

PEPSI-COLA

COLLECTORS CLUB

Volume 10 Issue 3

NEWSLETTER

JULY-AUGUST 1993

◆ CLUB NEWS

I'm sure the last few weeks have been very traumatic for all of us Pepsi lovers. But as always Pepsi has managed to come through this adversity looking better than ever. We all knew Pepsi-Cola is the best tasting soft drink in the world, we now know it is also the safest.

We can all be proud of the way the Pepsi-Cola folks handled themselves with a hostile press. Over the last few weeks the nation has had a peek inside of one of the finest companies in the world. Now everyone knows that it is the people that makes Pepsi so very special!

Although it may seem that Pepsi Fest just ended it is already time for Pepsi Fest West. It looks like we'll have a good turn out for our second year in Las Vegas. Agenda and information on the Showboat Hotel can be found in this issue.

Thanks to the hard work of Scott and Kim Kinzie we will be having a Pepsi-Fest East. This event will be held in Charlotte, North Carolina, October 1 & 2, 1993. If all goes well this will become an annual event. We don't want to confuse anybody but we must advertise Pepsi-Fest West and Pepsi-Fest East in the same newsletter. So please be careful when making hotel reservations that you are making them for the Fest you will be attending.



1930's Magazine Ad

*PEPSI-FEST
WEST
JULY
16-17-1993
LAS VEGAS, NV.*

◆ CLUB NEWS

This fall I plan to start working on a new club directory. I want to include photographs of members as well as some information about what each member collects. Anyone with ideas or thoughts on a directory should let Bob Stoddard know as soon as possible. Write to P.O. Box 1275, Covina, CA 91722.

FUTURE CLUB EVENTS

July 16 & 17, 1993
Pepsi-Fest West Las Vegas, NV

October 1 & 2, 1993
Pepsi-Fest East, Charlotte, NC

March 24th - 26th, 1994
Pepsi-Fest, Indianapolis, IN

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PEPSI FEST WEST AGENDA

REGISTRATION ROOM #404

Friday, July 16th

5pm : Get acquainted
6pm : Pizza Party
7pm : Seminar
Room hopping follows the seminar

SATURDAY, JULY 17th

9:00am : Swap meet set-up
10:00am: Swap meet opens
12:30pm: Lunch Break
1:30pm : Auction check-in
2:00pm: Auction begins
5:30pm: Meet for dinner (this is optional for anyone wanting to eat with the group - meet room 404).

PEPSI FEST EAST AGENDA

FRIDAY, OCT. 1ST

6:00pm : Be Sociable - Have a Pepsi party

9:00pm : Room hopping

SATURDAY, OCT. 2ND

9:00am : Swap meet set-up
10:00am : Swap meet begins
12:30pm : break for lunch
2:00pm : Seminar
3:00pm : Auction check-in
4:00pm : Auction begins
6:30pm : Pizza Party



1993 Pepsi-Fest photo (above) available for \$6.50ppd.
Send to: PCCC, P.O. Box 1275, Covina CA 91722.

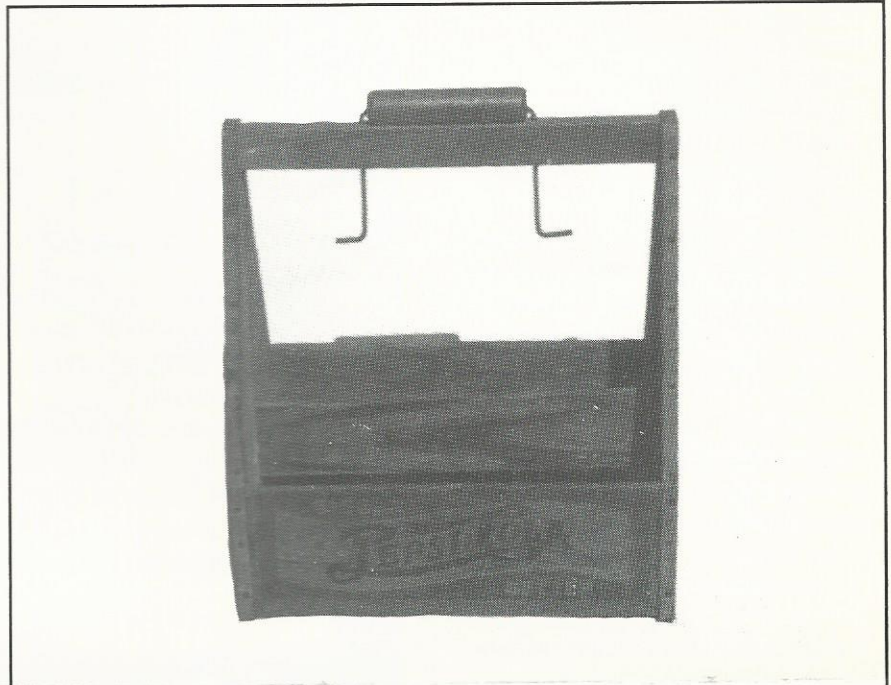
◆ COLLECTORS ◆ INFORMATION

The six pack, the carton, the bottle carrier, and the pop holder are all names given to the device that holds 6 bottles of Pepsi when you transport them from the store. For convenience sake I will refer to all of these devices in this article as bottle carriers.

In most parts of the country returnable bottles are not used and because of that the need for bottle carriers no longer exist.

Bottle carriers played a very important role in the history of the soft drink industry. Once society went from ice boxes to refrigerators the take home market was born. Until that time most bottles of Pepsi were consumed where they were purchased. In the beginning no one was sure what type of container would be best to move 6 bottles of Pepsi-Cola from the store to a persons home via their hand.

I believe the first Pepsi bottle carrier was a paper carton in the late 1930's. They also used wood and metal carriers in the 1940's, but this was small compared to the number of paper cartons they used. During the World War II years paper bags and cloth carriers were used because of shortages of raw materials to make the cartons. In the late 1940's an aluminum carrier was used briefly. Although it was attractive and modern looking it proved to be too fragile for the rigors of transporting Pepsi from the store to the home. Finally in the 1950's the paper carton became the standard bottle carrier used by Pepsi-Cola. Paper cartons did have their drawbacks, they wore out too quickly and many of them never made it back with the bottles to the bottler.

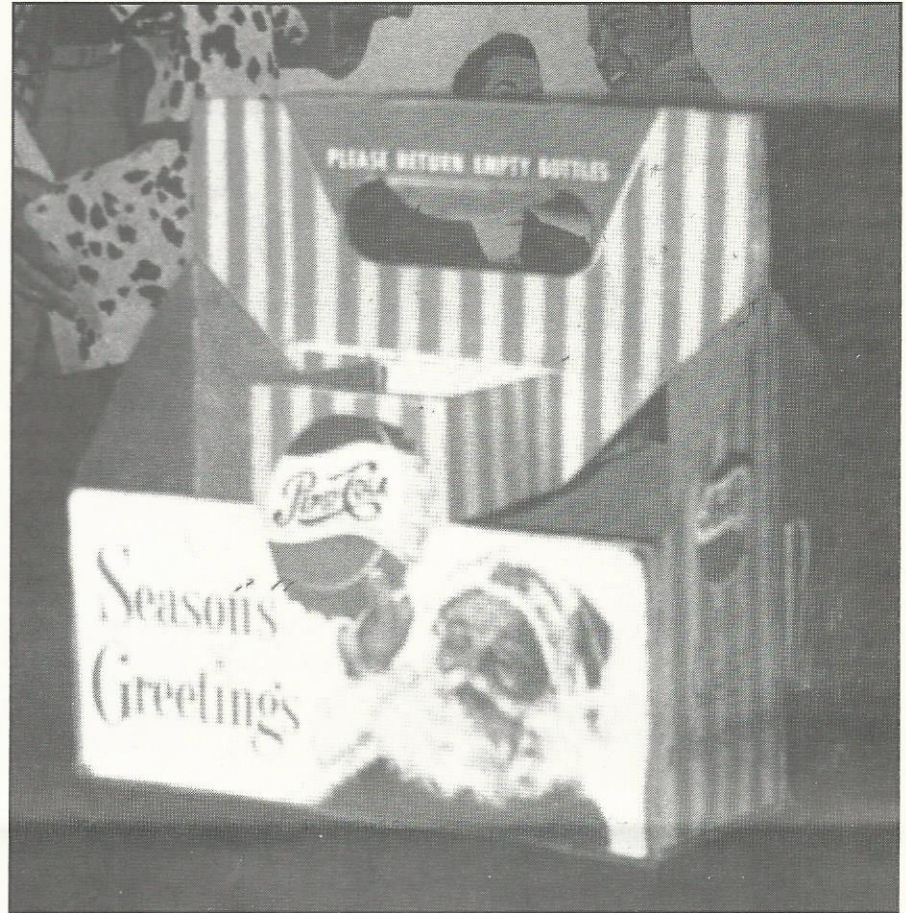


Despite these problems it was the perfect package to sell Pepsi from. The paper carton was a great marketing tool for Pepsi-Cola and their bottlers. They were able to manufacture these cartons in bright colors and print special messages on them. This made for a much nicer finished product for the consumer to see in their local stores.

Over the years these cartons were made in two packs, four packs, six packs, eight packs, and twelve packs.

In the 1970's Pepsi experimented with plastic carriers but these proved not to be as good as the paper cartons.

So the next time your out at a flea market and you see that old Pepsi bottle carrier setting there, take a second look. It's not just a bottle carrier, it's a piece of Pepsi history.



PEPSI BOTTLING PLANT LONG ISLAND CITY, N.Y.

◆ MEMBERS

**COLLECTORS
SPOTLIGHT**

Missy Gant of Canton Texas drinks about 24-30 cans of Pepsi a week. She started her collection by saving all bottle caps, then bottles, then a sign, and then she was hooked!

Troy Horton of Manson, Iowa just started collecting and wanted an easier way to locate Pepsi-Cola items. He drinks Pepsi and Mountain Dew.

Scott Smith of Cadillac, Michigan dug some bottles up in his back yard while doing yard work. This was the beginning of his collection. He states that he drinks 336 Ounces of Pepsi in a week.

Christine Ballard of Swisher, Iowa has been collecting for about 8 years. Her parents bought her a few small items to get her started.

Chris Allen of Georgetown, MA was given a Diet Pepsi display from Kentucky Fried Chicken. This started his collection three years ago. He collects mostly cans.

Mary Haenn of San Diego, CA has been collecting since 1976. While going through flea markets in Pennsylvania she realized that collecting Pepsi was a real challenge!

Kevin Mangrobang of Kailua, Hawaii found some old trays and other Pepsi items in his grandmother's store years ago and that started his collection. He joined the collector's club to learn

more about Pepsi. He has only been collecting for about 6 months now!

Betty Beechin of Christopher, IL heard about the PCCC at a flea market just outside Chicago. She has been collecting about 4 years.

Jack R. Miller of Edinboro, PA began his collection 15 years ago when he found old Pepsi bottles in an old dump on his property. He drinks 56 cans of Pepsi a week! He enjoys learning about the history of the different Pepsi products.

Joseph A. Youngbauer Jr. of Oshkosh, WI started collecting Pepsi for his father. When he left his parent's home two years ago his Dad let him take the collection with him. Now he has a Pepsi room in his own home!

Scott Cason of Macomb, IL has been seriously collecting for about 3 years. His father worked for Pepsi all his life, and now Scott does too! He drinks about a case of Pepsi a week.

Kathleen Kingsbury of Redding, CA has been collecting since 1985. She got started when her family found some old bottles and a friend gave her an old 50's thermometer.

Bob Wood of Wichita, Kansas was hired at Pepsi-Cola of Wichita. His boss helped to get him interested in collecting. He has been collecting for 3 years.

Art & Pat Behan of Floussant, MO have been collecting for 1 year. They were given a wooden 6-pack holder from their mother to start the collection.

Bonnie Ricks of Salem, Oregon bought a Pepsi thermometer 5 years ago that began her collection. She enjoys contacting other Pepsi collectors through the club.

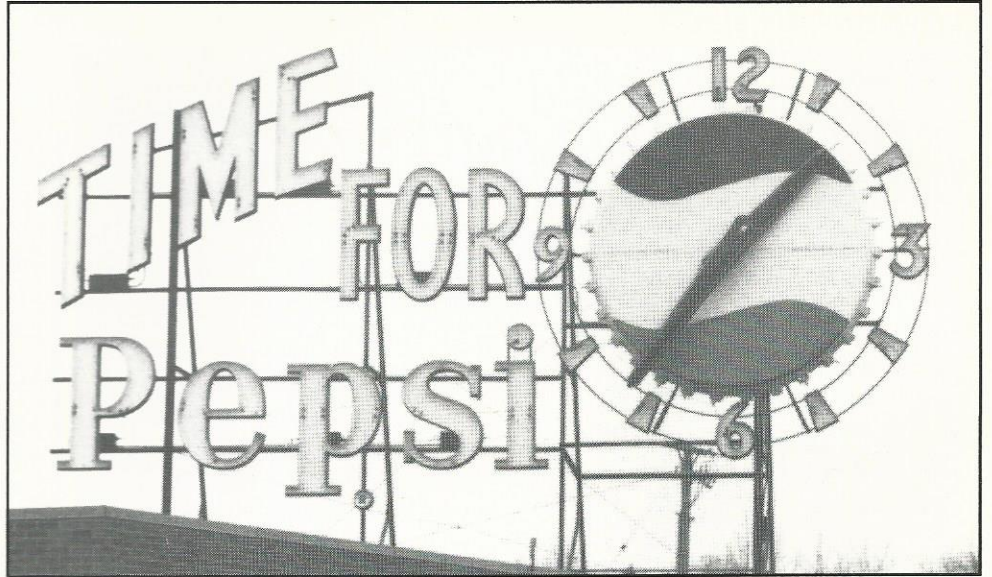
Rob Barton of Monrovia, CA bought his first Pepsi musical lighter a few months ago and has been in search of other full matchbooks and lighters since then. He would love to hear from other club members who can help him!

Lorance A. White of Council Bluffs, Iowa has been collecting for 3 years. He joined the club because he is interested in all kinds of Pepsi glasses. He likes all kinds of Pepsi products and also has stock in Pepsi!

Miki Morris of Ridgefield, CT was looking for a present in a Pepsi store and bought a bottle opener. Miki is 14 years old and has already been collecting for 2 years. He drinks about 40 cans a week!

Judy & Ted Bergtold of Loveland, CO have been collecting for 1-1/2 years. Ted works for Pepsi. Judy wants to be buried after death with or in Pepsi bottles - preferably paper label with note "The Pepsi Generation".

ROAD SIGNS



Top: Sign on Pepsi Bottling plant in Quincy Illinois.

Middle: Monorail in Sydney Australia.

Bottom: Billboard in Gailsburg, Illinois.

DEAR

PEPSI AND PETE

" YESTERDAYS ANSWERS TO TODAYS QUESTIONS "

Dear Pepsi & Pete:

I have a keytag that says "The Pepsi-Cola Hotel, Purchase, N.Y. - 184." Was there ever such a hotel and, if so, during what years?

P.D.

Dear P.D.:

To the best of my knowledge there was never a Pepsi-Cola Hotel in Purchase, New York. I don't know if the key tag was some type of keep sake or just another phoney reproduction.

Dear Pepsi & Pete:

When Pepsi changed their logo, on some of the new cans, at the bottom is printed "New Pepsi Design Collector's Edition" on the regular Pepsi cans & Diet Pepsi cans. What is the value on these to date?

V.S.

Dear V.S.:

Because Pepsi produced millions of these cans, it will be quite some time before they gain any significant value.

Dear Pepsi & Pete:

I am interested in buying an old Pepsi vending machine, about 30-40 years old. What I would like to know is how do I stock it if it is programmed to dispense old Pepsi bottles that aren't being made any more? Can I stock it with cans?

S.M.

Dear S.M.:

Most of the old machines have adjustable shelves so that they can use a variety of different size bottles. Perhaps one of the small non-returns would fit your

machine or perhaps you can find a bottler who produces the longneck bottles. If you have your heart set on using your machine for cans, you will have to find someone who can retro-fit the machine for cans.

Dear Pepsi & Pete:

Is there any place in the United States where you can still get returnable Pepsi bottles?

N.H.

Dear N.H.:

Yes, there are a number of Pepsi bottlers who still use returnable glass bottles. They are mostly located in the Midwest.

Dear Pepsi & Pete:

I know the official starting date for Pepsi-Cola was 1898 but I've also seen advertisements that say since 1896 - which is it?

S.K.

Dear S.K.:

The Pepsi-Cola Company uses the date 1898 because that was when Pepsi-Cola became a registered trademark. In the early days of Pepsi-Cola there were a number of dates used including 1896. The reason for the confusion is that Caleb Bradham never sat down and said "on this date I invented Pepsi-Cola." Instead, Pepsi-Cola evolved from Caleb Bradham experimenting in his drug store. His most popular experimental drink was given the name "Brad's Drink." This eventually became Pepsi-Cola. I don't think anyone really knows when the name switch occurred but my guess is that a considerable

length of time occurred between the name change from "Brad's Drink" to Pepsi-Cola becoming a registered trademark.

Dear Pepsi & Pete:

On some of the Starts & Strips Pepsi Longneck bottles we've noticed some of them have the old Pepsi design caps and some have the new design caps. Is there a difference in the value between them?

G.S

Dear G.S.:

The reason for the different logos is because there are three different commemorative Stars and Stripes Pepsi bottles. There doesn't seem to be any difference in value. They all sell for \$5-10.

Dear Pepsi & Pete:

We recently picked up a capped, full Patio orange soda. I did not know Patio made flavors. Are there any other?

K.K.

Dear K.K.:

Originally, Patio was Pepsi-Cola's diet cola drink, but when they changed to Diet Pepsi they made Patio a flavored drink. The only flavors I know of were grape and orange. Patio flavors existed from the 1960's to the early 1970's.

Stop! Loosing sleep over those mind boggling Pepsi-Cola history and memorabilia questions? For the price of a first class postage stamp you can have your questions answered! Just write to Pepsi & Pete and your answer will appear in the next newsletter.

Send your question to:

*Pepsi & Pete
P.O. Box 1275
Covina, CA 91722*

◆ MARKET PLACE

FOR SALE

The following items are available from:

Pepsi-Cola Bottling Co. of New Bern
P.O. 2036, New Bern, N.C.
28560.

1. Pepsi & Pete (Musical wind up plays original radio jingle \$19.95
2. Postcard using original girl that was used in Pepsi advertising \$.22
3. Mural (13"x7") New Bern, N.C. with brochure \$15.00
4. Mural postcard with brochure \$.32
5. 85th Anniversary Lennox Commemor. plate, numbered. \$75.00
6. Auto license plate depicting New Bern as birthplace of Pepsi 1898 \$5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors \$4.95
8. Birthplace of Pepsi letterhead \$.15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nailfile \$.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping, on the above items.

For Sale: Pepper Mill in box - \$40, 75th Anniversary Musical Pepsi Can \$50, #451 Vol. #2 Pinback \$30, Slender Gold Tone (Say Pepsi Please) Cigarette Lighter \$20, Cigarette Lighter Clear Plastic Base - Pepsi/Federal Credit Union \$20. Plus shipping. Contact: Norman Horn, 6544 NE Indian Ck. Red, Topeka, KS 66617. (913)246-1105.

For Sale: Pepsi-Cola Vendolator 27 on Stand. This machine is a mint plus, not used very often and has never been outside. All original inside and outside. For its original condition I feel it is a rare find. \$2500. Firm. Pictures available with L.S.A.S.E. and \$1.00. Contact: Chuck Mullinax, 3809 Woodridge Cr., Little River, SC 29566. (803)399-6521.

For Sale: Pepsi Griffey Jr. baseball card set \$22. Pepsi & Hires syrup line glasses \$20 ea. 7up grn. glass \$20., C.C. wood six pack carrier, not w/wings \$50., 1973 Pepsi repro tray \$18. Mt., Pepsi aluminum neck carrier #27, Veh. \$110., + P. Contact: Lois Wildman, 175 E. Chick, Camano Island, WA 98292. (206)387-7280.

For Sale: Replica Neon "Diner Clock(s)" and/or neon "Advertising Clocks"...Automobilia, Petromobilia, Beverages, Etc. For info contact: Ed Goralewski @ (313)773-5000 or FAX (313)772-6224.

For Sale: PEPSI, de Havilland Beaver Floatplane, 1/24 scale plastic model kit. This white plastic kit consists of 26 snap-together pieces. The plane has a 24 inch wing-span. The decal sheet contains windows & PEPSI logos. \$29.95 + \$3.75 shipping (48 Lower states) Contact: Asheville Die Cast, 1446 Patton Ave., Asheville, NC 28806. (800)343-4685.

For Sale: Russian Pepsi bottle (empty) \$30. America's Cup Longnecks - Set of 3 (Full) \$30. Desert Storm Longneck (Full) \$12. Mountain Dew Southern 500 Longneck (Full) \$12. Pepsi Straws - Blue logo - 100 for \$6. UPS Included. Send long SASE for complete list to: Michael Noll, 1647 La Salle, Santa Maria, CA 93454-1553.

For Sale: "American Gothic" Pepsi T-shirts starring Cindy Crawford as seen at Pepsi-Fest. Sizes M, L, and XL available. \$15 includes shipping. Also need Baltimore Orioles cans #1, 3, & 5. Contact: Bee's Pepsi Collectibles, 905 W. Tyler, Fairfield, IA 52556.

For Sale: 1951 Musical Pepsi Jingle Lighter...8 + \$100. Also, Wanted: Both 1959 & 1960 musical lighters mint in box. Please contact: Rob Barton, 120 North Fifth Ave., Monrovia, CA 91016.

For Sale: Pepsi-Cola talking vending machine toy. \$40. New, in box. Contact: Fay McCabe, 875 Summer St., Bridgewater, MA 02324. (Have only 3).

◆ MARKET PLACE

FOR SALE

For Sale: Pepsi Airplane by Scale Models. This metal non-bank made in the USA. Beauty. Has an eleven inch wing span with folding wings, retractable landing gear and sliding canopy. It's red, white, & blue. \$29 plus \$3 shipping. Contact: Kent Pascoli, 37 Willow Lane, Wheeling, WV 26003. (304)242-9838.

For Sale: Very rare 1931 tin embossed bottle sign with green background. Stoddard p. 128, Vehling Vol. 3 item #723, very good, \$1700. 1939 foil coated cutout bottle display. Stoddard p. 46, excellent \$295. 1967 celluloid sign, Stoddard p. 109, mint, \$40. Contact: Donna Kazaitis, 511 Aurora Ave., Naperville, IL 60540. (708)717-7949.

For Sale: 1,500 glasses + over 200 collectible items in our July 20th - Aug. 7th 93 Mail/phone bid auction. 100's of glasses w/Pepsi logo + Pepsi advertising items. Auction Book \$5.00. Nationwide Collector's Co-op. Contact: George Dixon, 7323 Lake St., Omaha, NE 68134. (402)393-4624 or FAX (402)393-1331.

For Sale: 1992 Richard Petty items. 8 - Longneck Set \$25, Petty-Pepsi Standups \$125. Petty - Pepsi Coolers \$100. Petty-Pepsi 6-Pack cartons - \$2 each. Mountain Dew Southern 500 Full \$8 each, empty with crown \$5 each. Have Coke Commemorative Bottles also. Prices do not include postage. Call or write: Ira Thigpen, P.O. Box 744, Pikeville, NC 27863. (919)242-6625 or eve(919)778-4408. (Will trade any of above).

For Sale: "Enjoy Pepsi-Cola Iced" door pushes (See Pepsi-Cola Collectibles Volume 1 page 165) \$90 each plus postage and handling. Contact: Eddie Tamas, 2104-168 Street, Surrey, B.C. V4B5E7. (604)538-9655.

For Sale: Pepsi Trays in Vol. #1, PC Collectibles: #6 (Black) Excellent \$20. #7 (RWB) Good \$15. #10 (RWB) Excellent plus - \$40. Contact: Susan Rife, 12600 SE Shady Meadow Ct., Clackamas, OR (503)698-5144.

For Sale: Trays: #2 - 798 M \$18, #1 - 6 NM \$40, #1-27 NM \$20. Bottles: #1-452 M \$20, #1 - 489 NM \$875, #1-484 NM \$150, #1-485 EX +\$95. Bottle Tester w/logo M \$22. Nylint Wheeler/Tanker M \$55. Blotter #1-709 M \$75, #1-710 EX \$60. Openers: #1-651 M \$22, #1-661 M \$5, #1-639 EX \$60.

"Guide to Pepsi: Cola Magazine Advertising" \$13.95 + \$1.75 List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 Plus Postage.

For Sale: Berkina (Germany) Delivery Truck \$25, IMU (Germany) Delivery Truck \$40., Herpa (Germany) 2 different \$16.95 each, Nyling Pick-Up \$20, Nylint Tanker \$45, Nylint Tractor-trailer \$45, Lledo Set #1 or #2 of 3 \$24 each, Solido Dodge Truck \$20. Contact: Glenn Ackerman (909)676-5508.

WANTED

Wanted: Need Pepsi Bottles: 8 oz (50's); 10 & 12 oz. (50's & 60's) Full or empty; Unused bottle caps any year any quantity. Have many

full fresh filled returnable Coke & Dr. Pepper bottles and many unused Coke and Caps & Silver Cups & Dr. Pepper Cups for trade. Contact: Neil Cowen @ (303)781-6915.

Wanted: Collector looking for the following "Bottles" Seltzer, Hutch, Bowling Pin, or Bradham Drug. "Cans" - Evervess, Diamond Label. The following cardboards: Stoddard #1743-1745-1777-1778-1831-1832-1834 or any like them. Also looking for an embossed cooler with service counter or same cooler even if missing counter. Contact: Roger Blad @ (612)435-5250 - Minnesota - "Have Suburban Can Travel".

Wanted: Any Evervess Sparkling Water items! Send or call to Mr. Gary Craig, P.O. Box 452421, Garland, TX 75045 or (800)735-2988 (Relay) (214)495-8926 after 7:00 p.m. C Time.

Wanted: Pepsi Memorabilia, the older the better. Also Pepsi cartoon, promotional glasses, etc. Send me your list of trade/sell items, including condition and price and I'll send you mine. Contact: Debbie Robinson, 125 E. 18th St., Tulsa, OK 74119.

Wanted: Seeking all brands of miniature soda and seltzer bottles, mini cans, mini cases, mini coolers, lighters, banks and radios shaped like vending machines, etc. Contact: Ellen Levy, 250 West 94th St., Apt. 12A, New York, NY 10025. (212)663-2756.

WANTED!!!

I'm looking to purchase the following items!!! Please send a photo and describe the condition. Make sure to include your phone number. Thanks! John F. Minges III, #16 Palmetto Place, Greenville, NC 27858 Work: (919)758-2113 Fax: (919)758-5566 Home: (919)756-4303

**V & H Vol 1
Openers:**

- #638
- #640
- #641 Single Dot
- #643
- #644
- #650
- #659
- #662

**V & H Vol 2
Openers:**

- #32
- #33
- #36
- #37
- #38
- #39
- #46
- #48

Stoddard:

- #1438 1941 Dispenser Handle
- #1439 1958 Dispenser Handle
- #1541 1910 Shoe Shine Brush
- #1682 1941 Desk Set
- #1889 1937 12 x 10 Sign
- #1919 1940 Alum. Debossed

Pepsi-Cola Collectors Club name badges now available!

To order a badge with your name and State on it, just send \$6.50 to PCCC, P.O. Box 1275, Covina, CA. 91722.

The badges are white with blue engraving.

Please PRINT your name and State exactly as you want it to appear on the badge.

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

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a typesetting charge of 47.00. Ads will be run once. Please note whether your ad is "for sale", "wanted", or "trade".

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

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

◆ INFORMATION

LOCAL CHAPTERS

Green Country PC Club
Ron Nickens
21413 E. 33rd St.
Broken Arrow, Oklahoma 74014

Mile High PC Club
Brent Hinton
6511 W. Elmhurst Ave.
Littleton, Colorado 80123

No. Shore of Ohio PC Club
Jim Wolfe
2315 Ross Dr.
Stow, Ohio 44224

Old Dominion PC Club
Scott Kinzie
3510 Hemlock Rd.
Chester, Virginia 23831

Central VA/DC PC Club
Richard Hertzler
6110 Yates Ford Rd.
Manassas, Virginia 22111

Lone Star PC Club
Robert Keys/Lawrence Cook
4988 Thunder Rd.
Dallas, Texas 75244

Minnesota Chapter PC Club
Roger Blad
1317 Orchard Ave.
Burnsville, Mn. 55306

So. California PC Club
Brian Nicholson
For meeting information contact
Alice Para (818)962-5037

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

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

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

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

PLACES TO FIND PEPSI

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

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

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

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

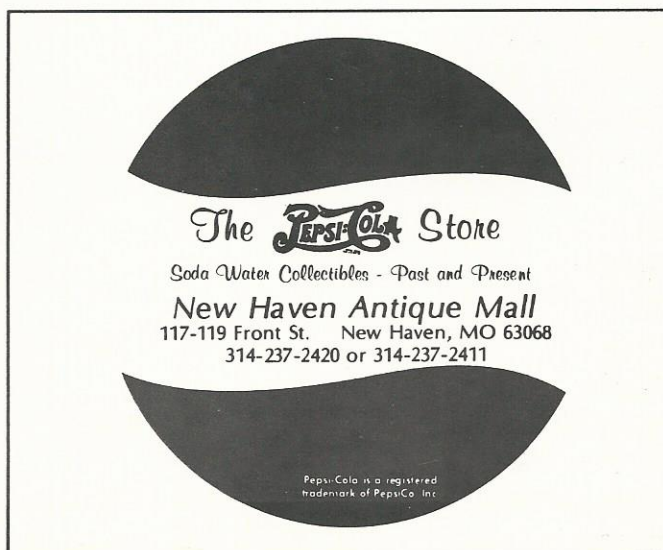
The Neon Lady
1950 Cherokee St., St. Louis, Missouri

Bev's Oldies and Goodies
1186 Meyerland Plaza, Houston, Texas

Funtastic Antiques
42030 Main St., Temecula, California

Yesteryear Advertising
1926 Kent Lane, Utica, Ohio

Grand Hotel & Antique Mall
201 West Apache Trail
Apache Junction, AZ 85220



PEPSI-COLA

COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
COVINA, CA 91722
Permit No. 173



Phillip Dillman
17733 Highland Ave.
Homewood IL 60430
usa



In celebration of the 50th anniversary of the Pepsi-Cola Bottling Co. of Flagstaff, Arizona, Double-Dot Enterprises has been authorized to produce a limited edition ERTL truck bank. The run will be limited to 500 individually numbered banks all bearing the Flagstaff anniversary logo. These trucks are approximately 7" long and will be available on a first come first serve basis. The cost will be \$29.95 + \$3.00 shipping & handling. California residents add 8.25% sales tax. Limit 6 per person. Send check, money order, or VISA/Master Card. VISA/Master Card customers be sure to include your account number and expiration date. Send to: Double Dot Enterprises, P.O. Box 1548, Pomona, CA 91769. Be sure to include your shipping address and your phone number.

LAST CHANCE ORDER NOW !

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PEPSI-COLA

COLLECTORS CLUB

Volume 10 Issue 4

NEWSLETTER SEPTEMBER-OCTOBER 1993

◆ CLUB NEWS

Most of the time I enjoy writing the newsletter, but when it comes to reporting the deaths of club members, I wish it was someone else's job. Since the last newsletter, we've received word of the deaths of three club members - Robert Calvert of Seldalia, Missouri, Ron Lavinder of Belle, Missouri, and Lee Walters of Laguna Niguel, California. All three of these club members were known to collectors around the country from their participation in Pepsi Fest events. Our deepest condolences to their families. Robert Calvert's collection was auctioned off on Saturday, July 24, 1993. There were so many club members at the auction it looked like it was a Pepsi Fest swap meet. Robert's family expressed their appreciation that so many club members were in attendance.

The first ever Pepsi-Fest East is less than a month away. Pepsi-Fest East is a result of many club members writing to ask us to have a Pepsi-Fest East. Presently we have over 80 people registered for this event. This is a good start for what will undoubtedly become a successful event. Once again we will be at Sheraton Airport Plaza Hotel in Charlotte, North Carolina Oct. 1-2, 1993. Make your room reservations directly with the Sheraton at (704)392-1200. Thanks to John Minges and Scott and Kim Kinzie for their help and support to make Pepsi-Fest East possible. See you in Charlotte!



October 1 & 2, 1993
Pepsi-Fest East, Charlotte, NC

March 24th - 26th, 1994
Pepsi-Fest, Indianapolis, IN

◆ CLUB NEWS

Does anybody read this newsletter? It is our desire to make this newsletter as responsive as possible to the needs of the club members. In order for us to do this we need to know what kind of information you are looking for. You can help us in several ways - by asking questions of Pepsi & Pete, sending in story suggestions, letting us know of and Pepsi events or promotions in your area, and of course by sending in photos of any Pepsi items you want to show off in the newsletter. We've been getting plenty of roadside photos so please keep those coming. If everybody contributes we will have a much better newsletter. Thank you for your support and help.

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PEPSI FEST EAST

CHARLOTTE, N.C.
OCT. 1-2, 1993

PEPSI FEST EAST AGENDA

FRIDAY, OCT. 1ST

6:00pm : Be Sociable - Have a Pepsi party

9:00pm : Room hopping

SATURDAY, OCT. 2ND

9:00am : Swap meet set-up

10:00am : Swap meet begins

12:30pm : break for lunch

2:00pm : Seminar

3:00pm : Auction check-in

4:00pm : Auction begins

6:30pm : Pizza Party



1993 PEPSI FEST WEST GROUP PICTURE

PEPSI FEST WEST PICTORIAL



PEPSI FEST WEST

Pepsi Fest West marked its second year in Las Vegas. Once again club members from all over the country gathered together under the hot desert sun for some Pepsi collecting and gambling. The attendees this year included a number of first timers and new collectors. The enthusiasm generated by the first timers was somewhat contagious. They were a great reminder to all of us how fortunate we are to have an opportunity to get together with other Pepsi collectors.

At the Friday night meeting it was decided that we would make a packet for Pepsi Fest West '94. It was also agreed that we would hold Pepsi Fest West on the date that best fits with hotel availability. This means that Pepsi Fest West '94 will be held in June or July.

One of the highlights of Pepsi Fest '93 was the exhibit put on by the Southern California chapter of the PCCC. The display featured items from the collections of all the Southern California members. Also as part of the display was a photographic history of Pepsi Fest West. I hope everyone enjoyed this display. Thank you to the Southern California chapter for all your hard work.

This year's swap meet had some exceptionally fine items at very reasonable prices. I think everyone was successful in finding something new to take home.

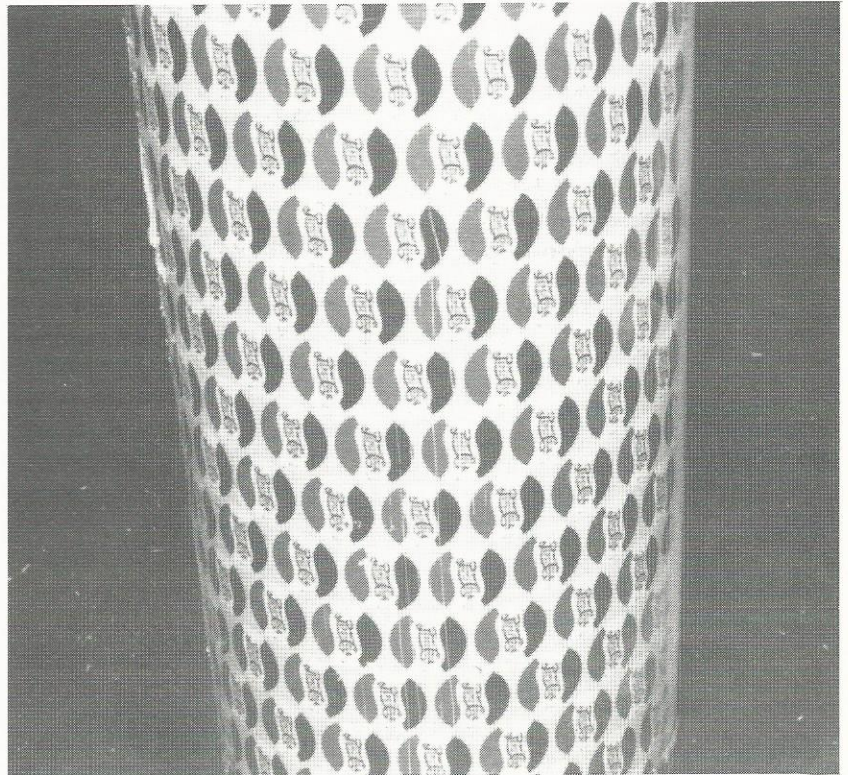
The auction was fun and full of surprises, including one woman who was so anxious that she started bidding against herself!

After the auction it was off to the casinos for some, while others searched the hallways for any open rooms in hopes of finding one more

treasure for their collection. The casino was quite a sight with people everywhere wearing Pepsi shirts.

Thank you all who attended and helped make Pepsi Fest '93 a success. See you next year!

One of the most common questions I'm asked is, "where do you find Pepsi collectables?" My answer is generally flea markets, swap meets, and antique stores. However, recently I heard of a new place - in the attic! I received a letter and photograph from an individual who was remodeling his home. In the process of removing his heating duct, he found it was made of metal with Pepsi imprinted all around. It turned out to be sheets of unused Pepsi crowns (bottle caps). It just goes to show you, you never know where you'll find your next Pepsi collectable. (See photo to right).



◆ MEMBERS
**COLLECTORS
 SPOTLIGHT**

Jean Marshall of Gainesville, Texas started collecting tins 3 years ago and decided after finding a Pepsi tin that she wanted to collect Pepsi since she has drank it all her life.

Vickery Rhodes of Winston-Salem, NC has been collecting Pepsi for 25 years. Vickery worked for Pepsi-Cola in Winston-Salem for 17 years.

T.H. Cook III of Thompson's Station, TN first learned about the PCCC from his brother-in-law. His first collector piece was the miniature Pepsi bottle salt and pepper shaker.

Steve Stromski of Westland, MI joined the PCCC to meet other Pepsi collectors. He has been collecting for 8 months.

Steve Fahey of Richfield Springs, NY has been collecting for 5 years. He started from two vending machines and then decided to expand.

Joan & Stephen Tobias of Dayton, OH have been collecting for 2-1/2 years. Joan's twin sister, member Judi Granato got them interested in Pepsi collecting.

Denise Heckler of Trumbauersville, PA has been collecting for 4 years. She states that her family feels she should have Pepsi instead of water coming out of the kitchen sink!

Mark McCoy of Springfield, MO joined the PCCC to try to find more Mountain Dew collectables. He and his friends get together for "Dew" parties.

William Smith of Rome, NY started collecting with a sing and a crate. He joined the PCCC to learn more about Pepsi items. He has been collecting for 2-1/2 years.

Michelle Bowman-Rogers of Springfield, OH has been collecting for one year. Her boyfriend (now husband) found her an old crate on his grandfather's farm. Now they collect Pepsi together.

Cindi Young of Phoenix, AZ drinks a case of Pepsi a week. A friend gave her her first bottle to start her collection, and now she is part of the Pepsi Generation!

Stephen Kaluzny of Dallas, TX drinks 3 cases of Pepsi a week. He has been collecting for 10 years.

Pamela Cline of Lafontaine, IN has been a collector for 5 years. She joined the PCCC to try to find other Pepsi memorabilia.

Terri Smith of Douglass, KS joined the PCCC to learn more about Pepsi. She has been collecting for about a year.

Al Benson of Arden Hills, MN first saw some old Pepsi bottles at a flea market in Minnesota. This got him started in collecting Pepsi two years ago. He loves meeting new people interested in Pepsi.

Mark D. Rieger of Bronson, MI works for Pepsi. He started collecting when he found some old bottles in their returns. He has been collecting for 3 years.

Ron Childers of Santa Cruz, CA is mainly interested in Commemorative Sport Bottles of Pepsi. He has been collecting for one year.

Naomi Schneck of Little York, IN is mainly interested in Pepsi Santa items. She has been collecting for three years.

David P. Smith of Garland, TX bought his first Pepsi bottle at a flea market one year ago. He joined the PCCC to find more commemorative bottles.

Gary & Carol Stanley of Alliance, OH have been collecting for over 6 years. They love Pepsi and are always looking for older items.

Jeff Ervin of Hillsboro, MO drinks about 85 cans of Pepsi a week. Because he drank so much Pepsi his wife Cindy started buying him Pepsi items. Now they hunt for collectables together.

Steve Cochran of Colonial Heights, VA has been collecting for about 1-1/2 years. He just started picking up a bottle here and there and now he's hooked!

ROAD SIGNS



Top: Barbados

Middle: Strasburg, IL

Bottom: Somewhere in North Carolina



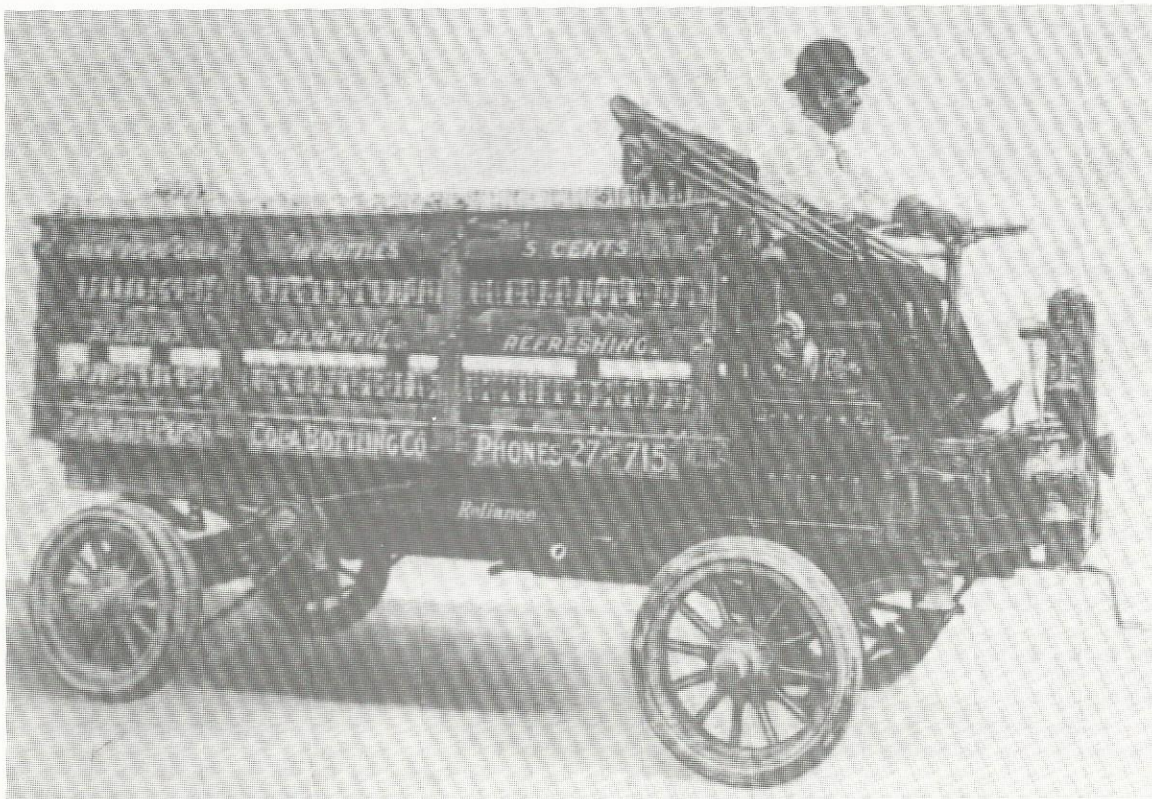
FIRST PEPSI FRANCHISE CHARLOTTE, N.C.

The Pepsi-Cola Collector's Club is very proud to be holding its first ever Pepsi Fest East in Charlotte, North Carolina. As most of you know, North Carolina is the birthplace of Pepsi-Cola, but what you may not know is that Charlotte was the first city to receive a Pepsi-Cola franchise from Caleb Bradham. As stated in a notarized letter by George Bradham (son of Caleb Bradham) "After having some success with Pepsi-Cola in his New Bern store, my father decided to franchise bottlers in other towns. I distinctly remember my father saying Henry B. Fowler was the first bottler of Pepsi-Cola outside of New Bern."

Henry B. Fowler was somewhat of a visionary. Giving up a secure job with the Adams Grain and Provision Co., he opted for the more challenging career as a Pepsi bottler. This was at a time when most people didn't know what Pepsi was, let alone how a soft drink operation was supposed to run. Fowler relied on his business instincts to make Pepsi-Cola Charlotte a very successful franchise. One of Fowler's savvy business moves was to be one of the first U.S. soft drink bottlers to use a motorized delivery truck. The truck was a 1908 chain driven Reliance. Using this truck brought much needed publicity to Fowler and

Pepsi-Cola. This is just one example of Fowler's intuitive business skills paying big dividends. Mr. Fowler has since passed away but Pepsi-Cola Charlotte is still operated by his family as it has for the past 88 years.

Today Dale Halton owns and manages Pepsi-Cola Charlotte. She is the granddaughter of Mr. Fowler and a member of the Pepsi-Cola Collectors Club.



HENRY B. FOWLER'S 1908 RELIANCE

◆ MARKET PLACE

FOR SALE

The following items are available from:

Pepsi-Cola Bottling Co. of New Bern
P.O. 2036, New Bern, N.C.
28560.

1. Pepsi & Pete (Musical wind up plays original radio jingle \$19.95
2. Postcard using original girl that was used in Pepsi advertising \$.22
3. Mural (13"x7") New Bern, N.C. with brochure \$15.00
4. Mural postcard with brochure \$.32
5. 85th Anniversary Lennox Commemor. plate, numbered. \$75.00
6. Auto license plate depicting New Bern as birthplace of Pepsi 1898 \$5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors \$4.95
8. Birthplace of Pepsi letterhead \$.15
9. Birthplace of Pepsi cigarette lighters \$2.50
10. Birthplace of Pepsi hand fan with Gibson girl on silk screen \$4.00
11. Birthplace of Pepsi emeryboard nailfile \$.35
12. Birthplace of Pepsi wooden nickels \$.50

Please include postage for shipping, on the above items.

For Sale: Or trade - Pepsi-Cola cans from around the world. Have over 300 cans to trade from many countries. Will answer all. Contact: Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy.

For Sale: Porcelain push bars Vehl. Vol. I #165 - \$145, #170 - \$95, #166 French - \$85, slightly different \$100, #169 - \$85, 60's 16" sq. light up clock for Teem Fr. \$165, Indian cardboard headress from Canada 50's - \$7.50. coney Island tray - \$10, SASE for list. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, CA 91933.

For Sale: Double Dot Heavy Brass Bottle Openers Circa. 1940's. \$50 each plus \$3.50 postage & ins. Contact: Harold Rosentreter, RR1, Box 157, Carrollton, IL 62016.

For Sale: Dollywood & Stanley cup Longnecks. 1991 Richard Petty Longneck - 4 sets. 10 Different Pepsi ERTL Banks. Send S.A.S.E. for Pepsi list. Contact: bob Schoonover, 2400 E. 16th St., Des Moines, IA 50316. (515)262-0746.

For Sale: 1942 Pepsi Serviceman record (poor condx) with mailing envelope (fair condx) \$23. Can be found in Pepsi Book (Intro to Pepsi by B. Stoddard) No. 1555 and 1556. Enclose SASE in case already sold. Contact: Nate Williams, 6915 Prairie Drive, Middleton, WI 53536.

For Sale: Russian Pepsi bottle (empty) \$30. America's Cup Longnecks - Set of 3 (Full) \$30. Desert Storm Longneck (Full) \$12. Mountain Dew Southern 500 Longneck (Full) \$12. Pepsi Straws - blue logo - 100 for \$6. UPS included. Send long SASE for complete list to: Michael Noll, 1647 La Salle, Santa Maria, CA 93454-1553.

For Trade: Pepsi-Cola Cans, 93 South Bend White Sox, Frankenmuth Bavarian Festival, Michigan Renaissance Festival, Flagstaff 50th Anniversary, Wadlameer Park, Sandcastle, 92 Pine Knob, Elitch Gardens. Will trade for other Pepsi's, USA or overseas. Send your Pepsi list for mine. Contact: Tom Kirschbaum, P.O. Box 7862, Rockford, IL 61125. (815)227-5315.

For Sale: 1940's Pepsi tray, quality/quantity, pics double dot cap, near mint, 2 available, book price \$450, our price \$350. contact: Larry Werner, the Sign Sez, P.O. Box 188, Winfield, IL 60190. (708)690-2960.

For Sale: (Or trade). Blue and White Pepsi Ice Chest in good condition. Will trade for Dr. Pepper memorabilia. Contact: Lisa Edwards, P.O. Box 52, Deport, TX 75435. (903)652-3105.

For Sale: MILLS 65, excellent condition, all original, working, cooling and all change mechanics working, a rare and hard to find post-war machine and in excellent working original. Call Chuck Mullins, 3809 Woodridge Cr., Little River, SC 29566 - will also consider trading machines. (803-399-6521. Also VG Condition

◆ MARKET PLACE

FOR SALE

IDEAL 55B Cooler for sale good working condition complete except for Slider Rack. Good price or will trade for Coca-Cola or R.C. Cola Cooler or machine. Also, Metal Double Dot 6 pack carrier. Call Chuck (803)399-6521.

 For Sale: Bottles: Amber - New Bern or Birmingham EX + \$150, Santa (Easelback) Rockwell NM \$50, Open/close #1-429 M \$20, Framed/Matted stock certificate \$50, Scale Model Plane (Metal) M \$45, Banks: Tin Hallmark NM \$30, Nylint Trailer/Tanker "Gotta Have It" M \$57 @ "Guide Pepsi-Cola Magazine Advertising" \$13.95 \$2 List 200+ (SASE)
 Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 plus postage.

Wanted

Wanted: Any items pertaining to Skandi, Tropic Surf, Devil Shake, Aspen, Evervess. Pepsi Product sample cups, pens, pencils with Bottlers names. Have sample cups, pens, pencils and many other items to trade. Send SASE for complete list. Contact: Michael Noll, 1647 La Salle Dr., Santa Maria, CA 93454-1553.

 Wanted: The following commemorative bottles: Clemson, Columbia, & Spartanburg 10 oz. Bi-cent. Set of 5 new Long-neck commemoratives. Contact: Jeff Cummins, 4245 W. Buick Dr., Bloomtn. IN 47404(812)876-9076.

Wanted: Single Dot Pepsi Cone Can - Indian Rock Ginger Ale, Pepsi Bottle Richmond, Mt. Dew. Waltrip Hauler #11 Hotwheels - Mt. Dew Red Can - H20 Can-
 Contact: David Palmer, Rt. 3, Box 205, Roxboro, NC 27573.

Asheville DieCast

1446 Patton Ave.
 Asheville, NC 28806-1740
 (704) 253-9964 - Fax (704) 254-2755

Suggested Retail Price

\$29.95

This white plastic 1/24 scale model consists of 26 snap-together pieces. The plane has a 24 inch wingspan. The decal sheet contains windows & Pepsi logos.

NOTE: Picture is of pre-production model. Production model will have BE YOUNG, HAVE FUN, DRINK PEPSI® on the pontoons.
 PEPSI and BE YOUNG, HAVE FUN, DRINK PEPSI are Trademarks used under License from Pepsi Co., Inc.

For Order Placement Only:
1-800-343-4685
 Monday - Friday ET 9:00 to 5:30
 Saturday 9:00 to 5:00 ET

PEPSI de HAVILLAND BEAVER FLOATPLANE

1/24 Scale Plastic
 Model Kit



ORDER FORM Mail Order To: Asheville DieCast, 1446 Patton Ave, Asheville, NC 28806

PART #	DESCRIPTION	PRICE	QUANTITY	TOTAL
ADS P001	PEPSI-COLA de HAVILLAND BEAVER FLOATPLANE	\$29.95		

Orders under \$50.00 add \$3.75 for shipping. SHIPPING _____
 Orders from outside the contiguous 48 states by post at cost. TOTAL _____

SHIP TO: (Please Print Clearly)

NAME: _____

ATTENTION: _____

ADDRESS: _____

CITY: _____

STATE _____ ZIP _____

PHONE: _____

PAYMENT MUST ACCOMPANY ORDER:
 Make Checks Payable to: Asheville Office Supply

Payment by Check Check # _____ or _____
 Payment By CREDIT CARD - CIRCLE ONE

 AE DISC MC VISA

Credit Card Number _____

Name on Card _____

Expiration Card _____

Signature _____

PEPSI-COLA COLLECTIBLES VOL #1
with revised 1992 prices by Bill Vehling
and Michael Hunt. 148 pages with over
900 items illustrated and prices. Cost is
\$14.95 + \$3.05 postage = \$18.00 per book.

PEPSI-COLA COLLECTIBLES VOL #2
200 pages with over 800 items pictured
and revised 1992 prices. No duplications from Vol.
1. Cost is \$17.95 + \$3.05 postage = \$21.00
per book.

ALSO AVAILABLE: 1992 price lists for Vol. 1
and Vol. 2. Cost is \$3.00ea. ppd. Send payment
with order to: Bill Vehling, P.O. Box 42233,
Indianapolis, IN. 46242.

**Pepsi-Cola Collectors
Club name badges now
available!**

**To order a badge with
your name and State on
it, just send \$6.50 to
PCCC, P.O. Box 1275,
Covina, CA.
91722.**

**The badges are white
with blue engraving.**

**Please PRINT your name
and State exactly as you
want it to appear on the
badge.**

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

Ads in the PCCC Newsletter are free to members; non-members pay .25 per word. Ads over 50 words include a 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.

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

◆ INFORMATION

LOCAL CHAPTERS

Green Country PC Club
Ron Nickens
21413 E. 33rd St.
Broken Arrow, Oklahoma 74014

Mile High PC Club
Brent Hinton
6511 W. Elmhurst Ave.
Littleton, Colorado 80123

No. Shore of Ohio PC Club
Jim Wolfe
2315 Ross Dr.
Stow, Ohio 44224

Old Dominion PC Club
Scott Kinzie
3510 Hemlock Rd.
Chester, Virginia 23831

Central VA/DC PC Club
Richard Hertzler
6110 Yates Ford Rd.
Manassas, Virginia 22111

Lone Star PC Club
Robert Keys/Lawrence Cook
4988 Thunder Rd.
Dallas, Texas 75244

Minnesota Chapter PC Club
Roger Blad
1317 Orchard Ave.
Burnsville, Mn. 55306

So. California PC Club
Brian Nicholson
For meeting information contact
Alice Para (818)962-5037

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

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

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

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

PLACES TO FIND PEPSI

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

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

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

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

The Neon Lady
1950 Cherokee St., St. Louis, Missouri

Bev's Oldies and Goodies
1186 Meyerland Plaza, Houston, Texas

Funtastic Antiques
42030 Main St., Temecula, California

Yesteryear Advertising
1926 Kent Lane, Utica, Ohio

Grand Hotel & Antique Mall
201 West Apache Trail
Apache Junction, AZ 85220

Muddy River Trading Co.
4803 Lange Lane S.W.
Roanoke, VA 24018

Flashback
234 Market St.
Baird, TX 79504



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

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PEPSI-COLA

COLLECTORS CLUB
P.O. BOX 1275
COVINA, CA 91722

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Permit No. 173



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