



NEWSLETTER

post office box 1275 covina, california 91722

VOL. 5 NUMBER 5

NOVEMBER-DECEMBER 1988

NEWSLETTER NOTES

THE PREPARATIONS FOR PEPSI-FEST '89 IS UNDERWAY RIGHT NOW. WE WILL HAVE ALL THE INFORMATION REGARDING REGISTRATION, SWAP MEETS TABLES, ETC. AVAILABLE IN THE JANUARY ISSUE. WE ARE COUNTING ON THOSE OF YOU ATTENDING TO PROVIDE US WITH A QUICK RESPONSE. THE DATE FOR PEPSI-FEST IS MARCH, 24-25 1989.

AS ALWAYS HAVE A SAFE AND HAPPY HOLIDAY SEASON. REMEMBER IF YOU MUST DRINK AND DRIVE, MAKE YOUR DRINK PEPSI!!

MIKE & CINDY GORDON ARE HOSTING A HOLIDAY GATHERING AT THEIR HOME FOR THE SOUTHERN CALIF. CHAPTER. THE SOCIAL IS PLANNED FOR DECEMBER 3RD, 88 AT 1:00PM. FOR FURTHER INFO CONTACT THE GORDON'S AT (714)780-8739.

1989 CLUB EVENTS

PEPSI FEST 89
March 24-25 1989

PEPSI FAIR 89
July 14-15 1989

CLUB HISTORY

ON NOVEMBER 13, 1983 THE PEPSI-COLA COLLECTORS CLUB WAS FOUNDED IN GARDENA, CALIFORNIA, DUE TO THE SMALL TURN OUT ANOTHER MEETING WAS NOT SCHEDULED. IT WAS DECIDED THE BEST WAY TO BUILD A CLUB WAS WITH A NEWSLETTER. MARCH 1984 THE PCCC NEWSLETTER BEGAN WITH ABOUT 10 MEMBERS IN CALIFORNIA & ARIZONA. TODAY THE PCCC HAS MEMBERS IN ALL 50 STATES, CANADA, AUSTRALIA, GERMANY, & JAPAN. IN JULY 1985 THE LOCAL CLUB MEMBERS HELD A PICNIC/SWAP. TODAY THAT EVENT IS CALLED THE PCCC FAIR. IN 1987 THE CLUB HELD IT'S FIRST NATIONAL EVENT, PEPSI-FEST '87, IN INDIANAPOLIS, INDIANA. THESE ARE SOME OF THE PCCC ACCOMPLISHMENTS OVER THE PAST 5 YEARS. WE HAVE MET MANY OF OUR GOALS AND HAVE MANY MORE TO OBTAIN.



**IN THIS
ISSUE**

YOU'VE COME A LONG WAY PEPSI

BOB STODDARD'S COLLECTION

PEPSI-COLA HISTORY

THERE USE TO BE AN EXPRESSION "YOU'VE COME A LONG WAY BABY" TODAY THIS EXPRESSION COULD CERTAINLY APPLY TO PEPSI-COLA.

AT THE TURN OF THE CENTURY PEPSI COLA WAS ONLY A REGIONAL DRINK USED MOSTLY AS AN ELIXER, TONIC, AND/OR BRACER, SOLD AT LOCAL SODA FOUNTAINS. FROM THESE HUMBLE BEGINNINGS PEPSI-COLA HAS RISEN TO BECOME NOT ONLY AN INTERGAL PART OF AMERICAN CULTURE, BUT A CONSUMER PRODUCT RECOGNIZED AROUND THE WORLD. TODAY PEPSI-COLA IS SOLD EVERYWHERE FROM CONVENIENCE STORES TO SUPERMARKETS, IT IS FOUND IN VENDING MACHINES AT THE LOCAL GAS STATIONS AND VENDING MACHINES AT THE WHITE HOUSE. WHEREVER YOU FIND PEOPLE YOU'LL FIND PEPSI-COLA. IT HASN'T ALWAYS BEEN THIS WAY. WHAT WAS IT ABOUT PEPSI-COLA THAT MADE THIS OBSCURE SOFT DRINK BECOME ONE OF THE MOST POPULAR BEVERAGES IN THE WORLD? THIS IS THE KIND OF QUESTION THAT IF YOU ASK A HUNDRED PEOPLE YOU GET A HUNDRED DIFFERENT ANSWERS. SO HERE'S MY ANSWER.

FIRST AND MOST IMPORTANTLY PEPSI COLA TASTED GOOD. PEOPLE LIKED THE TASTE OF CALEB BRADHAMS DRINK. PEPSI-COLA'S INTITAL POPULARITY WAS BASED COMPLETELY ON TASTE. SECONDLY, PEPSI-COLA ALWAYS HAD THE RIGHT PEOPLE AT THE RIGHT TIME. IT STARTED WITH BRADHAM ALTHOUGH HE WAS A PHARMACIST BY TRADE HE DEVELOPED THE RIGHT MARKETING SKILLS TO MOVE PEPSI-COLA BEYOND NEW BERN, N.C. AND PROFEL PEPSI ON IT'S WAY TO BECOMING A NATIONALLY KNOWN SOFT DRINK.

THEN THERE WAS ROY C. MEGAREL THE FINANCIAL ANGEL WHO RESCUED PEPSI-COLA OUT OF BANKRUPTCY AND KEPT THE COMPANY ALIVE LONG ENOUGH FOR CHARLES GUTH TO BECOME INVOLVED WITH PEPSI-COLA. GUTH WILL ALWAYS BE REMEMBERED FOR TAKING PEPSI-COLA FROM THE 6 1/2 OUNCE BOTTLE TO WHAT BECAME THE INDUSTRY STANDARD 12 OUNCE BOTTLE.

AS GUTH FADED FROM THE SCENE, IN STEPPED WALTER MACK TO TAKE THIS NEW 12 OUNCE PEPSI-COLA AND SELL IT TO AMERICA. WITH SOME OF THE MOST INNOVATIVE ADVERTISING OF IT'S TIME, INCLUDING USE OF THE NOW FAMOUS PEPSI JINGLE. WHEN PEPSI NEEDED TO DEFINE ITSELF IN THE POST WAR ERA ALFRED STEEL WAS THERE TO LEAD THE WAY.

THESE MEN AND MANY MORE CAME ALONG AT JUST THE RIGHT TIME TO KEEP THE PEPSI DREAM ALIVE.

LASTLY, INNOVATIONS WERE A MAJOR FACTOR IN PEPSI-COLA'S SUCCESS. FROM THE USE OF THE 12 OUNCE BOTTLE TO THE DEVELOPMENT OF THE TAKE HOME MARKET, PEPSI-COLA HAS ALWAYS LED THE WAY. PEPSI-COLA'S ADVERTISING HAS ALWAYS STOOD ALONE IN IT'S DARING USE OF NEW IDEAS AND TECHINQUES. THE OVER WHELMING SUCCESS OF PEPSI-COLA'S CURRENT ADVERTISING THEME, "CHOICE OF A NEW GENERATION" IS PROOF THAT GREAT TASTE, INNOVATION, AND THE RIGHT PEOPLE ARE THE INGREDIENTS TO A SUCCESSFUL SOFT DRINK COMPANY.



PEPSI-COLA PICTORIAL



BOB STODDARD'S COLLECTION

AN ADVERTISEMENT OF PEPSI-COLA CO.

QUICK, BILL! CHANGE THE TIRE!

YOU CAN CATCH 'EM, TED! THERE ARE NINE MORE LAPS TO GO!

BOY, I'M TIRED! IT'S A LONG TOUGH GRIND!

GET MORE SNAP FOR THE NEXT LAP WITH PEPSI-COLA! THERE'S MORE BOUNCE TO THE OUNCE IN PEPSI!

THAT'S BECAUSE, OUNCE FOR OUNCE, PEPSI-COLA GIVES YOU MORE QUICK FOOD ENERGY THAN ANY OTHER LEADING COLA DRINK.

THAT PEPSI SURE PUT ME ON THE RIGHT TRACK AGAIN! I FEEL AS THOUGH I COULD DRIVE ANOTHER 500 MILES.

PEPSI ALWAYS HITS THE SPOT! IT'S SO WHOLESOME AND GRAND TASTING!

AND THERE ARE TWO FULL GLASSES IN THE BIG BOTTLE!

WOULD YOU SEE HIM? HE'S ALL AFTER ME - AC THAT PEPSI!

DO, BE! THERE'S MORE ZEPHUS IN EVERY OUNCE OF DELICIOUS PEPSI-COLA!

Now... in your family's interest... read these facts before you buy your next bottle of Cola.

Here's **PROOF** there's **MORE BOUNCE TO THE OUNCE** in PEPSI-COLA and you get **TWICE AS MUCH** Besides!

PEPSI IS OF HIGHEST PURITY... GIVES MORE QUICK FOOD ENERGY BOUNCE FOR BOUNCE THAN ANY OTHER LEADING COLA!

12 FULL GLASSES IN THESE 6 BIG 12-oz. BOTTLES!

PROVED OF HIGHEST QUALITY

BUY, SELL, & TRADE

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

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

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**COLLECTORS' GUIDE
TO
GLASS COLLECTING**



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

BYLES BAKER BY JOHN HERVEY

NEW BOOK

Contains over 1000 listings and 450 photos. The most up-to-date Pepsi glass list available. Mail \$12.00 to John Hervey P.O. Box 1373 Frisco, TX 75034

**THE MUSEUM OF
BEVERAGE CONTAINERS
& ADVERTISING**

COLLECTABLES GIFT SHOP

**GOODLETTSVILLE, TN 37072
615-859-5236 OPEN 9:00 TO 5:00**



NEW BOOK!! PEPSI-COLA COLLECTIBLES by Bill Vehling and Michael Hunt 160 pages with over 850 items illustrated and priced. 8½"x11", cover price is \$14.95. PCCC members only! Save \$2.00, price is \$12.95 + \$1.25 postage & handling for each book for a total of \$14.20. Please enclose remittance and send to: Bill Vehling Box 41233, Indianapolis, IN 46241

The following items are available from:
Pepsi-Cola Bottling Co. of New Bern
P.O. Box 2036 New Bern, N.C. 28560.

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
2. Postcard using original girl that was used in Pepsi advertising .22
3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
4. Mural postcard w/brochure .32
5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
8. Pepsi-Cola can piggy banks .50
9. Birthplace of Pepsi letterhead .15
Birthplace of Pepsi cigarette lighters 2.50
Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00
Birthplace of Pepsi key ring 1.00
Birthplace of Pepsi emoryboard nail file .35
Birthplace of Pepsi wooden nickels .50

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

Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

HOME ARCADE WANTS TO BUY

JUKEBOXES
PINBALLS
SLOT MACHINES
OLD BARBER POLES
OLD TAVERN ITEMS



COKE MACHINES
NEON SIGNS
PHONE BOOTHS
BEER SIGNS
OLD ADVERTISING

5¢ & 10¢ PEPSI MACHINES

\$ WILL PICK UP/PAY CASH \$
CALL PAUL (312) 964-2555



HOME ARCADE CORP.

Established 1976
1108 Front Street
LISLE, IL 60532



FOR SALE: ITEMS LISTED BY #'s AS PER PEPSI BOOK WHEN POSSIBLE. VARIATIONS NOTED.

#6 BLACK TRAY \$35.00; #20 PEPSI LOGO IN ICE WHERE BOTTLES ARE RIM WHITE \$20.00; #27 BLACK ROSE TIP TRAY \$20.00; #84 TIN SIX PACK \$20.00; #88 TIN SIX PACK \$15.00; #97 CARDBOARD 6 PACK \$15.00; #113 CARDBOARD SIX PACK \$10.00; #176 DOOR PUSH \$45.00; #177 DOOR PUSH \$30.00; #215 CHALK BOARD \$15.00; #271 VARIATION COLO SPRINGS \$30.00, HELENA, MONTANA \$30.00 VARIATION - METAL POOR CONDITION 50's HUTCHINSON, KS. \$15.00; #388 BASKETBALL SCHEDULE, ST. PAUL'S COLLEGE 66-67 \$20.00, BASKETBALL SCHEDULE RUTHERFORD 1977 \$20.00, FOOTBALL SCHEDULE JACKSON HIGH 1977 \$20.00, FOOTBALL SCHEDULE ADAMS CITY HIGH 1978 \$20.00, WRESTLING SCHEDULE WESTLAKE HIGH 77-78 \$20.00; #442 MASONITE SIGN PRINTED ON BOTH SIDES 3 DIFFERENT SIZES 15-3/4", 23", & 31-1/2" \$25.00; #571 SALT & PEPPER \$5.00; #593 - \$15.00; #594 - \$15.00; #596 SCRATCHER MISSING \$7.50; #598 - \$15.00; #600 - #20 OF SERIES \$10.00; #600 - FULL #4 & #16 OF SERIES \$20.00 EACH; #602 - \$15.00; #604 - \$15.00; #605 - SCRATCHER MISSING \$5.00; #610 - \$5.00 MATCH-BOOK SIMILAR TO #611 BUT SAYS "SAY PEPSI PLEASE" SMALL TEAR AT TOP \$5.00; #618 - \$5.00; #814 - 11 DIFFERENT CARDS \$5.00 EACH; #847 - CHANGE MAT IS DIRTY \$10.00; #852 - \$10.00; #896 - \$10.00

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BUMPER STICKERS - TAKE THE PEPSI CHALLENGE \$3
 BUMPER STICKER - IF YOU MUST DRINK & DRIVE, DRINK PEPSI \$3
 BUMPER STICKER - KYXX 96.5 FM CATCH THAT PEPSI SPIRIT \$5
 LOS ANGELES SKYHAWKS SOCCER CARDS 1970's (14 DIFFERENT) \$40 FOR ALL
 LITTER BAG FOR AUTOMOBILE - YOU'VE GOT ALOT TO LIVE \$1
 SIGN 15"x13" YELLOW DOUBLE SIDE - BE SOCIABLE \$30
 SOFT PLASTIC COOKER - BUE & WHITE STRIPED - INSIDE SAYS - BE SOCIABLE \$35
 PEPSI LIGHT LAMP - YELLOW SHADE/BLUE CAN \$25
 PEPSI LAMP - WALL OR TABLE - PLASTIC SHADE SMOOTH TIFFANY STYLE \$25
 PEPSI LAMP - WALL OR TABLE - PLASTIC SHADE - TIFFANY STYLE RAISED \$25
 SET OF 7 PATIO LIGHTS \$15
 DIET PEPSI ROUND COOLER PLASTIC, BLUE/WHITE LID \$10
 PEPSI FEELIN' FREE PLASTIC ROUND COOLER 10"x12" \$10
 PAIR, PEPSI TENNIS SHOES NEW IN BOX, SIZE 5 \$40
 PEPSI RADIO SPEAKER, 10" TALL, 6-1/2" ROUND \$25

DIET PEPSI ROUND BANK, 4" METAL RING, SIDES 12-1/2" CARDBOARD \$60
 PEPSI MUSICAN CAN, PLAYS PEPSI JINGLE \$50
 PEPSI METAL BANK 4-1/2"x3" (HALLMARK) DISPENSER BANK \$12.50
 75th ANNIVERSARY GLASS SET (IN BOX) \$100
 ASHTRAY, BUCKET STYLE, CLIPS ON CHAIR PEPSI 4" TALL \$10
 GIBSON GIRL MUSIC BOX (STAIN ON LID) \$20
 DIET PEPSI TENNIS BALLS, 3 IN SEALED CAN \$15
 1944 THERMOMETER, PICTURE, CALENDAR PEPSI COLA BOTTLING LYON'S KS. \$50
 HAVE A PEPSI DAY INDOOR/OUTDOOR THERMOMETER \$20
 200 YEAR CAN LIGHT / PLAIN PEPSI CAN LIGHT \$5 EACH
 YELLOW FRISBEE (THE BOSS IS BACK) \$2
 WHITE FRISBEE (PEPSI LOGO IN CENTER) \$2
 STADIUM BLANKET - WHITE BACKGROUND/RED LETTERS/ BLUE TRIM - 6'x4' - NEW \$50
 PEPSI/DIET PEPSI SLEEPING BAG & PILLOW/ BOTTLE CAPS (FADED OUT) \$25
 ROSE GIRL TIP TRAY (METAL REPRO) \$5
 GIBSON GIRL TIP TRAY (METAL REPRO) \$5
 GIBSON GIRL TIP TRAY (PLASTIC REPRO) \$15
 16" ROUND METAL TRAY (BICENTENNIAL) \$30
 ANNIVERSARY TRAY OVAL & 6 GLASSES (GIBSON GIRL) \$30
 HAVE A PEPSI DAY ROCK GLASSES (SET OF 6) \$12
 HAVE A PEPSI DAY, 12 OZ. GLASSES (SET OF 6) \$12
 HAVE A PEPSI DAY THERMAL GLASSES (SET OF 6) \$12
 GIBSON GIRL REPRO CHALK BOARD, 25"x17" \$20
 GIBSON GIRL REPRO BULLETIN BOARD, 25"x17" \$20
 GIBSON GIRL REPRO THERMOMETER \$20
 BLUE CARDBOARD 6 PK. CARRIER, 12 OZ YOU'VE GOT ALOT TO LIVE \$15
 YELLOW DIET PEPSI CARDBOARD 6 PK. CARRIER \$10

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NORMAN & SHARON HORN
 6544 N.E. INDIAN CREEK ROAD
 TOPEKA, KANSAS 66617

913-288-1105 Call between 9:00 a.m.-7:00 p.m.
 Central Time

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ORDERS OVER \$25.00 - WE PAY POSTAGE.

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16 OZ. FULL. JAKE'S DIET COLA, 15 CALORIES PER SERVING. MINT. \$8.00

10 OZ. FULL. S.C. JAYCEES PROJECT FRONTLINE "E" DAY - FEB. 10, 1980. MR. ENERGIZER. SPARTANBURG, S.C. MINT. \$8.00

10 OZ. EMPTY. S.C. JAYCEES PROJECT FRONTLINE "E" DAY - FEB. 10, 1980. MR. ENERGIZER. GREENVILLE, S.C. MINT. \$8.00

10 OZ. EMPTY. S.C. JAYCEES PROJECT FRONTLINE "E" DAY - FEB. 10, 1980. MR. ENERGIZER. CHARLESTON, S.C. MINT. \$8.00

12 OZ. EMPTY. S.C. JAYCEES PROJECT FRONTLINE "E" DAY - FEB. 10 1980. MR. ENERGIZER. CONWAY. S.C. MINT \$8.00

16 OZ. EMPTY. PEPSI-COLA SALUTES 1971 NFL WORLD CHAMPS DALLAS COWBOYS, JANUARY 16, 1972. MINT. \$12.00

16 OZ. EMPTY. KENTUCKY'S 74-76 CELEBRATIONS. HAVE A KENTUCKY PEPSI-COLA. MINT. \$7.00

16 OZ. EMPTY. ROWDIES SMALL LABEL. GOOD. \$10.00

10 OZ. EMPTY. NEWBERN, N.C. MINT. \$10.00

16 OZ. EMPTY. 2 FAMOUS PLACES, WEST VIRGINIA. MINT. \$6.00

16 OZ. EMPTY. 2 FAMOUS STATEMAN, VIRGINIA. NEAR MINT. \$6.00

16 OZ. EMPTY. 1 THE TAR HEEL STATE NORTH CAROLINA TO BE RATHER THAN TO SEEM. MINT. \$6.00

16 OZ. EMPTY. 1 THE OLD DOMINION VIRGINIA. MINT. \$6.00

10 OZ. EMPTY. 1 TAR HEEL STATE NORTH CAROLINA TO BE RATHER THAN TO SEEM. MINT. \$6.00

12 OZ. EMPTY. PEPSI-COLA 75th ANNIVERSARY, 1898-1973, GREENVILLE, S.C. MINT. \$7.00

12 OZ. EMPTY. FURMAN UNIVERSITY GREENVILLE, S.C. SOUTHERN CONFERENCE BASKETBALL CHAMPIONSHIPS 1971, 1973, 1974, 1975. MINT. \$7.00

12 OZ. 1965 MIAMI A.B.C.B. CONVENTION. MINT. \$45.00

12 OZ. 1966 ATLANTIC CITY A.B.C.B. CONVENTION. MINT. \$40.00

12 OZ. 1975 NATIONAL SOFT DRINK ASSOCIATION DALLAS. YELLOW ROSE OF TEXAS. MINT. \$35.00

10 OZ. EMPTY. CLEMSON TIGERS 1981 NATIONAL CHAMPIONS (COKE). MINT. HAVE 5. \$6.00 EACH

I PAY THE POSTAGE. CALL OR WRITE:

JIM SOUTH
P.O. BOX 672
DREXEL, N.C. 28619

SALE

PEPSI GLASSES, MATCHS AND OTHER ITEMS, SEND SASE. ALSO, 1930 BOTTLE BAG #830 M \$22, 1940 SERVICEMEN'S RECORD & MAILING FOLDER EX \$40, 1940 CARDBOARD COASTER #857 NM \$15, 1950 PORCELAIN DOOR PUSH (FRENCH)#169 EX \$60, 1960 TIN SIGN "SAY PEPSI PLEASE" 9X12" #272 NM \$15. TRUCK-1940 MAX (PLASTIC) #538 EX \$85, WALTERS-MERCEDES (GERMANY) M \$13, 1960 #560 EX \$12, 1985 TONKA (NEVER OPENED) #549 m \$25, 1986 CORGI-MERCEDES VAN #576 M \$20. PLUS POSTAGE. CONTACT: THOMAS ROSING, 15 GLENDALOUGH RD., DALLAS PA. 18612 717 675-6302 AFT 7PM

CLEAR EMBOSSED PEPSI BOTTLE, ON NECK: REGISTERED, ON FRONT IN OVAL. IT IS AGAINST THE LAW TO SELL OR DESTROY THIS BOTTLE, PEPSI-COLA BOTTLING CO. JACKSONVILLE, FLA. G/UG, \$24PPD. CONTACT: BILL DERRICK, 424 NW 97TH TERR., GAINESVILLE, FL. 32607 OR 904 332-0315 EVENINGS

WANTED/TRADE

LOOKING TO BUY OR TRADE PEPSI
CARTOON OR CHARACTER GLASSES
FOR DOUBLES THAT I HAVE OR
OTHER PEPSI ITEMS. CONTACT:
GEORGE BOUCHARD, 33 WESTMINISTER
ST., FALL RIVER, MA. 02721

PEPSI TIFFANY-STYLE LAMP TO
HANG OVER BILLIARD TABLE.
CONTACT: JOE BROWN, 27 ALMOND
TREE LN., IRVINE, CA. 92715
OR (714) 786-8683

PEPSI-COLA TOY TRUCKS/CARS , OLD
OR CURRENT IN GOOD/MINT COND.,
ALL SCALES. CONTACT: CHARLES
EHLERS, P.O. BOX 1186, YONKERS
NEW YORK. 10702

SPECIAL ISSUE PEPSI CANS FROM
YOUR AREA. I HAVE MANY CANS FOR
TRADE. ALSO, COLLECT OTHER BRAND
SPECIAL ISSUES. CONTACT: DAVE
BRACKETT, 1124 TYLER ST., FAIR-
FIELD, CA. 94533 OR 707 426-5553

A TIFFANY STYLE PEPSI LAMP TO
HANG OVER GAME TABLE. ANY VINT-
AGE. CONTACT: DIANNE MEMLER,
1112 MONTEREY CTR., NAPERVILLE,,
IL. 60540 OR 312 420-0600.

RED, WHITE & BLUE PAINTED LABEL
PEPSI-COLA BOTTLES. ALSO, ANY
RED & WHITE PAINTED LABEL
BOTTLES FROM WESTERN STATES IN
NEAR MINT TO MINT COND. CONTACT:
JOHN JONES, 780 GRAN PASEO DR.
ORLANDO, FL. 32825 OR CALL
407 273-5912

MINT! 20" PEPSI DISPLAY BOTTLE
#483 OR A MINT PLASTIC CAP FOR
THE BOTTLE. WANT NEAR MINT OR
MINT: RONCEVERTES VA AMBER
BOTTLE, GOLDSBORO AMBER BOTTLE
WILMINGTON AMBER BOTTLE, WILSON
AMBER BOTTLE, TARBORO FANCY
SCRIPT AMBER BOTTLE. CONTACT:
TERRY LUNT, 3721 REXFORD DR.,
MODESTO, CA. 95356

PLACES TO FIND PEPSI-COLA

Carnival House Antiques
17 Padanaram Rd., Danbury, CT.

Tracy Inn Antiques
1035 Central Ave., Tracy, CA.

The Chinaberry Tree
Sevierville, TN.

Pepsi Parlor
On the Square, Lynchburg, TN.

Candlelight Bookshop
Rt. 34, Oswego, IL.

Sullivan's Antiques
866 57th St., Sacramento, CA.

Pink Elephant Antiques
274 La Habra Blvd., La Habra, CA.

Elbo Antiques
5605 W. Glendale Ave., Glendale AZ.

Stodel's Antiques & Collectables
221 S. L St., Livermore, CA.

Bev's Oldies & Goodies
1186 Meyerland Plz., Houston, TX.

The Shanaska Drummer Antiques
Box 32, Rt.2, St. Peter, MN.

End of the Trails Antiques
5937 N. Greely, Portland, OR.

Smiley's Antique Mall
On I-40, Fletcher, N.C.

Nostalgia-Villa
978 The Queensway, Toronto, Canada

Wilson's Collectables
Hwy 17-92 Haines Blvd, Lake Alfred, FL.

Mikes General Store
52 St. Annes Rd, Winnipeg, Canada

Judy's Place
308 Salter St., Winnipeg, Canada

Framemakers & Antiques
418 E. 32nd St., Balto, MD.

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

FIRST-CLASS MAIL

U.S. POSTAGE

P A I D

Covina, CA 91722
Permit No. 173



WILLIAM HAMILTON
LINDA HAMILTON
1799 N. 2703 RD.
OTTAWA, IL. 61350



“... boy oh boy ... when our lips meet again.”



NEWSLETTER

post office box 1275 covina, california 91722

VOL. 5 NUMBER 6

JANUARY-FEBRUARY 1989

NEWSLETTER NOTES

Happy New Year! Let's hope we can make this the best year ever for the Pepsi-Cola Collectors Club. We have two great events planned and some very aggressive goals we want to obtain. Be part of your club, get involved, participate in '89.

The winners from the Pepsi Collectors search & circle game were, CONNIE GEORGE from Chino Hills, California and CYNTHIA CUNNINGHAM from Tilton Illinois.

PEPSI FEST '89 will be held at the Best Western Airport Inn in Indianapolis, Indiana. We have been given a room rate of \$34.95 up to 4 people per room. Although we are farther from the Fairgrounds we are right next to the Airport which should help those who are coming by air.

The PEPSI FEST '89 registration information is included with this newsletter. Please make your reservation right away, don't get left out.

On the next four pages are copies of a story board used to make a 1967 Pepsi commercial. The story board shows how each scene of the commercial will be filmed.

1989 CLUB EVENTS

PEPSI FEST 89
March 24-25 1989

PEPSI FAIR 89
July 14-15 1989

**IN THIS
ISSUE**

PEPSI-COLA COMMERCIAL STORYBOARD
PEPSI-COLA DATING GUIDE
COLLECTORS SPOTLIGHT



SOUND: MUSIC



SOUND: MUSIC



SOUND: MUSIC



SOUND: MUSIC



SOUND: MUSIC



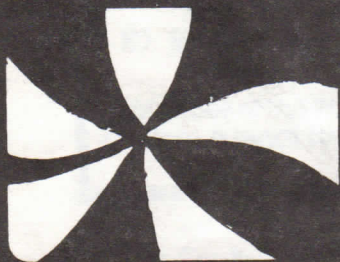
SOUND: MUSIC



SOUND: MUSIC



SOUND: MUSIC



SOUND: WIND, EXCITED VOICES



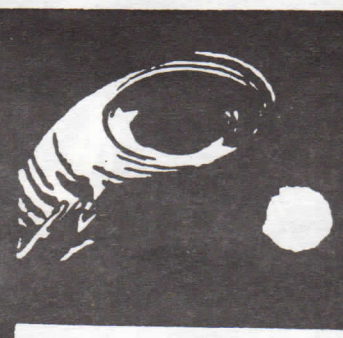
SOUND: MIX IN PEPSI THEME



SOUND: MUSIC



SOUND: MUSIC



SOUND: MUSIC

SOUND: MUSIC

SINGERS:
ANYTIME A THIRST TAKES HOLD...

PEPSI POURS IT ON!

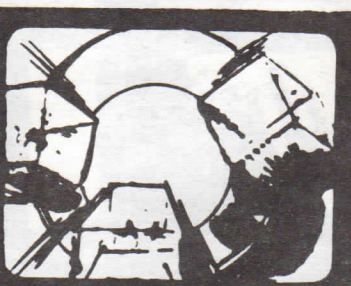


SOUND: ROAR OF CROWD

SOUND: MIX IN PEPSI THEME

SOUND: MUSIC

SOUND: MUSIC

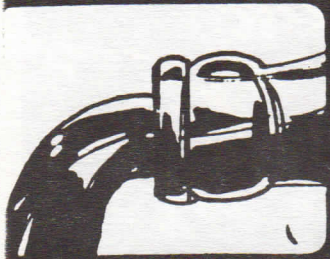


AUDIO: ANNCR: (V.O.)
How what happens when today's
generation moves out?

AUDIO: Thirst happens. And
they know how to stop it cold.

AUDIO: MUSIC: ACCENT

AUDIO: Pepsi Cola.



AUDIO: Gives you that second
wind,



AUDIO: with a tall towering
taste that won't get lost in
the cold



AUDIO: like a lot of other
colas you know.



PEPSI...



Put it to the taste.



MUSIC: POW



SINGERS:
PEPSI'S GOT THAT...



SPECIAL TASTE...



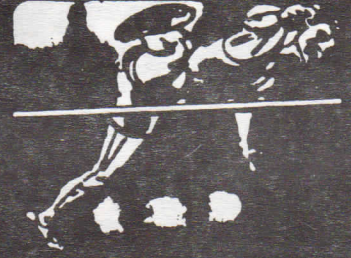
CREATED...



FOR THE COLD...



THE COLD TURNS ON...



THAT PEPSI DRIVE...



MAKES PEPSI COLA...

COME ALIVE!

TASTE...

THAT



BEATS

THE

OTHERS

COLD



AUDIO: Pepsi---Put it to the taste.



A GUIDE TO PEPSI-COLA DATING

In my capacity as Editor of the PCCC newsletter I'm constantly asked two questions how much is a Pepsi piece worth and how old is the Pepsi item. The answer to the first question is a subject to be dealt with at another time. In this article I want to discuss the dating of Pepsi memorabilia. This will only be a general guide for approximate dating of Pepsi collectibles. Exact dates can only be obtained by lengthy research.

In dating Pepsi collectibles there are several key things you need to remember. Since Pepsi-Cola Company officially recognizes 1898 as the beginning of Pepsi-Cola it is very unlikely that you'll find any item older than this date. In the early 1900's the slogans of Pepsi-Cola were associated with health and remedies for medical problems.

New Bern, North Carolina was the home of Pepsi-Cola until the 1920's. Then Richmond, Virginia became the National Headquarters until 1931 when the Pepsi-Cola trademark was purchased by the Loft Co. in New York.

As Pepsi-Cola began bottling a 12oz. bottle in 1933, sales skyrocketed resulting in more money for advertising and the beginning of the golden era of Pepsi-Cola memorabilia.

Up until 1933 Pepsi-Cola was sold at fountains or in a 6oz. bottle for a nickel. In 1933 Pepsi-Cola made a bold marketing move, switching Pepsi to a 12oz. bottle for the same price as the 6oz. bottle, a nickel.

1933 is a very important date to remember when dating items. All signs, point of purchase material and advertisements would mention the 12oz. bottle or refer to the 12oz. bottle in various ways such as; double size, 2 full servings, twice as much, the big bottle, and many others. But always referring to Pepsi giving more or having a bigger bottle than the competition.

Toward the late 1930's Pepsi began using theme colors that carried through on all advertisements. A dark blue and white background with Pepsi-Cola in red with a thin blue outline around the red letters.

In 1939 Pepsi introduced the Pepsi jingle, which contained phrases that were used as slogans on all types of signage and display material. The key phrases used were; "Hits the Spot", Twice as Much for a Nickel.

In 1940 the thin blue outline around the Pepsi letters disappeared. 1941 Pepsi switched from a generic 12oz bottle to one made for Pepsi with Pepsi-Cola blown into the glass. The bottle cap also changed from yellow to red, white and blue. By mid 1940 the red, white and blue bottle cap was used as the Pepsi-Cola logo on all types of advertising.

As the 1940's came to an end so did Pepsi's emphasis on price. The new slogans were quality, and quantity, Pepsi's best, take no less. The background colors on signs switched from dark blue to a medium blue.

In 1951 Pepsi made a major change on their logo. the double dot script, (two

hyphens between Pepsi and Cola) that had been used since 1906 was being changed to a streamlined single dot script, (one hyphen between Pepsi and cola. This is a very important key in dating Pepsi-Cola.

The 1950's began with Pepsi still using the bottle logo and the medium blue background on signage. But soon switched to a white background. By the late 1950's Pepsi was using the light refreshment slogan and yellow became the background color. In 1958 Pepsi issued the first new bottle design since 1941, this new bottle was called the Swirl bottle because of it's swirls going up the sides of the bottle.

In 1963 the bottle cap logo was modified and the script inside was shaped to block letters. The 1963 logo only lasted until 1965 when the logo was changed again, this time leaving no evidence of the old familiar bottle cap logo.

There are no hard and fast rules for dating. But by remembering some basic key facts you can determine the approximate date of any Pepsi item you own.

1. Determine era by slogans
An example: "double size" means 1933 or later.
2. Background color.
An example: med. blue background is late 40's to early 50's.
3. Logo Style.
An example: Single dot bottle cap means 1951 or later.

COLLECTORS SPOTLIGHT

William Hamilton from Ottawa, Illinois sent us a note on his Pepsi drinking habits.

"I can't remember when I first started drinking Pepsi. I celebrated my 53rd birthday today by drinking a 16oz. Pepsi-Cola with a package of peanuts mixed in the bottle. I celebrate many things by drinking Pepsi and peanuts. Come to think of it, I drink Pepsi and peanuts without any reason other than just the pure enjoyment.

During my younger years in Iowa, my Dad would bring home a 6 pack of Pepsi-Cola and some peanuts for a Saturday night treat. I don't know whether drinking Pepsi and peanuts is just an Iowa delicacy or whether others in this country enjoy this treat. Before you say "yuck" remember "don't knock it till you've tried it." While you are drinking be sure to chew the peanuts!"

Frank Carnes from Eatonton, Georgia tells us a little about himself.

Frank started collecting "a little" in 1966. He is a Dairy farmer and has never worked for Pepsi. Frank got started collecting when he found a 8oz bottle and had never seen one before.

Some of his favorite items are: Round blue Pepsi machine, 1900's tray #3 in the Pepsi book, and a cardboard sign #321 in the book.

BUY, SELL, & TRADE

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

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

HERVEY
& BADER
VEY DER



COLLECTORS' GUIDE
TO
GLASS COLLECTING



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

MYLES BADER BY JOHN HERVEY

NEW BOOK

Contains over 1000 listings and 450 photos. The most up-to-date Pepsi glass list available. Mail \$12.00 to John Hervey P.O. Box 1373 Frisco, TX 75034

THE MUSEUM OF BEVERAGE CONTAINERS & ADVERTISING

COLLECTABLES GIFT SHOP

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



NEW BOOK!! **PEPSI-COLA COLLECTIBLES** by Bill Vehling and Michael Hunt. 160 pages with over 850 items illustrated and priced. 8½"x11", cover price is \$14.95. PCCC members only! Save \$2.00, price is \$12.95 + \$1.25 postage & handling for each book for a total of \$14.20. Please enclose remittance and send to: Bill Vehling Box 41233, Indianapolis, IN 46241

The following items are available from:
Pepsi-Cola Bottling Co. of New Bern
P.O. Box 2036 New Bern, N.C. 28560.

1. Pepsi & Pete Cops (Musical wind up - plays original radio jingle) 19.95
 2. Postcard using original girl that was used in Pepsi advertising .22
 3. Mural (13" x 7") New Bern, N.C. w/brochure 15.00
 4. Mural postcard w/brochure .32
 5. 85th Anniversary Lennonx Commemorative plate (1000 made, numbered, limited supply left) 75.00
 6. Auto license plate depicting New Bern, as birthplace of Pepsi 1898 5.00
 7. Booklet titled "Brad's Drink" by Fred Rawlison, a primer for Pepsi collectors (limited supply) 4.95
 8. Pepsi-Cola can piggy banks .50
 9. Birthplace of Pepsi letterhead .15
Birthplace of Pepsi cigarette lighters 2.50
Birthplace of Pepsi hand fan with Gibson Girl on silk screen 4.00
Birthplace of Pepsi key ring 1.00
Birthplace of Pepsi emeryboard nail file .35
Birthplace of Pepsi wooden nickels .50
 10. Official postmasters of America commemorative issue in full color, limited quantity available. Send: 2.00 per postcard + postage.
- Please include postage for shipping, on the above items. We realize it can be hard to judge how much to send, but we can only advise you to use your own judgement when ordering.

HOME ARCADE WANTS TO BUY

JUKEBOXES
PINBALLS
SLOT MACHINES
OLD BARBER POLES
OLD TAVERN ITEMS



COKE MACHINES
NEON SIGNS
PHONE BOOTHS
BEER SIGNS
OLD ADVERTISING

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



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



FOR SALE

Advertising Collectors! Announcing the complete advertising catalog. Has Pepsi, RC Dr. Pepper etc. Over 200 pcs. photos, completely described. Send \$3.00. Contact: Ann Tucker P.O. Box 70127, Stockton, CA. 95207 or 209 957-3122.

 1988 Pepsi "Places of Interest To Visit on Delmarva",, 15 can sets. Also 13 can 1987 & 9 can 1986 sets plus others. Prefer to trade for Pepsi or Pepsi product items. Contact: Ed Protin, P.O. Box 1164, Clarksville, MD 21029 or call 301 531-2441

 16oz. full-Dedication Day May 27, 1983 Pepsi Now. Pepsi-Cola San Joaquin Bottling Co., Fresno., CA. mint \$10.00ea. Contact: Dave Meeks, 3418 N. Fordham, Fresno, CA. 93727 209 291-8827

 Brand new Pepsi truck from Mexico. Is 15" long, semi-truck & trailer, looks like Buddy L. Has chrome on bumpers muffler, sun roof cab. Trailer has cases of Pepsi & Pepsi machine. Modern Pepsi logos & "Es lo he Hoy". \$20.00 plus shipping. Contact: Jerry Watkinson, P.O. Box 1088 Imperial Bch., CA. 92032.

 1-gross of new Pepsi-Cola salt & Pepper shakers. 1-10 gallon syrup container \$55.00. Pepsi-Cola rulers 12" circa 70's "You've got a lot to live", \$6.00. Folding chair circa 50's #834 in Pepsi book, \$65. 1776-1976 Tray \$11.00ea. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, S.C. 29609 or 803 232-5206.

Clear embossed Pepsi bottle, on neck: Registered, on front in oval: It is against the law to sell or destroy this bottle, Pepsi-Cola Bottling Co., Jacksonville, FL., G/VG., \$24.00 ppd. Contact: bill Derrick, 424 NW 97th Terr., Gainesville, FL. 32607 or evenings 904 332-0315.

PEPSI CARTOON GLASSES
 1973 WARNER BROS., INC. 12 oz.

- | | |
|-----------------------|---------------|
| 1 - "WILE E. COYOTE" | BLACK WRITING |
| 6 - "WILE E. COYOTE" | WHITE WRITING |
| 3 - "DAFFY DUCK" | BLACK WRITING |
| 1 - "DAFFY DUCK" | WHITE WRITING |
| 5 - "PORKY PIG" | BLACK WRITING |
| 4 - "PEPÉ LE PEW" | WHITE WRITING |
| 3 - "TWEETY" | WHITE WRITING |
| 5 - "YOSEMITE SAM" | WHITE WRITING |
| 4 - "SPEEDY GONZALES" | WHITE WRITING |
| 3 - "PETUNIA PIG" | WHITE WRITING |
| 3 - "ELMER FUDD" | WHITE WRITING |
| 4 - "ROAD RUNNER" | BLACK WRITING |
| 3 - "TASMANIAN DEVIL" | WHITE WRITING |
| 3 - "SYLVESTER" | BLACK WRITING |
| 2 - "BUGS BUNNY" | BLACK WRITING |
| 1 - "BUGS BUNNY" | WHITE WRITING |
| 3 - "BEAKY BUZZARD" | WHITE WRITING |

PEPSI CARTOON GLASSES
 1976 WARNER BROS., INC. 12 oz.

- | |
|---------------------------------------|
| 2 - DAFFY DUCK AND TASMANIAN DEVIL |
| 3 - CHICKEN HAWK AND BREWSTER ROOSTER |
| 3 - PORKY PIG AND TASMANIAN DEVIL |
| 2 - TWEETY AND SYLVESTER |
| 2 - DAFFY DUCK AND PEPÉ LE PEW |
| 3 - PORKY PIG AND PETUNIA PIG |
| 1 - ROAD RUNNER AND WILE E. COYOTE |

ALL PEPSI UNLESS OTHERWISE STATED. CARTOON GLASSES \$2.00 EACH PLUS POSTAGE. ALL OTHERS AS MARKED EACH PLUS POSTAGE. CALL OR WRITE:

JIM SOUTH
 P.O. BOX 672
 DREXEL, N.C. 28619
 PHONE: 1-704-437-5563

FOR SALE:

Plastic cars from Mexico Road race. All with Pepsi decals & number 11. Yellow Trans Am 18", Chevy 9", & blue & yellow VW Van support car 11". All nice. Other Mex. trucks. Ford blue & white cab over delivery, 12 cases, big tires 11". '70's Chevy step van Pepsi truck. Doors that open, chrome rack on top, side mirrors, etc., about 10". Small enclosed Pepsi truck 4 1/2" with nice Pepsi decals. Prices in order listed are \$12.50, \$5, \$8, \$8, \$10, & \$2.50.

Blue Ice Chest #128 in Vehling book, nearly perfect, \$45. 1940's clock #142, some minor stain on face otherwise very good, \$75 or best offer, Tin opener, 1930's, #655, \$25. Wire opener 661, \$2.50. Photo available on clock and cooler. 20% for shipping.

JERRY WATKINSON
P.O. Box 1088
Imperial Beach, CA 92032

WANTED

PEPSI-COLA TOY TRUCKS/CARS , OLD OR CURRENT IN GOOD/MINT COND., ALL SCALES. CONTACT: CHARLES EHLERS, P.O. BOX 1186, YONKERS NEW YORK. 10702

SPECIAL ISSUE PEPSI CANS FROM YOUR AREA. I HAVE MANY CANS FOR TRADE. ALSO, COLLECT OTHER BRAND SPECIAL ISSUES. CONTACT: DAVE BRACKETT, 1124 TYLER ST., FAIRFIELD, CA. 94533 OR 707 426-5553

A TIFFANY STYLE PEPSI LAMP TO HANG OVER GAME TABLE. ANY VINTAGE. CONTACT: DIANNE MEMLER, 1112 MONTEREY CTR., NAPERVILLE, IL. 60540 OR 312 420-0600.

Michael Jackson Bad Tour Pepsi jacket. Also interested in any Michael Jackson/Pepsi promo standups, displays, posters etc. Contact: Melissa Strecker 1255 N. Sandburg Terr., #1007, Chicago, IL. 60610.

I would like to buy from you, any calendars of Pepsi-Cola for 1989 of any shape. Contact Jean-Claude Labrecque, P.O. Box 5246, Montreal, Quebec, Canada H2X-3M4.

Lady in Blue lithograph by Rolf Armstrong, 25"x31" item #313 in Pepsi book. Desire a very nice one. Send photo, description and price in first letter to: Terry Lunt, 3721 Rexford Dr., Modesto, CA. 95356 or evenings 209 576-0223.

Would like to correspond with other Pepsi can collectors and trade special issue Texas Pepsi cans for cans from your area. Have large trade list, will send on request. Will buy and sell cola cans of all brands if you have nothing to trade. Contact: Carr M. Suter 111 W. Woodbury, Garland, TX. 75041 or 214 278-4411.

Special issue Pepsi cans from your area. I have many cans for trade. Also collect other brand special issues to trade. Please write, all letters answered. Contact: Dave Brackett, 1124 Tyler St., Fairfield, CA. 94533 or call 707 426-5553.

Red, white & blue painted label Pepsi-Cola bottles. Also, any red and white painted label bottles from Western States in near mint or mint condition. Contact: John Jones, 780 Gran Paseo Dr., Orlando, FL. 32825 or call 407 273-5912.

WANTED/TRADE

LOOKING TO BUY OR TRADE PEPSI
CARTOON OR CHARACTER GLASSES,
FOR DOUBLES THAT I HAVE OR
OTHER PEPSI ITEMS. CONTACT:
GEORGE BOUCHARD, 33 WESTMINSTER
ST., FALL RIVER, MA. 02721

PEPSI TIFFANY-STYLE LAMP TO
HANG OVER BILLIARD TABLE.
CONTACT: JOE BROWN, 27 ALMOND
TREE LN., IRVINE, CA. 92715
OR (714) 786-8683

COLLECTOR GLASS PRICE GUIDE

Contemporary Fast-Food and
Drinking Glass Collectibles

by Mark E. Chase and
Michael J. Kelly

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

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

Send \$16.95 (postage paid) to:

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

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

PLACES TO FIND PEPSI-COLA

Carnival House Antiques
17 Padanaram Rd., Danbury, CT.

Tracy Inn Antiques
1035 Central Ave., Tracy, CA.

The Chinaberry Tree
Sevierville, TN.

Pepsi Parlor
On the Square, Lynchburg, TN.

Candlelight Bookshop
Rt. 34, Oswego, IL.

Sullivan's Antiques
866 57th St., Sacramento, CA.

Pink Elephant Antiques
274 La Habra Blvd., La Habra, CA.

Elbo Antiques
5605 W. Glendale Ave., Glendale AZ.

Stodel's Antiques & Collectables
221 S. L St., Livermore, CA.

Bev's Oldies & Goodies
1186 Meyerland Plz., Houston, TX.

The Shanaska Drummer Antiques
Box 32, Rt.2, St. Peter, MN.

End of the Trails Antiques
5937 N. Greely, Portland, OR.

Smiley's Antique Mall
On I-40, Fletcher, N.C.

Nostalgia-Villa
978 The Queensway, Toronto, Canada

Wilson's Collectables
Hwy 17-92 Haines Blvd, Lake Alfred, FL.

Mikes General Store
52 St. Annes Rd, Winnipeg, Canada

Judy's Place
308 Salter St., Winnipeg, Canada

Framemakers & Antiques
418 E. 32nd St., Balto, MD.

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



say "Pepsi, please"

E



F



G



H



I

A) 3x5 PCCC Decal, red, white & blue
\$1.50ea. ppd.

B) Playing cards w/Pepsi Fest '88
logo. \$5.00ea. ppd.

C) PCCC Pin-back button. \$2.00ea. ppd.

E) Say "Pepsi Please" badge. \$1.50ea. ppd.

F) 1987 Pepsi Fair Lapel pin.
\$3.50ea. ppd.

G) PCCC Lapel pin. \$3.50ea. ppd.

H) Pepsi logo pin-back button.
\$2.00ea. ppd.

I) Pepsi Fest '87 pin-back button
\$2.00ea. ppd.

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

North Carolina Department of Cultural Resources



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