

# PEPSI-COLA COLLECTORS CLUB



## EXPRESS



Volume 12 Issue 1

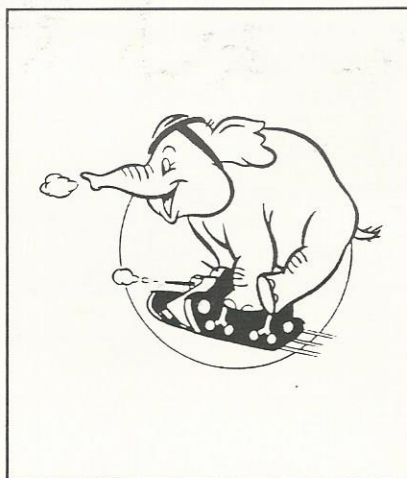
March-April 1995

# New Pepsi Slogan

With the annual pilgrimage to Indianapolis just weeks away, I'm sure everyone is as excited as I am about this year's Pepsi Fest. This will be our 9th Pepsi Fest, although it doesn't seem that long ago we held our first meeting. It was in March of 1987 when about one hundred of us gathered at the Sheraton to have a Pepsi Fest. That year we used 35 hotel rooms and met in a conference room that today could not accommodate our registration area. Despite the enormous growth of Pepsi Fest we believe that the original spirit of Pepsi Fest is still intact. That is a place where Pepsi collectors can gather in friendship to exchange information and enhance their collections. It is my desire to make this the best Pepsi Fest ever and with your help we can achieve that goal.

For years I have been asked when is Pepsi going to come out with trading cards - and this past December it finally happened. Dart Flipcards issued a set of 100 trading cards plus specialty cards. Due to limited production and high demand these Pepsi cards have become some of the most desired trading cards on the market today. Already plans are underway for Series Two. We will keep you informed as details become available.

I'm looking forward to seeing everyone at Pepsi-Fest.



*Pepsi Matchbook Insignia*

***Pepsi-Fest '95***

***March 23-25, 1995***

***Indianapolis, IN***

### Inside This Issue

**Disney Matchbook Story**

**Original Pepsi Formula?**

**1938 Radio Ad Copy**

**Fest Info**

How about Pepsi's new slogan - "nothing else is a Pepsi?" Pepsi club members have known that for years. We might even go as far as saying there is nothing but Pepsi.

Since so many of you enjoyed our survey of the commercials, let's do another one. Rate your favorite Pepsi slogan. All slogans are eligible. The results will be tabulated and included in the next issue of the Pepsi Express. Remember we gotta have it so you do it.

Here are some examples of Pepsi slogans:

"Exhilarating, Invigorating, Aids Digestion."

"Delicious and Healthful."

"Join the swing to Pepsi-Cola."

"Bigger, Better."

"Why take less when Pepsi's best."

"More bounce to the ounce."

"The Light Refreshment."

"Join the Pepsi people. Feelin' free."

"Have a Pepsi day."

"Pepsi now!"

"Pepsi, the choice of a new generation.."

## CLUB NEWS

The schedule below is for this year's Pepsi Fest. We have made some changes over last year's schedule so please make note of the different times for some events.

We are very excited about having a farewell dinner as opposed to a luncheon. This dinner should give everyone a chance to socialize and say goodbye to friends. If you want to attend but didn't include it on your registration form you can sign up for the dinner at Pepsi Fest. I've been asked about a child's menu for dinner. We are working on that and will have details at the registration room at Pepsi Fest.

If you registered for Pepsi Fest 95 with the club and are waiting for confirmation, we do not send out confirmation letters - your cancelled

check is your receipt.

Pepsi Fest begins Thursday, March 23, 1995, but there is plenty of activity on Wednesday night for early birds! Currently there are nearly one hundred rooms booked for Wednesday. With that many rooms booked Wednesday you know there will be some serious room hopping!

If this is your first Pepsi Fest and you are wondering what to do it is pretty simple. Come to the Ramada Inn near the Indianapolis airport, check in at the front desk, then come to the Pepsi Fest registration room at the rear of the hotel.

Once again you must make your hotel reservations directly with the Ramada Inn. The room rate quoted for PCCC members is \$55 per night. The phone number for the Ramada is

(317)244-3361.

If you have not returned your registration form to PCCC, you can still register with us at the hotel - however, there is a good possibility that packets will be sold out and we cannot guarantee availability to those who have not pre-registered. Swap meet tables are sold out and there is a waiting list already started.

The registration fee is \$4.00 per person. Registration fee + packet is \$15.50 per person. The Be Sociable party on Thursday night is \$3.00 per person. If you wish to attend the Fest Farewell Dinner on Saturday night the cost is \$9.50 per person.

If you have any further questions please call the PCCC at (909)593-9701. See you in Indy!

## PEPSI FEST '95 AGENDA

### Thursday, March 23rd

- 12:00 Noon: Registration
- 2:00 P.M.: Seminar on Pepsi-Cola History
- 6:00 P.M.: Be Sociable Party

### Friday, March 24th

- 9:30 A.M.: Show & Tell - Questions
- 11:00 A.M.: Oral Auction Check-In
- 12:30 P.M.: Oral Auction Starts
- 6:00 P.M.: Pizza Party & Meeting (Included in Registration Fee)

### Saturday, March 25th

- 9:00 A.M.: Silent Auction Check-In
- 10:00 A.M.: Silent Auction Starts
- 11:45 A.M.: Group Picture - Meet at Registration Room
- 12:30 P.M.: Dealer Set-Up for Swap Meet
- 1:30 P.M.: Swap Meet Begins - Will Run 3 Hours
- 7:00 P.M.: Fest Farewell Dinner

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

## Ad Meter

In the last newsletter we asked you to rate the new Pepsi commercials that were to be shown during the Super Bowl. The results of the club members who responded are somewhat mixed but here is our ranking:

1. Pepsi/Coke Truck Drivers in Diner
2. Boy Sucked into Pepsi Bottle
3. Field of Dreams
4. Vending Machine Won't Take Bill

Overall the club members seem to enjoy Coke getting its "can" kicked in the diner.

Now we'll show you how Pepsi fared with the public. During the Super Bowl, USA Today had 59 people rate the commercials using a hand held meter. This survey was for all commercials, not just Pepsi. Pepsi took the first three spots! They were rated as follows:

1. Boy Sucked into Pepsi Bottle
2. Pepsi/Coke Drivers in Diner
3. Pepsi Vending Machine Won't Take Bill

This is not the first time Pepsi has won the ad meter. In the seven years since they started tracking audience response, Pepsi has won two other times. Coke has never won. In 1994, Pepsi won with the chimp who escaped the lab and hits the beach. In 1991, Pepsi won with Ray Charles' new jingle.



Let's take a look back in time. The following are some examples of Pepsi-Cola Radio Copy from 1938:

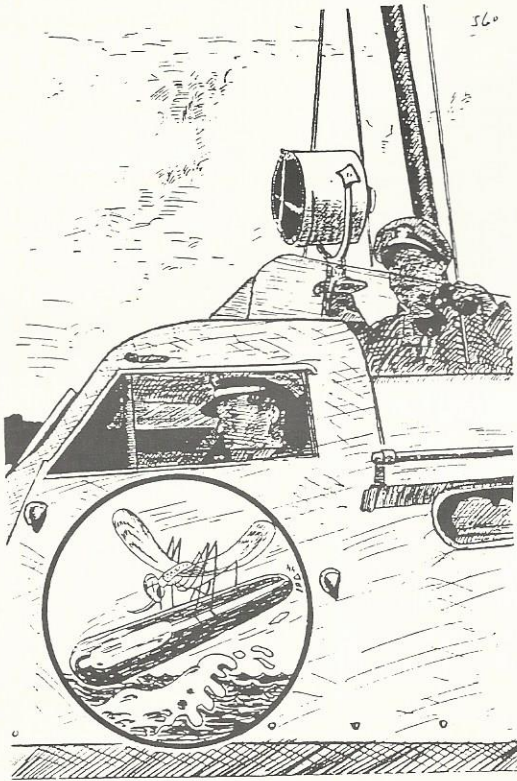
"Columbus discovered the new world 'way back in 1492. But you too, can discover something in this year of 1938. You can discover the delicious, refreshing flavor of Pepsi-Cola that costs only a nickel for a twelve-ounce bottle. Get a supply from your dealer today and you'll never want to be without America's favorite beverage, Pepsi-Cola. Do not confuse it with any other cola drink."

"Someone once said that 'What this country needs is a good five-cent cigar.' Well, there are plenty of good five-cent cigars today. But for the best five-cent drink, try Pepsi-Cola. You get twelve ounces of this delicious, refreshing beverage for only a nickel. Look for the bottle with the distinctive body and neck-label and crown, bearing the name 'Pepsi-Cola.' On sale at all dealers and refreshment stands.

"When you are run-down, your doctor is most likely to prescribe three things: Rest - a reasonable amount of nourishing foods - and plenty of fruit juices. And speaking of fruit juices, we recommend Pepsi-Cola, that delicious, wholesome beverage made from the essence of pure fruits. Only five cents for a big twelve-ounce bottle. Pep up with Pepsi-Cola. Phone your dealer for a supply right now."

"Whenever and wherever friends gather, it has long been a custom to serve refreshments of some kind. Today, the favorite beverage at all social functions is, beyond doubt, sparkling, delicious Pepsi-Cola. Serve Pepsi-Cola the next time friends gather at your home. You can be so generous too, when you serve Pepsi-Cola because it costs only five cents a bottle and each bottle contains twelve full ounces."

# Disney Matchbooks



Disney and Pepsi-Cola are two of the most collectable trademarks in existence. Combine them and you usually end up with something very special. That's what happened in 1942 when Pepsi and Disney got together to produce matchbooks with military insignias on them.

This all came about purely by accident. In the summer of 1940, the new Navy torpedo boats were being launched. Lieutenant E.S. Caldwell, then of the Naval Operations Office in Washington, wrote a letter to Walt Disney in Hollywood and asked him to design an emblem appropriate for this new "mosquito fleet." A few days later, back to the fleet came the emblem painted outside the bridge of the torpedo boat. The little mosquito, streaking through the water with a tar's hat on his head and a shiny torpedo held between his many legs made such a hit that every torpedo boat in the fleet soon had a Disney mosquito.

As soon as word got around in the Army and Navy as to what Disney had

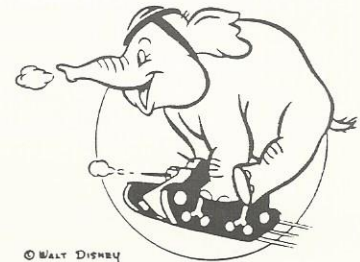
done, the Disney office was bombarded with requests to design insignia for tanks, minesweepers, bombers and fighting planes. Disney did his best to comply.

Within a few weeks it was clear that Disney and his artists had created a whole new system of heraldry, comparable to the ancient knightly arms. With requests for insignia pouring in from the Army and Navy, the Disney studios announced that they had already completed a great number of designs and expected to do many more.

Thanks to Pepsi-Cola, the popularity of those insignia spread beyond the armed forces. Through an agreement with Mr. Disney, smart little books of matches with gray over-all background featuring an insignia of one of the United States Armed Forces on the back cover, and the red, white, and blue Pepsi-Cola oval in front were produced. There were 48 different insignia in the complete set - 12 designs are pictured here. These match covers were attractive and funny, the kind people

would collect and keep - constant reminders to buy Pepsi-Cola.

If you haven't started collecting these matchbooks yet, you should start now! Not only are they a part of Pepsi's history, but they are a part of World War II history. Trying to collect the set of 48 is very challenging. You'll find yourself carrying around a list of the ones you have and the ones you need! This is what collecting is all about! When you finally complete the set of 48 it makes the effort all worthwhile!



No. 1—751st Tank Battalion



No. 3—165th Field Artillery  
Battery A



No. 2—114th Field Artillery  
Battery O



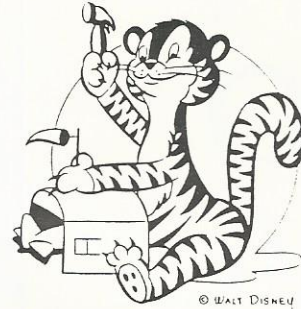
© WALT DISNEY

No. 4—45th Air Base Squadron  
46th Air Base Group



© WALT DISNEY

No. 5—Patwing Support Force  
Aviation Repair Unit No. 1



© WALT DISNEY

No. 6—26th Material Squadron  
19th Air Base



© WALT DISNEY

No. 7—U. S. S. Blue



© WALT DISNEY

No. 8—48th Pursuit Squadron



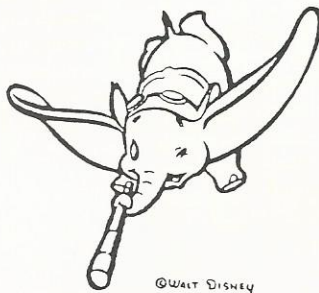
© WALT DISNEY

No. 9—251st Coast Artillery (AA)



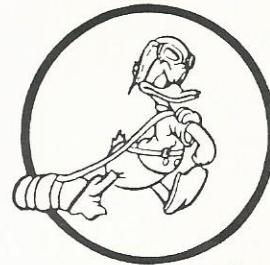
© WALT DISNEY

No. 10—3rd Reconnaissance  
Squadron



© WALT DISNEY

No. 11—Sixth Reconnaissance  
Squadron



© WALT DISNEY

No. 12—U. S. Naval Reserve  
Aviation Base

# ROAD SIGNS



*Top: Shelburne, Ontario, Canada*

*Center: Williamsport, PA*

*Bottom: Darling Harbor Monorail  
Sydney, Australia*

# Pepsi Formula ?

## ORIGINAL FORMULA FOR PEPSI-COLA

(From a notebook of the late C.D. Bradham of New Bern, who originated the soft drink that is now sold around the world).

“Original Formula for Pepsi-Cola.”

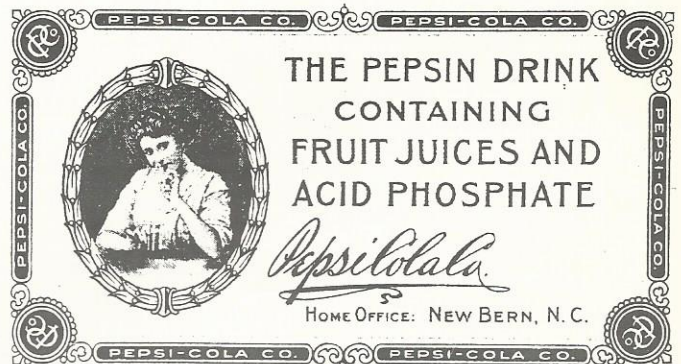
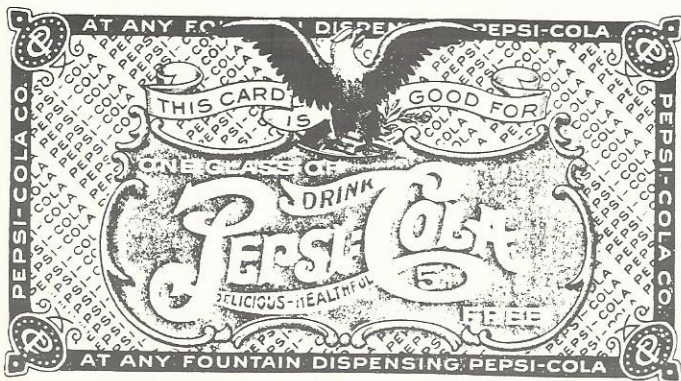
“Sugar, 7,500 lbs., water to make kettle full. Boil and add 24 gallons caramel. Add 12 gallons lime juice and then:

“Oil lemon, 6 ounces; oil orange, 5 ounces; oil cassia, 4 ounces; oil nutmeg, 2 ounces; oil coriander, 2 ounces; alcohol, 1 ounce. Add vanilla, 5 ounces and stir thoroughly. Ready to use. To four ounces (of) flavoring add 4 ounces of extract of vanilla.”

This mixture, according to Bradham’s notes, was enough to flavor four kettles of syrup containing 300 gallons each. Water was added to the mixture to make 1,200 gallons. The syrup was boiled, then cooled, and was ready for use - mixing with carbonated water.

Bradham added a word of caution: “The lime juice must be preserved with sulphur trioxide.”

The source for this formula is unknown. We cannot attest to the accuracy of this information. We only include this in the newsletter as an example of what the original formula may have looked like. Since this formula does not include extract of cola nut - it seems it may be difficult to make Pepsi-Cola from this recipe.



*Both sides of an early 1900's coupon used to stimulate Pepsi-Cola fountain sales.*

# COLLECTOR MARKET PLACE

## FOR SALE

The following items are available from:  
PEPSI-COLA BOTTLING CO. OF  
NEW BERN, P.O. Box 2036, New  
Bern, NC 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" x 7") New Bern, NC with brochure \$15.00
4. Mural postcard with brochure \$ .32
5. 85th Anniversary Lennox Commemorative 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 nail file \$ .35
12. Birthplace of Pepsi wooden nickels \$ .50

Please include postage for shipping on the above items.

\*\*\*\*\*  
For Sale: Pepsi Banks - trucks - cars - airplanes. 50 different toys. Pepsi bottles - commemorative & longnecks. Lots of misc. For list send S.A.S.E. to Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.  
\*\*\*\*\*

For Sale: Carrier #1208 P.C. \$45. Bottle Bag \$9. 1943 Fountain Syrup Bottle with original product. Mint \$80. 75th Anniversary Can: \$12. Checks: VH3

#309 \$7. Contact: Scott King, 2060 E. Minarets, Fresno, CA 93720. (209)323-1832.

\*\*\*\*\*  
For Sale: 1930 Menu board V1 #206 \$175. 1950 Menu board not in book \$95. 1950 Porcelain Enjoy a Pepsi Sign V3 #705 \$175. 1940 Paper Window Sign V3 #683 \$40. Contact: Eddie Tamas, 2104-168 St., Surrey, B.C., Canada V4B5E7. (604)538-9655.  
\*\*\*\*\*

For Sale: Pepsi-Cola collectables list of 400+ items available for 75 cents in stamps. Please send your name/address/interests to: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.  
\*\*\*\*\*

For Sale: Coke Vendo-23 \$450, Coke 6 Case Vertical \$400, Coke Cavalier -51 \$550, Coke Westinghouse WE-10 \$300, and Royal Crown Ideal 55B Slider \$500. Call (315)942-5650.  
\*\*\*\*\*

For Sale: Pepsi-Cola toys, glasses & misc. Send SASE with 55 cents postage affixed to: Norman & Sharon Horn, 6544 NE Indian Creek Rd., Topeka, KS 66617-2111.  
\*\*\*\*\*

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

For Sale: "Collector Glass News" - now published 6 times a year - \$15. 1990 Pepsi Winter Cool set of 4 - \$14, 1992 Pepsi Christmas set of 3 - \$10, 1994 Pepsi/Pizza Hut/Sea World glasses - set of 4 - \$16. Add \$4/set shipping. Contact: CGN, P.O. Box 308, Slippery Rock, PA 16057.  
\*\*\*\*\*

For Sale: Glass lite-up clocks, replicas of Pam, Telechron, etc. Electric Movements, convex face cover, 14" Dia. round. Pepsi Cap, Pepsi Double Dot, plus others. Circa 50's and early 60's.

Limited offer: \$159 includes S.H.I. Contact: Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI 48081. (810)773-5000 or FAX (810)772-6224.  
\*\*\*\*\*

For Sale: Pepsi french bi-lingual, porcelain push bar, V.H. Bk. 1, #169 \$95, Pepsi Petty cardboard sign #1754 Stoddard &75, multi language tray Veh. #2, #798, mint \$30. 1939 map tray, Stoddard #2104, 7-8 cond. \$175. + P.O. Contact: Lois Wildman, 175 East Chick Rd., Camano Island, WA 98292. (360)387-7280.  
\*\*\*\*\*

For Sale: Pepsi straight side bottle Bethlehem, PA (Stoddard #1101)n.m. \$75, 1941 calendar Stoddard #1176 n.m. \$625, 1950's 9" celluloid (Stoddard #1844) m. \$200, 1940's Pepsi and Pete color newspaper ads (Stoddard #1029) 3 different n.m. \$35 each - many other pieces, write or call Jeff Brady, 160 Shingle Mill Lane, Hanover, MA 02339. (617)878-9439 after 7 p.m. EST.  
\*\*\*\*\*

For Sale: Plate #2-828 M \$110; Clock #1-142 NM \$225. Serviceman's records #1-859 NM \$50, #1-861 EX \$40, 1940 Pepsi/Pete newspaper comics NM \$45, Baseball cards set/72 #2-761 M \$180, Fountain syrup: Jug S2051 NM \$30, Bottle M \$25, Carriers: Stadium Vendor's cup EX+ \$85, #1-99 M \$35, #1-111 M \$45, #1-112 EX \$8, Bottle Cap 1920' unused NM \$7, EX \$4; 1940' EX \$4. List 200+ (SASE) Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612. (717)823-4433 plus postage.  
\*\*\*\*\*



# COLLECTORS MARKET PLACE

## WANTED

Wanted: Pepsi Palm Presses. Need Chero Cola calendars and Moxie items. Contact: Dick Shay, 13900 Southampton Drive #3003, Bonita Springs, FL 33923. (813)947-8155.  
\*\*\*\*\*

Wanted: Old Porcelain Enamel Advertising Signs, old excellent to mint condition signs with people, animals, products, vehicles, buildings, scenery, etc. Shown on the sign. Also rare tin and cardboard soda advertising. Get cash. Contact: Joe Maier, 1121 N. Waverly Place #705, Milwaukee, WI 53202. (414)272-3692.  
\*\*\*\*\*

Wanted: St. Louis Plant Grand Opening Can and other locally issued cans. Will buy or trade. Contact: John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962. (219)845-0311.  
\*\*\*\*\*

Wanted: Pepsi Cans! - Old, new, local, foreign, commemorative, advertisements, or unique in any way! Will buy or trade! Please send list with prices to: Sunny Weatherly, P.O. Box 19896, So. Lake Tahoe, CA 96151. (916)544-7660.  
\*\*\*\*\*

Wanted: All brands of soft drink playing cards. Also new plant and grand opening glasses of all brands. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207. (502)897-5524.  
\*\*\*\*\*

Wanted: Pepsi baseball cards, 1963 Pepsi Houston Colt 45's, 16 card set or singles. 1962, 63, 66 Pepsi Tulsa Oilers 24 card sets or singles. Also would like to buy or trade for any

other Pepsi sports or non-sports Pepsi cards. Contact: Jerry Hilton, 10263 Gandy Blvd. #308, St. Petersburg, FL 33702. (813)577-1423.  
\*\*\*\*\*

Wanted: ERTL ALPAC Truck Bank Model #9008 "In You We Trust." Also collect all Pepsi toys. Contact: Steve Larabee, RR#8, Box 120-B, Springfield, IL 62707. (217)585-1857.  
\*\*\*\*\*

Wanted: Evervess, Evervess, Evervess - any items - bottles, bottle caps, cans, trays, clocks, scarfs, any items considered. Please describe/price items w/condition (Photos helpful) and send info to: Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.  
\*\*\*\*\*

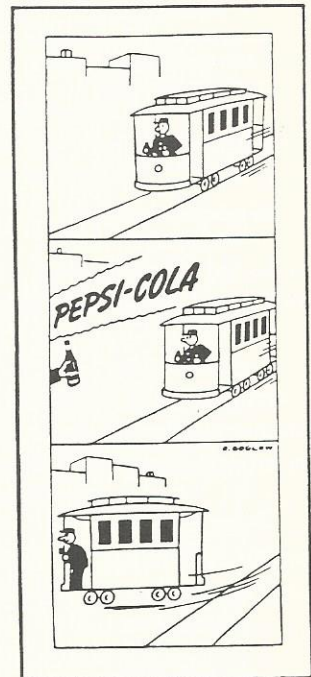
### Pepsi Driver Doll



Limited Edition of 500 1995

Licensed by Pepsi \$199.95 + \$5.00 S/H Call for wholesale prices.

Quinn HCR 83 Box 17 Niangua, MO 65713 (417) 473-6113



# WELCOME NEW MEMBERS

Eugene Sposato Feasterville, PA	Cheryl & John Trusler Rancho Cordova, CA	James Hance Riverview, FL	Theron Johnson Goshen, IN
Nancy Lynxwiler La Habra, CA	Dan Robbins Elizabethtown, IN	Cathy Standage Austin, TX	Wm. J. Rogers & Family Terre Haute, IN
Bill Himmelein Plainwell, MI	Craig Peterson Gurnee, IL	Lisa Lender Freeport, IL	Wm. & Marilee Scott St. John, IN
Charles Helton Family Cincinnati, OH	Tony Stacy Perrysville, OH	David Hemby Jacksonville, NC	John Chuke Bloomington, IL
Sally Schofield Wyoming, MI	Laura Dillman Homewood, IL	Gerald Hendricks Pekin, IL	Vicki Albaugh Frankfort, IN
Melissa Masuda Sacramento, CA	Richard Laws Bellflower, CA	Gary Strafford Gradyville, PA	Kathy Hook Xenia, OH
Judy & Paul Hafley Bloomington, IL	Greg Dunn Knoxville, TN	Althea Hoover Millersburg, OH	Jeannie Rennhack Berrien Springs, MI
Steve Frost Kettering, OH	Mary Sims St. Augustine, FL	Samuel Robison Killbuck, OH	Kim & Mark Bishop Joliet, IL
Bill & Linda Orne Augusta, GA	Shelia & Rick Goff Oaktown, IN	Susan Diebold Cincinnati, OH	Shannon & Ken Andrews Portland, OR
Lakie & John Hart Hopkins, SC	Allen & Janice Hendricks Ocean, NJ	Dixie Lee Luna & Family Wichita, KS	James & Janell Kilgo Medina, OH
Jim Dyer Roseville, CA	Aurelia Buzulencia Youngstown, OH	Patrick Ryan Davenport, IA	Bruce & Lisa Thomas Greenfield, IN
Kyle & Brian Payne Olathe, KS	Jeff Larimer Bradley, IL	Becky Gaskins Morehead City, NC	Randy & Cheryl McCain Elizabethtown, IN
Shanna William Independence, KS	Ron & Connie Smith Eureka, CA	Jake Seibel Akron, OH	
Tina Romberg Chugiak, AK	Doug Hollabaugh Lancaster, CA	Phil & Helen Moyer Redan GA	
Jill & Wayne Barkus Longton, KS	Ralph Niccum Danville, IL	Paula Panitzke Granite Falls, MN	
Bob Kiel Ft. Wayne, IN	Jo Schallau Van Horne, IA	Janet Shaw Wellford, SC	
Jeremiah Goll Clancy, MT	Gary Keim Post Falls, ID	Margaret & Melvin Callico Belleville, IL	
Jim & Jo Robertson Jefferson, OR	Mike Urban Phoenix, AZ	John Vaughn Fayetteville, NC	
JoAnn Rickerman Joliet, IL	Vickie Roby Wapakoneta, OH	E. Allen Macduffie Jr. Seaside Park, NJ	
Maxine Pielle Spokane, WA	Franzy & Kristy Fleck Evansville, IN	Dr. Larry Domont Glencoe, IL	
Sue Dallabrida Hershey, PA	Ross Quinn Ninngua, MO	Ryan & Jennifer Orosz Oak Harbor, OH	

## INFORMATION



### Official Pepsi-Cola Licensed Limited Edition Pepsi-Cola Tray

1 of 2000 produced. First in a series of five trays. Special club price \$9.95. Contact Ben Delgado:  
1-800-888-7614



Look for these two new longnecks - San Jose Sharks  
and  
The Albuquerque International Balloon Fiesta

### 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.



Like most of us, Judy Durbin is frantically preparing for Pepsi Fest '95!

## PCCC EXPRESS

**Pepsi-Cola Collectors Club**  
**P.O. Box 1275**  
**Covina, CA 91722**

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First Class Mail  
U.S. Postage  
PAID  
Covina, CA 91722  
Permit No. 173

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Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430  
usa

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*Inside This Issue*

*Pepsi-Fest '95 Information*

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# PEPSI-COLA COLLECTORS CLUB

## EXPRESS



Volume 12 Issue 2

May-June 1995

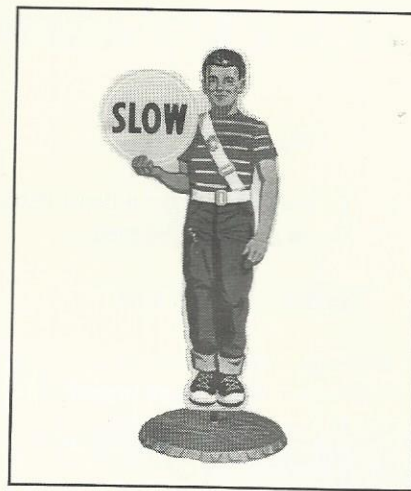
# PEPSI FEST 9 A SUCCESS

It's hard to believe nine Pepsi Fest events have come and gone. Each bigger and better than the one before. This year's Fest was no exception with a record turnout of collectors.

From Wednesday evening till Sunday morning Pepsi collectors roamed the hallways of the Ramada almost non stop. Renewing old friendships and making new ones, looking for something special to add to their collections, or for someone they heard had some unique Pepsi collectable. With 100 collectors selling from their rooms, there was no shortage of Pepsi paraphernalia.

On Thursday Pepsi Fest '95 got started with the "Be Sociable - Have a Pepsi Party." The attendees were treated to Pepsi music and commercials while they ate Mexican food and socialized. Friday morning began a show and tell where a number of Pepsi collectors share interesting Pepsi items. The highlight of the meeting had to be Pepsi Joe showing off his new Pepsi cone top can tattoo. By his wife's reaction, Pepsi Fest was her introduction to this new Pepsi tattoo! I don't know if Joe made it home okay - she looked a little upset. Following the show and tell was the oral auction. With the help of two auctioneers and a computerized program the auction went fast and smooth.

Once again Amy Sherwood with Pepsi-Cola USA did the multi-media



*Stout Sign*

***Pepsi Fest East  
Aug. 11-12, 1995***

### **Inside This Issue**

**Pepsi Fest 95 Story And Photos**

**The Stout Story**

**Pepsi Fest East Info**

presentation on Friday evening. This year Amy showed us the new Pepsi advertising with some behind the scene looks at how the commercials were made. Everyone seemed to enjoy the presentation and as always Amy did a great job.

Everyone got up early Saturday morning to participate in the silent auction. Despite being up very late everyone seemed awake and alert at auction. This year's swap meet was packed with dealers and buyers. Everyone seemed to be finding things to buy and having a good time too.

Following the swap meet was the farewell dinner. The dinner gave everyone a chance to relax and say goodbye to their Pepsi friends until next Fest.

Special thanks to Amy Sherwood for coming to Pepsi-Fest and giving the presentation, to Richard Anderson for providing the Pepsi, to Karen Bulwidas for the great raffle prizes, and to Rick Petrovina for writing the program to run the auction by computer.

In November we sent out questionnaires for those who wanted to be included in a club directory. With over 1500 members in the club the response was less than 300. If you want a list of these members send a self-addressed 8-1/2" x 11" envelope with 75 cents postage on the envelope. The directory should be ready by the first-of June.

## CLUB NEWS

## PEPSI FEST EAST

Preparations are being made for Pepsi Fest East which will be held August 11th and 12th, 1995 in Charlotte, NC. This year's event will be held at the Sheraton Airport Plaza Hotel, I-85 7 Billy Graham Parkway, Charlotte, NC 28208. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel. Enclosed in this newsletter are the PCCC registration forms and room reservations cards for the Sheraton.

## PEPSI FEST EAST AGENDA

Friday, August 11th

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

Saturday, August 12th

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

## STOUT SIGN COMPANY

If you own any metal Pepsi signs at all then the name Stout has to be familiar to you. Stout has been making signs for Pepsi-Cola at least since 1930 and perhaps even further back than that.

Stout Sign Company was founded in 186 by the Stout family of St. Louis, MO. The company produced primarily metal signs, although materials such as fiber, muslin, and cardboard were used occasionally. The predominance of the metal signs was the result of the surge in highway advertising.

In the early days Stout signs were produced using the "gum process" -

hand engraved rubber plates were used to put the enamel on to the metal sheets. This process was superior in its day because the amount of enamel which could be applied to a sheet of steel was greater than that of any other printing or lithographic process. Stout sign developed a reputation of durability as a result of this technique.

The presses used in the "gum process" were limited by the sizes of the sign they could print. Eventually the "gum process" was replaced by silk screen print or as it is called today, screen printing.

Stout is a completely self sufficient

operation from art department to shipping department. Everything is done in house. Metal is bought in huge coils and cut down to the size needed for the sign being produced. The sheet is then printed and if needed embossed before being sent to the shipping department.

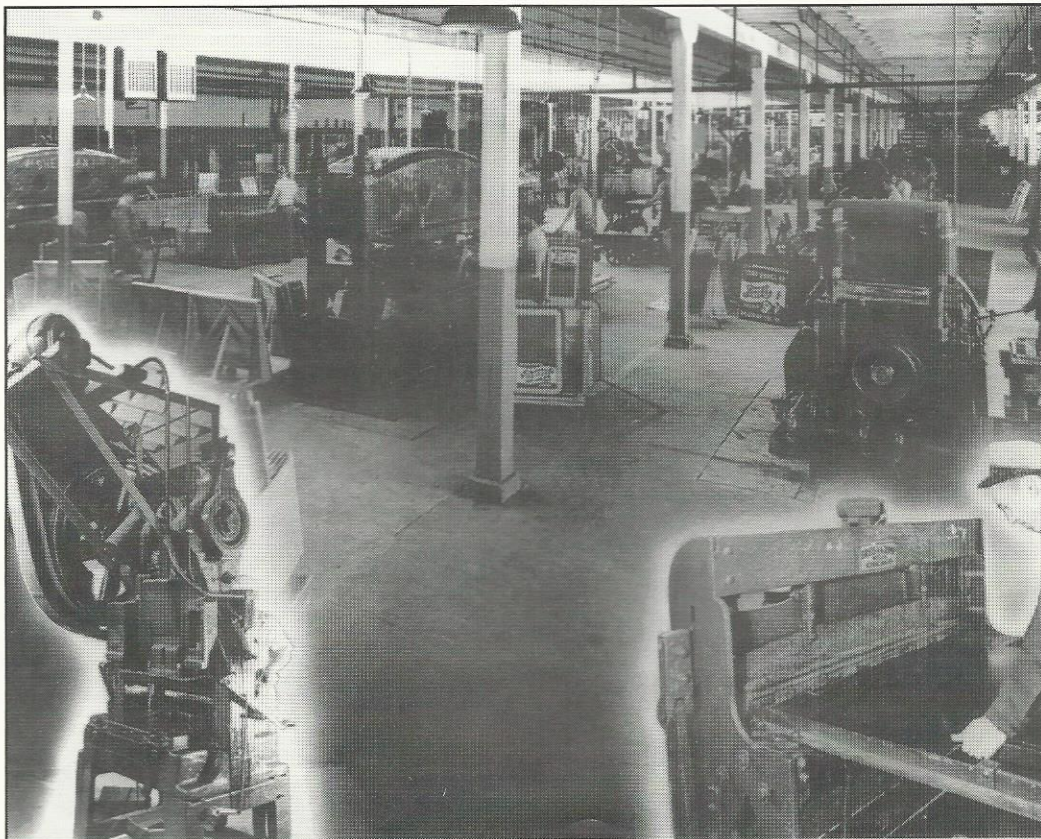
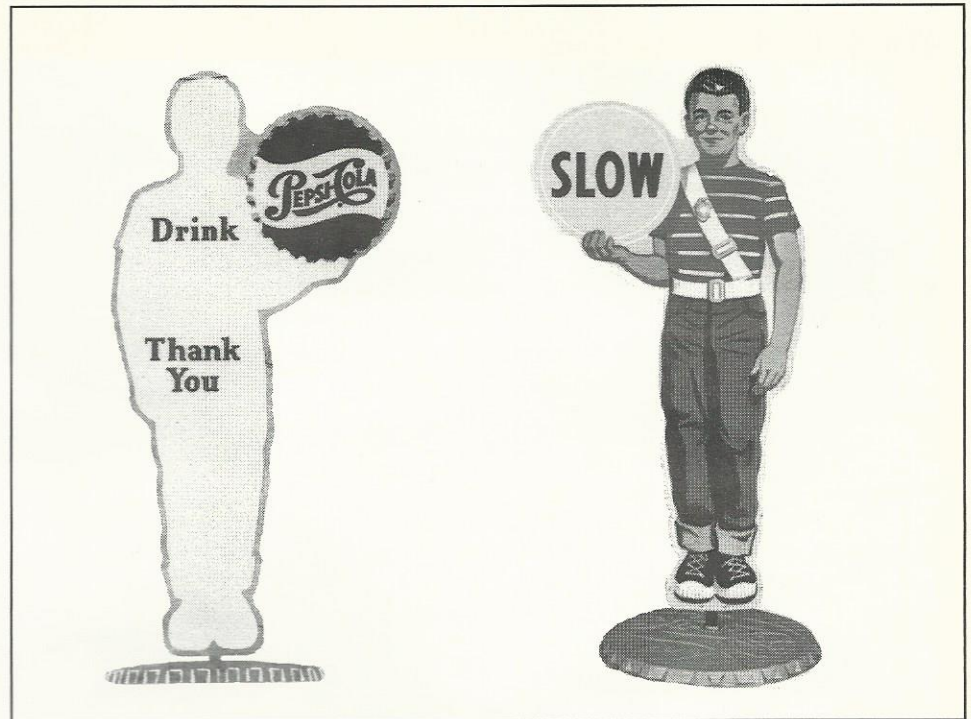
Although I have records showing Stout made signs for Pepsi in the early 1930's (or late 1920), I haven't any idea what signs were made. I don't know if this is because Stout didn't put their names on the signs made then or if I just haven't come across any the the early signs they

(Continued from page 2)  
made.

The real heyday for Pepsi signs made by Stout began in the late 1930's. During this era Stout made hundreds of different styles, shapes, and sizes of signs for Pepsi. They made the curb service signs that were placed in a heavy frame to be displayed near traffic. They made the crossing guard signs that were used to warn motorists of a school crossing and advertised Pepsi at the same time.

One of my favorite Stout signs is my 12 foot die cut Pepsi swirl bottle sign.

More recently, Stout has reissued two of their more popular metal signs - the late 1940's die cut bottle sign and the ever popular bottle cap sign.



# PEPSI FEST '95 PHOTOS





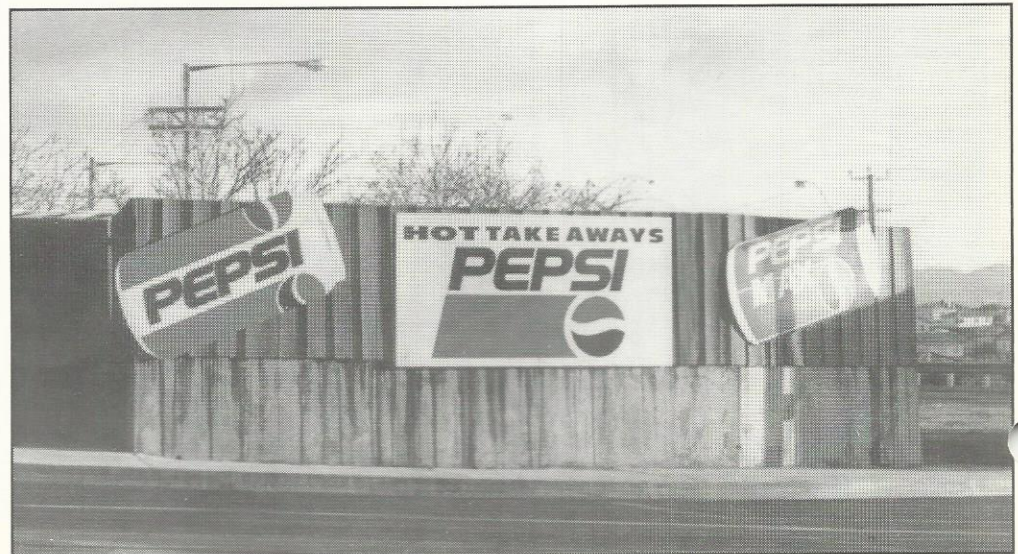
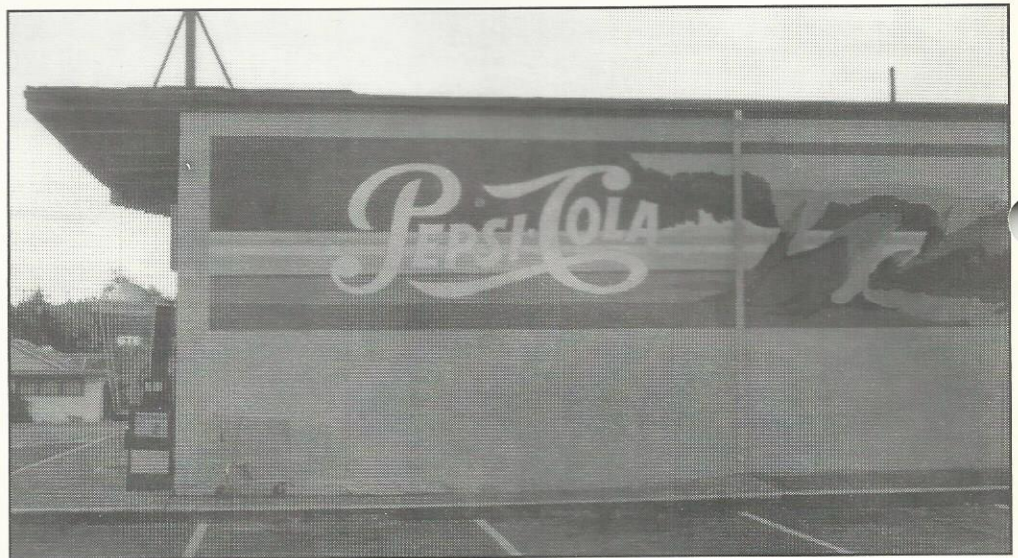


PEPSI FEST '95 GROUP PHOTO



LATE 1930'S WINDOW DISPLAY

# R O A D S I G N S



*Top: Gas station north of Dayton, Oh.*

*Center: Coos Bay Or.*

*Bottom: Hobart Tasmania Australia*

# PEPSI HOLIDAY PARTY BUNCH CAN SETS



This Commemorative Can Truck features the 9 Holiday Party Bunch Cans in a fun route truck format. These limited edition 1994 truck/can sets will make a great addition to your collection! Supplies are limited - so order yours today!

#8900.....\$14.95

# PEPSI - COLA

TRADING CARDS

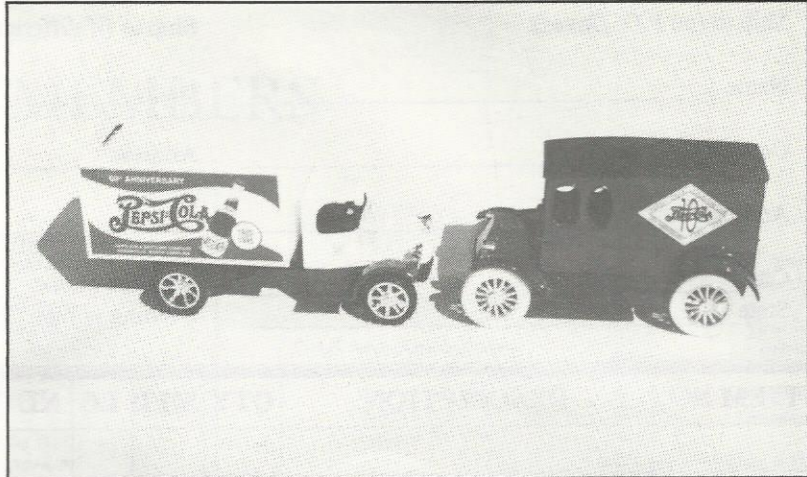
" THE COLLECTOR SERIES "



- #9595**      **Pepsi-Cola Trading Cards - The Collector Series I**  
**Complete set of 100 full color-cards depicting the history**  
**and memorabilia of the Pepsi-Cola Company.**                      **\$14.95**
- #9598**      **Pepsi-Cola Trading Cards - The Collector Series I**  
**Complete set of 100 uncut sheet as pictured above.**  
**Limited to 500 individually numbered sheets.**                      **\$59.95**
- #9597**      **Chromium Pepsi-Cola Collector Cards - The Making**  
**of Pepsi-Cola. Set of 10 individual cards.**                      **\$49.95**

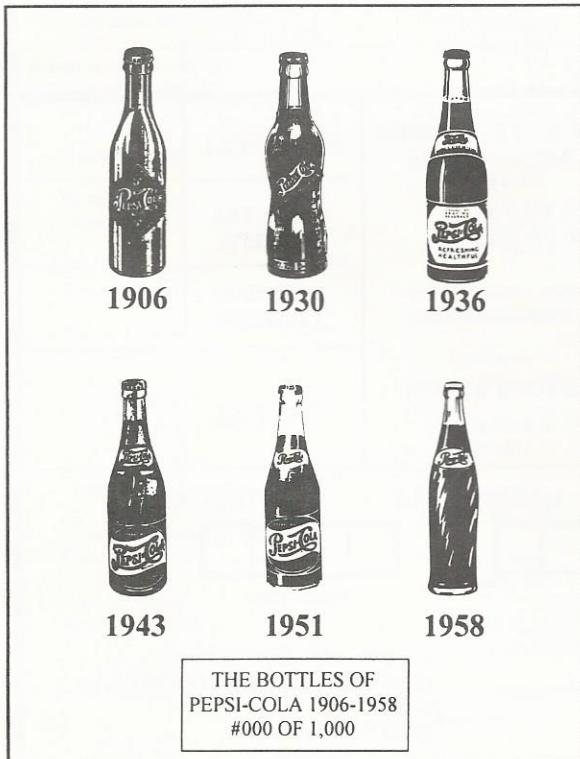
**SPECIAL OFFER- THE FIRST 100 ORDERS WILL RECEIVE**  
**ABSOLUTELY FREE PROMOTIONAL TRADING CARDS P-1 & P-2**

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#9513 Greenville, NC 60th Anniversary ERTL Truck Bank Celebrating 1935-1995 60th Anniversary of Greenville, North Carolina Pepsi Bottler. Limited Edition - 1000 - each one numbered. **\$29.95**

#9410 Pepsi-Cola Collectors Club 10th Anniversary Ertl Truck Bank Limited Edition - 500 each one numbered. Small quantity still available. **\$29.95**



#9202 Pepsi Bottles Lapel Pin Set  
This is a drawing of our 1995 lapel pin set which will be available after November 25th, 1994. It features the bottles of Pepsi-Cola from 1906 - 1958. Set in an oak frame - 8" x 10" Limited Edition individually numbered 1 to 500. **\$59.95**

THE BOTTLES OF  
PEPSI-COLA 1906-1958  
#000 OF 1,000

Ship to (no P.O. Boxes):

Ship to (if different than ordered by):

Name \_\_\_\_\_

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

City \_\_\_\_\_

Daytime phone \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Evening phone \_\_\_\_\_

ITEM NO.	DESCRIPTION	QTY	MED	LG	XL	XXL	PRICE EACH	TOTAL

<b>SHIPPING and HANDLING CHARGES</b> for each address  IF ORDER TOTALS:            ADD: \$ 0 - \$ 25.00                    \$3.75 \$ 25.01 - \$ 50.00                \$5.50 \$ 50.01 - \$ 75.00                \$6.75 \$ 75.01 - \$100.00                \$7.75 \$100.01 - \$150.00                \$8.75 \$150.01 & OVER                 \$9.75 FOR AK, HI, & PR PLUS         \$8.00	<b>DOUBLE DOT ENTERPRISES</b> P.O. BOX 1548, POMONA CA 91769  Questions? call (909) 593-9701 Fax an order (909) 593-0100  <b>SALES TAX:</b> California residents must include sales tax of 8.25%.  <b>THANK YOU FOR YOUR ORDER!</b>	<b>SUBTOTAL</b>	
		<b>CALIF.TAX</b> 8.25%	
		<b>SHIPPING  CHARGES</b>	
		<b>TOTAL</b>	

I've enclosed a check or money order for \$ \_\_\_\_\_ OR we honor VISA      MASTERCARD

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Account Number, please print clearly

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Expiration Date

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Customer Signature as it appears on card \_\_\_\_\_

Fax your order: (909) 593-0100  
complete this form and send it by fax, day  
or night.  
Credit Card orders only

# WELCOME NEW MEMBERS

Virgil & Barbara Kimes, Jr.  
Auburn, IN

Norma & Brad Luttrell  
Strawplains, TN

Edward Keys  
Laurel, MD

Carol Rock  
Latham, NY

Larry & Pamela Griffith  
Dickinson, TX

Tom Correll  
Wichita, KS

Dawn & John Hansen  
Modesto, CA

Wm. & Jill Bastien  
Willard, UT

Raymond & Eileen Marrison  
Lincoln, NE

Donald & Althea Banjoff  
Brighton, CO

Katherine Kimble & Family  
Hemet, CA

Jerry Johnson  
Jackson, NJ

Robert & Christi McNeill  
Greenville, SC

Laura Ogg  
Lancaster, OH

Richard Lee Day  
Louisville, KY

Kevin & Sue Knight  
Bloomington, IN

Henry Buikema  
Milford, Ontario, Canada

Joe Mattern  
Orlando, FL

Arthur Welsh  
Louisville, OH

E. John Hartnett  
Bloomington, MN

Amber Peters  
Westminster, CO

Bill Boyd  
Perkiomenville, PA

Janice Catt  
Augusta, KS

Patricia & Neddy Harwood  
Landover Hills, MD

Donna Bryson  
Kansas City, MO

Gene Gong  
Woodlake, CA

Cathy Henry  
Jackson, MI

Norma Vinger  
LaCrosse, WI

Kenneth Suvatey  
Queensbury, NY

Debbie & Joe Coates  
Port Townsend, WA

Poppy-Anne Koch  
San Diego, CA

David Hyman  
Coral Springs, FL

Jim Doidge  
Ferndale, WA

Clark Benne  
Oakland, NE

Albert Thompson  
Mt. Airy, MD

Norma Snell  
McPherson, KS

Patsy Ann Smith  
Watauga, TN

Devin Bunje  
Nevada City, CA

Richard & Janice Selvey  
Myrtle Beach, SC

Leo Payne  
Camas Valley, OR

Glenda Branch  
Lithia FL

Tammy Estep  
Somerville, OH

Steven Walters  
Plymouth, MI

Richard Roe  
Lee's Summit, MO

Carole Bunting  
Edgerton, OH

Eric Sankovsky  
Allentown, PA

Ernie Whitman  
Bayville, NJ

Craig Duntley  
Bloomington, MN

Teri & Arnie Kirschenheiter  
Missoula, MT

Clinton Crute  
Roxboro, NC

Richard Laino  
Brooklyn, NY

Lawrence Stirling  
Linesville, PA

Ron Rogers  
Petersburg, OH

Don & Joan Poloquin  
Carpentersville, IL

Connie Pritchard  
Vincennes, IN

Gene & Virginia Megenhardt  
Oakwood, IL

Frank & JoAnn Yukman  
Medina, OH

Rhonda Hinton  
Covington, OH

Donna Snook  
Reedsville, PA

Dena McCoury  
Elizabethton, TN

Rene Longwin  
Ancienne-Lorette, Quebec

Richard Duty  
Lincoln Park, MI

Sandy Hayes  
Wichita, KS

Terry Rutledge  
High Hill, MO

Kristen & Todd Hasse  
Monroe, WI

Jerry Jeffries  
Chickasha, OK

Josh Fertal  
Brimfield, OH

Rowe Family  
Monticello, IL

John Baldenegro  
Ft. Wayne, IN

Earl & Amy Daugherty  
Springfield, IL

Vicki Ginger  
Beloit, OH

Debbie Donahue  
Orangevale, CA

Nancy & Daniel Kuhl  
Gautier, MS

Phyllis Nelson  
Richmond, VA

Amy McCarthy  
Saginaw, MI

Martha King  
Bokeelia, FL

Brenda Sweet  
Muskegon, MI

William Wurtz  
Midland, MI

Jamie Barton  
Seminole, FL

Barbara Muirhead  
Susanville, CA

Greg Clarke  
Lake Havasu City, AZ

Sharon Beck  
Reno, NV

Bill & Lynette Nelson  
Richmond, VA

James Dalia  
Orlando, FL

Mark LeBlanc  
Central Point, OR

Roy & Becky Snyder  
Flowery Branch, GA

David Leffew  
Litchfield, OH

Carole Sauter  
MaComb, MI

Wm. Putnam  
Farmington, NY

Dan Long  
Canaan, MO

Dixie Backley  
Jackson Center, PA

# COLLECTOR MARKET PLACE

## FOR SALE

The following items are available from:  
PEPSI-COLA BOTTLING CO. OF  
NEW BERN, P.O. Box 2036, New  
Bern, NC 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" x 7") New Bern, NC with brochure \$15.00
4. Mural postcard with brochure \$ .32
5. 85th Anniversary Lennox Commemorative 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 nail file \$ .35
12. Birthplace of Pepsi wooden nickels \$ .50

Please include postage for shipping on the above items.

\*\*\*\*\*

For Sale: Door pushes - V1 #164, \$125, #165 - \$90, #166 - \$95, V2 #161 Paper cup 1940 \$60, 1950 paper Cup \$15, V1 #206 Menu Board \$150, 1950 Menu \$95, 1950 Enjoy Coca-Cola Here Door push, \$150, 1940 Drink Coca-Cola Bell Glass \$15. Contact: Eddie Tamas, 2104 -168 St., Surrey, B.C., Canada V4B5E7, (604)538-9655.

\*\*\*\*\*

For Sale or Trade: V-1 Like #561 84"

Long Double Dot Cooler \$450. V-2 #137 Glascock Style Cooler VGC \$550. V-1 #506 1970 Convention Bottle \$35. V-1 #830 Bottle Bag \$10. Contact: Steve O'Connor, 2500 N. Main St., High Point, NC 27262 (910)841-2126, 8:30 - 5:30 M/F, (910)884-1744 Sat/Sun & Eve.

\*\*\*\*\*

For Sale: 113 Pepsi/marvel Comics card set from Mex. Incl. 9 prism & 4 holograms \$50. Pepsi/Looney Tunes figures from Mex. 10 diff. with stage \$25. Individ. Fig. \$2 ea. Indian head band 40's Canada \$7.50. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, CA 91933. (011-52-61769989.

\*\*\*\*\*

For Sale: Pepsi Banks, Cars, Trucks, Airplanes, 60 different. Toys. Pepsi longnecks, commemorative bottles, cans, lots of misc. Pepsi. For list send S.A.S.E. to Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.

\*\*\*\*\*

For Sale: PCC Book #3 #86 Newport News, VA clear \$180. Pinch type 6-1/2 oz. Akron Ohio \$100. Straight side Pepsi:Cola 3 locations 6-1/2 oz. Enenton NC \$95. Fountain syrup Jug with paper label, Diet Pepsi-Cola, Purchase NY \$35. Fountain syrup box Pepsi Sep/73 \$25. Pepsi-Cola R.Wht. Single Dot 6-1/2 oz. foreign. Printed under logo marqu deposee with arabic script? on neck and back \$25 Teem green glass 10 oz. Pepsi-Cola swirl 1973 best offer. Pepsi throwaway 10 oz. clear 1981 \$18. Pepsi add 1950's have a Pepsi man and woman on boat deck 10 x 13 color print. \$10 16 oz. Kentucky's 74-76 celebrations 1975 \$10. 16 oz. Diet Pepsi Cola RWB swirl 1968 \$10. 16 oz. Pepsi Light white, blue, yellow, swirl, 1978 \$10. Pul tab Pepsi-Cola can empty 1970 RWB 12 oz. \$10. Don't miss the metro Detroit Antique Bottle Club Antique Bottle Show, August 27th, 1995.

Contact: Ron Binek, 721 E. 11 Mile Rd., Royal Oak, MI 48067. (810)548-8770 Days. (310)546-9015 Evenings.

\*\*\*\*\*

For Sale: Bottle Caps - 1910 green, unused, VH #933, \$35. 1930's Cap yellow with red print - \$22. Shipping \$3. Contact: Becky Gaskins, 582 Robin Rd., Morehead City, NC 28557. (919)247-5379.

\*\*\*\*\*

For Sale: Case card (Tall Boy) for the 1994 issue Pepsi Collector Card set by Dart (\$150). 2 single dot cone top cans, excellent condition (\$225 each). 50th Anniversary plate, Memphis Missouri Bottling Co. (\$85). Contact: Mike Vath, 13796 Fairlawn Ave., Apple Valley, MN 55124 (612)432-2074.

\*\*\*\*\*

For Sale: Serve Nehi at home. Own a piece of American Soda Pop History. Circa. 1925 Nehi 4 bottle carrier. One of the first take home bottle packages made. \$22.50 ppd. Contact: Bill Derick, 424 NW 97th Terr., Gainesville, FL 32607. (904)332-0315, Eve.

\*\*\*\*\*

For Sale: Cartoon Character Glasses for sale or trade newsletter. \$12 for one year subscription and one free forty word ad per month. Send money order to: Wally Willems, 475 E. 4th St., Hanford, CA 93230-5126.

\*\*\*\*\*

For Sale: Envelopes, six inch shows double dot logo and paper label double dot bottle from Mount Carmel, Penn. Bottlers, unused, similar to #819 VH Volume 1 \$13. each. 1930's - 1940's. Contact: Gaskins, 582 Robin Road, Morehead City, NC 28557.

\*\*\*\*\*

For Sale: (10) 1940's Pepsi and Pete color comics nm. \$10 each postpaid. Contact: Mike Layton, RR #2, Box 65, Caldwell, KS 67022. (316)845-6688.

\*\*\*\*\*



# COLLECTORS MARKET PLACE

For Sale: Pepsi-Cola toy trucks and cars. 100's available. Many hard to find. Send SASE for list. Will consider trades. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501.

For Sale: 1995 Issue Mountain Dew glasses. Flared with hoop, net, and basketballs artwork. \$5 each plus shipping. Contact: Mike & Jo Ann Vath (612)432-2074.

For Sale: Truck: Nylint - bookend logo or "Gotta Have It" Trailer/Tanker \$57 ea. Bottles: Syrup #452 \$22, Red/White/Blue #500 \$15. Tester w/logo 12, 16, 26 oz. \$16 ea. Street sign - "Pepsi-Cola Ave M\$22. 84 Jackson Tour - Brass Keychain (Ticket shape) M \$35, poster M \$18, Bicent tray w/4 glasses M \$38 - can w/ad \$7, 75th Commemorative Glass Set \$12 + Shaker MIB \$125. List 200+ SASE. Contact: Tom Rosing, 15 Glendalough Road, Dallas, PA 18612 (717)823-4433 plus postage.

For Sale: Cartoon character/fast food/sports/ soft drink and promotional 1973 and latter collection for sale: come take a look at a high quality collection, or send a SASE for partial listing. Contact: Wally Willems, 475 E. 4th St., Hanford, CA 93230-5126.

For Sale: Pepsi, Coke, Orange Crush and other brand soda pop, Canadian and American. Also other related items. Please write for a complete list and let me know your wants. Contact: Robert Diwar, 9551 Patterson RD., Richmond, BC, Canada V6X 1P8 (604)278-3062.

For Sale: Coke V-23 (\$600), Coke WE-10 (\$300 b/o), R.C. Ideal 55-B (\$500), restored Pepsi VMC-81 (Best

offer over \$3,500). Picnic coolers: (2)7-Up (75. eq.), (1) Pepsi (\$75), (1) Royal Crown (\$75), 1 "Cola-Cooler" (\$50) or all 5 for \$285. Call (315)942-5650.

For Sale: Pepsi-Cola Collector Cards Set (1-100) \$18 ppd; Set (1-100) in plastic pages and Pepsi-Cola White 3 ring binder \$28.50 ppd. Contact: Barry Linde, 319 9th Street N.E., Clarion, IA 50525. (515)532-3952.

For Sale: 1967 Pepsi cash register light-up clock NOS/MI Box, contains mounting pad, instructions & 4 ad slots \$190. Buy 2 and receive Master carton with authorized manufacturer's printing. Supply is limited! 1970's Coca-Cola 3/4 size battery oper. regulator \$250, 2 late '60's-70's Orange Crush light-up clocks, \$165 each, 2 Coca-Cola light-up signs 1960's, call for details, plus other clocks. Contact: Bob Friedlander, 10330 Jupiter Narros Dr., Hobe Sound, FL 33455 (407)545-0085. All plus S & H.

For Sale: Bottle caps green/white unused \$15, yellow/red \$8. Carrier, aluminum, holds four six packs, single dot \$95. Opener, Bottle shape VH1-#656 \$15. Serviceman's record with envelope \$50. Tray VH1-#6 \$45. Bottle 12 Oz. ACL r/w/b VH1 - #500 \$10. Contact: Alvin Heckard, R.D. 1, Box 88, Lewistown, PA 17044.

For Sale: Pepsi celluloid & metal musical tap knob circa 1940's, size 17", with ceramic syrup container, \$325. Vending Machine, circa 1960's \$375. Contact: Dale or Lora Herring, 860 Seagate, Coos Bay, OR 97420. (503)888-2145.

For Sale: Pepsi Comm. Bottles, Cans, Pencils, Pens, Etc. over 500 items.

Send 3-32 cent stamps for complete list to: M.A. Noll, 553 Poppy Lane, Santa Maria, CA 93455.

For Sale: Due to overwhelming response trays 2,3,4,5 will be available for shipment in the late part of July. Call early because there are only 300 of the first tray left. You can also arrange for pick up at the Charlotte Convention. Contact: Ben or Kim Delgado at 1-800-888-7614 or write to us at 1900 West Hwy. 76, Branson, MO 65616.

## Wanted

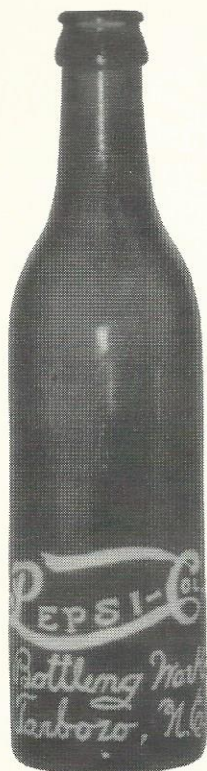
Wanted: 3# Door hinge assembly (1) door latch assembly, (1) lid unit (for Pepsi Aircraft -101) Call (703)361-6878, after 6:30 p.m. (703)369-3920 - Manassas, VA 22111.

Wanted: Devil Shake, Evervess, topic surf - items to include: Cans, Bottles, Clocks, Signs, Thermometers, Ads, Bottle Caps, etc. Will trade for these or will buy out right. Please write: M.A. Noll, 553 Poppy Lane, Santa maria, CA 93455.

Wanted: Christmas 1994 edition of Lleda die-cast replica of 1926 Dennis truck. It has design on side depicting old ad with Santa holding a bottle of Pepsi-Cola. Contact: Naomi Schneck, General Delivery, Little York, IN 47139 (812)752-4578.

Wanted: Pepsi cartoon glasses, 1602. Please send a list of any you want to buy, sell, or trade. Include condition and price. Contact: Maxine Pielle, E. 1823 Dalke, Spokane, WA 99207. (509)489-0355.

(Want ads continued on Page 11)



No. TAR3

**Special Note –**

Paying **\$1000.<sup>00</sup>** ea. for the following bottles: Williamston, N.C. No. WILL1 and any pre-1930 embossed amber **not** listed in the collectors guide below. Bottles must be in nice condition. To learn more about those and the two bottles pictured here plus hundreds more, order your copy today.

If you enjoy **Pepsi** collectibles, you will love this addition to your **Pepsi library**.



No. NOR2

# PEPSI : COLA BOTTLES COLLECTORS GUIDE

BY: JAMES C. AYERS

**The best and most complete book to date.** A truly exciting and in-depth bottle guide to one of America's favorite soft drinks. **Over 530** bottles listed – Many rare and unusual styles – **Entire book** (148 pages) in **full color** with many enlargements. Each bottle listed with ID#, complete description, date, rarity scale and price guide. **An absolute must for every soda bottle collector or dealer.** Everything you have wanted in a bottle guide and more. Only **\$29.50** per copy. Send payment to:

**RJM Enterprises**  
P.O. Box 1377  
Mount Airy, N.C. 27030

Method of payment:     check     money order

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Allow 4 – 6 weeks for delivery.

Quantity	Price	Total
	@\$29.50	\$ .
	Add \$3.95 Shipping & Handling for first book	3.95
	Add \$2.00 Shipping & Handling for each additional book	.
	N.C. Residents Add 6% Sales Tax	.
<b>TOTAL ORDER</b>		<b>\$ .</b>

# INFORMATION

## Wanted

Wanted: Dollywood longneck bottles.  
 Contact: Shirley Cox, HC89, Box 565,  
 Winona, MO  
 \*\*\*\*\*

Wanted: Pepsi watches - "bottle cap"  
 style and any other except digital.  
 Contact: Bruce or Belinda Wadas,  
 27137 Fenview Dr., Barrington, IL  
 60010. (708)526-4233.  
 \*\*\*\*\*

Wanted: Pepsi, Coke, 7-Up bottles or  
 cans, full, denoting major college  
 games and or championships. Contact  
 John Vaughn, 1500 Bragg Blvd.,  
 Fayetteville, NC 28301. (910)323-  
 2875.  
 \*\*\*\*\*

Wanted: Want to buy old Pepsi  
 machines, D.B. clocks, flange signs,  
 die cut bottle signs and salesman  
 sample cooler, anything soda pop  
 related - buy, sell, or trade. Contact:  
 Bill Bryk, Rt. 1, Box 114-P, Coweta,  
 OK 74429.  
 \*\*\*\*\*

Wanted: The new longnecks -

San Jose Sharks and the Albuquerque  
 International Balloon Fiesta. Contact:  
 Paula Panitzke, RR3, Box 118A,  
 Granite Falls, MN 56241.  
 \*\*\*\*\*

Wanted: Paper labels for green non-  
 embossed bottles from 1934-1939 and  
 for clear embossed bottles from 1940.  
 Also looking for circa 1968 Beatles  
 Pepsi can in good condition. Contact:  
 Dan Simmons, 2228 Lincoln St.,  
 Anderson, IN 46016. (317)643-2393.  
 \*\*\*\*\*

Wanted: Double Dot Cone top cans.  
 Contact: Mike Vath, 13796 Fairlawn  
 Ave., Apple Valley, MN 55124.  
 (612)432-2074.  
 \*\*\*\*\*

Wanted: Collector looking for other  
 collectors to trade commemorative  
 bottles with. Contact: Gene Gong, 211  
 N. Valencia, Woodlake, CA 93286.  
 (209)564-3690.  
 \*\*\*\*\*

Wanted: Any Mountain Dew items  
 you have for sale. Contact: Mike  
 Stewart, 519 Woodmont Dr., Whitwell,  
 TN 37397. (615)658-5657 (Day), or

(615)658-9592, (Eve).  
 \*\*\*\*\*  
 Wanted: Self framed cardboard signs  
 VH#1 - #314, #315, #316, #319, &  
 322. Will buy or maybe if you are in  
 need of something I have we can trade.  
 Contact: Roger Blad, 1317 Orchard  
 Dr, burnsville, MN 55306 or 612  
 435-5250.

## LOCAL CHAPTER NEWS

The Ozark Mountain Pepsi Collectors  
 Chapter of Branson, MO is holding  
 their second annual get together.  
 Anyone who is interested in attending  
 please contact Kim Delgado at  
 (417)334-5689 or write to 1900 West  
 Hwy. 76, Branson, MO 65616.

The Southern California local chapter  
 will be holding a picnic on June 10,  
 1995 at Hart Park in the city of  
 Orange. Contact Robert Hernandez  
 for details at (714)667-7998.

### 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.

(Continued from Page 7)

**Welcome New Members**

Jay Minnick Erie, PA	Virginia & Leo Gallogher Blandon, PA	Robert Wieland Jr. Mesa, AZ
Bob & Margoline Mills Powhatan, VA	Michael Bell Dearborn, MI	Keith & Janine Kramer Bicknell, IN
Frank & Andrea Buchhold Frankfurt, W. Germany	Barry & Marcy Linde Clarion, IA	Arthur & Jackie Ravitch Ormond Beach, FL
Carl & Mary Hoffman Indian Rocks Beach, FL	Dr. Joan Manahan Teaneck, NJ	Charles & Judy Cutts Cleveland, MS
Charles Wilkins Georgetown, DE	Carolyn & Larry Mann Tampa, FL	Mark Rogers Family Bowdoinham, ME
Jessica Corcoran & Family Thonotosassa, FL	Roger Wells Oxford, OH	Darold Laveau Laurel, MD
Gary Haley Canyon Lake, CA	Dale Klein Carpentersville, IL	Chris Stokes Greenville, NC
Sherry Humphrey Cypress, CA	Axel Bergum III Family Cedar Lake, IN	Clint Fletcher Milligan College, TN
Donnie & Nancy Brown Ayden, NC	Suzi Drye Schaumburg, IL	
	Don & Tena Valentine Albany, IN	

**PCCC EXPRESS**

**Pepsi-Cola Collectors Club**  
**P.O. Box 1275**  
**Covina, CA 91722**

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Phillip Dillman  
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*Pepsi-Fest '95 Information*

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