

# PEPSI

## MEMORABILIA

*...then and now*



PHIL DILLMAN  
LARRY WOESTMAN

AN UNAUTHORIZED HANDBOOK AND PRICE GUIDE



A Schiffer Book for Collectors



# Pepsi<sup>®</sup>

## Memorabilia Then and Now



*An Unauthorized Handbook and Price Guide*

Phil Dillman  
& Larry Woestman



4880 Lower Valley Road, Atglen, PA 19310 USA



# Dedication

To the families of Phil and Larry for their patience and tolerance of a passion that exceeds that of a typical collector, and to the many Pepsi collectors that have become our friends for life.



*Title Page and Back Cover: Artwork courtesy of Randy Schwentker*

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Library of Congress Catalog Card Number: 99-69800

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Book Design by Anne Davidsen  
Type set in Impress /Zurich

ISBN: 0-7643-1105-0

Printed in China  
1 2 3 4

Published by Schiffer Publishing Ltd.  
4880 Lower Valley Road  
Atglen, PA 19310  
Phone: (610) 593-1777; Fax: (610) 593-2002  
E-mail: Schifferbk@aol.com  
Please visit our web site catalog at  
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E-mail: Bushwd@aol.com  
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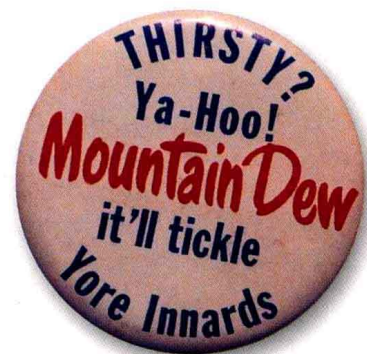
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# Acknowledgments

This book would not be nearly as interesting if not for the input of the following people:

Roger and Janet Blad  
Dick Bridgforth  
Wayne Burgess  
Weylin Buzby  
Chris Dimitt  
John Hantz  
John D. Kennedy  
Russ and Betty Kimbler  
Kaye LeMahieu  
Mike Noll  
Randy Schwentker  
Brian Sheeler  
Ron and Kathy Stines  
Bob Stoddard  
Lenny and Laura Vigna  
Karen Weaver

*In Memory of Richard (Dick) Kehn*



## Preface

If this is your first book on Pepsi collectibles—Welcome! Currently, we know of six books already available regarding Pepsi collectibles, not including the books that just cover bottles. Since each of these books are meant as guides to help Pepsi collectors date and value their pieces, and because these books are fairly simple to use, we felt it would be helpful to follow basically the same guidelines as previously established. However, not included in these guides were many pieces that had yet to be catalogued. Therefore, you will find very few of the items in our book in any of the other books. We also believe there are plenty of other recent items out there that should be considered “collectibles” due to their limited production or distribution; many of those items are included here as well. We think most of the users of this guide will appreciate the inclusion and history of the many different flavors sold by Pepsi during their first 100 years in existence.

There is only one abbreviation in this book that we need to explain, ACL—Applied Color Label—which refers to the labels painted on bottles.

Having said all that, we could each use a nice, cold Pepsi. Care to join us?



# Important Information

## Collectors Club

The Pepsi-Collectors Club offers a great forum for the buying, selling, and trading of Pepsi collectibles. Members receive a bi-monthly newsletter, information about annual Pepsi Fest events, and opportunities to acquire special limited edition club commemorative items, plus the ability to network with collectors nationwide and internationally. If interested in membership, please write to the below address for a Membership Application.

Pepsi-Cola Collectors Club  
P.O. Box 817  
Claremont, CA 91711

## Pepsi's 100<sup>th</sup> Anniversary

As most Pepsi collectors already know, 1998 marked the 100<sup>th</sup> anniversary of the drink Pepsi-Cola. Many of the items shown in this book were only available at the 100<sup>th</sup> anniversary celebration in New Bern, North Carolina, and some of these items were extremely limited in production. Since these items are so new, the value shown is the amount paid for each item in 1998.

## Reproduction and Fantasy Items

With all of the reproduction items appearing at various shows and flea markets lately, we need to address this issue.

Reproductions are copies of original items. Some of these items include the 1909 watch fob with U6705 on the back, the 27-inch aluminum bottle cap sign, and the die-cut aluminum bottle sign, each being re-issued by Stout Sign Company. There are also many 1940s cardboard signs being reproduced.

Fantasy items are those created using old logos to make an item that previously never existed. The best example of this is the red thermometer with a bottle cap logo at the top and bottom. THE RED THERMOMETERS ARE NOT OLD. They were produced during the late 1980s and early 1990s by Taylor Environmental Instruments out of Fletcher, North Carolina, and assembled in Mexico. Another item would be the rectangular sign with the 1950s bottle, a yellow background, and 5c. None of those three items belong together on the same sign.

Of course, it's okay to have these items in your collection as long as you understand that they are not originals. If you aren't sure if an item is an original, call a fellow collector and ask if they are familiar with the item. Otherwise, have the dealer guarantee the item with the option of returning it.

For further examples of reproductions and fantasy items, refer to some of the Pepsi collectibles web sites on the Internet.

## Test and Prototype Items

We are certain that not everyone will agree with the values assigned to the test or prototype pieces; however, there are so few of any of these pieces around that you should expect to pay a substantial amount for these items, if you can find them. Many of these type items are listed in this book with the word "RARE" in place of the price. Based on what collectors have paid for some of these items, and only as a general reference, the values of these pieces can range from \$200.00 each to more than \$1,000.00 each.

## Pepsi Stuff

The Pepsi Stuff promotion began in 1996 and created the opportunity for the packaging on Pepsi and Diet Pepsi to be saved for points, which could in turn be redeemed for free "stuff" such as Pepsi T-shirts, hats, phone cards, patches, beach chairs, duffel bags, etc. In 1997, Pepsico also included Mountain Dew "stuff," with points printed on Mountain Dew and Diet Mountain Dew packaging as well as Pepsi and Diet Pepsi packaging.

## Mountain Dew

*The following information was provided by Dick Bridgforth and Wayne Burgess.*

Mountain Dew is one of the most successful flavors in Pepsi-Cola's line-up. The sales of Mountain Dew have seen phenomenal growth since it was purchased by Pepsi. Because of its popularity, the second year of the "Pepsi Stuff" promotion included Mountain Dew items as well.

Many people include Mountain Dew in their Pepsi collecting, with the most sought after items being those that picture the hillbilly. This also includes the early Mountain Dew bottles, the first of which was produced in 1951. What many people don't realize is that the original flavor of Mountain Dew actually tasted like 7-Up. It was reformulated in 1962 to its current flavor. Then, on September 2, 1964, The Pepsi-Cola Company purchased all of the capital stock of Tip Corp., owner of Mountain Dew. Tip continued to market Mountain Dew as a wholly-owned subsidiary of Pepsico. On December 30, 1965, Pepsico acquired all of the assets of Tip, including the trademark "Mountain Dew," and the rest is history.

## Name Bottles

Mountain Dew name bottles came in seven sizes. Of the approximately 1000 known, early bottles, most are the 10-ounce size. Other sizes include 7, 8, 8  $\frac{3}{4}$ , 9, 12, 16, and 24 ounce. All of the bottles are green except for the very first "by BARNEY and ALLY" bottles, which are clear.

As of fall of 1999, 721 unique Mountain Dew name bottles had been catalogued with various names on them. Early Mountain Dew bottles included the names of salemen, managers, bottling plant owners, etc. The majority of the bottles (550) have one or two names on them. Only a few (14) have five or more names. Other bottles (71) feature the names of towns or counties. There is even one named for Good Time Charlie, a dog.

Since this list is always growing as new name bottles are discovered, it is best to check out the Mountain Dew Bottle Collectors Home Page on the Internet from time to time.



# Pepsi Flavors

While it is true that the main concern of Pepsico and their competitors are their cola drinks, the fact is, not everyone likes cola. Even those that do like cola sometimes prefer a change. That's why most cola makers also provide a line of flavored drinks. By offering their customers a choice, the companies increase both their overall beverage per capita sales numbers and market share. They also increase their chances for customer brand loyalty. For example, a Pepsi drinker who desires a root beer will probably choose Mug, since it is made by the same company and, moreover, it is usually sold in close proximity to Pepsi. Obviously, this isn't always the case; but with the right advertising and product placement, brand loyalty increases. Since this is true for every soda company, the "cola wars" have escalated into the "beverage wars." To this end, the market has been saturated with more flavors than you would believe, with variations of existing flavors, combined flavors, and flavors never before imagined. Many early soda bottlers actually added Pepsi-Cola to their line-up as simply one more flavor to sell. Since cola drinks were still fairly new, other flavors such as orange and grape were the principle beverages. As colas became more popular, however, flavors took a back seat and cola became the priority.

**Evervess**, a sparkling water, could be considered Pepsi-Cola's first "flavor;" introduced in 1946, it could be used as a drink mixer as well as a beverage worth drinking by itself. **Teem**, however, would have to be the company's first true flavor, a lemon-lime drink introduced in 1959.

In 1960, the **Patio** brand was created to market various flavors such as **orange, grape, root beer, strawberry, ginger ale, club soda, red cream, red cherry, grapefruit**, and **tonic water**. 1963 saw the test-marketing of **Patio Diet Cola**. Although sales of this flavor were respectable, The Pepsi-Cola Company could not comfortably afford the cost of advertising for additional products. So partly out of necessity, in 1964, the name of Patio Diet Cola was changed to **Diet Pepsi-Cola** and was advertised right alongside Pepsi. 1964 also saw the addition of **Mountain Dew** to the line-up, along with the test-marketing of **Sugar Free Teem**.

Other experimental flavors were test-marketed during the 1960s: with **Devil Shake**, a chocolate drink in 1966; **Tropic Surf**, a clear, dietary citrus beverage, in 1967; **Pepsi Snoball**, a frozen sippin' ice, also in 1967; and **Skandi**, a lemon-flavored diet cola, again, in 1967.

It was also during this time that John Sculley, president of Pepsi-Cola from 1977 to 1983, developed some dramatically different flavors with an Oriental motif, such as mandarin orange and cherry blossom. These flavors were certainly innovative and very much ahead of their time. And, while these flavors had possibilities, Sculley, and others working on this project, learned that the other cola company from Atlanta had somehow obtained drawings of these products and their formulas; thus, the entire project was scrapped.

In the mid-1970s, **Sugar Free Mountain Dew** was test-marketed. The next entry into this category was **Pepsi Light**. Introduced in 1976, it was Diet Pepsi with a twist of lemon. It went national in 1979. **On-Tap Root Beer** began its test-market in Milwaukee in August of 1977. A 1978 test market flavor was **Aspen**. Tested in Los Angeles, this was a clear soda "with a snap of apple."

**Pepsi Free** and **Sugar Free Pepsi Free** made their debut in 1981 and went national in 1983 to help fulfill a public demand for caffeine-free drinks. **Lemon Lime Slice** and **Diet Lemon Lime Slice** were added in 1984, each flavor boasting 10% real fruit juices.



1986 was a busy year for Pepsi with the addition of **Mandarin Orange Slice**, **Diet Mandarin Orange Slice**, **Apple Slice**, **Diet Apple Slice**, **Cherry Cola Slice**, and **Diet Cherry Cola Slice**. Also in 1986, Pepsico purchased **Mug Root Beer** and **Diet Mug Root Beer** to replace On-Tap. **Diet Mountain Dew** hit the scene in 1987. Also in 1987, **Pepsi A.M.** and **Diet Pepsi A.M.** (though unsuccessful in the attempt) addressed the people who prefer to drink Pepsi in the morning. These drinks contained more caffeine and less carbonation. **Jake's Diet Cola** was test-marketed in 1987 in Jacksonville, Seattle, and Indianapolis.

**Wild Cherry Pepsi** and **Diet Wild Cherry Pepsi** replaced Cherry Cola Slice and Diet Cherry Cola Slice in 1988. That same year, **Mountain Dew Red** and **Diet Mountain Dew Red** were test-marketed in Birmingham, Alabama, but never made it past the test-market stage. Also in 1988, Pepsi Free and Diet Pepsi Free were renamed **Caffeine Free Pepsi** and **Caffeine Free Diet Pepsi**.

Another variation on Mountain Dew was tested in 1989 and called **Mountain Dew Sport**. There was also a two-calorie version called **Mountain Dew Diet Sport**. Although these flavors realized only modest success, they helped set the stage for a new line of Pepsi products known as "All Sport."

The **H2OH!** line of flavors was introduced in 1989 and consisted of **Lemon Lime**, **Berry Splash**, **Orange**, and **Sparkling Water**.

Another flavor variation came with the 1989 reformulation of Orange Slice and Lemon Lime Slice. The 10% real fruit juices were dropped and the package graphics were changed. Two more flavors added in 1989 were **Mug Cream Soda** and **Diet Mug Cream Soda**.

The 1991 introduction of the "Wild Ones" provided an interesting new twist to Pepsi: **Raging Razzberry Pepsi**, **Diet Raging Razzberry Pepsi**, **Strawberry Burst Pepsi**, **Tropical Chill Pepsi**, and **Diet Tropical Chill Pepsi**. According to a Pepsi publication, Raging Razzberry was tested in Peoria, Illinois, and in Sacramento, California, along with Strawberry Burst and Tropical Chill; while all three flavors and their diet counterparts were tested in Tulsa, Oklahoma. As of this book's publication, a diet version of Strawberry Burst has yet to be verified.

**All Sport** isotonic drinks were introduced in 1991. As of 1999, these flavors included **Lemon Lime**, **Grape**, **Orange**, **Fruit Punch**, **Blue Ice**, **Cherry Slam**, **Raspberry Burst**, and **Extreme Watermelon**.

In 1992, one of the most innovative drinks of the decade was welcomed with great fanfare and extensive media coverage, the clear cola drink called **Crystal Pepsi**. Along with **Diet Crystal Pepsi**, these colas answered a new consumer demand for purity. Unfortunately, these drinks didn't taste like Pepsi, which most folks had expected, and, after a little more than a year, Crystal Pepsi was reformulated. Also during 1992, **Grape Slice** and **Strawberry Slice** were introduced to the public.

**Pineapple Slice** was introduced in 1993.

**Caffeine Free Mountain Dew** and **Caffeine Free Diet Mountain Dew** were added in 1994. Also in 1994, Pepsi joined the growing bottled water market with **Aquafina**. The reformulated version of Crystal Pepsi was released as **Crystal...from the makers of Pepsi**, available only in regular. Sadly, it realized even less success than Crystal Pepsi.

A U.S. version of Pepsi Max was tested in Florida under the name **Pepsi XL** (excellent taste, less sugar) during April of 1995. Again, the test market was the end of the line for this particular flavor. **Josta** also hit the scene in 1995. It was a very sweet, highly carbonated beverage made with Guarana berries (which in some countries are considered an aphrodisiac) and lots of caffeine. (It lasted until 1999.)



**Pepsi Kona Coffee Cola** and **Diet Pepsi Kona Coffee Cola** were tested in Philadelphia in May and June of 1996. This unique cola drink combined the tastes of Pepsi and coffee beans grown in Kona, Hawaii.

1998 saw the beginning of two new Pepsi products: **Storm**, a lemon-lime drink with caffeine and virtually no aftertaste, and **Pepsi One**, a one-calorie cola designed to taste more like regular Pepsi than Diet Pepsi.

A diet version of Storm called **Light Storm** was released in 1999.

Pepsico also has a few flavors that are only available outside of the United States. Introduced in 1957, **Mirinda** remains a very successful orange drink for Pepsi-Cola International. In 1992, a West Malaysia Pepsi bottler introduced four new Mirinda flavors: **Grape**, **Pineapple**, **Krim V**, and **Apple**.

1993 saw the International release of **Pepsi Max**. This cola tasted similar to Pepsi but has only 1/3 of the calories. It has not been sold in the U.S. as it contains a sweetener not approved by the U.S.F.D.A. (United States Food and Drug Administration).

**Kas** is a line of flavored drinks that was acquired from Spain in 1993.

Pepsico owns **7-Up** worldwide, except in the United States, through a 1986 purchase. Pepsico has also distributed original and/or reformulated versions of **Evervess**, **Skandi**, and **Teem** throughout various countries outside of the U.S. at different times during the 1970s, '80s, and '90s.

Back in the U.S., during the late 1980s, Pepsico decided to revive Pepsi Sno-Ball, a slush-type drink, under the name **Pepsicle**, available in both Pepsi and Mountain Dew flavors. However, due to legal challenges against the use of that name, the flavors were released during the early 1990s with the names **Pepsi Freeze** and **Mountain Dew Freeze**.

One oddity in the world of flavors is the non-drink items. In 1998, there was a gumball machine-type of candy called Slice that was marketed by Pepsico.

We have listed all of the flavors with which we are familiar. Other flavors that we know to exist, but have little information on, are listed below. Please let us know of any flavors we may have missed or are unaware of.

**Cherry Pepsi** (Canada)

**Lemon Pepsi** (possible predecessor of Pepsi Light)

**Dr. Slice** (U.S.)

**Strawberry Pepsi** and **Tropical Pepsi** (England)

**Schwip Schwap** (Germany)

**Paso de las Toros**

## Odds and Ends

The Crystal tank car #4205 listed as "also available" on the New Pepsi Generation train set was never produced.

There were a number of items put out by Pepsi that incorrectly match the year of 1940 with the single dot script logo, which did not exist until 1951.

The book *Twelve Full Ounces* was printed first in 1962, and again in 1964, with the latter version including an addendum.

# Audio/Visual



001 Training record, c.1940s, 16", \$25.00



002 Record, *Rationing*, c.1940s, 12", \$20.00

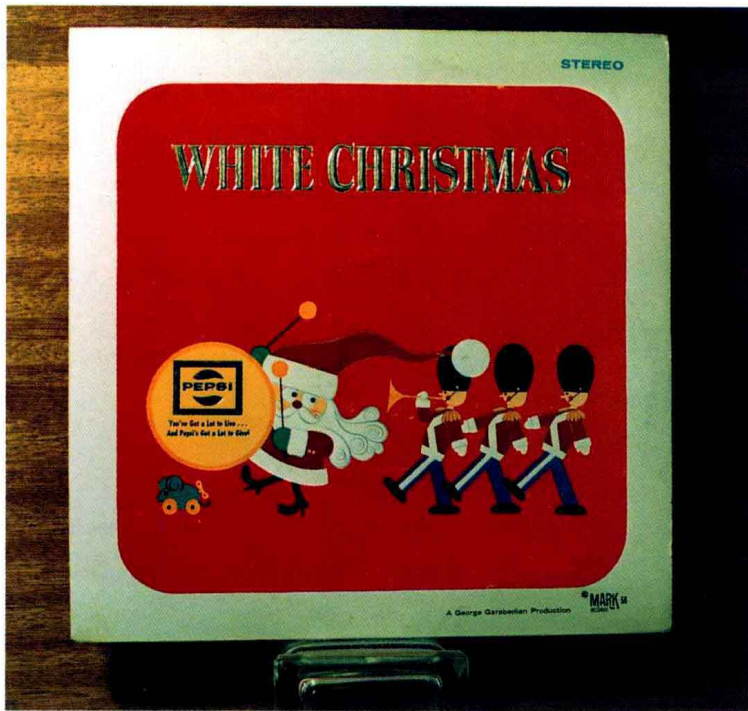


003 Record, sound effects, 1960, 10", \$20.00



004 Record, c.1980s, 7", \$10.00





005 Record, Christmas music, c.1960s, 12", \$10.00



006 Record, Story—A Christmas Carol, c.1970s, 12", \$10.00



007 Record, radio broadcast of Superman, c.1970s, 12", \$10.00

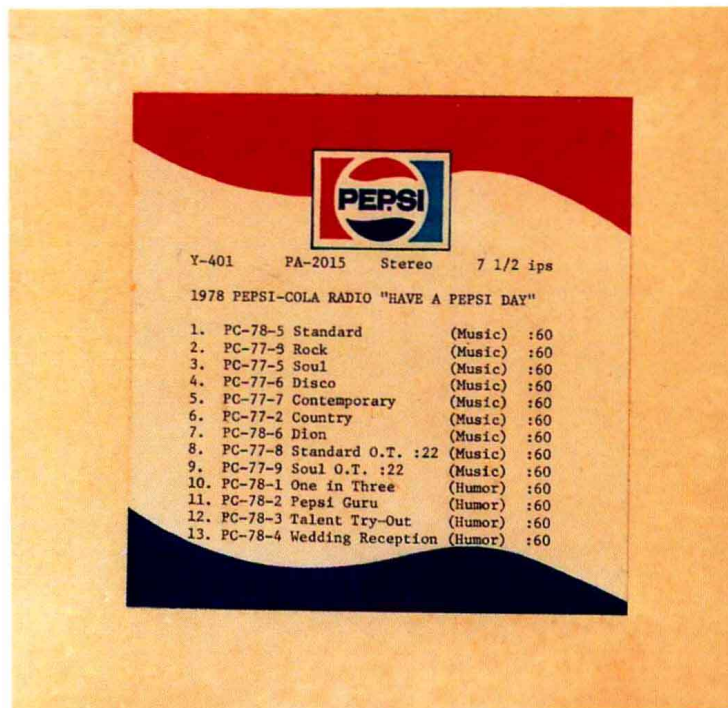


008 Record with film strips, employee training, c.1960s, 12", \$30.00 each

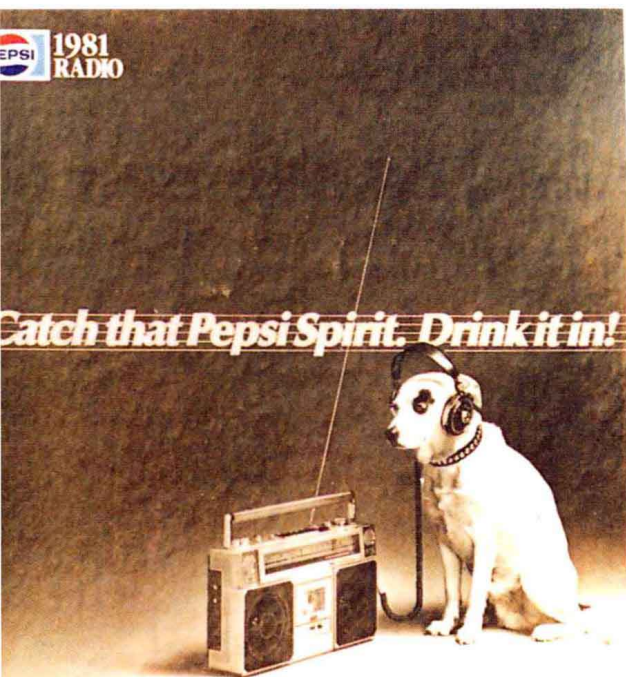




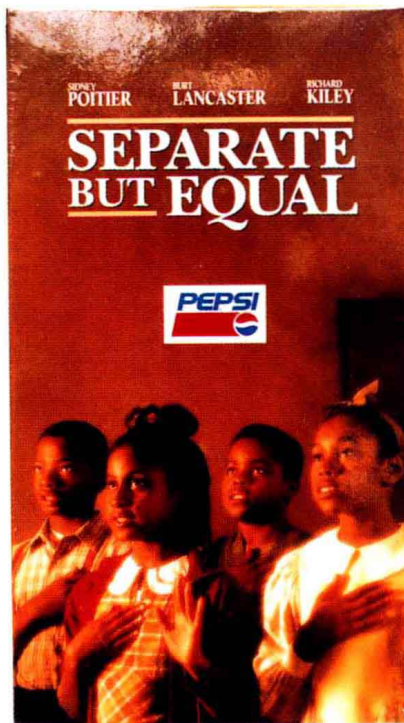
009 Record, commercials, 1977, 12", \$20.00



011 Reel to reel tape, commercials, 1978, 7", \$5.00



010 Record, commercials, 1981, 12", \$20.00

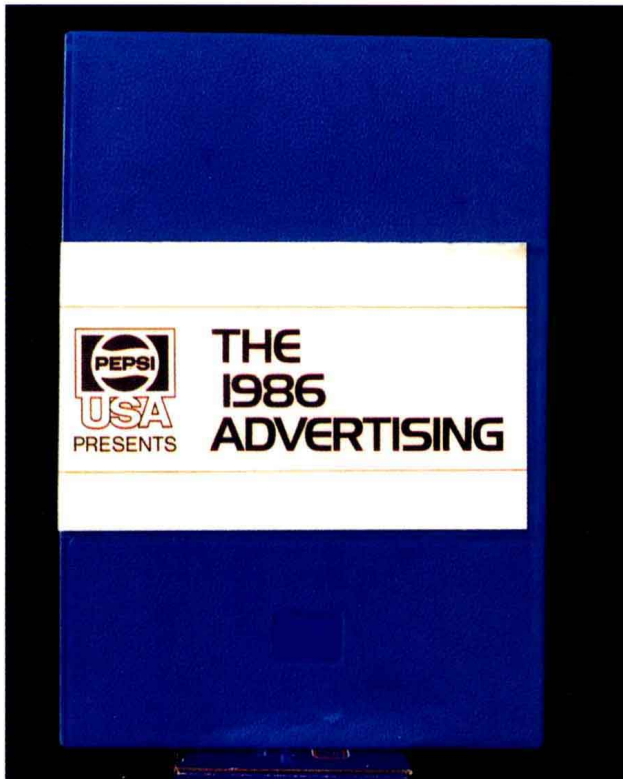


012 Video tape, movie, c.1990s, VHS, \$5.00



013 Video tape, bottler's preview, 1992, VHS, \$5.00



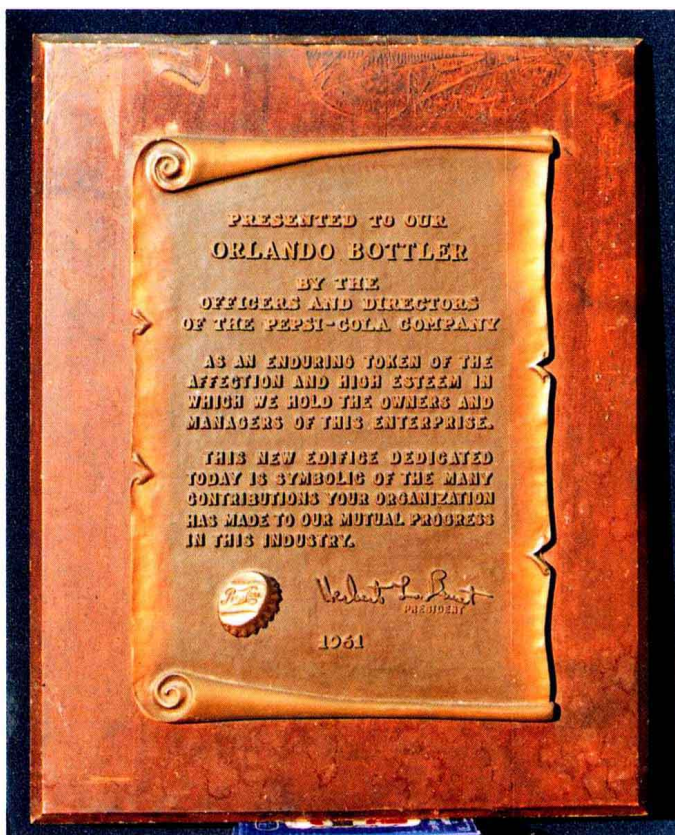


014 Video tape, commercials, 1986, 3/4" format, \$10.00



015 Mini record player and record card, 1980, \$150.00

## Awards



016 Plant opening plaque, brass on wood, 1961, 13.75" x 17.75", \$250.00



017 Travel award, ceramic tile and wood, 1962, 10" x 10", \$30.00