

# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 7 NUMBER 1

NEWSLETTER

MARCH-APRIL 1990

### Catch That Pepsi Spirit

As the PCCC Newsletter begins it's 7th year of publication I thought it was time to change it's format. This new format is designed to do two things, present more information to the reader and to get the reader involved. For this new format to work I will need your help. We need color pictures of your favorite Pepsi piece or collection. We need information on new Pepsi products in your area. If we all participate we can make this our best year ever. Please write and let me know how you feel about these changes.

Pepsi-Fest '90 is now just weeks away, be sure to make your reservations, don't be left out. Days Inn Airport Indianapolis, IN. 317-248-0621

If you want this years Pepsi-Fest packet you need to order right away, we have about 30 left. All packets that are to be mailed will be done so AFTER Pepsi-Fest.

This looks to be a very exciting Pepsi-Fest hope to see you there.

We are sad to report that the Durbin family lost their home in a fire last November. To help them start their collection we invite all club members to donate a Pepsi item to get the them going again. You can bring items to Pepsi-Fest or mail to Dan Durbin, Rt.#1, Chesrown Rd., Mansfield, Ohio 44903 c/o Rich Bond. Thanks for your support.



### IN THIS ISSUE:

DEAR PEPSI & PETE

PEPSI LONGNECKS

NEW PEPSI TOY TRUCK

STORE FRONT PRIZE WINNER



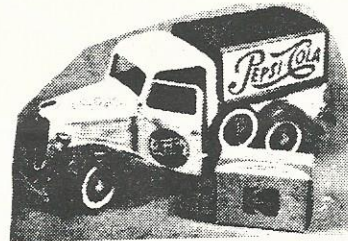
Be sure to mark your calendars for the Pepsi Fair in Calif. July 13-14, 1990.

As a reminder : Sue Gustin is now handling club records for all new members and renewals. All renewal reminders are sent out prior to the expiration of your membership, if your payment is not received you will receive another notice instead of a newsletter. To assist her please respond promptly to the notice. ALSO, a big area is members that have moved and neglected to tell us, just drop us a postcard from your local post office with your new address.

### Collectors' Information

The Pepsi-Cola Company is presently test marketing a new bottle referred to as a longneck. this new bottle looks like a longneck beer bottle. It contains 12oz. of Pepsi. Has a red, white and blue ACL on the bottom and the neck of the bottle. On the front and back the word "Longneck" is printed. Presently it is reported this bottle is being sold in Bakersfield, CA., Oklahoma, and Texas.

Solido has introduced a new line of large scale cars and trucks one of which is a Pepsi truck. Numbered 8002 is 1/19 scale 1936 Ford Pick-up delivery truck. This truck is available in toy stores and at flea markets. You can expect to pay between \$25 and \$45. for this truck.



Solido's 1936 Ford Pepsi

# PATIO DIET COLA

6 / THIS SPACE FOR  
YOUR BOTTLE SIZE  
AND PRICE IMPRINT



PLUS DEPOSIT

LESS THAN ONE  
CALORIE PER SERVING

# NEW!

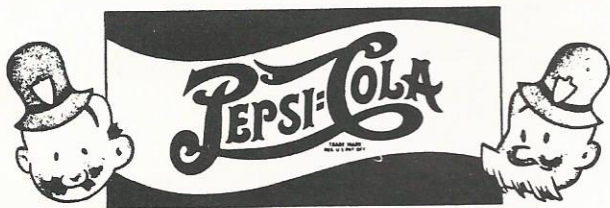


REWARDING  
TRUE-COLA  
TASTE

PREDECESSOR TO  
DIET PEPSI



Dear Pepsi & Pete



Editors Note: It is the policy of the PCCC Newsletter to spare no cost in bringing you the reader the most authoritative experts in the field of Pepsi collecting. To this end we've recently hired two of the most knowledgeable individuals on Pepsi collecting, their names are Pepsi & Pete. They will have a column in the newsletter dedicated to answering your questions on Pepsi collectibles. So please send all your questions on Pepsi collecting to: Pepsi & Pete, P.O. Box 1275, Covina, CA. 91722. Although this column is presented in a light format the information contained will be serious.

Dear Pepsi & Pete:  
I heard the expression "double dot" used by people talking about Pepsi items, what does it mean? Signed Confused.

Dear Confused:  
The expression "double dot" refers to the two hyphens between Pepsi=Cola. The double dot script logo was used thru 1950.

Dear Pepsi & Pete:  
Should I buy reproductions of Pepsi collectibles for my collection? Signed Unsure.

Dear Unsure:  
A collection is a statement of personal taste, if you like something buy it, but realize that reproductions don't generally appreciate in value.

Dear Pepsi & Pete:  
When did Pepsi stop using the red, white and blue printed bottle? Signed G.S.

Dear G.S.:  
The painted bottle or ACL (applied color label) as it is properly called was used from approx. 1943 to 1958 when Pepsi switched to the swirl bottle.

Dear Pepsi & Pete:  
I have been a member of the PCCC for about a year now, and in addition to being a collector of Pepsi memorabilia, I like to drink the stuff. I have been looking for the 16oz glass bottles with the "pry-off" (as opposed to screw-off) tops but cannot find them for sale in my area. I was wondering if you or your readers could tell me the nearest place to my home, Long Island, New York where I could find them. Signed Thirsty.

Dear Thirsty:  
I know that in parts of Pennsylvania they still use the type of bottle you describe. I don't know of any place close to you, but I'm sure some of my readers will let me know and I'll pass the information on.



**NOW at your  
dealers...**  
*Order a case Today!*





The above picture is part of a store front display that member, Jack Hayslett of MO. did during a recent Higginsville Country Fair celebration

The display was a prize winner for shelf and ledge displays.

On the left is an early an Pepsi syrup jug. Have you seen this or do you know anything about it's history? Let us know.



## Pepsi History

During World War II most companies tried to find ways of supporting the war effort, included in these companies was Pepsi-Cola. Pepsi's most note-worthy endeavor was the servicemen's center. These were clubs where servicemen could hang out, relax and have a Pepsi. They could also record a message to their sweetheart or family on a record. Today these records are very popular Pepsi collectibles, (#859-861 in the Pepsi collectibles book).

Postcards of these centers can be found at most postcard shows. The three servicemen centers that I've seen on postcards are; New York, Washington D.C., and San Francisco.



## Collectors' Spotlight

Pepsi collector Phillip Dillman from Homewood, Illinois is spotlighted in this issue.

I have only been seriously collecting Pepsi memorabilia for about 3 years, although I did have a hand in it when I began collecting pop cans about fifteen years ago. I've always been the kind of collector who prefers finding what I can as opposed to buying, eith by checking out abandoned buildings, digging through old dumps, talking to people and hitting the occasional garage sale. Don't get me wrong. I enjoyed buying some things at Pepsi-Fest '89 as much as the next person. I'm just more excited by the challenge of looking for lost "treasures". The "thrill of the chase" so to speak.

I really don't have too much in the way of exciting memorabilia to speak of, other than a lighted 3'x3' clock from the seventies and some 3'x6' outdoor signs also from the seventies. I could also mention a stock certificate from 1960 and some 1940 checks from the Macon Bottling plant. However, the rest are typical "beginner" collectibles.





# PEPSI-COLA

TRADE MARK REG. U. S. PAT. OFF. SINCE 1903

## TO DEALERS WHO SELL BEVERAGES

**Your greatest asset is the goodwill of your customers.**

*PEPSI-COLA* is bottled under the most exacting sanitary conditions in

### OKLAHOMA CITY

Every bottle is sterilized, and the contents are of uniform quality—pure, delicious and wholesome.

*PEPSI-COLA* offers no free goods, special discounts, nor premiums of any kind, but, instead, the very highest quality and value are packed into every 5¢ bottle — **Equal In All Respects To Any 10¢ Bottled Beverage On The Market.**

*PEPSI-COLA*

**will pay FIVE THOUSAND DOLLARS (\$5000.00) for proof to the contrary to any charity in Oklahoma City.**

HALL  
BEVERAGE CO.

Phone: 2-6078

5¢

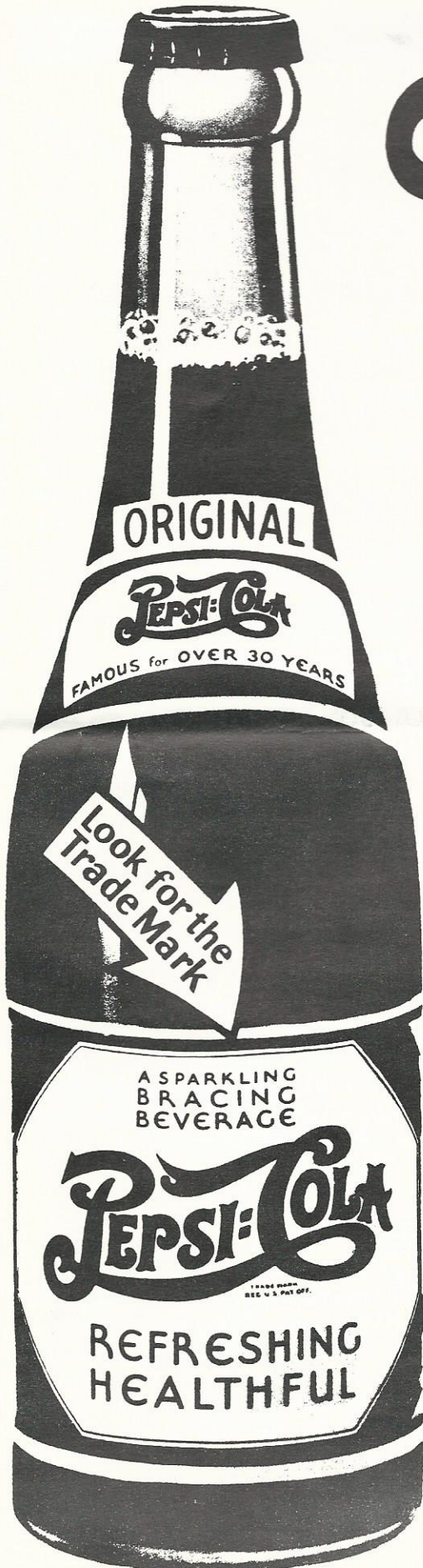




# PEPSI-COLA

TRADE MARK REG U.S. PAT. OFF. SINCE 1903

## THE TRUE FACTS



1. *Pepsi-Cola* is absolutely pure, free from preservatives, a combination of more than fifteen of the finest fruit juices, extracts, and other delicious ingredients.

2. *Pepsi-Cola* has been famous for more than 40 years—it is not a new drink. *Pepsi-Cola* is as stimulating as a fine, fresh cup of tea or coffee—it is truly refreshing!

3. *Pepsi-Cola* is distinctly original, not a substitute for any other cola drink, and is a leader in the beverage industry.

4. *Pepsi-Cola* is one of the first bottled cola drinks in the world. The *Pepsi-Cola* trademark was registered in the U. S. Patent Office in 1903 (35 years ago).

12 OUNCES

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Door Pushes  
Envelope  
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Flash  
Folding Chair  
Fountain  
Glasses And Cups  
Glass Signs  
Green Arrow  
Hits The Spot  
Ice Cold  
Lamp  
Lighter  
Light Up  
Matchbook  
Menu Boards  
Mt Dew  
Mickey  
Miniatures

New Bern  
Notebook  
Openers  
Patches  
Patio  
Pencil  
Pen  
Pepsi Cola  
Pepsi Fest  
Pinbacks  
Plant  
Plastic  
Radio  
Red  
Ruler  
Santas  
Serving Tray

Soda  
Straw Boxes  
Syrup Containers  
Syrup Dispensers  
Thermometers  
Tin Sign  
Tip Tray  
Toy  
Trucks  
Tweety  
Vendor Hat  
Wagon  
Watch Fob  
White  
Yellow



## Collectors' Marketplace

### For Sale

Menu board/sign with removable letters 21"x29" Pepsi logo at top. Photo avail. \$15.00

1940's 6pack #99 in book, \$37.50. 6pack #100, 1940's for \$35.00. 1940's Family Case #111, \$75.00, all excellent.

Current listed prices are \$45 \$40, and \$85. Two NR Pepsi fine checkered design, Pepsi-Cola with bottle cap design in square. \$5.00 both are entirely embossed. 20% extra for shipping. Contact: Jerry Watkinson, P.O. Box 1088 Imperial Bch., CA. 92032.

\*\*\*\*\*

#146 50's lite up Pepsi clock 14x19 w/embossed bottle cap very clean 8.5, \$235.00.

1956 "Have a Pepsi, The light Refreshment" w/bottle cap in center, embossed tin sign 48"tall x 17"wide, red, white yellow, blue & gray 8.3 cond. \$130.00, 1950's 42" flat Pepsi bottle cap porcelain sign, red white, blue & gray very unusual 8.5 cond. \$350.00.

Contact: Robert Newman, 10809 Charnock Rd., Los Angeles, CA. 90034 or 213 559-0539.

\*\*\*\*\*

3 original early 1900's Pepsi serving trays, sold as a set.

Pepsi "Hutch" bottle, Pensacola, small bruise on lip \$525.00 Contact: Bill Davis at 716 688-2404

\*\*\*\*\*

Large Pepsi-Cola neon clock "Say Pepsi Please" book, page 28, \$675., 1940's gas pumps \$400. unrestored.

1940's television \$175. Contact: J.T. Smith, 896 S.W. 62 Ave., No. Lauderdale FL. 33068 or 305 974-0783

\*\*\*\*\*

Gomarts Illustrated Guide to character and promotional glasses by Carol & Jean Markowski. Over 3000 Pepsi and other soft drink fast food and early dairy premium glasses were photographed, classified and priced for this fabulous book - due to be released in late Feb. 1990. Contact: Carol Markowski, 3141 West Platte Ave., Colorado Springs, CO. 80904.

\*\*\*\*\*

Pepsi glasses, matchs, ads and list (send SASE).

1950 Tip tray-Evervess #29, NM \$30.00. 1960 Tin sign "Say Pepsi Please" 9x12", #272 NM \$15.00. 1940 Match designed insignia (#12,16,20,21,22) 5 for \$25.00. 1940 Servicemen record w/mailling folder EX \$40 1956 Soda Jerk cap - ligh refreshment EX \$10.00

1950 door push-porcelain (french) #169, EX \$60.00

1940 Paper cup w/bottle caps #470 EX \$40.00. 1960 Stock certificate (green & orange)

#887, NM \$22.00ea. Magazine ads-1940 Look "Pepsi & Pete" Like #759 M \$20.00; 1940 #754-758 & 760-763 NM \$10.00ea.;

1950 LJH NM \$3-5ea. plus postage: Contact: Thomas Rosing, 15 glendalough Rd. Dallas, PA. 18612 or after 7pm call 717 675-6302.

\*\*\*\*\*



My new 89-90 check list of glasses is now ready. It contains over 400 sets of glasses which includes 50 sets of Pepsi-Cola, 23 sets of McDonalds, 51 sets of Walt Disney and many others. It is over 40 pages of condensed computer type print and will be shipped in 8 1/2x11 loose leaf form. All prices have been updated and all sets have been named and numbered. To order send \$12.00 to: John Hervey, P.O. Box 1373, Frisco, Tx. 75034.  
\*\*\*\*\*

**Wanted**

Serious collector looking for 1930's Glasscock and similar style Pepsi coolers. Also looking for flange signs. Contact: Keith Light, R.R.2 Box 151A, Perry, Iowa 50220 or 515 465-2738  
\*\*\*\*\*

Will trade my duplicate Pepsi pinback buttons, "Bigger, Better, Pepsi-Cola:", celluloid & tin, (yellow), #673, page 104, of book for your duplicate items of like value in same book. Will answer all offers. Contact: Al Herbert 606 S. Main St., Bamberg, So. Carolina 29003 or 803 245-2601.  
\*\*\*\*\*

NSDA Convention bottles 1950-1952 and some in the 80's in excellent condition reasonably priced. Or will trade some 50's or Pepsi items. Contact: L.H. Gregory, 111 Coleman Ct. Greenville, S.C. or call 803 232-5206  
\*\*\*\*\*

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

North Carolina and Virginia Pepsi bottles: Pre 1930. Contact: D.J. Odell, P.O. Box 988, Mt. Airy, No. Carolina 27030 or 919 786-7025  
\*\*\*\*\*

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

Pepsi crossing guard (base or whole unit) Pepsi vending machines, fountain dispensors, ice cream fountain stools. Have large Pepsi neon clock for sale or trade. Can pick up this summer. Contact: J.T. Smith 896 S.W. 62 Ave., No. Lauderdale, Fl. 33068 or 305 974-0783  
\*\*\*\*\*

Great Pepsi advertising signs! 1920's thru 1950's, cardboards tins, porcelains, radios, light up signs, neons, neon clocks and original artwork. Great advertising is what I live for. Contact: Robert Newman, 10809 Charnock Rd. Los Angeles, CA. 90034 or 213 559-0539  
\*\*\*\*\*

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 between 6:00pm-9:00pm  
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\*\*\*\*\*  
 PEPSI crossing guard (just  
 base or whole stand) Pepsi  
 bottle machines, vendo #23,  
 39, 56, and 81. Pepsi bottle  
 packs (page 15, #68 in book)  
 Pepsi fountain dispensers,  
 vendo coin changer, set of  
 1950's ice cream fountain  
 stools, can pick up in  
 Spring. Contact: J.T. Smith  
 896 S.W. 62 Ave., North  
 Lauderdale, Florida 33068  
 or call 305 974-0783.  
 \*\*\*\*\*

## Places to Find Pepsi

### SIGN OF GOOD TASTE

269 E. 2ND ST., POMONA CA.

### WEBB'S ANTIQUE MALL

200 W. UNION, CENTERVILLE IN.

### CARNIVAL HOUSE ANTIQUES

17 PADANARAM RD., DANBURY, CT.

### THE NEON LADY

1950 CHEROKEE ST., ST. LOUIS MO.

### THE PEPSI PARLOR

ON THE SQUARE, LYNCHBURG, TN.

### SULLIVAN'S ANTIQUES

866 57TH ST., SACRAMENTO, CA.

### STODEL'S ANTIQUES

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.



EARLY 1940's ROUTE  
 SALESMAN IN UNIFORM

The **Pepsi-Cola Collectors Club Newsletter** is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA 91723.

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

**Advertising Information**—Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera-ready. All ads subject to the discretion of the Editor.



# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



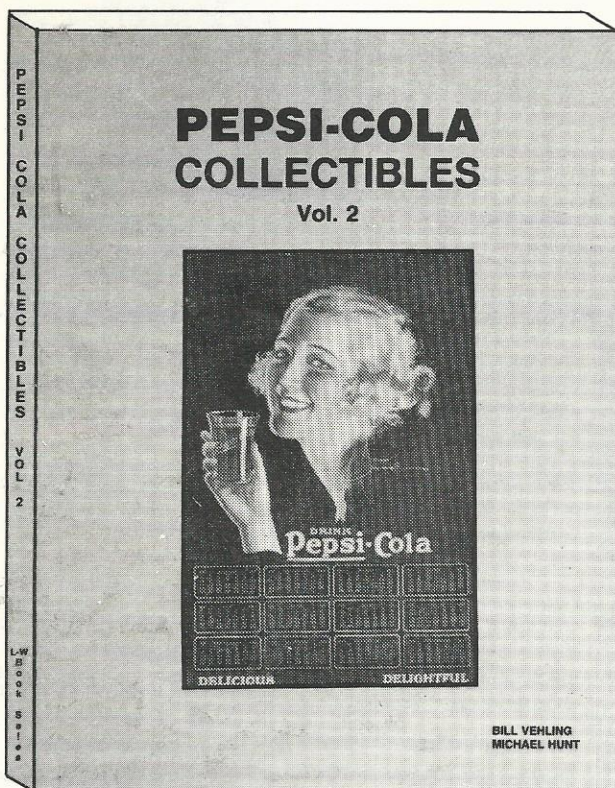
Phillip Dillman  
17733 Highland Ave.  
Homewood, IL  
60430

FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722  
Permit No. 173



BRAND NEW: PEPSI-COLA  
COLLECTIBLES VOLUME 2 by  
Bill Vehling & Michael Hunt.  
200 pages with over 800  
completely different items  
illustrated and priced. Cover  
price is \$17.95. PCCC members  
only can save \$2.00, price is  
\$15.95 + \$3.05 first class  
postage and handling for each  
book for a total of \$19.00.

Still available Pepsi-Cola  
Collectibles (w/ revised 1988-  
1989 prices) for \$14.95 + 3.05  
for a total of \$18.00 per book.

Also available is an updated  
price list (1988-89) for those  
who have the original (1986)  
books for \$3.00 postpaid.

Please enclosed remittance and  
send to: Bill Vehling, P.O.  
Box 41233, Indianapolis, In.  
46241.



# PEPSI-COLA

## COLLECTORS CLUB

VOLUME 7 NUMBER 2

NEWSLETTER

MAY-JUNE 1990

### Catch That Pepsi Spirit

From the comments I've received I can assume that everyone is pleased with the new format. The success of the newsletter can only be realized through total participation by club members. Please send stories, pictures, information, and questions for Pepsi & Pete.

Pepsi-Fest '90 as usual went by too quickly but at least for two days everyone was in Pepsi heaven. Our normal Friday activities were interrupted with a fire drill that kept everyone out in the freezing cold for about thirty minutes. Even this could not dampen the spirit of those attending. As soon as we were given the all clear Pepsi-Fest continued without missing a beat. Fridays activities consisted of a pizza party sponsored by Pepsi-Cola followed by a preview of the new Pepsi television commercial and a silent auction of Pepsi collectibles. Then we all room hopped til the early hours of the morning.

Saturday's swap meet was once again wall to wall Pepsi collectibles causing most people to spend more money than planned. This year's unofficial activities included a snowball fight, toilet papering rooms and an impromptu pizza party in the hall. I can't wait for Pepsi-Fest '91 !!!!!!!!!!!!!!!

Pepsi-Fest '91 will be held March 29-30.

Pepsi-Cola Collector Club 1990 Fair will be held July 13-14, details included in this newsletter.



### IN THIS ISSUE:

PEPSI-FEST '90 A BIG SUCCESS  
PEPSI FAIR, JULY 13th & 14th, 1990  
NEW PEPSI TOY

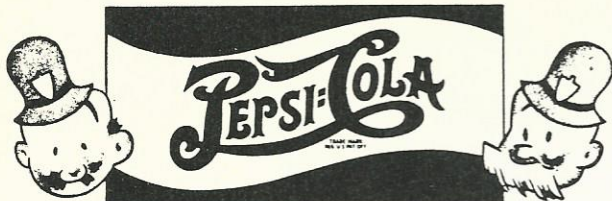
PEPSI-COLA COOL CANS  
WALTER MACK DIES AT AGE 94







## Dear Pepsi & Pete



Dear Pepsi

Dear Pepsi & Pete:  
What year did Canada switch from 12oz. & 8oz. bottles to the 10oz. bottles?

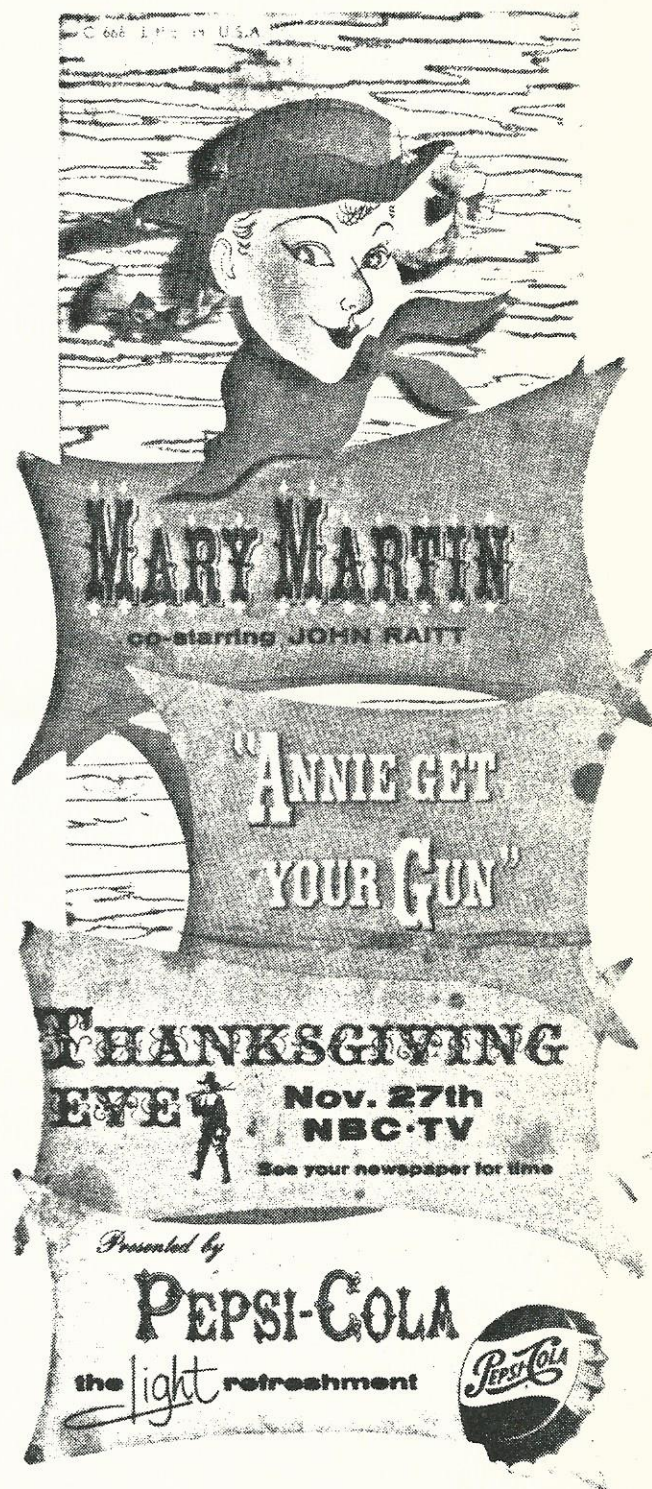
Dear WR:  
I can't tell you the exact date that this switch was made only that from 1933 till the late 1940s 12oz. bottles were the primary way Pepsi was sold. Then as the cost of raw materials increased Pepsi could no longer sell 12oz. bottle for a nickle. From that point on the size and cost of Pepsi was controlled by market influences.

Dear Pepsi & Pete:  
When did Pepsi stop selling syrup for home consumption in 12oz. bottles?

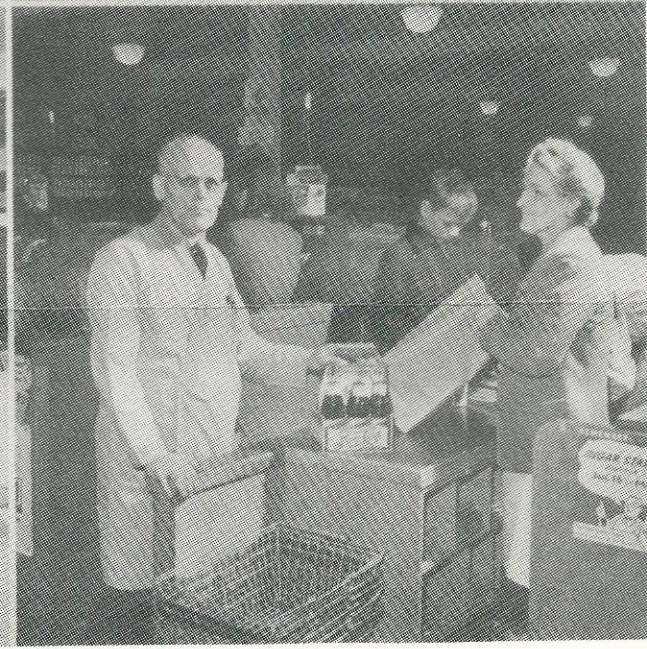
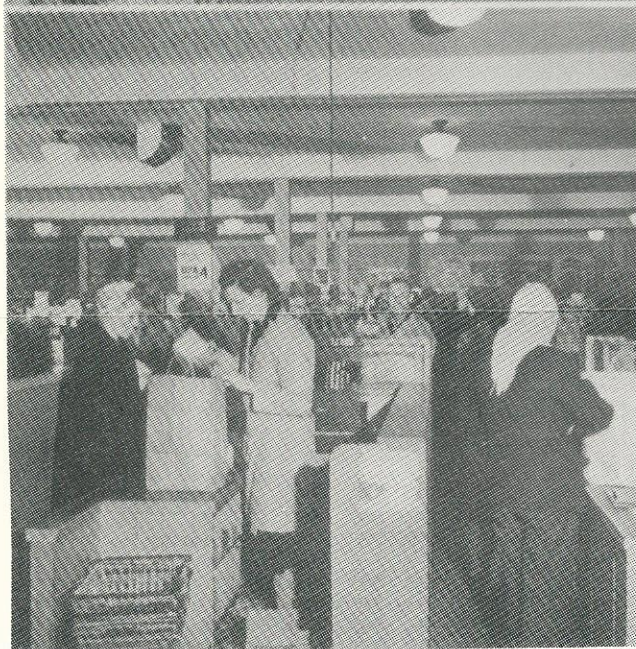
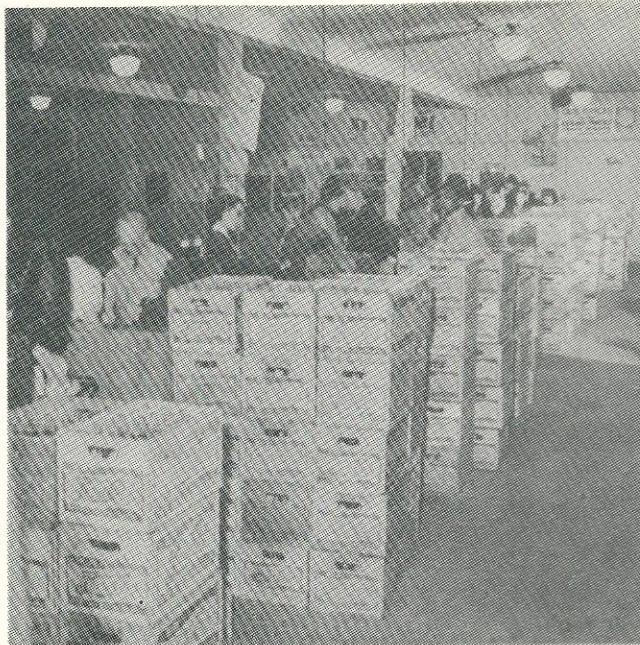
Dear Do It Yourselfer  
Pepsi never sold syrup for making your own Pepsi at home. What they sold was 12oz. bottles full of syrup to be used by fountain vendors in cases where there wasn't room for a large dispenser or where the vendor couldn't afford a dispenser.

Dear Pepsi & Pete:  
How can I tell the "old" trays from the "new" trays?

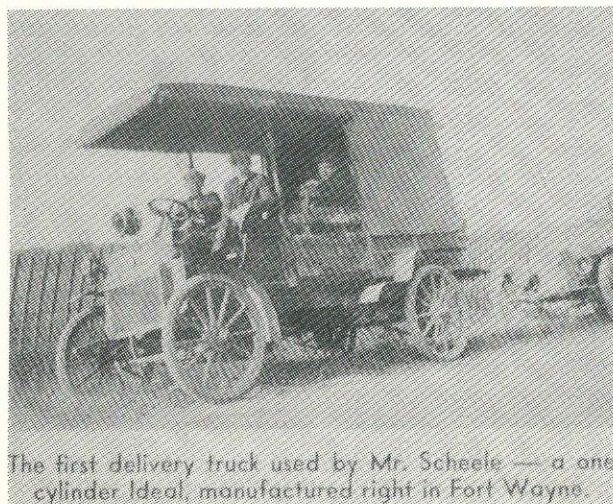
Dear L.R.:  
The quickest way to tell is most reproduction trays have the PEPSICO name somewhere on the tray. PEPSICO did not exist before 1965.







EARLY 1940's PHOTOGRAPH OF PEPSI BEING SOLD IN A GROCERY STORE



The first delivery truck used by Mr. Scheele — a one cylinder Ideal, manufactured right in Fort Wayne.



In contrast with the one cylinder Ideal, Fort Wayne now has 52 modern trucks and sales cars on the road.



## Pepsi History

One of the giants in Pepsi-Cola history, Walter S. Mack died March 18, 1990 at the age of 94. Mr. Mack was President of Pepsi-Cola from 1939-1951. Some of Mr. Mack's most notable accomplishments with Pepsi-Cola were the Pepsi Jingle, Pepsi & Pete the Pepsi-Cola Cops and the standarization of the Pepsi bottle in 1941.

The Pepsi Jingle was first brought to Mr. Mack as a spoken commercial with the jingle mixed in. He didn't like the format so he had everything deleted except for the jingle. In the 1940's the jingle became one of the most popular commercials in advertising history.

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

Mr. Mack wanted to buy Popeye to have him drink Pepsi to gain his strength, but in 1939 Pepsi couldn't afford Popeye so Mack had Pepsi & Pete created who appeared in the Sunday funnies from 1940 to 1950.

In 1940 Mack decided that to insure continuity throughout the country Pepsi would need a standardized bottle that all bottlers could use. So he had a bottle designed with Pepsi-Cola blown into the glass. This bottle was used from 1941 thru 1958.

As illustrated by these examples Mr. Mack contributions were not only important but had long lasting effects.

Mr. Mack was a member of the PCCC and a very good friend to the club. He will be greatly missed.

## Collectors' Spotlight

Pepsi collector Peter Phillips and his wife Dana from Marshfield Mass. are spotlighted this issue.

Peter is an addict of Pepsi-Cola. He drinks the stuff from morning to night and collects memorabilia in between cans. In the four years of collecting, he has found a large assortment of toys, cans, watches. He can go on and on. He looks for anything with the famous logo on it, hopefully one that has a "double dot".

Peter is a proud member of the PCCC. He has made up business cards that are reminders for people who go on vacation. The vacationers get a can of Pepsi from their destination. I have

enclosed one, so you don't think that I am crazy. My husband says that the cards work great. He has gotten cans from Poland, Saudia Arabia and Ireland with the help of those cards.



Due to the birth of our first child, Peter lost his "Pepsi" display room. His memorabilia is now being stored in MY KITCHEN. I am thrilled as any wife would be.

A note to all women who are married to these fine collectors of Pepsi, you are not alone. I, personally, don't have that "Pepsi Feeling" but if you can't beat them, join them!

Pepsi-Cola Collector's Club

IF YOU CAN,  
PLEASE PICK-UP A FULL CAN OR  
SPECIAL-LABEL CAN OF PEPSI-COLA

Peter Phillips  
1-(617)-837-6968

Any Questions,  
Call Collect

### Collectors' Information

Once again Pepsi leads the way with the top stars in the best commercials. Look for Kirk Cameron (Growing Pains) and Fred Savage (Wonder Years) to star in two of Pepsi's best commercials this year. Probably the most talked about new Pepsi commercial is the Ray Charles Diet Pepsi commercial. Let us know which is your favorite Pepsi commercials past and present.

Pepsi test markets several new products around the country. Look for a new sparkling water called H2OH to be tested primarily in Denver, Colo.. Also, Pepsi introduces a sport and exercise drink in San Diego called Mountain Dew Sport. Finally, to the best of my knowledge Pepsi A.M. is still being test marketed in various locations. For those who are not familiar with Pepsi A.M. it is designed as a morning soft drink with

less carbonation and more caffeine.

Pepsi will also introduce cool cans nationally as a summer promotion. There will be four different cans so be sure to collect them all.

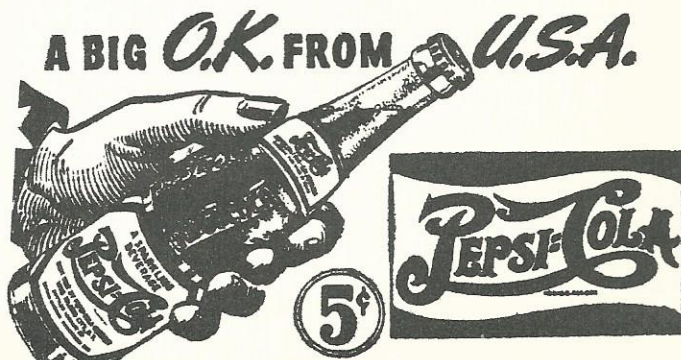
Additional information on cool cans was submitted to us by a club member. Following are highlights from the Des Moines Register's article.

"According to sources, Pepsi 12-oz. cans will contain as many as four different designs of the Andy Warhol-Pepper Max ilk. This "loud" packaging is expected to hit most markets beginning in May, with the target audience being younger consumers, who dig

such art, sources also say. Such novel packaging is expected to encompass the summertime period, when consumption is at a higher rate.

Whether consumers of this new pop-art packaging, including one design said to be of "big lips", will keep some of the cans as collector's items still is to be determined.

New at toy stores is the battery powered Pepsi water shooter. Basically this is a squirt gun shaped like a Pepsi can. It is made by Larani Corp., Philadelphia PA. 19107.





## Collectors' Marketplace

### For Sale

Miniature Pepsi-Cola and Orange Crush wooden case. The cases have 24 wooden one inch bottles. They were made excl. for a Distr. promotion. The cases are 2 3/4in by 1 5/8in. in mint cond. asking \$22.50ea. or your choice of 3 for \$52.50 ppd. Satisfaction guaranteed. Contact: Charles Nofal, P.O. Box 1507, St. Augustine, Fl. 32085 or call 904 829-8679.

\*\*\*\*\*  
Attention Pepsi container collectors. Two cans and two plastic bottles for \$10.00 plus postage. These are the new Pepsi "AM" from the test market area that probably will never be marketed. contact: Craig Staley, Rt.3, 106 Donald Rd., Waterloo, IA. 50703 or aftr. 5:30pm 319-984-5497, from 8am to 5pm 319 984-5676.

\*\*\*\*\*  
Pepsi-Cola bottles (American + Canadian) 1950's and earlier. Pepsi paper cups, matchbooks, and cases. Other misc. Pepsi and other brand items. please send for complete list.

Contact: Bob Diwar, 9551 Patterson Rd., Richmond B.C. V6X1P8 or 604 278-3062.

\*\*\*\*\*  
1947 Calendar; Counter Spy paper; 1950's Channel Card (great pc.); BIG SHOT cardboard; 1930's rack sign; 1940's celluloid; 1940's miniature bottle; 1910 bottles and more. Contact: Ann Tucker P.O. Box 70127, Dept. PCCC, Stockton, CA. 95207 or 209 957-3122.

\*\*\*\*\*  
Everess bottle lighter #582, excellent cond. \$20.00 Contact: Susan Rife, 12600 SE Shady Meadow Ct., Clackamas, Or. 97015.

Send for new Pepsi list (SASE) 1950 Tip trays #29 NM \$30, #27 EX \$15.

Bottles 1930 #495 Amber EX+ \$85 & Green EX+ \$65.; Clear #494 \$65; #488 EX \$65; #492 \$80; #497 EX-NM \$75; Fountain Syrup #452 M \$20.; 1930 Straw Box #2-709 EX \$100;

Signs Porcelain #2-601 NM \$325; Tin #2-613 EX-NM \$250.

1960 Thermometer #197 EX \$28

1940 Envelope #819 M \$18.;

Letterhead #807 EX \$12.; 1930

Blotter "Pepsi n Pete" #709

NM \$75. Contact: Tom Rosing

15 Glendalough Rd., Dallas,

PA. 18612 or 717 675-6302.

\*\*\*\*\*

1940's Pepsi Rack sign #68 EX for \$75.00

1940's Pepsi Sign #254 but porcelain VG. \$225.00

1940's Cardboard Sixpack #99 M \$35.00

Lightup counter clock with original box & papers M #155 \$75.00

1960's Clock #160 NM \$150.00

1960's Thermometer #197 EX \$25.00

1960's Sign #269 NM \$125.00

1960's Sign #272 NM \$30.00

1950's Masonite Sign similar to #442 EX. \$50.00. Also many other items. Contact: David

Salerno, 52 Metropolitan Dr. Warwick, R.I. 02886 or call

401 739-9416

\*\*\*\*\*

Have plenty of Long Necks, Pepsi & Diet Pepsi, full or empty. YA-HOO Mt. Dew bottles

284 bottle collection, 161

"different" bottles. All the

old favorites: "Filled by one

thats Able, says Mable"

"Filled by Zeke & Daisy Dew"

Send SASE for complete list.

\$5.00 per bottle. Contact:

R.M. Calvert, 915 W. Broadway

Sedalia, MO. 65301.

\*\*\*\*\*



#20 Pepsi logo in ice where bottles are \$20.00  
 #113 Cardboard six pack (mint) \$7.50 or 5 for \$35.00  
 #271 Helena Montana \$30.00  
 #388 Basketball Schedule for St. Pauls College 66-67 \$10.00  
 Rutherford College 1977 \$10.00  
 Football Schedule for Jackson High 1977 \$10.00  
 Adam City High 1978 \$10.00  
 Wrestling Schedule for Westlake High 77-78 \$10.00  
 #442 Masonite sign 3 different sizes, 15 3/4", 23", 31 1'2" at \$15.00ea.  
 Bumper Stickers:  
 Take The Pepsi Challenge \$3.00  
 If you must drink & drive, drink Pepsi \$3.00  
 Same as above only smaller \$3.00  
 KYYX 96.5FM Catch That Pepsi Spirit \$3.00  
 Pepsi Light Lamp (yellow shade /blue can) \$25.00  
 Set of 7 patio lights \$25.00  
 Pr. Pepsi tennis shoes (new in box) size 5 \$40.00  
 Diet Pepsi round bank 4" metal ring, sides 12 1/2" cardboard \$60.00  
 Pepsi Musical can (plays Pepsi jingle) \$50.00  
 Have a Pepsi Day indoor/outdoor thermometer \$20.00  
 #21 Bicentennial tray 16" \$40.00  
 Anniversary Tray & 6 glass set for \$40.00  
 Plastic can bank 9" tall \$10.00  
 Paper vendor's hat \$12.00  
 #466 \$80.00  
 #832 \$85.00  
 Cardboard signs similar to #305-311, 2 different "Pepsi Generation" 11"/28" ea. 20.00  
 2 different "Have a Pepsi Day" 11"/28" ea. 20.00; 1 Taste that beats the others cold \$20.00; 6 different 24 1/2" -36 1/2" \$25.00  
 Bottles #500 RWB 12oz. \$7.00  
       #500 RW 12oz. \$7.00  
       #502 RW 12oz. \$3.00  
 Prices do not include postage.  
 Contact: Norman & Sharon Horn  
 6544 N.E. Indian Ck. Rd.,  
 Topeka, Kansas 66617 or  
 call 913 288-1105.

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From Mexico, about 12oz. size no return bottles w/wrap label Pepsi-Cola, four diff. Batman, Mirinda (Pepsi flavors) 7-Up one of Batman, \$2.00ea., shipping \$2.00 first bottle, \$1.00ea. additional. Bottles full and excellent. Contact: Jerry Watkinson, P.O. Box 1088 Imperial Beach, CA. 92032.

\*\*\*\*\*

Trade for Pepsi Cartoon glasses or make offer: Pepsi can, pull tab style, Los Angeles, Dr. Pepper 16oz. bottle, red & white circle logo. Coca-cola cans, before classic on them, Bellevue, WA. Coca-cola 75th Ann. Pacific Bottling 10oz. bottles. Contact: Dianne Edwards, 12501 145th St. E. Puyallup, WA. 98374.

\*\*\*\*\*

**Wanted**

Bottle openers, Pepsi-Cola and that other cola. contact: Rich Newbold, 1023 Delano St. San Lorenzo, Ca. 94580 or call 415 317-0315.

\*\*\*\*\*

Any Pepsi-Cola older trays, signs, thermometers and any sport related items. Pepsi picnic collers, what do you have? Contact: Lois Wildman 175 E. Chick Rd., Camano Island, WA. 98292.

\*\*\*\*\*

Paper label bottles (#491,494 -497) Excellent to mint cond. City/State not important, also, tin signs (#236,253,267) in Excellent cond. Contact: Ken Luban, 9001 S.W. 93rd Ave., Miami, FL. 33176 or call 305 271-3568hm 305 367-3321wk.

\*\*\*\*\*

Pepsi cans or commemorative bottles. Will buy or trade if possible. Contact: Craig Staley, 106 Donald Rd., Rt.3 Waterloo, IA. 50703 or call 319 984-5497hm 319 984-5676wk.

\*\*\*\*\*



Paying \$1,000 for Pepsi or Royal Crown Cola weigher scale. Contact: Charles Nofal, P.O. Box 1507, St. Augustine, Fl. 32085 or 904 829-8679.

\*\*\*\*\*

Pepsi toy trucks and cars. Old or neow in excellent to mind cond. Contact: Charles Ehlers P.O. Box 1186, Yonkers, N.Y. 10702.

\*\*\*\*\*

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.

\*\*\*\*\*

1950's and earlier trolley car signs, and trolley car frames. Also looking for tin signs and any other cardboard items. Contact: Tony Llamas, 1142 W. Porter, Fullerton, Ca. 92633 or call 714 870-7178.

\*\*\*\*\*

For private collection: Mt. Dew bottle from 1979 Indy 500 race or other containers from Indy 500's, especially 1969, 1979 or 1982. Contact: Mike Heider, 3132 Honey Ck. Oshkosh, WI. 54904 or call 414 426-3952.

\*\*\*\*\*

Bicentennial Pepsi Clock from 1976. Also the following Pepsi commemorative bottles:

1. Virginia Blue Label 1976
2. set of 5, 10oz. bicent. 1976
3. Dedications of Brown's Univ.
4. Clemson U. Columbia bottles
5. Clemson U. Spartanburg
6. JC's Energy Florence bottles
7. Kentucky's 74-76 celebrators test label bottles.

Please include price. Have hundreds of commemorative bottles for sale/trade, all brands. Contact: Jeff Cummins 4245 w. Buick Dr., Bloomington IN. 47404 or 812 876-9076

\*\*\*\*\*

Great Pepsi advertising signs! 1920's thru 1950's, cardboards tins, porcelains, radios, light-up signs, neons, neon clocks and original artwork. Great advertising is what I live for. Contact: Robert Newman, 10809 Charnock Rd. Los Angeles, CA. 90034 or call 213 559-0539.

\*\*\*\*\*

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

\*\*\*\*\*

I would really enjoy hearing from other collectors. I would like to hear ideas on how fellow collectors display their collections. Anyone interested in corresponding contact: Debi Payne, 5671 Van Dyke Rd., Washington, Michigan 48094.

\*\*\*\*\*

Fountain's pre 1970's any style dispensors and Ice Cream parlor items. Contact: David Johnson, 225 Hall St. Sherwood, OR. 97140.

THE MUSEUM OF BEVERAGE  
CONTAINERS & ADVERTISING

Over 28,000 different beer & soda cans and over 10,000 soda bottles on display along with all types of unique beverage advertising. Also a 2,500 square foot Gift Shop. For more information write or call: Soda Mart \ Can World, Ridgcrest Dr., Goodlettsville, TN 37072, (615) 859-5236



\*\*\*\*\*  
 PEPSI crossing guard (just base or whole stand) Pepsi bottle machines, vendo #23, 39, 56, and 81. Pepsi bottle packs (page 15, #68 in book) Pepsi fountain dispensors, vendo coin changer, set of 1950's ice cream fountain stools, can pick up in Spring. Contact: J.T. Smith 896 S.W. 62 Ave., North Lauderdale, Florida 33068 or call 305 974-0783.  
 \*\*\*\*\*

### Places to Find Pepsi

SIGN OF GOOD TASTE  
 269 E. 2ND ST., POMONA CA.

WEBB'S ANTIQUE MALL  
 200 W. UNION, CENTERVILLE IN.

CARNIVAL HOUSE ANTIQUES  
 17 PADANARAM RD., DANBURY, CT.

THE NEON LADY  
 1950 CHEROKEE ST., ST. LOUIS MO.

THE PEPSI PARLOR  
 ON THE SQUARE, LYNCHBURG, TN.

SULLIVAN'S ANTIQUES  
 866 57TH ST., SACRAMENTO, CA.

STODEL'S ANTIQUES  
 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.

### CORRECTIONS FOR PEPSI-COLA COLLECTIBLES VOL. #2

Page 1 #1 & #2 descriptions and prices reversed.  
 Page 1 #4 & #5 descriptions and prices reversed.  
 Page 18 #74 price should be \$3800.00  
 Page 128 #564 price should be \$2800.00  
 Page 135 #583 & 584 descriptions and prices reversed.  
 Page 136 #585 price should be \$170.00  
 Page 142 #611 & 612 descriptions and prices reversed.  
 Page 143 #615 & 616 descriptions and prices reversed.  
 Page 144 #617 & 618 descriptions and prices reversed.  
 Page 148 #637 circa 1950s  
 Page 148 #639 circa 1950s  
 Page 151 #649 price should be \$250.00  
 Page 163 #708 circa 1950s and value \$150.00  
 Page 182 #795 circa 1950s

Due to deadlines to have the book completed by Pepsi-Fest '90, the above errors went uncorrected because the usual proofreading process was eliminated.

We regret the errors and hope that everyone realizes that these prices are just guidelines anyway.

The **Pepsi-Cola Collectors Club Newsletter** is published by the Pepsi-Cola Collectors Club. Editor, Bob Stoddard. The newsletter is a bi-monthly publication for the members of the PCCC. Inquiries should be sent to: PCCC, P.O. Box 1275, Covina, CA 91723.

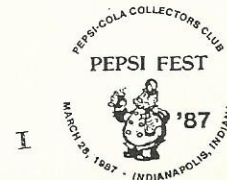
Ads in the PCCC Newsletter are free to members; non-members pay 25¢ per word. Ads over 50 words include a typesetting charge of \$7.00. Ads will be run once unless otherwise stated. Please note whether your ad is "for sale," "wanted," or "trade."

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.

**Advertising Information**—Display rates are as follows: 1/8 page \$15.00, 1/4 page \$25.00, 1/2 page \$45.00, full page \$80.00. All ads must be camera-ready. All ads subject to the discretion of the Editor.



# FOR SALE FROM THE P.C.C.C.



- |   |   |
|---|---|
| A) 3X5 PCCC decal, red, white & blue. \$1.50 ea. ppd.   | F) 1987 Pepsi Fair lapel pin. \$3.50 ea. ppd. |
| B) Playing cards w/Pepsi Fest '88 logo. \$5.00 ea. ppd. | G) PCCC lapel pin. \$3.50 ea. ppd.            |
| C) PCCC pin-back button. \$2.00 ea                      | H) Pepsi-Fest '89 magnet \$2.00 ea. ppd.      |
| D) Pepsi-Fest '89 flying disc \$3.50 ea. ppd.           | I) Pepsi-Fest '87 Lapel Pin \$3.50ea. ppd.    |
| E) 1988 Pepsi Fair lapel pin. \$3.50 ea. ppd.           |   |

Past issues of the PCCC Newsletter available for only \$1.50 each. Please indicate which issue you want and enclose a legal size S.A.S.E. Send to: PCCC, P.O. BOX 1275, Covina, CA 91722.

North Carolina Department of Cultural Resources



Martha E. Battle, Registrar for the North Carolina Museum of History has asked for the help of our members. She asked that members be "on the lookout" for porcelain dispensers, ice cream parlor chairs, pre-1940s delivery trucks, clocks, banks, and any other pre-1950 advertising souvenirs. For further information contact: Martha Battle, No. Carolina Museum of History, 109 E. Jones St., Raleigh, No. Carolina 27611 or (919)733-7305



# PEPSI-COLA

COLLECTORS CLUB

P.O. BOX 1275  
COVINA, CA 91722



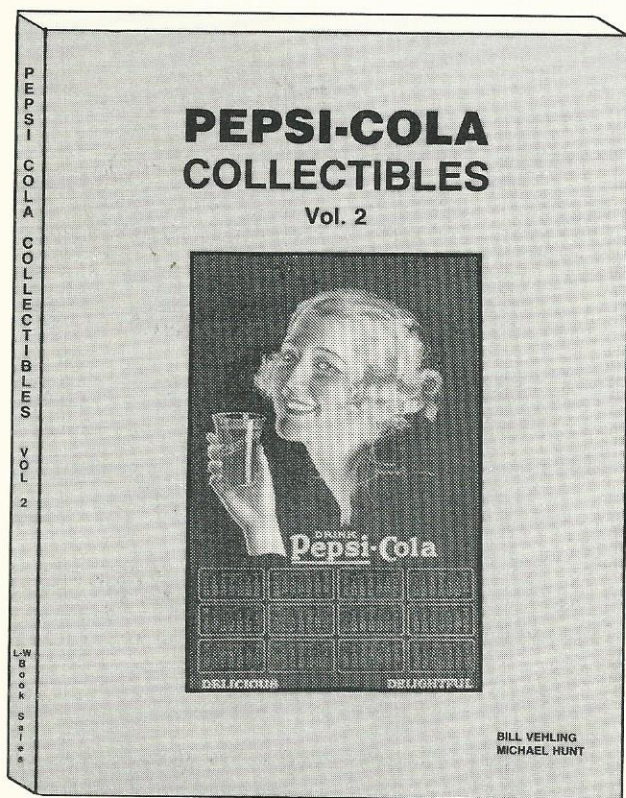
Phillip Dillman  
17733 Highland Ave.  
Homewood, IL  
60430

FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722  
Permit No. 173



BRAND NEW: PEPSI-COLA COLLECTIBLES VOLUME 2 by Bill Vehling & Michael Hunt. 200 pages with over 800 completely different items illustrated and priced. Cover price is \$17.95. PCCC members only can save \$2.00, price is \$15.95 + \$3.05 first class postage and handling for each book for a total of \$19.00.

Still available Pepsi-Cola Collectibles (w/ revised 1988-1989 prices) for \$14.95 + 3.05 for a total of \$18.00 per book.

Also available is an updated price list (1988-89) for those who have the original (1986) books for \$3.00 postpaid.

Please enclosed remittance and send to: Bill Vehling, P.O. Box 41233, Indianapolis, In. 46241.