



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 15 Issue 5

Nov. - Dec. 1998

\$100 Million For Pepsi One

Wow! What a year! Pepsi celebrates their 100th anniversary and introduces consumers to a new Pepsi product - Pepsi One. I wonder what Pepsi has planned for 1999? We'll just have to wait to find out, but you don't have to wait to know what the Pepsi-Cola Collectors Club has in store for 1999.

We will resume our normal Pepsi Fest schedule with our main Pepsi Fest in Indianapolis in March, and two regional events later in the year.

Pepsi Fest '99 will be held at the Holiday Inn adjacent to the Indianapolis airport. The telephone number is (317)244-6861. We have been given a rate of \$69 per night. The event dates will be Thursday, March 25th through Saturday, March 27th. You can call and make hotel reservations immediately. The club registration form and schedule will be available in the January/February newsletter. We expect a record turnout, so make your reservations as soon as possible. When making your reservations, please be sure

and let them know you are with the PCCC to guarantee the rate.

Each year I get calls after Pepsi Fest from members who say they wish they could have made it, but they heard about Fest too late. Get the word out to your Pepsi friends. This is our 13th Pepsi Fest and we don't want anyone to miss out. If you are staying away from Pepsi Fest because you are not sure of how you'll be received by other collectors, you're staying away for nothing. This is the most informal and friendliest group you will ever meet. So make plans to attend Pepsi Fest now! The more experienced Fest attendees will be glad to show you the ropes. This is one event you don't want to miss. There will be more Pepsi memorabilia in Indianapolis that weekend than anywhere else in the world! Pepsi Fest was once described as "Pepsi Heaven" - and for good reason - it's true!

We will be sending out the Pepsi club directory questionnaire forms in January. Please return those as soon as possible so

we can have a complete club directory. Remember, it's up to you to determine how much information you want included in the directory.

Have you advertised in the newsletter lately? A very important part of the Pepsi Collectors Club is the opportunity for members to buy, sell, and trade with one another. Yet many club members are apprehensive about advertising in the newsletter for various reasons. It's not difficult. Just send us your ad stating for sale or wanted, and we'll do the rest. Ads of 50 words or less are free to club members.

Have you tasted Pepsi One yet? If so, we'd love to hear your comments on Pepsi's newest product.

We hope you have all had a happy and prosperous 1998. We wish you the best during the upcoming holiday season. May Santa bring you lots of Pepsi toys and goodies.

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1940 Pepsi Sign in Florida

Chapter News

from Phil Dillman

LOCAL EXPOSURE A Challenge from Phil

When I signed on as the director of Local Chapters for the PCCC, I felt that, perhaps, I could help the number of local chapters grow as well as to help the existing chapters increase their membership. I have offered a lot of advice and many suggestions that might or might not work. Well, it's been a little more than a year and the number of chapters is still the same. Based on our Chicago Chapter, and a lack of input from the other chapters, I don't think there has been much change in the membership department, either. It's time for a different approach. I CHALLENGE EVERYONE THAT READS THIS TO RECRUIT JUST ONE NEW MEMBER TO THE CLUB!

Obviously, all of your friends know that you collect Pepsi. What about their friends? What about the people you work with, and their friends? What about the people you see on a regular basis at the grocery store or gas station, restaurant, laundromat, school, health club, or anywhere else you might go? I'm not suggesting you use strong-arm tactics (We're not selling Amway)! Just ask those people a simple question... "Do you like Pepsi?" If they say yes, you start talking about your collection and the club and how much fun it is. Then you hand them an application to the club or at least invite them to sit in on your next meeting. You can also ask them if they know anyone else that prefers Pepsi products. Always try to have a couple of applications with you at all times, or at least some business cards.

I'm not normally this pushy about anything, but it seems like the club's local chapter growth is stagnating and there is unlimited potential for growth. We each need to develop our own advertising campaign in order to increase membership. That is my challenge to you. Besides, look at what the "Pepsi Challenge" did for Pepsi. Good luck!

From the Pepsi-Cola Company to the Pepsi-Cola Collectors Club:

Pepsi-Cola Company wants to thank all Pepsi Collectors Club members for your loyalty and for helping us celebrate our first century with true Pepsi spirit. A small gift of appreciation has been produced especially for each club member.

Please send a self-addressed, stamped envelope with
\$.55 postage to:

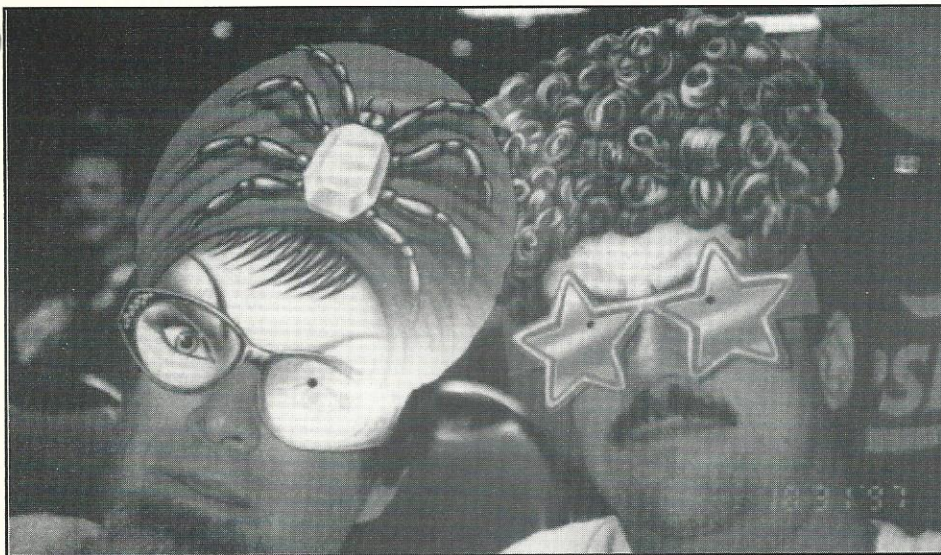
Pepsi-Cola Company
700 Anderson Hill Road
MD 3/1-311
Purchase, NY 10577

Attention: Pepsi Collectors Club Gift

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.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Ben Sickels (left) and Michael Noll (right) at Pepsi Fest West '97 ready for Halloween.

We'd like to extend our support and prayers to long-time club member Ben Sickels, who is currently undergoing treatment for cancer. Many club members know Ben, a regular at Pepsi Fest events. Over the years, Ben has added excitement and humor to the Pepsi Fest auction. Unfortunately, the treatment of cancer is very expensive. The folks in Ben's home town have set up a fund to help defray some of the cost of Ben's treatment. Anyone wishing to help can make a donation to:

The Ben Sickels Fund
Strongsville Savings Bank
 161 E. Hendrick Ave.
 P.O. Box 361
 Wilmington, OH 44090

Advertisement

PEPSI PETE
 THE PEPSI-COLA COPS BY RUDE GOLDBERG

ICE ON WINGS - LOSING ALTITUDE GOING TO CRASH -

LOOK, PEPSI, IT'S FROM THAT PLANE - WE GOTTA HELP THEM!

WE NEED AN INSPIRATION - WHISTLE FOR WALDO

IT'S WALDO!

TWO PEPSI-COLAS GRAB 'EM QUICK!

WOW - WHAT SWELL TASTE

DOES THE TRICK

AN ELECTRIC TOASTER! THAT'S IT! PEPSI, GET ALL THE BREAD YOU CAN CARRY

OKAY, PETE

NOW TO THE AIRPORT - BUT FAST!

REMIND ME TO HAVE THIS PATENTED!

HURRAY! THE HOT TOAST IS MELTING THE ICE ON THE WINGS!

WE'RE SAVED!

BIG BIG BOTTLE
 5¢
 12 FULL OUNCES

Copyright 1982, Pepsi-Cola Company

PEPSI FEST '99 SCHEDULE

(Tentative)

Thursday, March 25th, 1999

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 26th, 1999

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 27th, 1999

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 '99 will be held at the Holiday Inn Select -Airport Indianapolis. 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.

PEPSI INFORMATION

Collecting Pepsi Bottles

Collecting Pepsi bottles is one of the most interesting and exciting aspects of Pepsi collecting. The range of styles and types of Pepsi bottles offers challenges for all levels of Pepsi collectors. Over Pepsi's one hundred year history, the company has produced millions of bottles - sometimes in large quantities and sometimes in limited quantities.

This is the reason why, with few exceptions, you can find Pepsi bottles in most Pepsi collector's homes. In fact, because of the availability of Pepsi bottles, many collectors began with a single Pepsi bottle. Even though these first Pepsi bottles collected are usually very common, most collectors are proud of their first acquisition.

Although bottles are universally available, this should not deter someone looking for a challenge to collect them. Vintage, type, or style can be very difficult and expensive. Some of the different bottle categories are:



Vintage bottles (my name for Pepsi bottled before 1933). These are usually 6 - 9 ounce bottles. They were offered primarily in the southeast United States. The price on these bottles start at \$30 to several thousand dollars, depending on the type and rarity. One interesting aspect of the vintage bottle is that they have the name of the town where they were produced embossed on them. The name of the location adds to the fun of the vintage bottles.



Paper Label Bottles - normally 12 ounce bottles. These were produced from 1932 - 1955. Because of the delicate nature of the paper label, many were destroyed - adding to the collectibility and value. Many of the paper label bottles also had the name of the manufacturing Pepsi plant on them. Some from the 1930's are getting close to \$100 in value. Normally you can find paper label bottles anywhere from \$25 - \$50. Some have special advertising on the neck label - such as "two full glasses."

Applied Color Label - these were produced from 1945 to the present. They are commonly referred to as ACL or painted label bottles. These are the most common category of Pepsi bottles. It can safely be estimated that there were over 100 million of these bottles produced in the past fifty years. Therefore, most of these bottles have only moderate value. Still, it is nice to have them represented in any decent bottle collection.



Test Market - These bottles are usually produced to gauge the public acceptance of a new style of bottle, new type of bottle, or new product. Some of these test market bottles have become very valuable, especially when the public acceptance was low. One particular case of a test market bottle that did not do very well is the early non-returnable bottles. These were first produced in the late 1940's and early 1950's. The value of those non-returnable bottles range from \$50 to \$100.

Prototypes - These bottles are bottles that are either commissioned by Pepsi-Cola, or produced for Pepsi-Cola by a glass maker to sell Pepsi a new style bottle. The quantity of these bottles produced is usually only a few dozen, and very few of these are ever available to the public. Therefore, these are more often the most valuable of the Pepsi-Cola collectible bottles. The price range on these bottles is from \$100 to over \$1000.



Commemorative Bottles - These bottles are produced locally or regionally to celebrate an historic event, a local accomplishment, or achievement in sports. Most commemorative bottles are moderately priced between \$5 and \$20. Commemorative bottles are generally easy to locate.

As you can see, Pepsi bottle collecting offers something for every level of collector, with prices ranging from a few dollars for a bottle to over one thousand dollars. There is a bottle for every budget.

PEPSI RECORDS

Since 1939, when Pepsi-Cola introduced the first singing commercial, featuring the Pepsi jingle, Pepsi has been known for their great musical advertising. To a large extent, these commercials would become part of American pop culture. From the "Live, Give" commercial of 1969, to the "You've Got the Right One Baby Uh-Huh" in the 80's, people have walked around humming and singing these Pepsi commercials.

Beginning in 1939, these commercials were put on records so they could be broadcast from radio stations. There were records produced for every radio station Pepsi broadcast their advertisements. These advertising records were produced until the mid 80's, when they were replaced with audio tape. As a result of this, there are thousands of Pepsi records out there, basically being ignored by collectors.

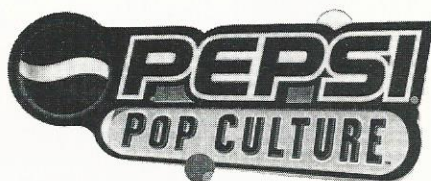
If you are looking for something unusual to collect, these records will hit the spot. You can usually find these anywhere from \$5 - \$20. Most of them were recorded at 33-1/3 RPM. So, finding a record player to play these on should not be too difficult. There is nothing better than sitting in your Pepsi room, listening to Pepsi songs from your very own Pepsi records.



Pepsi is also celebrating another anniversary this year. It was forty years ago in May, 1958 that the swirl bottle was introduced. This very stylish bottle was designed to improve the image of Pepsi-Cola. It was used through the 1970's.

It Could Happen to You!

Ever wonder who wins? Pepsi collectors - that's who. In the recent Pepsi Pop Culture contest, PCCC club member, Carole France received \$1200 for completing the phrase "In It For The Benjamins." Our congratulations go to Carole. It pays to drink Pepsi!



PEPSI STUFF

OTHER PEPSI PRODUCTS

Back in 1898, Caleb Bradham created Pepsi-Cola to quench the thirst of the patrons at his drug store. Although there is no evidence that Bradham even wanted to develop other soft drinks, we can speculate that if he were alive today he would indeed be interested in developing more drinks for the very diverse American taste of the late twentieth century consumer. That, too, is the goal of the Pepsi-Cola Company today - to develop new products to meet the ever changing consumer taste.

For almost half Pepsi's existence, the company only sold one drink, Pepsi-Cola. But, since the 1940's, Pepsi has experimented, test marketed, and even launched many new products. The first was Everess, followed by Teem, Diet Patio, Aspen, Jakes' Cola, Crystal Clear Cola, and many more, including the newest, Pepsi One.

Some have survived and many have disappeared. It is the ones that have disappeared that most interest me. As we begin Pepsi's second century, the Pepsi products that didn't make it over the years have become increasingly important as collectibles. Perhaps when Pepsi celebrates its 200th anniversary, the Pepsi-Cola Collectors Club will have a display of the Pepsi products that never made it. It would be interesting to hear people wonder out loud, "I wonder what Pepsi XL tasted like" or "I wonder what Devil Shake was?" As collectors you need to always save any newly introduced product just in case it doesn't catch on!

EXCELSIOR SPRINGS

Excelsior Springs, Missouri, long known for its mineral waters, holds a very special place in the history of soft drinks. It was the only city to operate a Pepsi-Cola bottling business in the United States. In 1940, Excelsior Springs received a Pepsi-Cola franchise.

During the resurgence of Pepsi-Cola in the 1930's and 1940's, and all out effort was made to recruit bottlers in every locale possible. An ambitious territory representative saw possibilities in Excelsior Springs. Since the city was already bottling mineral water, why not franchise them to bottle Pepsi-Cola? The city leaders, believing this could be a good source of revenue for the city agreed. They applied for and received the Pepsi-Cola franchise for Excelsior Springs and the surrounding territory.

The Pepsi-Cola franchise was operated as a department of city government. The delivery trucks were city owned trucks painted with the Pepsi logo and the name of the city. The profits generated from the Pepsi bottling department went into the city's general fund.

Everything went along fine for almost 40 years. With annual case sales growing to over 300,000 a year, the city and Pepsi were both pleased. In fact, the only one unhappy was Coca-Cola.

Coca-Cola believed that the city operating a Pepsi franchise had an unfair sales advantage. In 1976, Coca-Cola asked the Missouri State Attorney General to investigate the legality of a city owning a business. After an initial investigation, the issue was dropped. Then, in 1979, for unexplained reasons, the State Attorney General ruled the city was in violation of state laws and would have to dispose of the franchise. The Pepsi-Cola franchise was sold with the proceeds going into an endowment for the city.

PEPSI ONE

As reported in the last issue of the PCCC newsletter, Pepsi One has now been released nationwide. This is Pepsi's largest new product debut ever. The roll out of Pepsi One is being supported by a 100 million dollar promotional campaign, featuring Cuba Gooding, Jr.

Pepsi One is a diet drink targeted at male soft drink consumers. Some in the soft drink industry doubt whether Pepsi can be successful at marketing two diet drinks simultaneously. Many in the soft drink industry also were dubious as to whether Pepsi could sell a 12 ounce bottle for 5 cents. History has shown us that when it comes to unorthodox marketing, Pepsi has no peers.

One hundred million dollars may seem like a lot of money, but if Pepsi One sells 150 million cases, it will produce one billion dollars in sales. With the best sales force and the best advertising, reaching this goal should not be too difficult for Pepsi. Pepsi has a tradition of making the difficult look easy.

The big question is, do YOU like Pepsi One? If you are a Diet Pepsi drinker, and have tried Pepsi One, let us know what you think. If you are a Pepsi drinker, and think that Pepsi One is only for diet drinkers, try it anyway and let us know what you think.

WELCOME NEW MEMBERS

Nancy Stone
Gaylord, MI

B. Carol Deloach
John Desotelle
Marietta, GA

Darlene and Bernard Heckathorne
La Mesa, CA

Michael Parravano
El Cajon, CA

Donna Hoerner
Spokane, WA

Jason Goldstein
Cedar Grove, NJ

Marlena Coelho
Castro Valley, CA

Karen Lutz
McHenry, IL

Wm. Vondra
Madison, OH

Bill Strain
Phoenix, AZ

Wayne Burgess
Deerfield, IL

Valarie Hill
Rochester, NY

Diane Troyer
Libby, MT

Larry Patterson
Anderson, CA

William & Joan Larson
San Diego, CA

Kevin & Patti O'Connell
Tucson, AZ

Patty J. Hill
Triadelphia, WV

Rick Mergen
Sedalia, MO

Charles & Dea Fisher
Fort Dodge, IA

Roxanne Parette
Enfield, CT

Jerry & Jeanne Waugh
Huntington Beach, CA

Wayne Jones
Eleebana, NSW, Australia

Mary Hollaway
Austin, TX

Frank Webb
Spring Valley, CA

Joe Belliveau
Ellington, CT

Terry Campbell
Edmond, OK

Thomas Holloway
Richmond, VA

Jeff Linn
Baufield, CO

Thomas Riley
Middletown, IN

Ruth Graham
Lewiston, IL

Pety Kan Tate
Flint, MI

Janis Dreiling
Deerfield, KS

Ted Hanes
New Bern, NC

Evan Schultz
Fostoria, OH

Neil Kern
Allentown, PA

Betty Tuominen
Brush Prairie, WA

Teresa Marks
Middleburg, PA

Bonnie Newland
Valparaiso, IN

Richard Baptista
Vancouver, WA

Thomas & Susan Goist
Girard, OH

R.B. Williams III
Monroeville, AL

Harold & Alice Tiffany
Portsmouth, VA

Ruth Lengacher
Ft. Wayne, IN

Terry Slaton
Watausa, TX

Judy Beevers
Blacktown, NSW, Australia

Paul Goss
Mt. Zion, IL

Gordon Jacobsen
Council Bluffs, IA

Margaret & Tom Glines
Youngstown, OH

Minnie Nastapoka
Invkjoak, Quebec

Sharon Goodman
Omaha, NE

Michael Rossignol
Sinclair, ME

Robert & Jane Fowler
Mt. Hope, Ontario

Ronald Mack
Pittsburg, PA

Trinity Schumacher
Lake City, MN

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/Trade: Over 1000 PepsiCo cans including test market and foreign. For list send \$2 to: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935. New e-mail - JOPEPSIKO@aol.com

For Sale: 5 Pepsi Vendolator bottle and can machines. 2 perfect, 3 to be restored. Many bottles included. Lot sale \$1200 all. Call Ray R. Bennett, Harrisburg, NC @ (704)455-5658.

For Sale: 1930's Pepsi: Cola 5 cent bigger & better paper banner sign 19-1/2 x 6-1/2. Shows the paper label bottle "actual size." Beautiful colors, mint condition, \$225, including shipping & insurance. Contact: Marion Lathan, 1188 Firetower Rd., Chester, SC 29706. (803)377-8225.

For Sale: Pepsi toys, ballpoint pens, lapel pens, Christmas cards, Christmas bell plates, Holiday Glass cups, notepads, key rings, frisbees, clocks, 50's 12 oz. bottles and much more. Send \$1 for list to: Norman Horn, 6544 N.E. Indian Creek Rd., Topeka, KS 66617-2111. E-mail normh@cjnetworks.com

For Sale: Die-cast Pepsi & Coke trucks and cars. Pepsi collection for sale. Items located at Graphic In-Prints, 28780 Front St. #1-10, Temecula, CA (909)699-2812. Also custom made Pepsi mouse pads, cups, t-shirts, caps, etc. Call first before coming to store since hours vary. Ask for Holly.

For Sale: Porcelain Enjoy Pepsi-Cola iced door push #165, \$125. Wooden Handle Opener 1920 #643, \$95. Tin Drink Pepsi-Cola iced cold menu board #360, \$130. Cardboard Drink Pepsi: Cola iced sign #519, \$275. Porcelain Drink Pepsi: Cola iced cold #607, \$225. Tin Drink Pepsi: Cola here flange #608, \$190. Porcelain Enjoy a Pepsi sign #705, \$200. Contact: Eddie Tamas, 2104-168 St. Surrey, B.C., Canada V4P2S8 (604)538-9655.

For Sale: Pepsi-Cola Avenue steel street sign \$29.99 + \$5 S & H. Pepsi More Bounce to the Ounce Wall Clock 14" diameter \$5 S & H, \$39.99. Pepsi Neon Clock aluminum casing \$279.99 + \$10 S & H. Color catalog of Pepsi items \$4, contact: Sherwin Greenberg, 579 Custer Ct., Wheeling, IL 60090-5121 (847)394-9657.

For Sale: Pepsi Gas Pumps, pedal cars, trucks, tow trucks, trains, airplanes, and more. Call: Budget-Minded Collectibles @1-800-883-0893, FAX (843)577-9494, or e-mail bobwies@bellsouth.net

WANTED

Wanted: Information on VMC Model PC33. Year, Color, History, location of decals. Where I can acquire parts, etc. Contact: Mike Rossignol at Rossignol's Store, P.O. Box 255, Sinclair, Maine 04779 or phone (207)543-7768. Email at mikesan-tiques@juno.com

Wanted: Old brass Pepsi-Cola knife in good shape. Old script & amber Pepsi bottles. Contact: Steve O'Connor @ (336)841-2126.

Wanted: Pepsi ACL bottles: R-W-B, Fountain Syrup, 2 Full Glasses, Evervess, especially from OKLA towns. I also want metal Pepsi carriers. Contact: James Cobb, RR #2, Box 524, Wagoner, OK 74467. Phone or FAX (918)485-8443. e-mail shucks@mci2000.com

Wanted: Soda-related playing cards, American or foreign. Can trade. Contact: Rodney Neat, 3527 Hanover Rd., Louisville, KY 40207. (502)897-5524.

Wanted: Pepsi/Michael Jackson soda cans plus other Pepsi Jackson items. I will buy in small or large quantities. Please write me: Aram Azadian, 3067 E. El Monte Way, Fresno, CA 93721.

Wanted: VHS video tapes of the Pepsi Fest 10 events in New Bern, NC. Especially the fireworks display. I will reimburse you for the postage and cost of the tape. Please copy your tapes and send to Nancy Kuhl, 2003 Hempstead Dr., Slidell, LA 70461.

Want to buy: 3 1950's to 1960 Limited Edition 12 oz. bottles to celebrate 100 years of Pepsi-Cola. These are, I think, a 4 bottle set and I need 3 of the bottles with the square, red & white ACL label. These 3 bottles are all the same as I need them to make up 3 sets. (reproduction). 1 cardboard 1940-50's 6 pack drink or bottle carrier (original), 1 Pepsi-Cola

amber bottle (original). 1 1905 Pepsi-Cola bottle (original). Contact: Wayne Jones, 13 Harkins St., Eleebana, NSW, Australia 2282.

For Sale

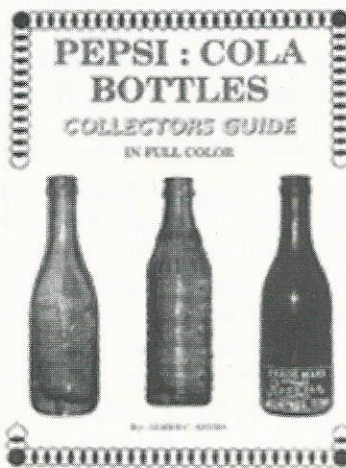
Limited Edition Litho prints "Collecting Pepsi-Cola" by Randy Schwentker commemorating the 100th Anniversary of Pepsi-Cola. Authorized by Pepsi-Cola Bottling company of Greenville, North Carolina, only 1998 **signed and numbered prints** will be issued. Issue price is \$50.00 each. In addition, orders will be taken at Pepsi-Fest for **signed** Deluxe Issue versions which are digitally and individually reproduced on canvas at remarkably high quality. Issue price is \$300.00 each unframed. And at last orders will also be taken for the 1979 "Battle for the Crown" (Pepsi/Coke boxing match painting) which will also be available in the Deluxe Version Edition. Issue price is \$300.00 each unframed. Reserve your copy of "Collecting Pepsi" for guaranteed availability at Pepsi-Fest 1999 as these prints will not be mailed due to size and risk of shipping damage. To order or make inquiries and other arrangements contact: Randy Schwentker, 206 Pecan Drive, New Haven, MO 63068 (573)237-3547 after 6 p.m. (Central Time).

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

Now Available with 1998 Prices Order Today



RJM Enterprises
P.O. Box 1377
Mt. Airy, NC 27030

Quantity	Price	Total
	@\$29.50	\$.
Add \$3.95 Shipping & Handling for first book		.
Add \$2.00 Shipping & Handling for each additional book		.
Price List @ \$4.00 each		.
N.C. Residents Add 6% Sales Tax		.
TOTAL ORDER		\$.

Method of payment: check money order MasterCard VISA

Account number: _____ Exp. Date: _____

Signature: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Vertical Partners PEPSI XMAS Collectibles

To order fill in the item # below and mail along with your payment to:

Vertical Partners

PO Box 80661

Rancho Santa Margarita CA 92688

Please include \$4.99 for shipping & handling. California residents must include the applicable sales tax.

Don't wait... order today to receive your order in time for the holidays. You may visit our web site at

www.verticalpartners.com or call us at 1-800-809-3847. Thank you for your order. Have a Pepsi Day!!!!

Bean Bag Animal 7" tall

Tagged with Pepsi Brand Logo

These are the only Pepsi Licensed Bean Bags on the market today.

\$8.00 ea

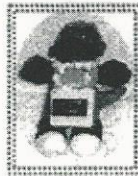
___ # 701 Pepsi Purrfect Cat



___ #703 Mountain Dew Dog



___ # 705 All Sport Alligator



Sports Plush

12" tall detail plush animals

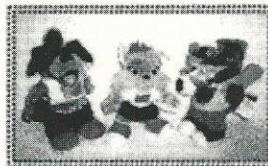
Each with it's own sporting equipment

\$20.00 ea

___ #707 Mountain Dew Dog

___ #708 Pepsi Purrfect Cat

___ #709 All Sport Alligator



Collector Phone Card Set

Pepsi's 100 year celebration

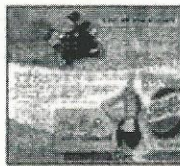
4 card set including Pepsi's 100 year success story.

\$45.00 ea

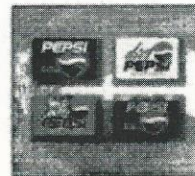
___ #710 **Front Cover**



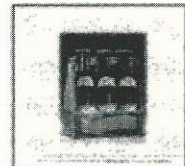
History



Card Set



Back Cover



Collector Time & Space Phone Card

The only collector phone card with it's own pop top.

\$5.00 ea.

___ #711

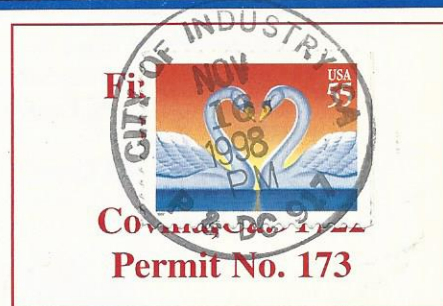




Indianapolis Pepsi Cola Plant - 1960's

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

Phillip Dillman
17733 Highland Ave
Homewood IL 60430-1319





EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 15 Issue 6

Jan.-Feb. 1999

Pepsi Begins Second Century

Happy New Year! As 1998 comes to an end, we greet the new year bittersweet. Excitement and anticipation of the new year, yet sorrow that Pepsi-Cola's centennial year has expired. Before looking forward, we must give one last thought to the year that was, at least in the world of Pepsi!

The year began with PepsiCo, the parent company of Pepsi Cola, for the first time in twenty years, not being in the restaurant business. Pizza Hut, KFC and Taco Bell are now part of a new corporation called Tricon global. In April, Pepsi Fest was celebrated in North Carolina, along with a 100th anniversary celebration sponsored by the Carolina Pepsi bottlers. The celebration lasted four days with most collectors agreeing it was the best Pepsi time they ever had.

Over the summer, Pepsi moved their headquarters from Somers, New York, to Purchase, New York, which is also the headquarters of PepsiCo.

In the fall, Pepsi-Cola began its largest reorganization ever, creating a new company consisting of all the company owned bottling plants. This new company is slated to go public sometime this coming spring.

With all this going on, Pepsi found time to launch a new cola drink called Pepsi One, the largest new product launch in the history of the Pepsi-Cola Company. What a way to celebrate Pepsi's 100th anniversary! With so many things going on this past year, I can hardly wait to see what Pepsi is up to next year.

Contained in this newsletter will be the registration form for Pepsi Fest '99. It is imperative that you fill this out and return to us as soon as possible. This will help us in planning to accommodate everyone attending. We understand that a large number of people have made their hotel reservations with the Holiday Inn. They are very close to being sold out, so if you have not made your reservations, do so

immediately. In the event that the Holiday Inn sells out, there is a Ramada Inn across the street, and a Days Inn on the other side of the freeway. These additional facilities are close enough that it shouldn't be much of an inconvenience.

This will be our 13th Pepsi Fest! Let's make this the best one ever. Remember, Pepsi Fest is what you make of it. If you want to have a great time, you will. With a hotel full of Pepsi collectors, its got to be a blast. So don't make excuses, come join the happiest people on earth at Pepsi Fest '99.

Hey all you critics out there, now is the time for you to be heard. Do you like Pepsi One? Send us your opinion or critique of Pepsi's newest product. Our readers love to hear your opinion.

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Voted Best Pepsi Commercial by the PCCC

Chapter News

from Phil Dillman

Pepsi Celebration '98

Report by Brian Nicholson from the Southern California Chapter.

With Phil Dillman's leadership we are finally getting some interest in local chapters. Remember we don't have to have local chapters but if you want them its time to get involved.

CHAPTER NEWS - SHOW & TELL

Okay, this year it's really going to happen. We are going to have chapter Show and Tell for all of the chapters that wish to participate. With all of the activities planned for the last Pepsi-Fest, there just wasn't any time for Show and Tell.

As I stated last year, while most of us collect anything even remotely related to Pepsi, we usually have an era or a category that we focus on. When you combine the individual collections from an entire chapter, the possibilities for Show and Tell displays are endless. I suggested that each chapter could have a display of a specific category, a certain period of time, or any number of combinations featuring pieces from each member's collection. I think an interesting display category might be items that are illuminated and/or animated, such as the pouring bear, inflatable snowman, Pepsi Stuff dissolve sign, lighted clocks, etc. Items sporting a specific slogan might also prove interesting. There are no right or wrong choices. The Chicago Chapter will be displaying items from 1950 and prior. The point is to show chapter unity and to have fun doing so.

Let's show others in the club how much fun they can have by belonging to a chapter. Perhaps this activity might help spur the creation of some new chapters, as well.

CHAPTER NEWS - MEETINGS

The Chicago Connection Chapter will be meeting at 7:00 PM on Saturday, Feb 13th, 1999 at Beggars Pizza in Midlothian, IL. If you would like more information, call Larry Woestman at 708-385-0646 or Phil dillman at 708-798-0404.

Pepsi Celebration in Las Vegas was a great success, thanks to everyone that attended. The celebration was scheduled to start on Friday afternoon but I think it really started on Wednesday!! The doors were opened and the celebration had begun. On Friday, the actual starting day, there was plenty of Pepsi and pizza. We watched the video of "The Caleb Bradham Story 100 years of Pepsi". This was the play that was shown at the 100th celebration in New Bern, NC in April. On Saturday morning, the swap meet was held in the ballroom. There was a large turnout with lots of Pepsi stuff on the tables. It was a great success. Everyone enjoyed the raffle, and later the auction was very active and a lot of neat things were bought and sold. That evening, we split into two groups. One went to New York, New York, and the other to the Rio for dinner and gambling. Everyone had a great time. Hope to see you next year.



Picture from Pepsi Celebration '98 in Las Vegas, Nevada

We have folks that have been trying to start chapters in the following areas:

- Elkhart/South Bend, IN Sue Pletcher, 27923 CR 30 West, Elkhart, IN 46517
- New Castle, PA Tom & Diane Gabriel, 401 Park Ave., New Castle, PA 16101
- Des Moines, IA Terry Brennan, 2701 E. Madison Ave., Des Moines, IA 50317
- Rockford, IL Marc Berger, 1782 Plaza Dr., Rockford, IL 61108
- DELMARVA Area Jean Pillar, 2001 Ruffs Mill Rd., Bel Air, MD 21015-1121
- Las Vegas, NV R. Merservey, 3139 E. Sahara Space 163, Las Vegas, NV 89104
- Milwaukee, WI Linda Goll, 5411 N. 53rd St., Milwaukee, WI 53218-3322
- Bridgeville, PA Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935

PEPSI INFORMATION

Most asked questions about the Pepsi-Cola Company:

Q. Where did Pepsi-Cola start?

A. Pepsi-Cola started in New Bern, North Carolina in 1898.

Q. Who invented Pepsi-Cola?

A. A pharmacist by the name of Caleb Bradham.

Q. Where is Pepsi-Cola's headquarters?

A. Purchase, New York (they have just moved back from Somers, New York).

Q. What is a local bottler?

A. Originally, Pepsi was sold by franchise or local bottlers. Today, some of these bottling plants are still operated by local families, but most are owned by large bottling companies.

Q. What other products does Pepsi have?

A. Pepsi also produces Diet Pepsi, numerous Slice products, Mountain Dew, Storm, Pepsi One, and Aquafina.

Q. What other companies does PepsiCo own?

A. PepsiCo owns Pepsi-Cola, Frito-Lay, and has recently purchased Tropicana drinks.

Q. Can I buy PepsiCo stock?

A. Yes. Anyone can own Pepsi stock. Just contact a local stock brokerage firm and they will tell you how to do this. When you own PepsiCo stock, you will receive the Pepsi annual report every year you own the stock.

Most often asked questions on collecting:

Q. What does double dot mean?

A. Double dot refers to the two hyphens between the words Pepsi and Cola, which

denotes the difference between Pepsi items produced before and after 1950. The two hyphen Pepsi logo was replaced with a single hyphen Pepsi logo in 1951.

Q. What is the most collectible Pepsi item?

A. Bottles are the most commonly collected Pepsi memorabilia, followed closely by Pepsi toys.

Q. What should a new Pepsi collector start out collecting?

A. Pepsi collecting should always be fun. So I suggest that new and old collectors alike should collect what they like.

Q. When collecting commemorative Pepsi cans, should I drain the Pepsi from the can?

A. Eventually all filled cans will begin to leak if not drained. A leaking can could damage other Pepsi items so, yes, I recommend draining cans.

Q. Is Pepsi memorabilia a good investment?

A. Yes, if you buy right. However, many people have paid way too much for Pepsi items, and may never see a return on their investment. It is always better to buy Pepsi memorabilia for enjoyment rather than trying to make an investment. If you want to invest, you could probably do better in the stock market.

Q. How can you tell the old from the new - reproductions from the originals?

A. In some cases it is very obvious that the item is new, and in other cases it is impossible without special equipment. The best guide is to always get the dealer to guarantee what you are buying. Remember, if the deal looks too good, it could be a bad deal.

Q. What is the best era of Pepsi collectibles to buy?

A. This is a matter of personal taste. Some people are attracted to eras because they lived during that era, while others prefer the older collectibles. I suggest that you study the Pepsi advertising for various

eras and find out which appeals to you - then collect memorabilia from that era.

Most asked questions about the Pepsi-Cola collectors club:

Q. When did the club begin?

A. The club was started in 1983.

Q. Who started the club?

A. Rick Russell, Lee Jackson, and Bob Stoddard.

Q. How many member are in the club?

A. Approximately 1800 primary members, and another 100 associate members.

Q. Does the club have an annual convention?

A. Yes, we call it Pepsi Fest.

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI FEST '99 REGISTRATION
March 25-27th, 1999
Indianapolis, Indiana

If you plan on attending Pepsi Fest '99, March 25-27th, 1999, 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 includes a registration badge that MUST be worn to all Pepsi Fest '99 functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest '99 logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

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. Return this form as soon as possible. Packets are available while supply lasts.

Members Name _____ Phone () _____

Address _____ City _____ State _____ Zip _____

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

(3) _____ (4) _____ (5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6.00 ea. = \$ _____

-children under 10 free-

PACKET WITH REGISTRATION FEE # _____ @ \$20.00 ea. = \$ _____

FAREWELL DINNER 3/27/99 # _____ @ \$20.00 ea. = \$ _____

(Child's Meal) # _____ @ \$ 5.00 ea. = \$ _____

SWAP MEET TABLE(S) 3/27/99 # _____ X cost (below) \$ _____

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.

IF NOT ATTENDING but you wish to order a packet, the cost is \$24.00 Complete the above name and address section, packet will be mailed AFTER Pepsi Fest '99. # of Packets _____ @ \$24.00 each = \$ _____.

PEPSI FEST '99 REGISTRATION
Hotel Information on Reverse Side

PEPSI FEST '99 SCHEDULE

(Tentative)

Thursday, March 25th, 1999

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 26th, 1999

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 27th, 1999

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 '99 will be held at the Holiday Inn Select -Airport Indianapolis. 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.

We are planning a Pepsi Fest East and West for 1999, but at this time no dates have been set.

Collector Information

Signs are one of the most popular and challenging of Pepsi-Cola collectibles. They come in all sizes, shapes and styles.



The price range on signs runs from a few dollars to thousands of dollars. The price range and the fact that signs have been used since Pepsi-Cola's inception makes them universally collected. From the novice to

the advanced, all collectors can find signs fun and interesting to collect.

The categories of different signs offer something for everyone. There are metal, cardboard, paper, glass, plastic and wood signs. In addition to this, these signs come as interior or exterior, die-cut as well as three dimensional, light up and mechanical, as I said there is something for everyone. Unfortunately, with this popularity has come the fakes, reproductions, and fantasy signs. Fakes are just that - signs which are created for the pur-



pose of deceiving the buyer. Avoid these at all cost. Reproductions are a legitimate way of making Pepsi signs available to individuals that can't pay the top dollars that originals demand. The only problem with reproductions is that some dealers try to pass them off as originals. The best rule is to always have the dealer guarantee the authenticity of his signs in



writing. Fantasy signs are a matter of taste. These are new creations using old logos. If you like them, you should buy them. Again, the key is to know what you are buying. This means that these signs should be reasonably priced.

Sign collecting is a lot of fun. Taking home a new sign and hanging it on the wall can be very exhilarating. To make sure it stays fun, don't get ripped off. If a dealer won't guarantee a sign, don't buy it. Also avoid taking signs off of buildings - you could end up in jail! If you see a sign on a building that you want, it is always better to get the owners permission.

INTERNET

The biggest change in American society in the last few years has been the popularity of the internet. Not wanting to be left out, the PCCC will make every effort to give the club a place in cyber space. We will have a section in the newsletter devoted to web sites and e-mail addresses. In addition, we need to hear from you. How is the internet helping you collect?

Below is a story contributed by one of our club members about their experience with the internet:

Roadways or Internet Highways?

We've all done it in search for that last Pepsi item we all are searching for.

If its driving long miles to reach that far away antique shop, waking up at the crack of dawn to be the first at the garage sale, or stomping through crowds at a flea market. It seems the end result is always the same.

More of the red guy than the blue. With the overwhelming Coca-Cola memorabilia and antiques, its no doubt that we as Pepsi collectors have a big job ahead of us. We all know, Pepsi-cola of any vintage seems next to impossible to find, but being at the right place at the right time is always helpful.

With winter coming upon us, we could find ourselves having Pepsi withdrawal because of the inability to travel. Some of us already know Pepsi collecting has hit the internet! We no longer have to leave the comfort of our own home to find that Pepsi item for our collections. Ebay is an elite internet site that has a wealth of Pepsi memorabilia. If its a new Pepsi pen, 1950's 3 foot animated Pepsi snowman display, or a 1905 Pepsi Hutch bottle, it can be found. Finally our thirst has been quenched for Pepsi collecting.

Soda War Antiques

Internet Pepsi Guide:

www.pepsigifts.com
www.pepsi100th.com

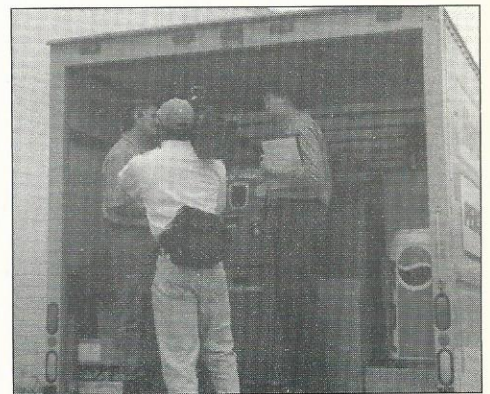
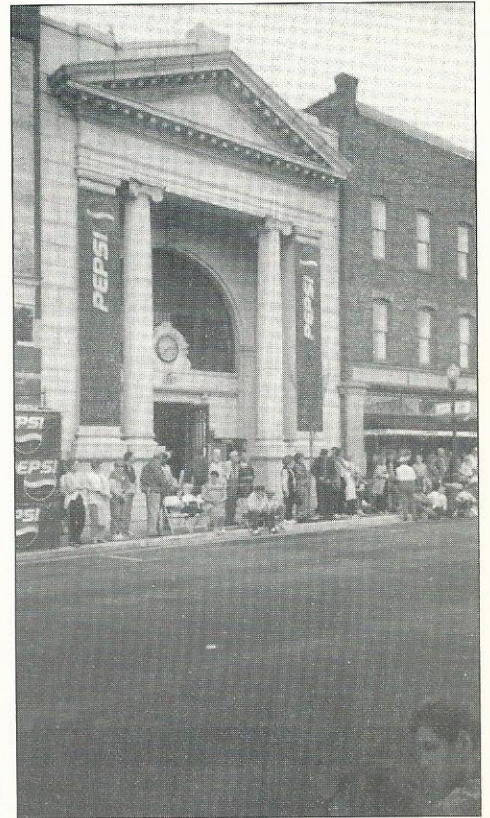
Email addresses:

Bob Stoddard: doubledot@earthlink.net

Phil Dillman: PD62Pepsi@aol.com

If you would like your email address published in the newsletter, please send it to us. Also, send us any web sites that you think other Pepsi collectors would enjoy.

100th Anniversary Celebration Pictorial



WELCOME NEW MEMBERS

**Michael Banks
Barnardsville, NC**

**Ian Roberts
Port Orange, FL**

**Richard Jackson
Tulsa, OK**

**Mike Bagby
Whittier, NC**

**Steven Martinson
Marion, MI**

**Pat Peterson
Taunton, MA**

**Kathy McLaney
Hawley, TX**

**Ronald Tatro
Salisbury, MA**

**Perry Houston
Sarasota, FL**

**Gina Angel
Brighton, IL**

**Barry Braden
Bradenton, FL**

**Jeff Childers
Sterling Hts., MI**

**David & Sharon Warren
Fairfax, VA**

**Albert & Bonnie Schwartzmiller
Vandergrift, PA**

**Gerald & Marjorie Glassmeyer,
Jr.
Polk City, FL**

**John Radiches
Jacksonville, FL**

**Daniel & Karen Dykes
Anderson, IN**

**Dorothy Judson
Fairfield, CT**

**Joe Dale Holland
Murray, KY**

**David and Joyce Ratcliff
Cleveland, TN**

**Harold & Wanda Smith
Roanoke, VA**

**Ann and Barbara Wick
Black Earth, WI**

**Craig Palmer
Carlsbad, CA**

**Jackie and Tim Mesenbrink
Moorhead, IA**

**Debra Davidson
Augusta, GA**

**Larry Steinke
Botkins, OH**

**George & Deborah Fiveash
Lampasas, TX**

**Robert Richards
San Francisco, CA**

**Mary Perdue
Lexington, NC**

**Candy & Jim Varner
Export, PA**

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 "Slash Glass" 16 oz. glass featuring Steeler quarterback Kordell Stewart. \$10 includes shipping. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935 or JOPEPSIKO@aol.com.

For Sale: Pre retirement and moving sale of Pepsi Die cast cars and banks. Prices reduced 25%. For a list send large SASE to Jim Dyer, 1111 Oakridge Dr., Roseville, CA 95661.

For Sale: Original Pepsi and Pete drinking glasses. This is the 1940's Libby glass, not the recent Anchor Hocking reproduction. Serious collectors only. Contact Mike Vath at (612)432-2074 or Email pepsimike@wavefront.com.

For Sale: Over 100 Pepsi glasses as part of 1,000 glass mail/phone auction beginning Jan. 15th and closing Feb. 3rd. Send 3.50 to Tom Hodor, 444 S. Cherry, Itasca, IL 60143.

WANTED

Wanted: I'm searching for some parts to my VMC 81 Pepsi machine - or maybe a complete VMC 81 Pepsi or 7 UP? Also wanted: Pepsi signs 1960 and back - please contact me at FAX 01149-221-862327. Klaus Miller, Forstrasse 63, 51107, Koln, Germany.

Wanted: 1940's wooden Pepsi six pack holder. Contact: Al Picolla, 2319 Elm Drive, Ford City, PA 16226. (724)763-8506.

Wanted: Anyone interested in trading, buying, or selling Pepsi cans. Get on my monthly mailing list. Write: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935 or JOPEPSIKO@aol.com.

Wanted: Any old Pepsi World Magazines, any records, the 1st and up Diet Pepsi cans, any old Pepsi by product cans, Diet Pepsi & new Orange Slice watches. Contact: Tony, 545 Martin Pl. Blvd., Apopka, FL 32712. (407)886-7170 after 5 p.m.

Wanted: Lemon Pepsi bottle, anything Mt. Dew Red or Diet Mt. Dew Rd, Pepsi AM can, 1960's 16 oz. Pepsi can, Diet Raging Razzberry and Diet Strawberry Burst cans. Contact Phil Dillman, 17733 Highland Ave., Homewood, IL 60430-1319. PD62Pepsi@aol.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.

From the Pepsi-Cola Company to the Pepsi-Cola Collectors Club:

Pepsi-Cola Company wants to thank all Pepsi Collectors Club members for your loyalty and for helping us celebrate our first century with true Pepsi spirit. A small gift of appreciation has been produced especially for each club member.

Please send a self-addressed, stamped envelope with \$.55 postage to:

Pepsi-Cola Company
700 Anderson Hill Road
MD 3/1-311
Purchase, NY 10577

Attention: Pepsi Collectors Club Gift

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**

We'd like to extend our support and prayers to long-time club member Ben Sickels, who is currently undergoing treatment for cancer. Many club members know Ben, a regular at Pepsi Fest events. Over the years, Ben has added excitement and humor to the Pepsi Fest auction. Unfortunately, the treatment of cancer is very expensive. The folks in Ben's home town have set up a fund to help defray some of the cost of Ben's treatment. Anyone wishing to help can make a donation to:

The Ben Sickels Fund
Strongsville Savings Bank
161 E. Hendrick Ave.
P.O. Box 361
Wellington, OH 44090

THE SOCIABLES prefer Pepsi



They surround themselves with friends and part of their fun is Pepsi-Cola. It refreshes without filling. You're one of The Sociables. Have a Pepsi anywhere — at play, at home or at your favorite soda fountain.



Be Sociable.
Have a Pepsi.

Refresh without filling.

“PEPSI-COLA” AND “PEPSI” ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U. S. PAT. OFF.



1936 Stinson Aircraft used by Pepsi-Cola

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

First Class Mail
U.S. Postage
Paid
Covina, Ca. 91722
Permit No. 173

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430