



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 16, Number 5

Nov.-Dec. 1999

Goza El Sabor!

1999 has been an exciting year, with forest fires, earthquakes, and hurricanes hitting the nation. I hope that these natural catastrophes did not occur too close to anyone in the PCCC. As the holidays approach, we are busily planning Pepsi Fest 2000. This will be our 14th Pepsi Fest event, and we hope to make it the best ever. The key to making this happen is being able to anticipate how many people will be attending. So, please make your reservations with the hotel as soon as possible, and send in your Fest registration form promptly! The hotel informs me that they have already been receiving calls to reserve rooms. There is a good chance that the hotel will, once again, be sold out by the time Pepsi Fest rolls around. If you have any trouble with your room reservations, do not hesitate to call Bob Stoddard at (909)946-6026. We

will do whatever we can to accommodate all members. Once again, Pepsi Fest 2000 will be held at the Holiday Inn in Indianapolis on March 16 - 18th. Club registration information, hotel information, and Pepsi Fest 2000 schedule are included in this newsletter.

If you have not attended a Pepsi Fest before, please do not feel intimidated. It is a fun, informal event. If you love Pepsi, and you collect Pepsi memorabilia, then you'll fit in just fine! The main objective of Pepsi Fest is to have fun, make new friends, and find some great stuff to add to your collection. If this is something that interests you, you should attend Pepsi Fest 2000. Start the new millennium right by attending the best Pepsi collector's event in the world - Pepsi Fest! Pepsi Fest is sponsored by the PCCC for the membership of the PCCC.

Look for a new Pepsi commercial featuring pop star Ricky Martin. Martin is currently one of the most popular Latino performers in the world, which is one of the reasons that Pepsi chose him to support their new advertising campaign aimed at the Hispanic market. The new ad campaign will take Joy of Cola, also known as Goza El Sabor, to the Latino market. In the commercial, Martin will perform the Goza El Sabor song. This should be playing currently in various parts of the country.

After a year and half of leading Pepsi-Cola North America, Phil Marineau is stepping down. Gary Rodkin, formerly of Tropicana, also owned by PepsiCo, will become the new President of Pepsi-Cola North America.

Best wishes to you and your family during the holiday season!

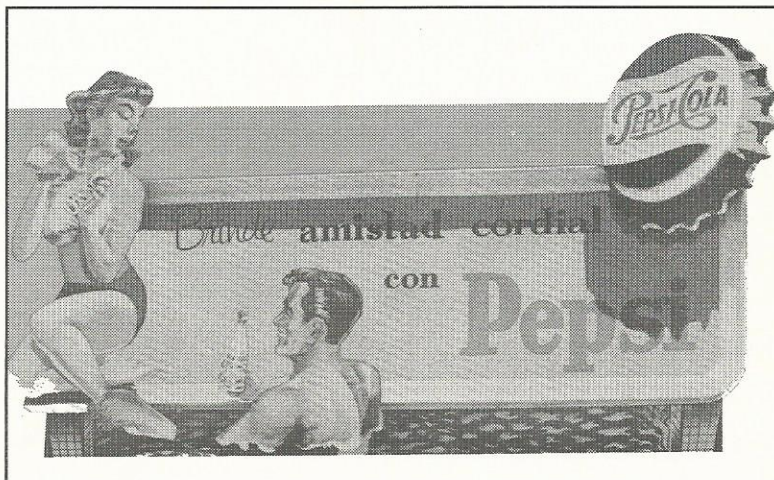
Inside This Issue

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Memorabilia**

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1961 International Pepsi Billboard

Chapter News

from Phil Dillman

While I haven't heard anything negative, I should probably ask anyway. Does anyone have any complaints or suggestions regarding local chapters? If so, please let me know. (708)798-0404 or PD62Pepsi@aol.com.

Because last year's Chapters Meeting and Chapters Show-and-Tell went so well, we're going to do it again. We will start with a representative from each chapter giving a brief description of how their chapter was started, how often you meet, etc. This information can give the other chapters possible ideas for changes or improvements for their chapter, and it can also help any other members that want to start chapters.

Immediately following this meeting, in the same room, will be the chapters show-and-tell. This is an opportunity for each chapter to create a display of Pepsi collectibles consisting of items from that chapter's members. A theme isn't necessary, but I think it adds strength to a chapter's display. Last year, the Chicago Connection Chapter showed items from Pepsi's beginnings through 1950. This year, we will cover the era of 1951-1961. Also last year, the Show-Me Club had an impressive display of post cards, each one having Pepsi on it. The Southern California Chapter showed a complete set of foil signs along with a great salesman's manual and some large display magnets. I thought it was exciting, and it's a great way to have all of your chapter members involved. Each chapter will have a couple of tables in the room to set up their display, setting up just before the start of the meeting.

Meanwhile, the Chicago Connection Chapter will be having their Annual Christmas party on Saturday, December 11, 1999, at 6:00 p.m. in Midlothian, IL. Call Phil Dillman for more information.

The Iowa Chapter will be having a swap meet on Saturday, February 12, 2000, at the Holiday Inn in Little Amana, IA. For more information, call Terry Brennan at (515)263-0051 or pepsicola-1@juno.com.

Local Chapters

Joining a local chapter can be a fun and rewarding experience for any Pepsi collector. Getting to know the collectors that live close to you can create new friendships and increase your opportunity to "Be Sociable!" Knowing other collectors in your area can increase your contacts of people who have Pepsi memorabilia. Additionally, you will have an excellent network of people to trade with. This can only aid you in building your Pepsi collection. Other collectors are a great resource of information about dates, rarity,

and what reproductions to look for. These and many other benefits come from participating in a local Pepsi chapter.

If you are not currently in a Chapter and would like to join one, contact Phil Dillman. If there is no Chapter in your area, I am sure Phil will explain to you how to get one started.

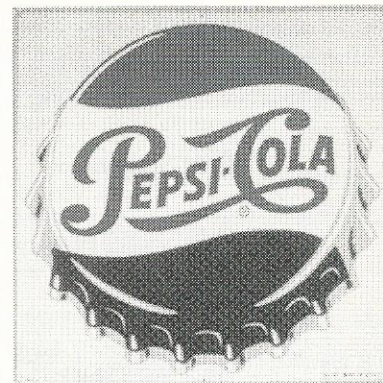
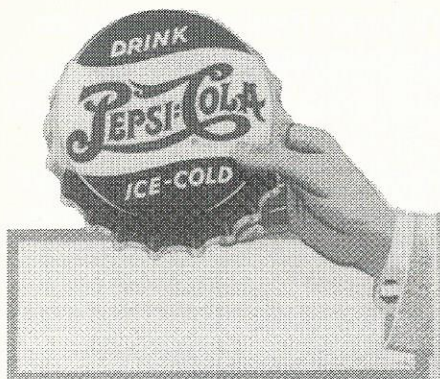
Future Club Events

Pepsi Fest 2000
Indianapolis, IN
March 16th-18th, 2000

Summer in New Bern
New Bern, North Carolina
Summer of 2000

Pepsi Celebration
Las Vegas, Nevada
November, 2000

REPRODUCTIONS



This is a warning to Pepsi collectors to be careful when buying signs that are like the above Pepsi signs. These signs are currently being sold by dealers around the country. They are all reproductions of original signs. It is my opinion that there is nothing wrong with purchasing reproductions, as long as the buyer knows they are not originals.

One of the reproductions to watch for is a 1906 gallon jug with a paper label on it. This is new and in fact, is not a reproduction, because Pepsi never had gallon bottles like this.

Remember the best rule when buying any collectible - get the authenticity guaranteed in writing.

Pepsi's Biggest Moments in the 20th Century



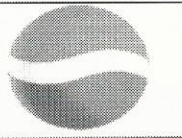

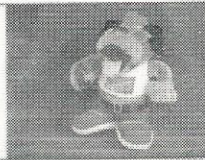


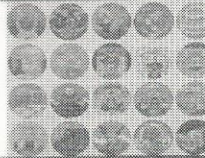
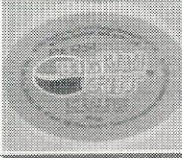

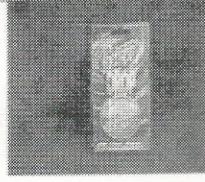
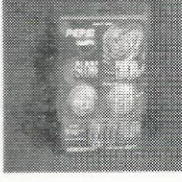
1. 1905 - Caleb Bradham offers Pepsi-Cola in bottles.
2. 1934 - Pepsi is sold in 12 ounce bottles for 5 cents.
3. 1939 - Pepsi Jingle introduced and becomes instantly popular.
4. 1953 - Al Steele changes the Pepsi formula to contain less sugar. "The Light Refreshment" is born.
5. 1963 - The Pepsi Generation advertising is created.
6. 1964 - Diet Pepsi introduced.
7. 1965 - Don Kendall engineers the merger with Frito-Lay to form PepsiCo.
8. 1976 - Pepsi Challenge introduced.
9. 1984 - Pepsi signs Michael Jackson to do Pepsi commercials.
10. 1985 - Coke changes its formula in desperation.

Pepsi's Best

These are the results of a poll conducted in the last newsletter regarding the member's favorite Pepsi commercials, etc. The club members did a great job in picking Pepsi's best. If none of your picks made the list, don't despair! Every Pepsi commercial and advertising is the best of the best!

Best Slogan	Twice as Much for a Nickel
Best Celebrity	Michael J. Fox
Best Movie	Back to the Future
Best Packaging	Returnable Bottle
Best Jingle	You've Got a Lot to Live, Pepsi's Got a Lot to Give
Best Commercial	"Puppies" - 1970's
Best Logo	Oval Double Dot
Best Memorabilia Period	1940's

PEPSI

Pepsi Collector Phone Card Set #710 4 Card Set including Pepsi's 100 year success story. \$20.00 ea (Limited Quantities) Quantity Ordered ----- Item # -----	  
Sports Plush 12" tall detail plush animals Each with it's own sporting equipment #706 Pepsi Purrfect Cat , #707 Mountain Dew Dog , # 708 All Sport Alligator \$12.00 each (Limited Quantities) Quantity Ordered ----- Item # -----	  
Collector Phone Card #709 Pepsi Time & Space Phone Card \$2.50 ea with the famous pop top activation Uncut first day issue Pog Sheet # 711 \$30.00 ea Quantity Ordered ----- Item # -----	  
Pepsi and Mountain Dew Yo-Yo's 2 LED light circuits per unit. High performance and very fun. Single Pack Yo-Yo \$5.00 Dual Pack with 5 replacement strings \$10.00 Quantity Ordered ----- Item # -----	  

To order send your check or money order plus \$4.97 for shipping & handling to:

Vertical Partners

PO Box 80661

Rancho Santa Margarita, CA 92688

(800) 809-3847 or visit our web site at www.verticalpartners.com

(For orders of 5 or more please include an additional \$4.97 S&P and on each quantity in of 5 thereafter)

PEPSI FEST 2000 REGISTRATION

March 16 - 18th, 2000

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2000, March 16 - 18, 2000, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$20.00 per person will include a pinback button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2000 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Holiday Inn Select - Airport Indianapolis must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

Names of persons attending with you: (1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$20 each \$ _____

FAREWELL DINNER 3/18/00 # _____ @ \$20 each \$ _____

Child's Meal # _____ @ \$ 5 each \$ _____

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____

3/18/00

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$24.00. Your packet will be mailed to you AFTER Pepsi Fest 2000.

of Packets _____ @ \$24.00 each = \$ _____

PEPSI CELEBRATION '99 REGISTRATION

(Hotel Registration on Reverse)

PEPSI FEST 2000 SCHEDULE

Thursday, March 16th, 2000

12:00 Noon	Registration
2:00 P.M.	Welcome First Timers
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

Friday, March 17th, 2000

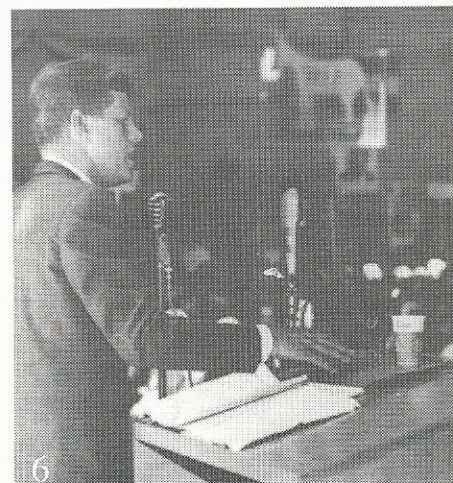
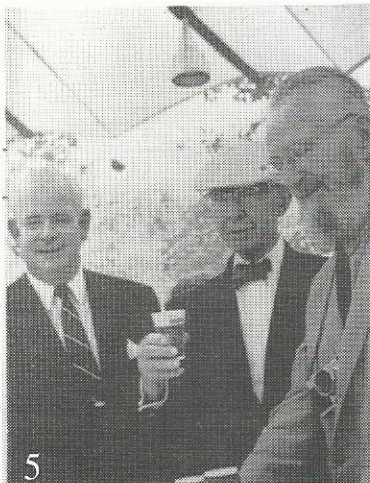
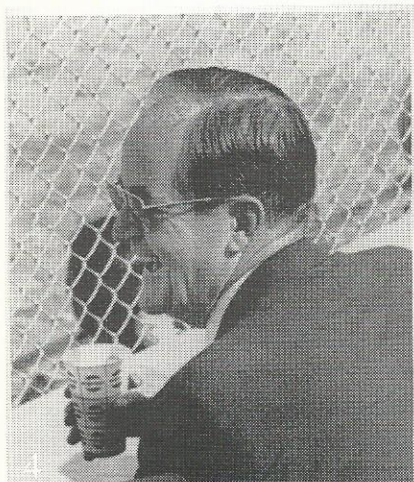
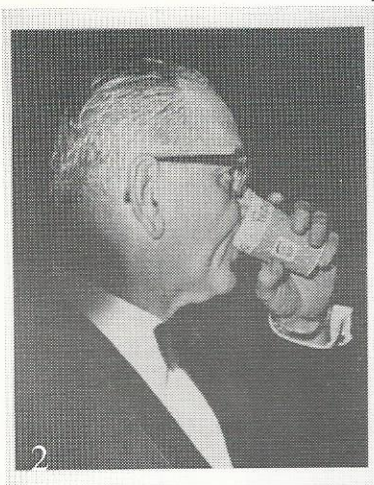
9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 18th, 2000

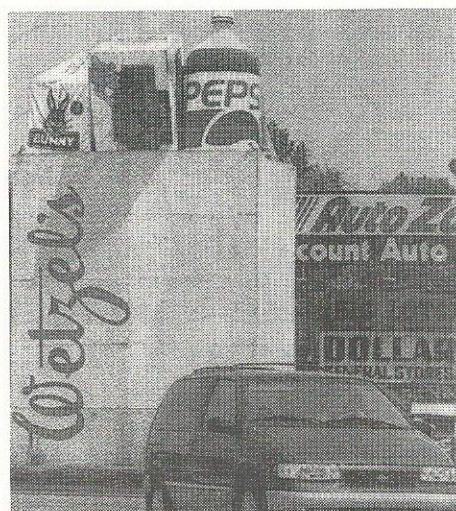
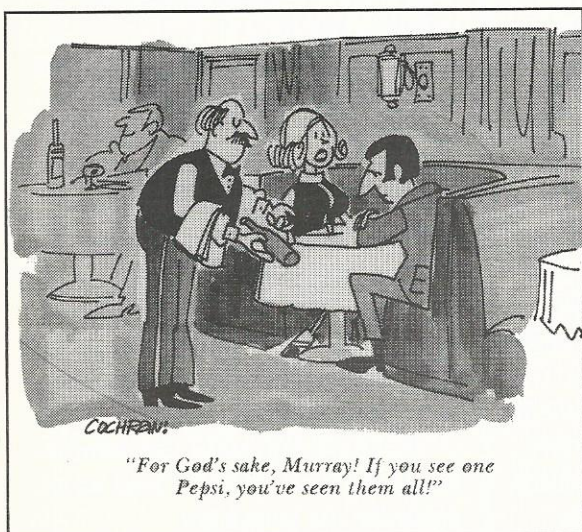
8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

Pepsi Fest 2000 will be held at the Holiday Inn Select - Airport Indianapolis. The room rate is \$73. per night for club members. Please note when you make your reservations whether or not you will be selling from your room. The address is 2501 South High School Road, Indianapolis, IN 46241. It is located directly at the airport, I-465 & Airport Expressway. Call for reservations (317) 244-6861.

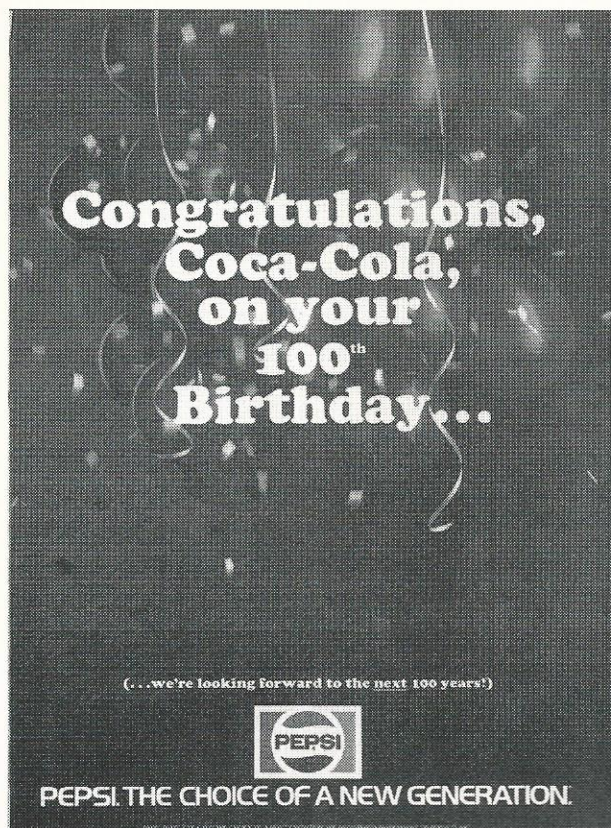
Name These Famous Pepsi Drinkers



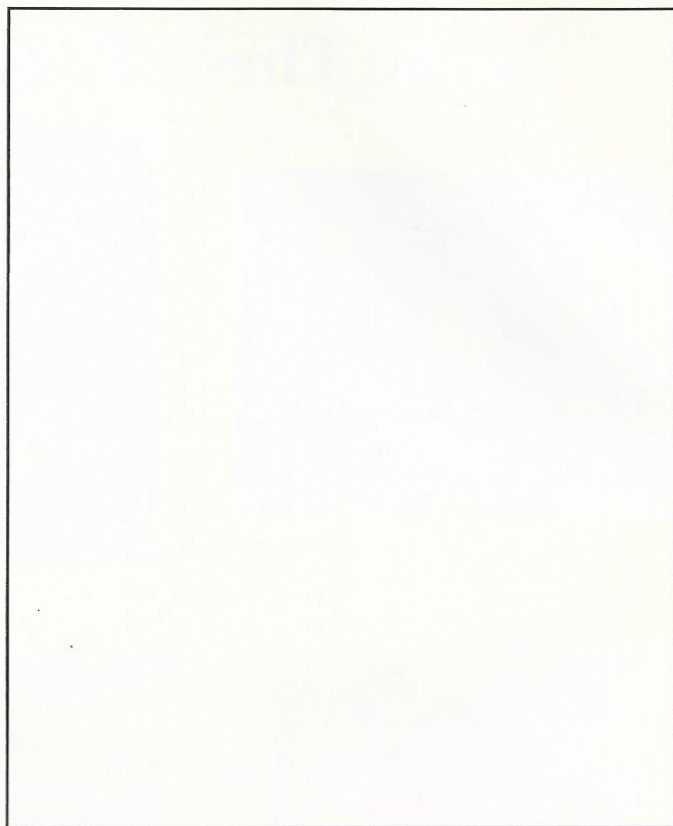
See page 9 for answers.



Giant 30 Ft. shopping bag containing giant Pepsi 2-liter bottle in Owensboro, Kentucky submitted by Nancy Neuner.



Pepsi's Ad Congratulating Coke on its 100th Anniversary



Coke's Ad Congratulating Pepsi on their 100th Anniversary

INTERNATIONAL COLLECTIBLES

With the increasing cost and continued scarcity of old Pepsi memorabilia, many collectors are looking to the international Pepsi memorabilia as a way to add to their collections. The world offers a great untapped market of Pepsi memorabilia. Over the years, most collectors have shied away from signs and other items bearing foreign inscriptions. This is all beginning to change with the increasing popularity of Pepsi around the world. More and more international items are finding their way to the United States. There are some great Pepsi items available outside the United States. One reason is that

Pepsi has been sold outside the United States for 65 years. That's a lot of good point of purchase materials and signs produced!

One of the best places to begin your search for good international

Pepsi stuff is along the United States borders. Because of the proximity of Canada and Mexico to the United States, you can find great items from the respective countries along our northern and southern borders. In the southwest, you can find trays, cardboard signs, bottles, and other memorabilia from Mexico.

Canada offers the most interesting opportunities among international Pepsi collectibles. Because Pepsi items produced in Canada come in both English and French, this gives the collector a whole assortment of interesting items to look for. Some of the best Pepsi memorabilia from Canada comes from the Quebec province. You might recognize these items by the French inscription on the Pepsi signs.

Canada plays an important role in the history of Pepsi-Cola, especially in Montreal, where the first 12-ounce bottles were produced in Canada.

What this means to the Pepsi collector is there is some great double-dot stuff north of the border!

The difficult part of collecting Pepsi international memorabilia is it is hard to determine value. Because so few of these end up in our outlets, pricing becomes somewhat a guess. Use your best judgement on price. If you see something you like and can afford it, buy it!

Another problem with collecting international Pepsi memorabilia is dating. The dates of logos and advertising in the United States is different than when they were used internationally. But, with every challenge there is an opportunity. If you decide to collect these great foreign pieces of Pepsi history, you will also have to do your own research on when they were produced.

If anyone has some nice international Pepsi collectibles, send us a photo for the newsletter.

WELCOME NEW MEMBERS

**Frank Moorman
Apple Valley, CA**

**Larry & Mindy Buske
Springfield, IL**

**Patrick Gregory
Rising Sun, IN**

**William T. Clark
Morrisville, NC**

**Barry Carpenter
Lincolnton, NC**

**Doug Wright
Utica, NY**

**Bob Messina
St. Clair Shores, MI**

**Ted Furman
Mt. Wolf, PA**

**Carolyn Young
Austin, TX**

**Daniel Shock
Evansport, OH**

**Matt & Angela Sackett
Shawnee, KS**

**Shelli Seibert
Slater, IA**

**Raeanne Pitchford
Orient, OH**

**Ronald Bono
Worthington, PA**

**Tim Morrell
Westminster, CA**

**David Whitt
Fowlerville, MI**

**Andy & Jan Reynolds
Indianapolis, IN**

**Catherine & Nancy Cayer
Vienna, VA**

**John Lalla
Cedar Rapids, IA**

**Leah Warner
Fairfield, CA**

**Ron & Lou Krusemark
Oskaloosa, IA**

**Chuck Henneberg
Stuartstown, PA**

**William Webb
Newport News, VA**

**Marsha Graef
Lewiston, ME**

**Corky Graef
Urich, MO**

**Greg Joutras
Crest Hill, IL**

**Michael Haggerty
Ventura, CA**

Answers to Famous Pepsi Drinkers:

1. Richard Nixon
2. Barry Goldwater
3. Nelson Rockefeller
4. Hubert Humphrey
5. Carl Sandberg
6. John F. Kennedy

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; 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.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

FOR SALE:

For Sale: Pepsi Ornaments (5) Santa on list, (4) Santa on Clock, (3) Santa on Pepsi Fountain, (3) Santa on Tray, (2) Santa on Balloon, (2) Santa on six pack. \$6.00 each. (includes postage). Hurry, limited quantities. Send money order to Shelly Taylor, 305 Woodland Rd., Montezuma, IA 50171.

For Sale: Cans, most bottom opened, new condition. 10 Diff Pepsi Christmas & Cool, 10 Diff Pepsi with Logos, 10 Diff Non Pepsi (cute). \$15 each group + \$2.00 Postage. Money Orders please, my list SASE. Contact: Frank Moormann, 16766 Candlewood Rd., Apple Valley, CA 92307. (760)247-1673

For Sale: 1969 Metal bottle sign, Say Pepsi Please. Size is 46" x 16". New old stock. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (336)288-3780 or e-mail: Cecilmb@aol.com

For Sale: Pepsi-Cola die cast pieces for sale. Contact: Doug Harper @ (540)433-6359.

For Sale or Trade: Pepsi Star Wars cans, and all PepsiCo cans. Jeff Gordon collector glass also available. Send \$3 for complete list. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935. E-mail: jopepsiko@webtv.net

For Sale: "Collecting Pepsi" Litho prints - \$50 + shipping. Deluxe prints of Collecting Pepsi and Battle for the Crown also available. Great idea for a Christmas gift for that Pepsi collector you know. For details see my website listed in this newsletter or call (573)237-3547.

WANTED:

Wanted: Old upright Pepsi machine in good condition. Call Frank or Cheryl at (765)662-1072.

Wanted: Will pay cash for the following Pepsi-Cola bottles: Evervess, r-w-b's, 2 Full Glasses, Fountain Syrup. I will pay extra for Oklahoma cities!

Contact: James Cobb, RR #2, Box 524, Wagoner, OK 74467. (918)485-8443, e-mail: shucks @prodigy.net

Wanted: Want to buy blue bottle-cap Pepsi signs, calendars, watch fobs, cardboards, thermometers, 1950's and back, etc. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 (336)388-3780, or e-mail: cecilmb@aol.com

Wanted: Cans! New member wants Pepsi and Mountain Dew cans. Currently have several hundred for sale or trade. Also have complete Star Wars sets. Buy, sell, trade. Contact: Rich Lenger, 204 Hastings Way, St. Charles, MO 63301.

Wanted: Pepsi Promotional glasses with cartoon characters. Contact: William McNeill, 178 East Catawba Ave., Akron, OH 44301. (330)724-6623 FAX: (330)724-3299.

Wanted: Pepsi-Cola items wanted by collector. Buy, sell, or trade double dot Pepsi clocks, flange signs, porcelain signs, old toys, ????? Write or call John & Gayle Johnson, R.R. 1, Box 138, Memphis, MO 63555. (660)465-2370 home or 8553 work or e-mail at pepsi@nemr.net

AVAILABLE NOW!

Bob Stoddard's new book, *Pepsi Now and Then* is now available. *Pepsi Now and Then* covers Pepsi print advertising from the beginning of Caleb Bradham's first experiments to The Joy of Cola! This 208 page hard cover book contains over 500 ads, both in black and white and in color. Featured in this book are some never seen before, rare Pepsi ads. The book is best described by Alan Pottasch, Pepsi advertising genius. "Although the nostalgic flavor of *Pepsi Now and Then* provides a joyous adventure, it is clearly more than just a collection of memories. It is a useful tool for anyone with a deeper interest in advertising and marketing."

Pepsi Now and Then will retail for \$29.95 + \$5.00 shipping. Mail, fax or call your order in today. We accept Visa, Mastercard, American Express, or Discover cards, check or money order.

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711
(909)946-6026 or
FAX (909)946-4786*

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.visi.com/~pepsimike
www.ao.net/~kenman/index/htm
www.gono.com/v-tours/sodacone/scone33pepsi.htm
www.gono.com/vir-mus/tour/pepsi.htm
www.gono.com/mbca/museumtour/galloncans/soda-gal2.htm
www.classicclaycollectible.com
www.pepsistore.com
www.justabouttown.com/pepsipainter
www.Pepsi-City.com
www.members.aol.com/pepsipete/web
www.petroclassics.com

NOTICE

If you are interested in starting a local chapter, please contact Phil Dillman by writing him at 17733 Highland Ave., Homewood, IL 60430-1319.

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

**Pepsi Cola Collector's
Club
P.O. Box 817
Claremont, CA
91711**

E-Mail Addresses:

Joye Klein
ajklein@cyberback.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
CarlGenrichCPG@worldnet.att.net

Bob Staedel
pepsibobandsquirmy@home.com

Bob Stoddard
doubledot@earthlink.net

JD James
jjdames@msmisp.com

Randy Schwentker
randydeb@fidnet.com

Joe Allen
joepsiko@webtv.net

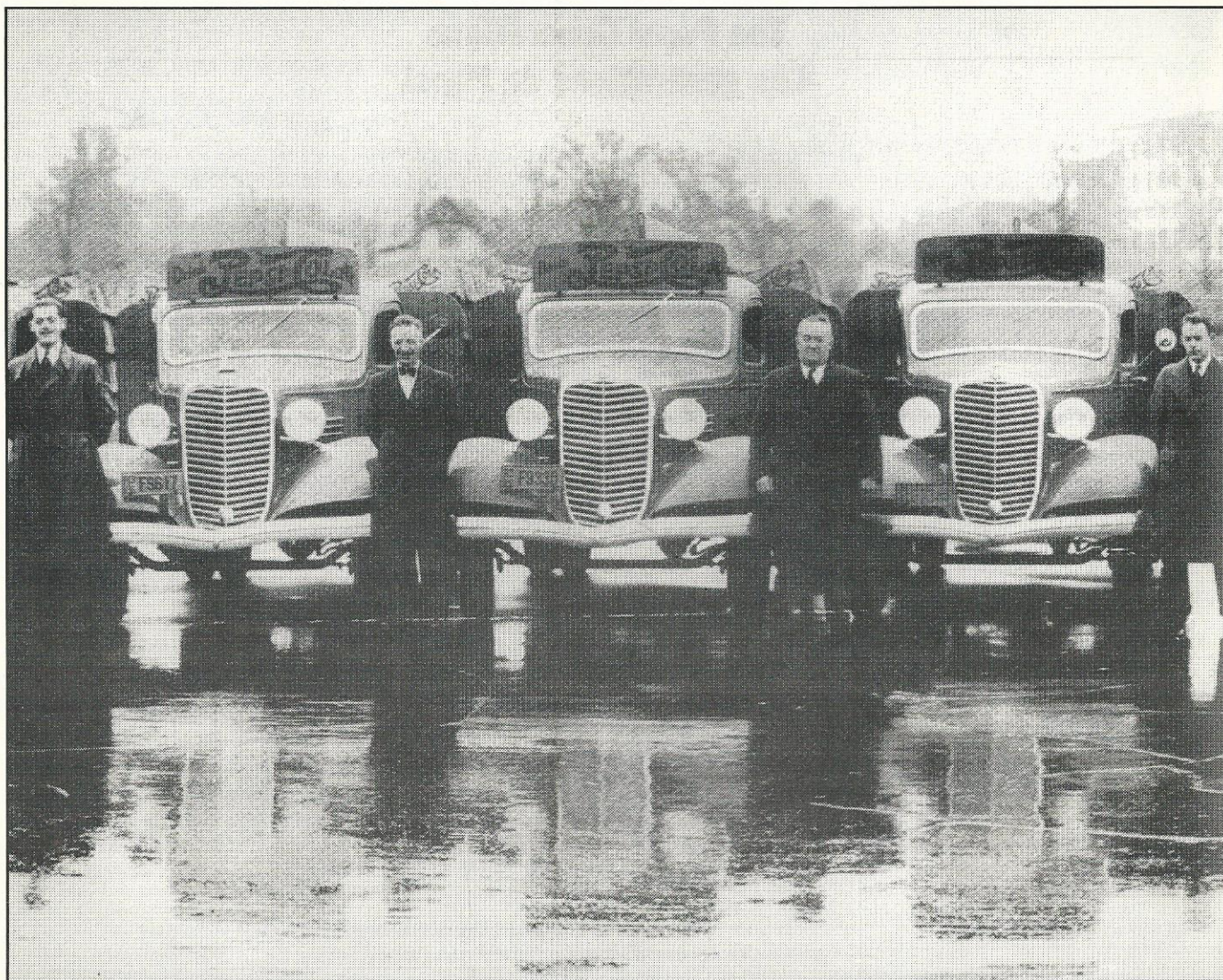
Mike Noll
bradsdrink@thegrid.net

Mike & Jo Ann Vath
pepsimike@visi.com

Bruce Jones
bj@petroclassics

Omer Hertwick
oh561pepsi@aol.com

Matt Holmes
PepsiPete@aol.com



Canadian Pepsi Bottlers from the 1930's

PEPSI-COLA COLLECTORS CLUB
P.O.BOX 817
CLAREMONT,CA.91711

First Class Mail
U.S.Postage
Paid
Claremont, Ca 91711
Permit No. 24

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430-1319



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 16, Number 6

Jan.- Feb. 2000

Have A Pepsi Millennium

I would like to wish everyone a Happy New Year! With the holidays behind us, it is now time to concentrate on Pepsi Fest 2000. We want to make this the best Fest ever. To do this we need your help. Get your registration forms in as soon as possible, so we know what we need to order. The hotel still has a few rooms left, so make your reservations right away. Pepsi Fest is a lot more fun if you are staying in the same hotel as the rest of the group.

Pepsi Fest 2000 will be held at the Holiday Inn in Indianapolis on March 16-18th. Club registration information, hotel information, and Pepsi Fest 2000 schedule are included in this newsletter.

Included in this newsletter is a questionnaire for our 2000 Club Directory. It is very important that you fill it out and return it to us as

soon as possible. We want this directory to be as complete and up-to-date as possible. We will also include web site and e-mail addresses. Giving your e-mail address out to other club members is a great way to stay in touch. If everyone responds quickly, we should have these available this spring.

Currently, the Pepsi-Cola Collectors Club has no official web site. This will be remedied soon. We are planning a complete PCCC site. If you have any suggestions regarding what you would like to see on the site, please let us know. Initially, we will offer information about club events and the Pepsi-Cola Collectors Club application.

The Pepsi-Cola Company has a great promotion planned for this summer. It is called "Choose Your Music." It is a take-off on Pepsi Stuff,

where you collect points. Instead of redeeming the points for Pepsi Stuff, you redeem the points for music. Fifty points will enable you to order a five-song CD of your choice. The choices of songs is made from a list of participating artists. There is no definite list of those artists yet, but some are guessing that Ricky Martin will be on the list. We know for certain that a number of different types of music will be included. Consumers will choose from styles such as rock, country, urban, Latino, etc. The promotion will run from May 15th through July 23rd.

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Introduction of Diet Patio Cola 1963

Chapter News

from Phil Dillman

The Iowa Chapter will be having a swap meet on Saturday, February 12, 2000, at the Holiday Inn in Little Amana, IA. For more information, call Terry Brennan at (515)263-0051 or pepsicola-1@juno.com.

Local Chapters

Joining a local chapter can be a fun and rewarding experience for any Pepsi collector. Getting to know the collectors that live close to you can create new friendships and increase your opportunity to "Be Sociable!" Knowing other collectors in your area can increase your contacts of people who have Pepsi memorabilia. Additionally, you will have an excellent network of people to trade with. This can only aid you in building your Pepsi collection. Other collectors are a great resource of information about dates, rarity, and what reproductions to look for. These and many other benefits come from participating in a local Pepsi chapter.

If you are not currently in a Chapter and would like to join one, contact Phil Dillman. If there is no Chapter in your area, I am sure Phil will explain to you how to get one started.

The Show Me Pepsi Club would like to wish all collectors of Pepsi-Cola a happy new year, and to have fun collecting Pepsi in the new millennium.

Congratulations to Phil Dillman on a job well-done in 1999. Phil has worked very hard, creating interest in local chapters. This has been our most successful year of participation by local chapters. I hope the work that Phil has done will carry on into this new year. We are looking forward to more local chapters starting up. After all, a local chapter is the best way to make new Pepsi friends.

It is very important that we remember that local chapters are just that. LOCAL. They are not designed to bring together collectors from neighboring states. That is the purpose of Pepsi Fest. Local chapters holding large club events will only become a source of competition for Pepsi Fest. It should be the goal of all club members to make Pepsi Fest bigger and better every year. All kinds of "little" Fests will only serve to do the opposite.

It is my belief that the three national events that the club currently sanctions are more than enough to keep everyone satisfied. We will never be able to offer large events in every locale. Believing that an event should be held in every region

is wrong. This will only diminish the success of the three events - Pepsi Fest, Pepsi Celebration, and Summer in New Bern.

Pepsi Fest has become a very special event for those who have attended. The reason why it has become so special is because there is only one, people look forward to this event all year, hoping to find new Pepsi stuff, renewing old friendships. If we did Pepsi Fest every month or every week, it would become just another swap meet.

Good luck to all our chapters. Hopefully 2000 will be a great year for the club.

Future Club Events

Pepsi Fest 2000
Indianapolis, IN
March 16th-18th, 2000

Summer in New Bern
New Bern, North Carolina
August 10th-12th, 2000

Pepsi Celebration
Las Vegas, Nevada
November, 2000

Rating Pepsi Signs

How To Evaluate a Pepsi Sign

There are a number of characteristics that ultimately determine the value of a Pepsi sign. When deciding how much to pay for a sign, all these characteristics should be considered:

1. Type - is it die-cut, embossed, or other special features.
2. Age - Older is usually better.
3. Subject - What image is on the sign. Bottles are better than just words.
4. Condition - Rust, holes, and dents significantly reduce the value of signs.
5. Rarity - How hard is this sign to find?
6. Material - What is the sign made of? More delicate materials, such as glass & paper, are destroyed easier, making the availability of these signs less.

Use this check list to evaluate Pepsi signs you are considering buying. Making an informed decision is important in preventing buyer remorse. Your primary motivation in buying a Pepsi sign should be that you like it. But, with the increasing cost of Pepsi memorabilia, knowledge is important in making sure you get your money's worth!

On the right, I have evaluated three signs using the above checklist.



Age - Good
 Embossed, Raised Lettering
 Subject - Good
 Rarity - Very Rare
 Condition - Fair
 Material - Metal



Age - Not Good 1970
 Embossed - Raised Lettering
 Subject - Plain
 Rarity - Common
 Condition - Good
 Material - Metal

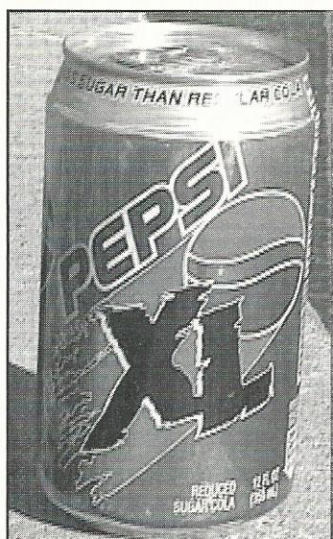


Age - 1940
 Die-cut, embossed - raised lettering
 Subject - Good
 Rarity - Rare
 Condition - Good
 Material - Metal

OTHER COLA DRINKS BY PEPSI

From 1898 to 1964, the only cola drink produced by the Pepsi-Cola Company was Pepsi. There were a number of reasons why the Pepsi brand name was not used on any other cola drinks, but the two most important ones were legal and marketing.

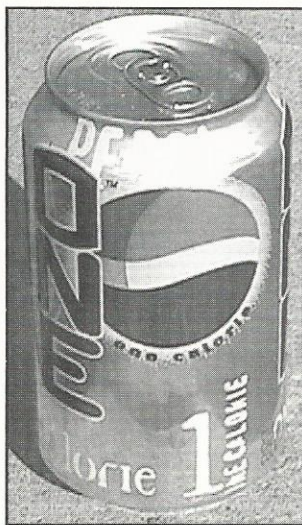
Marketing believed that to use the brand name Pepsi on another cola drink would dilute the power of the Pepsi name. The legal department believed



that using Pepsi on other products would diminish the ability to defend the trademark. During the early 1960's, both these theories were proven wrong by exhaustive research. This resulted in the introduction of Diet Pepsi in 1964.

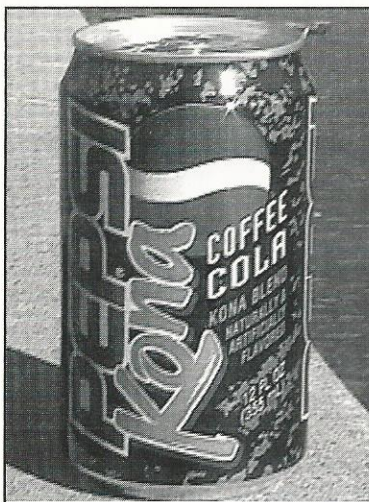
The idea of tying the Pepsi brand name to another product was brought about by necessity. In 1963, Pepsi began selling Diet Patio Cola. At that time, it was financially difficult to market two cola products. Don Kendall, then President of the Pepsi-Cola Company, decided it would be more effective to market Pepsi and the diet cola together. So, in 1964, Pepsi became the first major soft drink company to use their flagship brand name on another product. Pepsi and Diet Pepsi were now advertising together. The tag line was, "drink Pepsi either way."

With the success of Diet Pepsi using



the name Pepsi, it was now established that the use of Pepsi on other cola products was an acceptable and beneficial way to expand the products Pepsi offered. The brand name Pepsi is the single, most valuable asset of the Pepsi-Cola company. To use this name in conjunction with other cola products has to be done very judiciously. In fact, the name Pepsi has been used only about half a dozen times with other Pepsi products.

Diet Pepsi was followed by Pepsi Light in 1976. In 1981, Pepsi Free was introduced. Other Pepsi products to bear



the famous Pepsi name include Pepsi AM, Crystal Pepsi, and Pepsi One. The drinks Pepsi XL and Kona Pepsi were

test marketed, but were never widely distributed. Once again, a product with the Pepsi name is being introduced - Pepsi Twist, which is Pepsi with a twist of lemon flavor. This is being tested in limited areas. Stay tuned to see if this drink makes the big league.

There are other drinks in the international market that use the Pepsi name. Hopefully, we can explore these other drinks in a future article.

PEPSI FEST 2000 REGISTRATION

March 16 - 18th, 2000

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2000, March 16 - 18, 2000, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$20.00 per person will include a pinback button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2000 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Holiday Inn Select - Airport Indianapolis must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

Names of persons attending with you: (1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$20 each \$ _____

FAREWELL DINNER 3/18/00 # _____ @ \$20 each \$ _____

Child's Meal # _____ @ \$ 5 each \$ _____

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____

3/18/00

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$24.00. Your packet will be mailed to you AFTER Pepsi Fest 2000.

of Packets _____ @ \$24.00 each = \$ _____

PEPSI FEST 2000 REGISTRATION

(Hotel Registration on Reverse)

PEPSI FEST 2000 SCHEDULE

Thursday, March 16th, 2000

12:00 Noon	Registration
2:00 P.M.	Welcome First Timers
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

Friday, March 17th, 2000

9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 18th, 2000

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

Pepsi Fest 2000 will be held at the Holiday Inn Select - Airport Indianapolis. The room rate is \$73. per night for club members. Please note when you make your reservations whether or not you will be selling from your room. The address is 2501 South High School Road, Indianapolis, IN 46241. It is located directly at the airport, I-465 & Airport Expressway. Call for reservations (317) 244-6861.

**Why Take Less
...when
PEPSI'S BEST!**



The cardboard sign pictured above is a window display from 1943. It is 36" x 38" over all. Designed to give a 3 dimensional look. Very rare.

**Why Take Less... When
PEPSI'S BEST!**



**Why Take Less...
when Pepsi's Best!**



The cardboard signs on the left are from 1949. They are 28" x 11." Designed to fit into a wood frame or tacked on the wall. The interesting thing about these signs is that the images were also used on billboards during the same period. These are all rare signs.

**Pepsi's Best
at the Fountain**

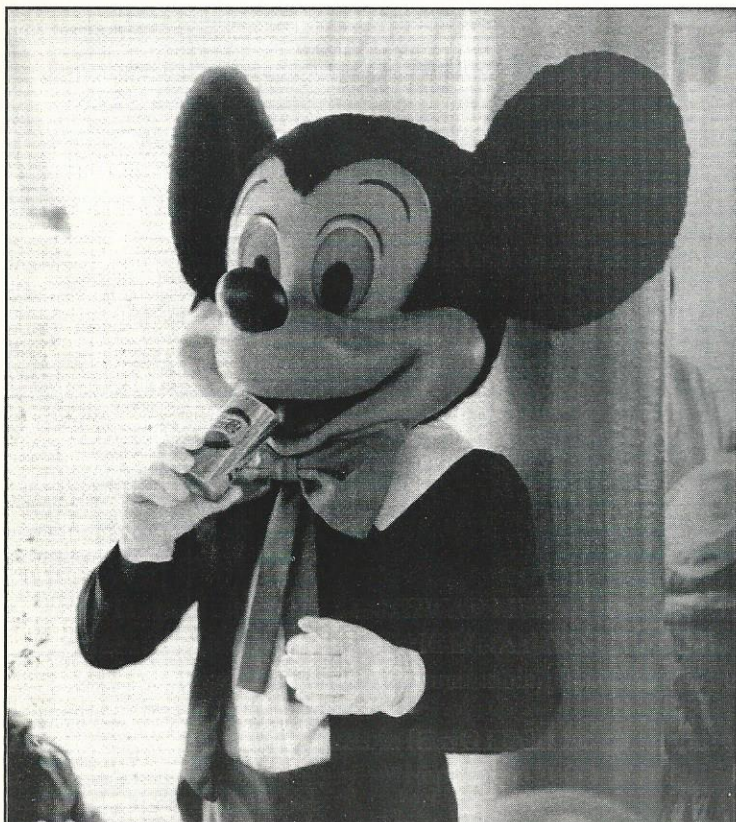




Limited Edition

Gibson Custom Pepsi Guitar

Two American Classics come together in this limited edition Pepsi guitar by Gibson Guitar's legendary Custom, Art & Historic Division. Featuring the most collected and revered body profile in the history of modern guitar making - the Les Paul and the world famous Pepsi Globe artwork, this guitar is only being offered for the Year 2000. Every aspect of this truly unique and beautiful guitar has been pored over in the tradition of Gibson's 100-year history of craftsmanship including its carved maple top and solid mahogany back, the hand shaped feel of its set-in neck, top grade ebony fingerboard and the unmistakable sound of the original '57 classic humbucking pick-ups.

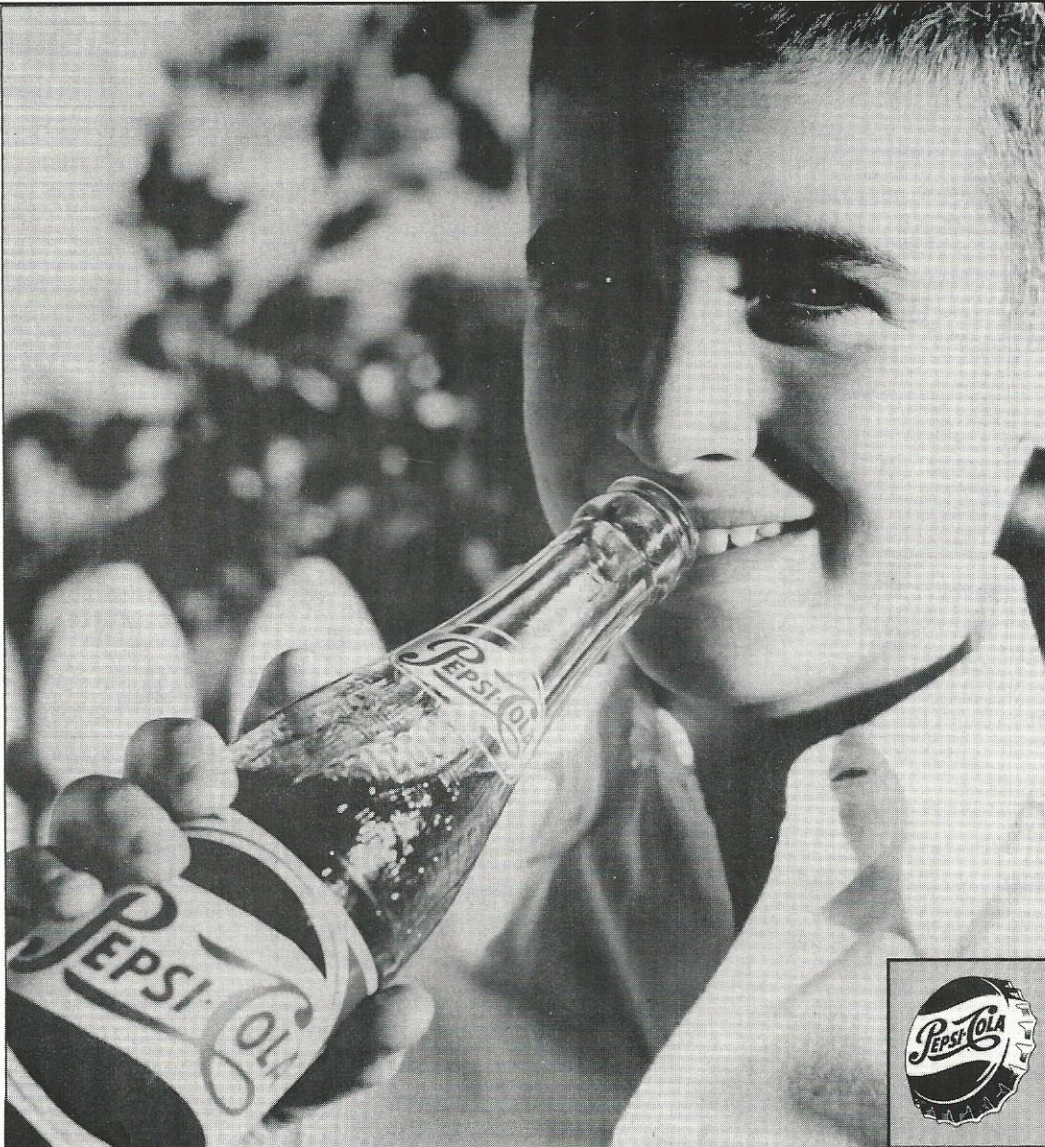


I'm always getting questions about which Pepsi bottlers still offer Pepsi-Cola in returnable bottles. Here is a list of some bottlers that I am told still offer Pepsi in returnable bottles:

Newport, Oregon
Boise, Idaho
Rock Island, Illinois
Davenport, Iowa

I cannot guarantee that this list is accurate. So before you make a long trip, you might want to call first! If you know any place that still bottles Pepsi in returnable bottles, please let us know!

"I don't care what polar bears drink, I'm with the mouse!"



How drinking Pepsi helps your country grow

When you drink a Pepsi, it's probably for the sheer enjoyment you get from it. But actually, you're also doing a good turn for your country. That's because so much of what goes into the making and bottling of Pepsi is grown or bought right here. In 1956 alone, (name of company) bought 00000 tons of cardboard . . . 0000 tons of glass . . . and plenty of cases, trucks and building materials. At the same time, Pepsi was employing 000 of your neighbors. That's just one reason why our country is growing almost as fast as the active youngsters who enjoy drinking Pepsi.

The refreshment of friendship

BOTTLED BY (NAME OF BOTTLER) UNDER AUTHORITY FROM PEPSI-COLA INTERNATIONAL, N. Y., N. Y.

This ad combines the appeal of an active youngster's sheer enjoyment of Pepsi—with the idea that Pepsi does more than merely add to individual "pleasure". It ties in your bottling operation with a patriotic incentive for consumption of the product, stressing the fact that everything that goes into the making of Pepsi—including labor—is "home-grown".

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; 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.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

FOR SALE:

For Sale: 1950's Pepsi lighted bottle cap sign. Looks and works great. \$650.

Contact: Rick Spohn @ (408)683-0154 after 7 p.m. or email spohn@us.ibm.com

For Sale: Year 1967 cancelled Pepsi payroll checks from the old Tower Grove plant in St. Louis, MO. In very good condition. \$5 each or 2 for \$9. Send check, cash, or money order to: DRM, 542 Davis St., St. Louis, MO 63111 (314)544-4414.

For Sale: Tomart's revised and updated 3rd Edition Price Guide to Character and Promotional Glasses (with a year 2000 copyright, featuring photos and prices for nearly 5,000 glasses) can now be ordered directly from the author for \$24.95 + \$3.55 packaging and first class shipping costs. Send to Tom Hoder, 444 S. Cherry, Itasca, IL 60143.

AVAILABLE NOW!

Bob Stoddard's new book, *Pepsi Now and Then* is now available. *Pepsi Now and Then* covers Pepsi print advertising from the beginning of Caleb Bradham's first experimentations to The Joy of Cola! This 208 page hard cover book contains over 500 ads, both in black and white and in color. Featured in this book are some never seen before, rare Pepsi ads. The book is best described by Alan Pottasch, Pepsi advertising genius. "Although the nostalgic flavor of *Pepsi Now and Then* provides a joyous adventure, it is clearly more than just a collection of memories. It is a useful tool for anyone with a deeper interest in advertising and marketing."

Pepsi Now and Then will retail for \$29.95 + \$5.00 shipping. Mail, fax or call your order in today. We accept Visa, Mastercard, American Express, or Discover cards, check or money order.

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711
(909)946-6026 or
FAX (909)946-4786*

WANTED:

Wanted: Original Pepsi cone can. Must be in very good condition. Contact: Al Piccola, 2319 Elm Drive, Ford City, PA 16226. (724)763-8506

Wanted: "Program Insert" similar to V & H Vol 2 #373, but girl is black not white, prefer excellent condition. Also looking for "Tadpolly" Fishing Lure by Heddon, prefer mint in package V & H Vol 3 #924. Contact: Tim O'Donoghue, 4505 Arcadia Blvd., Dayton, OH 45420. (937)252-9883, leave message, I will return calls. E-mail:

COKERPEPSI@AOL.COM

Wanted: Early Mountain Dew advertising and pre-1960 Dew bottles. Be sure to visit my new collector's website just launched at: www.dewcollector.com We have hundreds of photos of vintage Mountain Dew memorabilia from collectors across the country. See you there! Contact: Tim Tromp at (231)788-1694 or email: tim@dewcollector.com

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.visi.com/~pepsimike
www.ao.net/~kenman/index/htm
www.gono.com/v-tours/sodacone/scone33pepsi.htm
www.gono.com/vir-mus/tour/pepsi.htm
www.gono.com/mbca/museumtour/galloncans/soda-gal2.htm
www.classicclaycollectible.com
www.pepsistore.com
www.justabouttown.com/pepsipainter
www.Pepsi-City.com
www.members.aol.com/pepsipete/web
www.petroclassics.com

NOTICE

If you are interested in starting a local chapter, please contact Phil Dillman by writing him at 17733 Highland Ave., Homewood, IL 60430-1319.

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

**Pepsi Cola Collector's
Club
P.O. Box 817
Claremont, CA 91711**

E-Mail Addresses:

Joye Klein
ajklein@cyberback.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
CarlGenrichCPG@worldnet.att.net

Bob Staedel
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Bob Stoddard
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Matt Holmes
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David Gerger
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McPherson Beverage, Roanoke Rapids, North Carolina

PEPSI-COLA COLLECTORS CLUB

P.O.BOX 817

CLAREMONT, CA. 91711

First Class Mail

U.S. Postage

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Claremont, Ca 91711

Permit No. 24



Phillip Dillman

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Homewood IL 60430-1319