Includes  
many soft drink & other  
collectibles. Trays, pinbacks,  
mirrors, etc. Contact: Al  
Herbert, 606 So. Main St.,  
Bamberg, S.C. 29003 or call  
803 245-2601.

\*\*\*\*\*

COLLECTOR GLASS PRICE GUIDE

Contemporary Fast-Food and Drinking Glass Collectibles

by Mark E. Chase and Michael J. Kelly

This 6" X 9" paperbound book from Wallace Homestead Publishers is the first comprehensive identification and price guide for glasses from fast-food restaurants and food products. With over 430 B&W photographs of glass sets and over 250 pages of extensive descriptions and pricing information, this is the most authoritative collection of reference material on fast-food and contemporary collectible glasses available.

Our introduction contains an overview of the history of glass collecting; pricing and grading information; suggestions for inventory systems, storage, and shipping; and useful information on production errors and collector networks.

Send \$16.95 (postage paid) to:

Collector Glass News, PO Box 308M, Slippery Rock, PA 16057.

Pennsylvania residents add 6% Sales Tax (\$16.95 + \$1.01 = \$17.96).

WANTED

North Carolina & Virginia Pepsi bottles: Pre 1930. Contact: D.J. ODell P.O. Box 988, Mt. Airy, N.C. 27030 or 919 786-7025 aft 6. \*\*\*\*\*

Pepsi-Cola advertising of all types from 1960's and before. Also buy other brands. One pc. or entire collections. Contact C.C. Cowboys, Rt.1, Box 430, Chester, S.C. 29706 or call 803 377-8225. \*\*\*\*\*

Pepsi-Cola Scooby Doo glass; Hallmark Charmer series glasses, pg. #107 in Chase & Kelly book; Hallmark Pewter Xmas plates, 6inchs, 1977 thru 1981. Contact: Mary Ann Mueller 613 W. "D" St., Lemoore, CA. 93245 or 209 924-5504.

\*\*\*\*\*

Any Pepsi memorabilia newer or older. Also, C.C. items. Please send price list to: Lois Wildman, 175 E. Chick Rd. Camano Island, WA. 98292.

\*\*\*\*\*

To trade: 1977 Iowa Comm. Pepsi 16oz. bottle for your State cans or comm. bottles. Contact: Craig A. Staley, Rt. 3-106 Donald Rd., Waterloo Iowa 50703.

\*\*\*\*\*

Need following Pepsi bottles: 1. Dedication of Brown Univ. 2. Virginia #1 Blue Label 3. Set of 5- 10oz. embossed from 1976. 4. Any green glass Pepsi comm. Will pay a good price for above bottles or have over 100 diff. cans for traders, all brands. Also want Pepsi foreign. Contact: Jeff Cummins, 4245 W. Buick Dr., Bloomington, IN. 47404 or 812 876-9076.

\*\*\*\*\*

Pepsi cans wanted: 1981 Spokane, WA. Centennial 1985 Yakima, WA. Centennial 1985 Menudo, TX. 1987 Gallatin county Fair, MT. 1988 Tulip Time, IA. 1988 Husky Fever, WA. 1988 No. Carolina State Fair others. Buy and trade Pepsi cans. Contact: John C. Hantz 6846 New Jersey, Hammond, IN. 46323.

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and  
a Happy New Year  
ALL YEAR LONG WITH PEPSI -

