



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 24, Number 1

March-April 2007

\$100,000 Pepsi Can

For those who keep track of such things, we begin the 24th year of the PCCC newsletter. It has been a wonderful opportunity for me to share my love of Pepsi memorabilia and Pepsi history with my fellow collectors. I hope you have enjoyed reading it as much as I have enjoyed writing it.

Although most of the country is in the grips of several winter storms, according to the expert, the groundhog, we can expect an early spring. So do not despair, the road should be dry and clear by the time you head for Pepsi Fest. If you have not made your room reservations at the Marriott, it is imperative that you contact them ASAP. The phone number for the Marriott Indianapolis is (317)352-1231. Make sure to tell them you are with the Pepsi Cola Collectors Club. If you have not reg-

istered with the club yet, you will need to wait until you get to Pepsi Fest. We cannot guarantee that packets will be available if you did not pre-order when you sent in your registration.

This should be a great year for Pepsi collectors. With over 35 graphics changes, a new slogan, and 67 plus new products, there should be a lot of cool Pepsi stuff produced to support the marketing on these items. Maybe the greatest Pepsi collectible of all time was produced this year - the \$100,000 Pepsi can! I know every Pepsi collector is salivating over this can. Please let us know if you end up with the \$100,000 can!

If you haven't visited Pepsi's website, you should. You can check out some of Pepsi's latest promotions at www.pepsi.com. They feature

their current promotions. There is even a false rumor alert that can be found by clicking on the corporate portion of the site. For a number of years there has been a rumor floating around the internet that Pepsi produced a can that was offensive to many Americans. The actual offending can was produced by Dr. Pepper, not Pepsi-Cola. If you have any friends or relatives who have been victims of this internet rumor, you can direct them to the Pepsi web site.

Don't forget that we will be bringing back the amateur Pepsi video commercial this year. If you haven't done your commercial yet, you'd better get busy! See you in Indy!

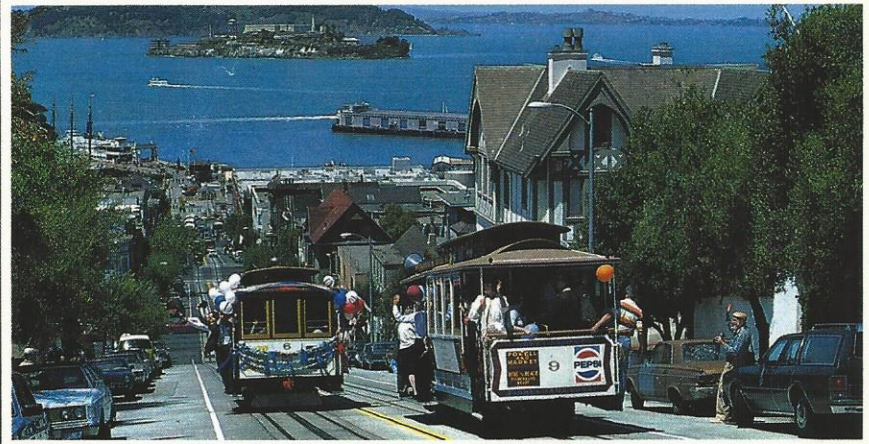
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Hyde St. Cable Cars

I Left My Pepsi in San Francisco, Circa 1970

Chapter News

Gene Atchinson of Orangevale, CA is interested in starting a chapter in the area around Sacramento in Northern California. He is planning a kick-off meeting for April 14th at 12 Noon at the Round Table Pizza in Fair Oaks, CA, at the corner of Madison and Hazel Avenues. He asks that everyone bring \$7.00 for pizza and Pepsi and to bring your favorite Pepsi item for show-and-tell. You can contact him at pepsi-pete@sbcglobal.net or 916-600-6134. Thanks!

The Iowa Club Chapter listed their 2007 schedule in their latest newsletter which you can view at Pepsi-Central.com along with back issues of other chapter's newsletters, as well. They will be meeting in April in Melcher, IA, June 9 in Des Moines for a swap meet, and October 13 in Boone, IA. For more info, contact Terry Brennan at diet-pepsi@mchsi.com.

The Southern California Chapter is planning on meeting April 14, June 9

for a picnic, August 11, October 13, and December 8. For more info, contact David Gerger at alwayspepsi@yahoo.com.

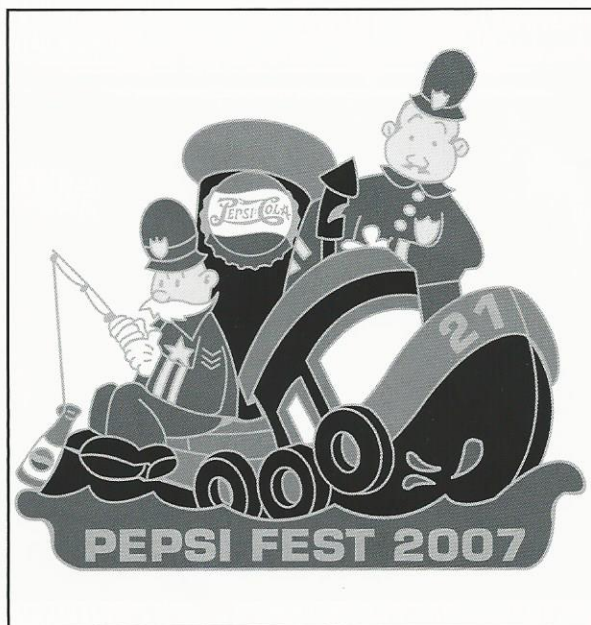
The Chicago Connection Chapter will be meeting April 14, June 9, August 11 for a picnic and the October and December dates and locations TBA. For more info, contact Phil Dillman at pd62pepsi@sbc-global.net.

Thanks to all those chapters that have kept me on their newsletter mailing list. I'd love to hear from the other chapters to see what you're up to.

I know it's not always easy for some of our club members to attend Pepsi-Fest in Indy or Pepsi Celebration in Vegas. In fact, for some, it's impossible! Sometimes, it's a lack of funds, children in school, too far of a trip, lack of vacation time, etc. This is just one reason why local chapters are so important. It doesn't cost much to start or to belong to a local chapter and, if you help to start a chapter, you

just know that the meetings will be close to where you live. Once you've started a chapter and if you happen to get along with some of the other chapter members, that could provide the opportunity for some of you to carpool to either Indy or Vegas for one of the Pepsi events. Perhaps, a day long trip to another chapter's meeting in another state would now be possible by carpooling. You could share the cost of fuel and hotel rooms. If you step back and look at the big picture, you can see that there are many options for those who are willing to be creative. For example, you could sell one of your children. JUST KIDDING! Maybe you could sell "Pepsi Scout cookies" door to door? Maybe I should end this installment of the Chapters News while I'm still alive?

-Phil Dillman



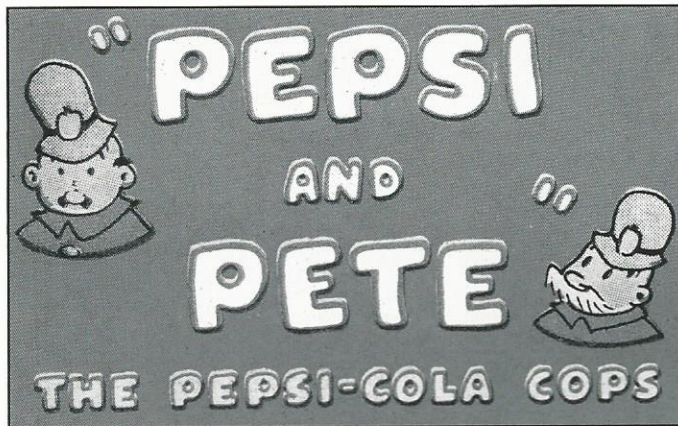
Future Club Events

Pepsi Fest 2007
Indianapolis, IN
March 15-17th, 2007

Pepsi Celebration 2007
Las Vegas, NV
To be announced

Collector Information

ASK



Dear Pepsi & Pete:

Can you tell me about this clock? It is battery operated, measures 25.25" x 13" x 2.5", yellow face on clock, woman with blonde hair, blue dress, 2 iris flowers top corner and one iris in both bottom corners, red and blue border. Drink Pepsi-Cola delicious and healthful.

Signed,
Betty



Dear Betty:

Your clock is typical of mirrors and clocks that were produced for sale to Pepsi bottlers during the 1970's and 1980's. Although these clocks are sought by collectors, their monetary value is limited due to the large quantities produced.

Dear Pepsi & Pete:

Recently I purchased a pinback button with an elephant on it that says "Young Republicans Drink Pepsi." Is Pepsi affiliated with the Republican party?

Signed,
Preston

Dear Preston:

No. Pepsi-Cola is neutral when it comes to politics. During the 1950's and 1960's, they were in attendance at both the Democrat and Republican National Conventions. They had Pepsi girls serving free samples of Pepsi-Cola and handing out pinback buttons featuring the appropriate political party symbols. If you keep looking, you are bound to find a pinback button with a donkey on it.

Dear Pepsi & Pete:

Last month I purchased a bank in the shape of an old Pepsi machine. How and when were these distributed to the public?

Signed,
Luke

Dear Luke:

The banks you mention were produced in the early 1940's. Each Pepsi bottler was able to distribute these within his franchise territory as he saw fit. Some bottlers gave them away to customers who used vending machines. Other bottlers wholesaled the banks to their customers for resale. These banks were made of a composition material that is semi-fragile. Normally finding one in mint condition is very rare.

Pepsi on Television



Pepsi Television Ads 1954

Today, televisions are everywhere. In fact, most people have more than one. In the late 1940's, it was just the opposite. A family with a television was the exception. During this period, advertisers relied primarily on newspapers, magazines, and radios to reach their customers.

Pepsi-Cola was typical of national advertisers spending the bulk of their advertising dollars on radio - most notably, the Pepsi Jingle commercial. At the beginning of the 1940's, Pepsi's innovative advertising was new and exciting. By the end of the decade, the ads were old and irrelevant. Pepsi had made its mark by being novel and daring. What was now needed was something equally inventive.

The Pepsi-Cola Company entered the 1950's with sales down and image problems.

Pepsi-Cola was considered the bargain drink at a time when Americans were becoming more prosperous. To change the image of Pepsi-Cola and increase sales, Pepsi had to position itself away from the bargain image they had so carefully fostered with their "Big Nickel Drink" advertising.

To lead the Pepsi-Cola Company in this new direction, the board of directors selected Al Steele to replace

Walter Mack, who had guided the company for ten years. At this point, it was up to Steele to change Pepsi's image. His job was riding on it. To do this, he decided that television was the right direction.

Television wasn't new at this time. It had been around for over a decade. What was new was the establishment of the broadcast networks, which began in the late 1940's. During the early 1950's, ABC, NBC, and CBS were the only television networks. There were a few independent stations, and no such thing as cable and satellite television.

Once the decision to advertise on television was made, it became necessary to determine which program would be the right vehicle to enhance the image of Pepsi-Cola. At this time, programs were sponsored by the advertisers, rather than purchasing spots during the program. Steele, along with Pepsi's ad agency, decided to sponsor the Faye Emerson show. They believed this would communicate a more favorable image of Pepsi-Cola to the television audience.

At this time, Emerson was considered to be one of the hottest personalities on television. Emerson made her television debut in 1948 by appearing on several series - The Chevrolet

Tele-theatre, The Philco Television Playhouse, and the Goodyear Television Playhouse. Soon, she began hosting musical and variety shows. By 1950, she had her own show on CBS television. In the early days of television, Emerson was so popular and on so many shows that she was referred to as the



Faye Emerson (center) with Pepsi Bottlers 1951

“first lady of television” and “Mrs. Television.” It was even rumored that the television Emmy award was named for her.

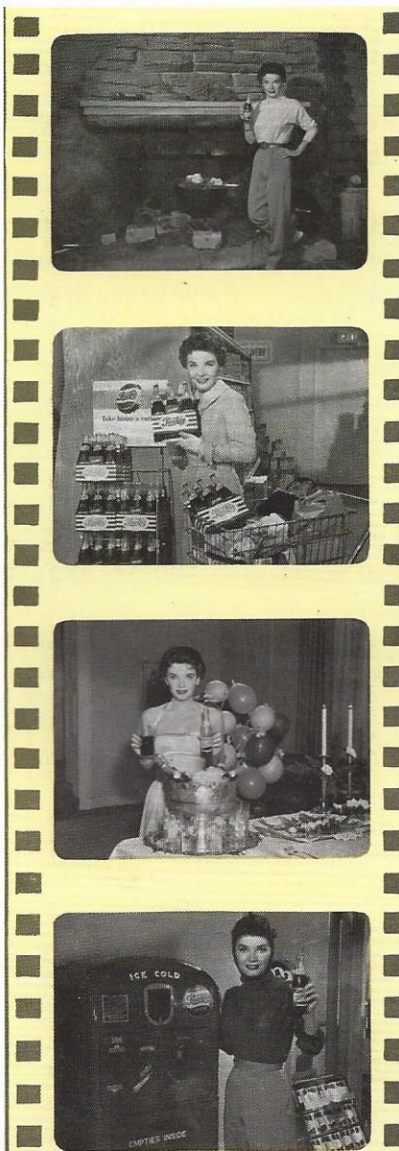
With these credentials, Emerson was the perfect candidate to improve the image of Pepsi-Cola. In 1951, Pepsi-Cola began sponsoring the Faye Emerson show. The image was perfect - the beautiful, sophisticated movie star drinking Pepsi from a champagne glass on national television. It was just what Steele wanted.

It didn't take long for the marketing heads at Pepsi to figure out that television was the place to be. This new advertising medium was so powerful, it could change a company's image almost overnight. After the success with Emerson, Pepsi selected another movie star to be their next spokesperson. Her name was Polly Bergen.

Like Emerson, Bergen starred in movies and appeared on numerous television shows. From 1954 to 1955, she was the host of the Pepsi-Cola Playhouse. Unlike Emerson, Bergen also made public appearances for Pepsi-Cola.

By the early 1960's, Pepsi-Cola had become a major television advertiser. At the same time, the public had become addicted to watching the tube in their living rooms. Once again, Pepsi felt the need to revitalize their image, and as before, they decided television was the place to do that.

Research determined that hard-sell commercials were no longer acceptable to viewers as they once were. Young viewers were especially turned off by this, and they were the biggest



Polly Bergen TV Spots 1954

consumers of soft drinks. It was decided that the way to reach these consumers was with life-style advertising. That is to say, present Pepsi-Cola being enjoyed by people whose lifestyle represented that of the consumers. This new advertising philosophy resulted in the creation of the Pepsi Generation advertising. Some

consider this advertising program the most successful television advertising of all time.

Over the next 40 years, Pepsi-Cola advertising was predominantly done on television. Radio, magazine, and newspaper advertising was reduced to a fraction of it had been in the 1940's. Pepsi's advertising budget for television skyrocketed. Not only was the cost of advertising on television expensive, but so was the cost of producing the commercials.

To make one commercial today and show it during the Super Bowl costs several times what Pepsi's whole advertising budget for one year was in the 1940's.

During the 1990's, Pepsi became one of the major advertisers during the Super Bowl. For five years straight, they were ranked as having the best commercials during the Super Bowl. At the same time, the rates to advertise during the Super Bowl increased dramatically. For the 2007 Super Bowl, a 30-second commercial cost 2 million dollars. Because of these staggering rates, and a changing viewer audience, Pepsi once again went looking for a new advertising medium.

With the explosion of the internet and other digital media, Pepsi-Cola is once again leading the way into the new frontiers of advertising. Currently, Pepsi is spending significant amounts of money for brand Pepsi for internet advertising. In addition to that, they are seeking additional forms of advertising, such as cell phones, MP3 players, etc.

In the last 100 plus years, Pepsi advertising has evolved from signs on the wall to the world wide web. All along the way, Pepsi-Cola has tried to remain on the cutting edge of advertising. It will be interesting to see over the next decades where Pepsi advertising goes next.



Pepsi Generation TV Spots 1963

PEPSI FEST 2007 REGISTRATION

March 15 - 17th, 2007

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2007, March 15- 17, 2007, 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 \$25.00 per person will include a lapel pin 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 2007 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 Indianapolis Marriott 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 # _____ @ \$ 10.00 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$25 each \$ _____

TACO FIESTA 3/15/2007 # _____ @ \$12.00 each \$ _____

Child's Meal (Under 10) # _____ @ \$ 5 each \$ _____

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

3/17/2006

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. 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 \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2007.

of Packets _____ @ \$30.00 each = \$ _____

PEPSI FEST 2007 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2007 SCHEDULE

Schedule Subject to Change

Thursday, March 15th, 2007

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	Pepsi Taco Fiesta (\$12.00 per person)
7:00 P.M.	Room Hopping

Friday, March 16th, 2007

9:00 A.M.	Seminar on Pepsi Cans
10:00 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
5:30 P.M.	Group Picture
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 17th, 2007

9:00 A.M.	Dealer Set-Up for Swap Meet
10:00 A.M.	Swap Meet Begins - Will Run 2-1/2 Hours

INDIANAPOLIS MARRIOTT
7202 East 21st Street
Indianapolis, IN 46219
(317)352-1231

Pepsi Fest 2007 will be held at the Indianapolis Marriott. The room rate is \$93 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

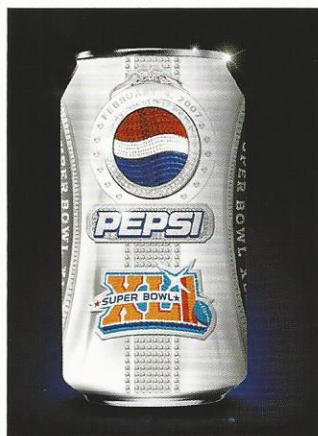
Directions: From I-70, (either way) - Get off at Shadeland Avenue (Exit 89), turn right onto Shadeland & left at the first intersection (21st). The Marriott is the 3rd building on the left.

Choreography



Choreography

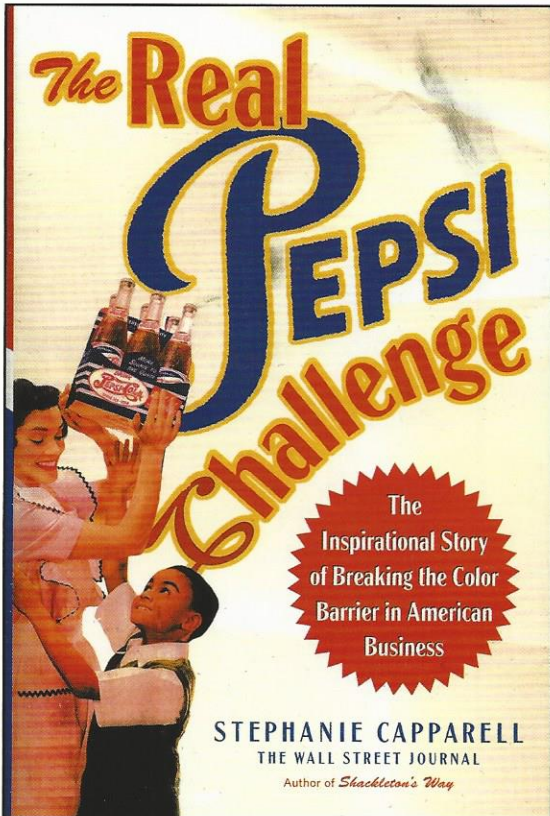
Starting in February, 2007, Pepsi will begin their new marketing campaign called "Choreography." The idea behind the campaign is that Pepsi will connect with consumers via a global brand restyle. As part of the restyle, Pepsi will introduce trendy graphics on their cans, bottles, and cups. Over the next several months, the graphics on the cans, bottles and cups will change 35 times. This is not designed as a collector series, so there will be no numbering that will help collectors know if they have them all. At this time, there is no information as to which graphics will appear on cans, bottles, and cups. At the time of publication, Pepsi said that they plan to randomly replace the graphics on the for-mentioned containers. So, if you see new graphics on a cup, and expect those graphics on a can too, that may not occur! The graphics being used will feature music, sports, automobiles, fashion, and other images that appeal to youth and young adults. There are no release dates for these graphics. They will be changed arbitrarily according to Pepsi's timetable. So if you are going to try to collect all 35 styles, you'll have to check your local Pepsi outlets weekly.



\$100,000 Can

Several issues ago in the newsletter we talked about the Pepsi can that sold for \$1200. At Super Bowl XLI, the Pepsi-Cola Company gave away a can valued at \$100,000. This can was inspired by 40 years of Super Bowl rings, crafted from sterling silver and inlaid with diamonds, rubies, and sapphires. Included with the can were Super Bowl tickets for life. Wouldn't this can look great in your collection? Perhaps we'll see this can on ebay someday. In the meantime, you'll have to settle for a picture of the can.

Book Review The Real Pepsi Challenge



In 1939, Walter Mack became president of the Pepsi-Cola Company. As president, he instituted many changes in marketing, advertising, and designing a standardized bottle. Mack was the type of individual that believed absolutely in what he was doing, and expected everyone to carry out his orders faithfully. One of the changes he was responsible for that has received less attention than it deserves was the creation of the “Negro Market Sales Team” in 1941.

This daring move was made at a time when it could have been detrimental to Pepsi-Cola’s business. This important chapter in Pepsi-Cola history is retold in a new book called *The Real Pepsi Challenge*. The book was written by Stephanie Capparell of the Wall Street Journal. In the book, Capparell tells how Mack created a special unit within the Pepsi-Cola Company to go after the Negro market. During this time, most national consumer product companies paid little attention to the African-American market. Mack decided that this market was too important for the company to ignore.

Besides that, he also believed it was the right thing to do. This made big news because it was the first time that a major corporation had decided to spend money marketing within the black community. Of special interest to African-American leaders, the men in charge of this nationwide marketing campaign were all African-Americans.

The book goes into the background of the various members of this marketing team, and the obstacles they had to overcome to sell Pepsi-Cola. It explains how these men created a unique advertising and marketing programs directed solely at the Negro market.

For the first time, the marketing materials produced for the Negro market were not condescending. Instead, they were designed to foster pride within the African-American community.

The book covers a heretofore rarely mentioned era of Pepsi-Cola history. It should be enjoyed by anyone who has an interest in Pepsi-Cola history. Warning: the author relied to heavily on Walter Mack’s book *No Time Lost* for historical information on the Pepsi-Cola Company. Mack was in his 80’s when he wrote his autobiography and confused and misremembered a lot of facts. That being said, the book is very interesting and worth reading!



1947 Cardboard Signs

Welcome New Members

John & Rose Freel
Elkhart, IN

Stephen & Sheila Adams
Jacksonville, FL

Robert Shepard
Clinton, MO

Sandra Miller
West Chazy, NY

Bob Schutz
Clarkston, MI

Daryl Weseloh
Minier, IL

Joe Robinson
Yardley, PA

Debra & Neil Davis
Bainbridge, OH

GOING GREAT ON BROADWAY!

LOU HOLTZ, WILLIE HOWARD and PHIL BAKER
—stars of Clifford C. Fisher's "Priorities of 1942".

This gang knows a hit when it has one. That's why Pepsi-Cola's getting the big rush. It tastes better . . . lasts longer . . . gives 'em more for their nickel. That's what you want. That's what Pepsi-Cola gives you.

BETTER TASTE...
PEPSI-COLA
...BIGGER DRINK

★ Pepsi-Cola is made only by Pepsi-Cola Company, Long Island City, N. Y. Bottled locally by Authorized Bottlers from coast to coast. ★

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:

Pepsi items from my collection. For 8 page list & 50 pictures send 3.00 to cover postage etc. (will be refunded on orders over 15.00). Contact: Dennis Catlin, 1955 Lakeside Lane, Conover, NC 28613. Email: PEPSI-BOUND1@WMCONNECT.COM Reference Pepsi Phone (828)466-1086 4:30-9PM wkdays, 9-9 Wkends E.S.T.

For Sale: Pepsi collection, too much to list, many rare items. Can deliver to Pepsi Fest at Indy. Priced to sell. Call Mark @ (615)477-6341.

For Sale: Patio Grape and Patio Orange cork lined soda bottle caps, unused n-mint condition .50 cents each. Teem cork lined soda bottle

caps, unused n-mint condition .50 cents each. Pepsi-Cola bottle cap logo 6-pack carton, unused n-mint condition \$8.00. Pepsi-Cola bottle cap logo uniform patch, unused n-mint condition \$4.00. All items plus shipping. Contact: Robert Shepard, 308 W. Wilson, Clinton, MO 64735 (660)885-5337 mistercola@charter.net *****

Wanted:

Pepsi/other soft drink paper bottle labels, stickers, and vintage coupons. Contact: Scott McClung, 8381-H Montgomery Run Road, Ellicott City, MD 21043.

Wanted: Pre-1950 Pepsi World magazines, annual reports, and pho-

tographs. Contact: Bob Stoddard (909)946-6026. Email: double-dot@earthlink.net *****

For the finest in Pepsi-Cola gifts and collectibles visit:

www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2007 Pepsi Gift and Collectibles catalog, email your request to: doubledot@earthlink.net



The Birth Place of Pepsi Store
Visit Us Online Today!
www.pepsistore.com

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.



Pepsi Challenger driven by Don Prudhomme 1981 Winternationals

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
18351 Cowing Ct.
Homewood, IL 60430 USA



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 24, Number 2

May-June 2007

PCCC to get Official Web Site

Last year, when I arrived at the hotel where Pepsi Fest was being held, it was snowing. This year, the temperature was 75 degrees. This mild weather was a harbinger of good things to come. Pepsi Fest 2007, from the taco dinner to the swap meet, ran as smooth as ice. One of the highlights of this year's Pepsi Fest was the seminar on Pepsi cans conducted by John Hantz. John did a great job informing attendees on the intricacies of can collecting. After 21 years, it is still exciting to go room hopping looking for new Pepsi stuff. It is always great to see old friends and make new friends. The success of Pepsi Fest is the result of a lot of hard work by a lot of people. I'd like to thank our auctioneer, Ken Harris, Carole Brown and Kim Kinzie, auction coordinators, and to the many

other people who helped too numerous to mention. A special thank you to Lisa Castaldo, Cathy Dial, and Stan Hoff for their product donation to Pepsi Fest.

In recent years, the internet has become a major part of collecting. Unfortunately, the PCCC has not responded appropriately to the digital world. To rectify this situation, we are in the process of creating the Pepsi Cola Collectors Club official web site. Currently, Wayne Burgess is coordinating the effort to create our web site and has agreed to be the webmaster. The site will be up and running with a special section for members only. Anyone with ideas or suggestions about what they would like to see on the web site, please let us know. Stay tuned for the unveiling of Pepsicollectorsclub.com!

The web site will enable us to keep club members better informed. There will be a place for Chapter information, which will be handled by Phil Dillman. One of the most exciting aspects of a club web site is being able to get up-to-date information on reproductions. Currently, it takes too long to inform members about reproductions created for fraud. See you in cyberspace!

This month, postal rates go up yet again. Combining this with the cost of printing, it makes it necessary to change the newsletter from bi-monthly to quarterly. There will be no changes until after the web site is up and running.

In This Issue

Pepsi-Cola Today

Pepsi v. Coke

**Pepsi Fest 2007
Pictorial**



Pepsi Fest 2007 Pizza Party

Chapter News

Following the June meeting of the Chicago Connection Chapter, they will be adjusting their meeting schedule by having their meetings on or about the third Saturday of every even month. The reason for this is to allow members of other chapters to sit in on Chicago area meetings and allow Chicago members to sit in on other chapter meetings for both a change of pace and a chance to see what the other chapters are up to. As of now, most of the chapters meet on the same Saturdays. If you would like to contact some of the other chapters, you can find their contact info at Pepsi-Central.com.

The list of chapters and their information remains the same as last year except for the removal of the Mile High chapter in Colorado.

Being involved in genealogy and researching my family tree allows me the opportunity to attend several family reunions each year. I can't get to all of them but I have a number to choose from. I enjoy learning about the different branches of the family and sharing what I've learned about

the family with them. Likewise, I have the same passion about my Pepsi collecting. I enjoy learning what I can about Pepsi and Pepsi products and, in turn, sharing what I've learned with other collectors.

In my mind, there is no better place to learn about Pepsi and to share that knowledge than at Pepsi-Fest, Pepsi Celebration and at chapter meetings. At the same time, I see each of these events as a sort of "family reunion." As with most family reunions, the only time we get to visit our Pepsi family is in Indianapolis while Pepsi Celebration and individual chapter meetings bring us together for a few visits between Fests.

I know that, if I didn't have my bi-monthly Pepsi meeting fix, I'd be traveling to the chapter or chapters nearest to me to sit in on their meeting. But, it's not just for the Pepsi...it's for the camaraderie and fellowship with other Pepsi collectors.

I understand that things come up that occasionally force us to miss a meeting or to miss Pepsi-Fest. It's been said that "Life is what happens

when you've made other plans."

While that's true, I am still planning on attending every Pepsi-Fest that I can and to do my part to help build the number of PCCC chapters and to help build the membership of the Pepsi-Cola Collectors Club by means of aggressive flyer placement, especially once the new PCCC web site is up and running. Remember, building awareness of the club and its chapters can also flush out even more collectibles for us to enjoy and can help increase the size of our "family." I hope everyone will help in this effort. Thanks!

A quick reminder - All members of PCCC chapters must also be paid members of the Pepsi-Cola Collectors Club. The dues are separate.

Any questions or comments about chapters? Contact me at pd62pepsi@sbcglobal.net

-Phil Dillman

NORTHERN CALIFORNIA:

Gene Atchinson would like to meet with anyone interested in starting a Northern California Chapter on June 3rd, 2007 at 2:00 p.m. Sunday at Round Table Pizza in Fair Oaks, CA at the corner of Madison and Hazel Avenues. Please contact Gene at pepsi-pete@sbcglobal.net or call (916)600-6134.

MICHIGAN:

Anyone interested in starting a chapter in Michigan? Please contact Russ Kimbler of Grand Rapids at rkpepsi@sbcglobal.net or call (616)669-9356.

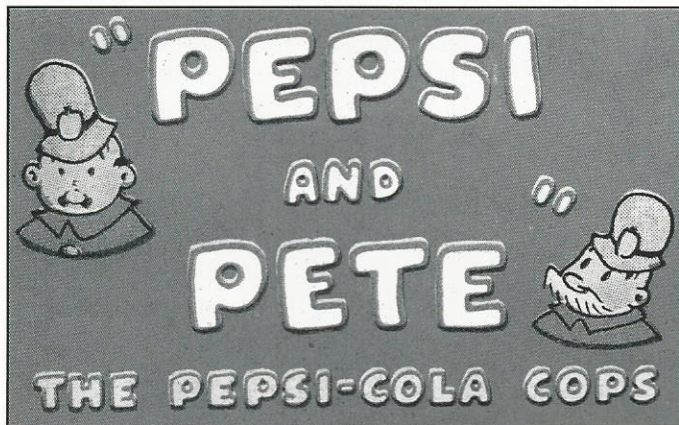
Future Club Events

Pepsi Celebration 2007
Las Vegas, NV
October 26th & 27th, 2007

Pepsi Fest 2008
March 13-15, 2008

Collector Information

ASK



Dear Pepsi & Pete:

I've never seen or heard of any Pepsi items with the 1898 Pepsi-Cola script on them. Do these exist?

Signed,
Jack



Dear Jack:

Although the 1898 Pepsi-Cola script was registered by Bradham, there was never any evidence that it was used in marketing Pepsi-Cola. The first newspaper advertisement for Pepsi-Cola featured block letters. If any memorabilia bearing this first script was ever produced, there is no record or evidence of its existence.

Dear Pepsi & Pete:

How come I can't find any Pepsi-Cola signs from the 1920's?

Signed,
Craig

Dear Craig:

There are some Pepsi signs from the 1920's, but they are very rare. If you remember, Pepsi-Cola was bankrupt in 1923. Over the next eight years, until 1931, the Pepsi-Cola Company struggled just to stay afloat. During this period, there was not a lot of money for advertising. The signs that were produced were in very small quantities.

Dear Pepsi & Pete:

I've seen a lot of the reproduction mirrors with the 1909 Pepsi girl on them. But, I've never seen an original mirror from 1909 with the girl on them. Do they exist?

Signed,
Tammy

Dear Tammy:

The reproduction mirrors were not reproductions of actual Pepsi mirrors. The 1909 reproduction mirror is actually called a "fantasy" item. A fantasy item is someone's idea of what this item would have looked like if it had been produced originally. The difference between a reproduction and a fantasy item is that a reproduction is a copy of something that was produced, and a fantasy item is something made up from images of an earlier time.

Dear Pepsi & Pete:

Some of the old advertisements refer to Pepsi-Cola as the "pepsin drink". Did Pepsi-Cola ever contain Pepsin?

Signed,
Charles

Dear Charles:

In the original formula, there is no mention of pepsin. Bradham believed that just like pepsi, Pepsi-Cola aided digestion.

Pepsi Today

The Pepsi-Cola Company was incorporated December 30, 1902. The following year, sales reached almost \$10,000. Currently, PepsiCo, the parent company of Pepsi-Cola, has sales of close to \$36 billion per year. The Pepsi-Cola Company of today bears little resemblance to the company Caleb Bradham started. With the exception of the product, most everything else has changed. Over the past 100 years, the Pepsi-Cola has evolved into one of the world's most respected companies. How this all happened is the Pepsi-Cola story.

There are two parts to the Pepsi-Cola story. The first is the product, and the second is the company. Between 1898 and 1945, Pepsi-Cola was the only product of the Pepsi-Cola Company. In 1946, a sparkling water called Evervess was added to the portfolio, followed by Teem in 1959. A landmark change occurred in 1964, when the flagship brand name, Pepsi-Cola, was used on a diet drink - Diet Pepsi-Cola.

In the 1980's, the big change in Pepsi beverages was the introduction of caffeine-free cola drinks. Pepsi and Diet Pepsi were both available as caffeine-free. Also, a line of flavored drinks was introduced under the Slice name - lemon-lime, mandarin orange, etc.

The 1990's saw Pepsi-Cola become the "total beverage company". Pepsi trucks began carrying

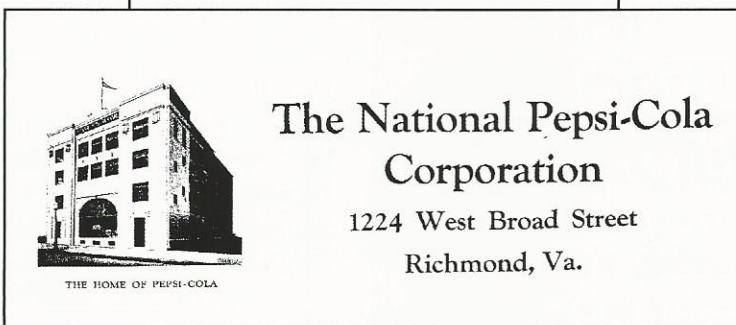
bottled water, ready to drink teas, Ocean Spray Fruit Drinks, and a multitude of carbonated soft drinks.

Today, the Pepsi-Cola portfolio includes carbonated as well as non-carbonated drinks. This includes numerous types of Pepsi-Cola drinks, a line of all-natural carbonated drinks,



Pepsi-Cola Headquarters 1906-1923 New Bern, NC

a variety of water, including flavored and vitamin-fortified water. Gatorade drinks have become a big part of the Pepsi family. Pepsi is currently marketing and distributing several energy



The National Pepsi-Cola Corporation

1224 West Broad Street
Richmond, Va.

Pepsi-Cola Headquarters 1923-1931

drinks under the Mountain Dew and SoBe names. Based on the public's concern for healthier drinks, Pepsi has introduced several lines of fruit drinks under the names Tropicana,

Del Monte, and Ocean Spray. To satisfy the need for tea drinks, Pepsi offers several varieties of Lipton flavored teas. Some time in the near future, Pepsi will be offering dairy beverages under the Quaker Oats brand name.

As amazing as these changes are, the changes that have occurred with the Pepsi-Cola Company itself are even more so. As stated earlier, the original Pepsi-Cola Company was incorporated in December, 1902. By March 1923, the Pepsi-Cola Company was bankrupt. The company was resurrected by Roy Megargel, a Wall St. investor. The Pepsi-

Cola Company resided in Richmond, Virginia from 1923-1931. Because of the depression and other financial problems, the Pepsi-Cola Company was declared bankrupt a second time in May of 1931. In

August of the same year, Charles Guth, President of Loft, Inc., purchased the trademark and formula of the Pepsi-Cola Company.

By 1935, the fortunes of Pepsi-Cola looked so good, that Guth left Loft and took Pepsi-Cola with him. The management of Loft at that time believed

that Pepsi-Cola actually belonged to Loft. This resulted in several years of litigation between Loft and Guth as to who the legitimate owner of Pepsi-Cola was. In 1939, the case was

finally settled with the court ruling that Pepsi-Cola did indeed belong to Loft, Inc. From 1931 to 1941, Pepsi-Cola was a subsidiary of Loft, Inc. In 1941, Loft shares were exchanged for Pepsi-Cola shares, and Loft Inc. was dissolved.

The assets of Loft, Inc. were sold off, with the exception of Pepsi-Cola, which became their only asset.



Pepsi-Cola Headquarters, Long Island City, NY 1930's and 1940's

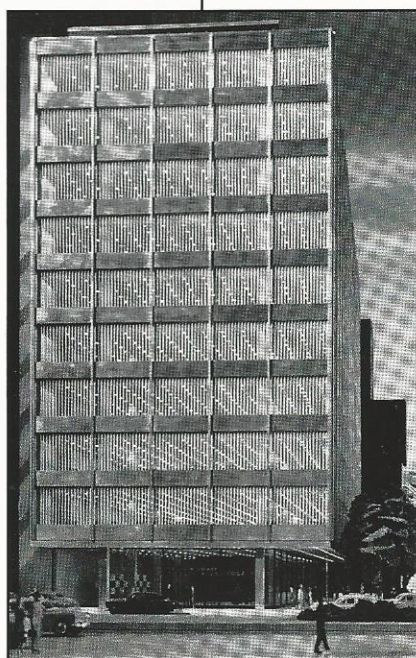
During the 1940's and 1950's, Pepsi-Cola became the 2nd most popular soft drink in the world. In 1963, Don Kendall became President of the Pepsi-Cola Company.

During a chance meeting at a trade show, Kendall met Herman Lay, President of Frito-Lay, makers of Lay's Potato Chips and Fritos Corn Chips. From this meeting, a friendship ensued, and eventually the two decided their two companies should merge. With the merger of Pepsi-Cola and Frito-Lay, PepsiCo was formed in 1965.

To diversify the business, Pepsi-Cola

acquired other businesses over the next few years. Among the businesses they purchased were North American Van Lines, Lee Way Trucking, and Wilson Sporting Goods. After several years, the com-

pany realized that these other businesses were too different from Pepsi's core business to remain part of the corporation. Consequently, these other companies were sold off.



New York Circa 1960's

In an attempt to grow the business by acquisition, PepsiCo decided to enter the restaurant field. This would give them diversity within an industry they were familiar with. Since restaurants purchase a large amount of soft drinks, it was a natural fit. PepsiCo purchased Pizza Hut,

Taco Bell, and Kentucky Fried Chicken. With the acquisition of these three restaurants, PepsiCo became one of the largest restaurant companies in the world.

Over time, this became a problem for PepsiCo, because Pepsi-Cola's restaurant customers saw them as a competitor. To solve this problem, the restaurants were spun-off into a separate company called Tri-Con Global. This move enabled PepsiCo to have a relationship with the restaurant business, and the freedom to go out and find new customers.

The bottling system had evolved over the years from a handful of company-owned plants into several hundred company-owned plants. The tension

of the company being the largest Pepsi-Cola bottler and at the same time trying to service the independent bottlers resulted in both parties being unhappy. To remedy this situation, it was decided that the Pepsi-Cola Company would spin off the company-owned bottling plants into a separate business in 1999. That new company is Pepsi Bottling Group.

With the spin off of the restaurants and the bottling system, Pepsi-Cola was able to focus the business on what they did best - marketing consumer soft drinks and snack foods. To better do this, Pepsi-Cola acquired Tropicana Juices and Quaker Oats. The real purpose in purchasing Quaker Oats was to obtain Gatorade. Gatorade is the number one sports drink in the world. These acquisitions have helped PepsiCo become a Company that has all the right products to successfully compete in the future.

Pepsi v. Coke

The rivalry between Coke and Pepsi is commonly referred to as the Cola Wars. Most people believe this competition mainly consists of fighting for display space in stores and producing better advertising. Few people are aware that the real Cola Wars took place via the legal system between 1933 and 1943. During this period, Pepsi fought Coke for their very right to exist.

Prior to 1933, Coca-Cola did not consider Pepsi enough of a threat to go after them as they did many other competitors. Although some have speculated, Coke never bothered Bradham because of his friendship with a powerful U.S. Senator from North Carolina. Regardless of why Coke didn't challenge Pepsi's trademark, they did challenge the trademark of dozens of other cola companies. In most cases, Coke prevailed, and in others, they reached settlements that resulted in those companies leaving the cola business. Some of the companies sued by Coca-Cola include Chero-Cola, Taka-Kola, Vera-Coca, etc.

On August 10, 1931, just two days after the Pepsi-Cola Company in Richmond was declared bankrupt, Charles Guth founded a new Pepsi-Cola Company incorporated in Delaware. Forty-six days after that,

Guth, as president of Loft, Inc., discontinued selling Coca-Cola in the Loft owned candy stores. Coca-Cola

many competitors thrown out of soda fountains, no one had ever challenged Coke's monopoly of soda fountains.

After the shock wore off, Coke went after Pepsi and Loft with everything they had. Private detectives were dispatched to soda fountains operated by Loft, which included the Happiness and Mirror Candy Stores. The detectives would pose as customers and request a "Coca-Cola". If Pepsi was served, the detective would write down the time, place, and name of the server who made the infraction. All such occurrences became evidence in a lawsuit that Coca-Cola was preparing. According to Coca-Cola, there were over 600 cases of what was referred to as "substitution."

On May 4, 1932, Coca-Cola filed suit against Loft, Inc., and Happiness stores. The suit was aimed at restraining the candy store from serving a substitute beverage to patrons who ordered Coca-Cola. The suit alleged that the candy store served a drink similar to Coca-Cola in color and in taste. In other words, Loft

was trying to deceive the consumer by creating a product that looked and tasted like Coca-Cola.

The next day, Pepsi-Cola filed suit against Coca-Cola for interfering in a contract between the Pepsi-Cola Company and Loft, Inc. In Pepsi's complaint, they asked for 2 million dollars in damages. Two days later, Loft, Inc. filed suit against Coca-Cola

You'll say "It's The Best Cola Drink"

PEPSI-COLA
(DOUBLE STRENGTH)

Bucks You Up!
- Like a Cup of Strong Coffee!

Sixteen different delicious fruit flavors—including the stimulating ingredient of Coffee—richly blended into this luscious, refreshing beverage. The first sip of Pepsi-Cola is a revelation and a delight—Pepsi-Cola is, in our opinion the outstanding Cola Drink—Double Strength—that's why it puts real "PEP" in you. A large 8-ounce glass for 5 cents.

3,500,000 DRINKS OF
PEPSI-COLA
Were Served during 1932 at

Loft SODA FOUNTAINS

Millions of New Yorkers know the bracing, appealing and invigorating qualities of Pepsi-Cola, which trade mark name was registered in the United States Patent Office in 1903—exactly thirty years ago. All these years Pepsi-Cola has been the tried and true beverage of those who desire "pepping-up". Don't forget—it's Double Strength.

5¢ FULL 8-OUNCE GLASS at all Fountains

Delightful—Refreshing—Satisfying—Invigorating

Step into any Loft Store—ask for Pepsi-Cola by name—don't ask for Cola, or any name except Pepsi-Cola. Then if you ever tasted any other five cent drink as equal Pepsi-Cola, please don't pay the check!
(No other Cola drinks are served in Loft Stores)

138 STORES IN GREATER NEW YORK

Advertisement Circa 1933

was replaced by a drink that heretofore was not known in the New York metropolitan area. The new drink was called Pepsi-Cola. By most accounts, this was a normal business practice. But for Coca-Cola, it was the equivalent of an atomic bomb going off. Up to this point, Coca-Cola had never been kicked out of a fountain outlet. Although they had

for malicious interference of a contract. Loft asked for 5 million dollars in damages.

The Pepsi and Loft suits were dismissed for lack of evidence. However, the Coca-Cola cases went to trial, where the judge could not find a deliberate attempt by the candy stores to substitute Pepsi for Coke. The judge did accuse Coca-Cola of inflating the number of substitutions that had occurred. He found that the agents would go to the Loft stores during their busiest times. Further, the agents would concentrate their efforts on servers who they knew had a propensity for making mistakes. Less than 10% of the servers would serve Pepsi-Cola to customers who had asked for Coca-Cola without informing them that Pepsi-Cola was the only drink they served. The judge found evidence that Loft had made every effort to get their employees to make customers aware that Pepsi-Cola was the cola drink sold in Loft stores. The judge ruled that Loft was not engaged in substituting Pepsi-Cola for Coca-Cola to patrons. At the same time, he warned Loft that if substitutions, although inadvertent, continued to occur, there would be consequences. These suits between Coca-Cola, Pepsi-Cola, and Loft Stores were concluded on June 6, 1933.

Over the next few years, the legal battles seemed to have subsided. Then, out of the blue, Coca-Cola decided to attack the Pepsi-Cola trademark in Canada. In 1937, Coca-Cola filed suit in a Canadian court, claiming that the Pepsi-Cola trademark had infringed on the Coca-Cola trademark. During the trial, Coca-Cola argued that the name Pepsi-Cola was so similar to the name Coca-Cola, that this confused most consumers, and that the similarities in names was done intentionally for the purpose of exploiting Coca-Cola's

good will. On July 26, 1938, the Canadian Court agreed with Coca-Cola - that Pepsi-Cola did indeed violate Coca-Cola's trademark. The court claimed that the evidence showed that consumers were confused between the names Pepsi-Cola and Coca-Cola. To the court, this confusion existed, even though Coca-Cola was sold in a 6 oz. bottle, and Pepsi was sold in a 12 oz. bottle. The court ruled that Pepsi-Cola must deliver to Coca-Cola, all labels, advertising material price lists, advertising blocks, and other materials that it possessed which bared the name Pepsi-Cola. This ruling would effectively put Pepsi-Cola out of business in Canada. Fortunately, Pepsi was able to get a fifteen day stay of the court order while they appealed the case to the Canadian Supreme Court.

Deciding that being on the defensive was not Pepsi's best option, they decided to go after Coca-Cola in U.S. courts. On August 5th, 1938, Pepsi-Cola filed suit against Coca-Cola requesting that the court issue a restraining order against Coca-Cola from interfering in their business in the United States. Simultaneously to the action in the New York court, Pepsi-Cola filed a petition in the United States patent office, challenging the validity of the Coca-Cola trademark.

The Supreme Court of Canada ruled on December 9, 1939 that the Pepsi-Cola trademark was valid. Coca-Cola, unable to accept defeat, appealed the case to the privy council of London, England. During this period, Canada was part of the British Empire. This made the Privy Council in London the ultimate court of appeals for all cases within the British empire.

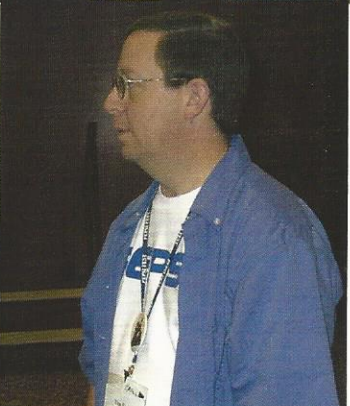
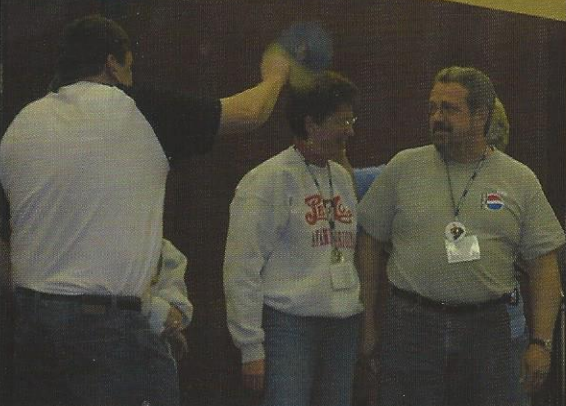
While waiting for the Privy Council to rule, Pepsi pushed forward against Coca-Cola in the New York

Supreme Court. Pepsi-Cola asked the court to order Coca-Cola to let Pepsi's attorney's examine Coca-Cola's records regarding infringement cases. For reasons only known to Coca-Cola, having outsiders view these records was inconceivable.

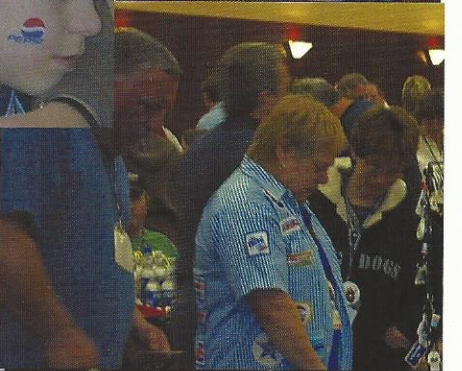
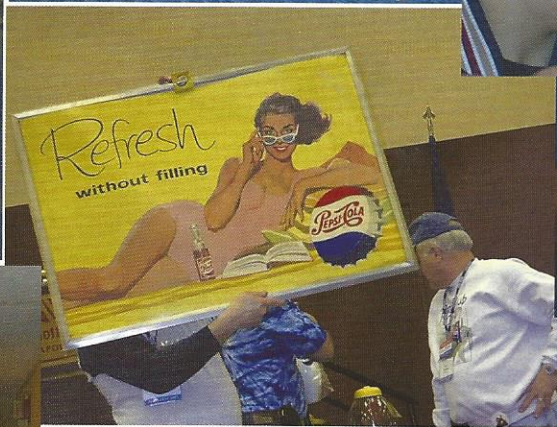
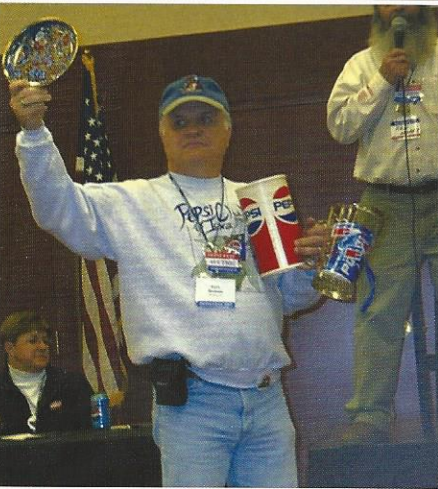
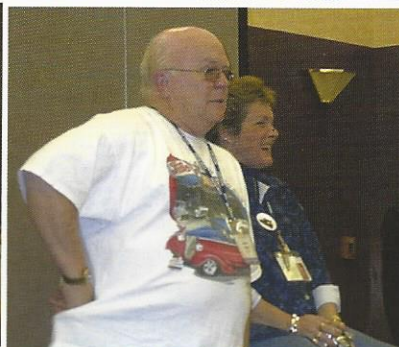
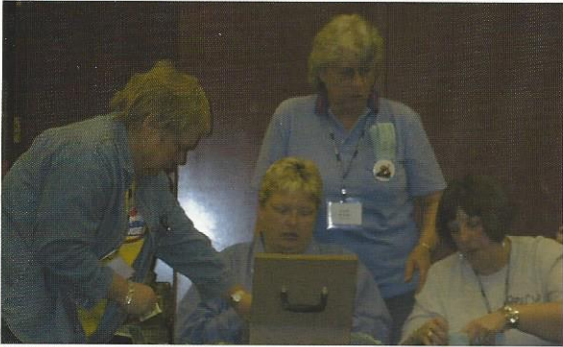
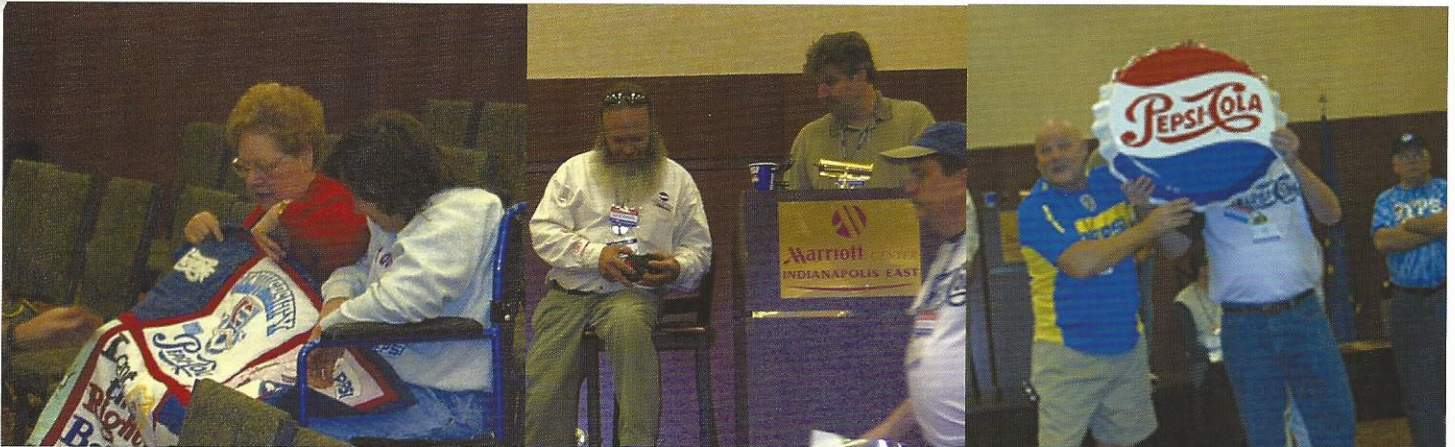
Meanwhile, the other, perhaps more serious legal situation was going on in Washington, D.C., where Pepsi-Cola was challenging the legitimacy of the Coca-Cola trademark. The U.S. Patent Office ordered a full hearing on Pepsi's claim that Coca-Cola's trademark was invalid. Pepsi's lawyers argued that descriptive terms like Coca and Cola could not be trademarked. This would be like trying to trademark salt and pepper.

Finally, in 1942, the case of Coca-Cola vs. Pepsi-Cola reached the Privy Council in London, England. On March 19, 1942, the Privy Council upheld the Canadian Supreme Court's decision dismissing Coca-Cola's suit against Pepsi-Cola. For Coca-Cola, the loss of this case was earth-shattering. Within two months of the ruling, Coca-Cola and Pepsi-Cola reached a settlement on all trademark disputes. For Pepsi-Cola, this meant that they could focus on marketing their soft drink without the fear of having their trademark legally challenged. For Coca-Cola, it meant the end of their legal dominance over other cola companies. Undoubtedly, this was the biggest Pepsi challenge, and fortunately, they won it.

Pepsi Fest 2007 Pictorial



PEPSI-COLA COLLECTORS CLUB EXPRESS



Collector Information

To keep Pepsi collectors better informed, here are some prices recently realized on Ebay. It appears that the better items are still attracting premium prices.



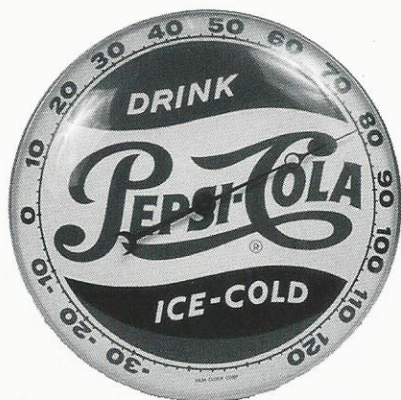
1940 Pepsi Flange Sign
\$1100
April 22, 2007



1940 Pepsi Flange Sign
\$1100
April 22, 2007



1909 Original Pepsi Syrup Dispenser
\$27,000
April 21, 2007



1951 Pepsi Glass Thermometer
\$1175
April 22, 2007



1940's Pepsi Cola Bottle Carrier
\$316
April 24, 2007

Welcome New Members

David & Linda Lester
Byron Center, MI

Tony Wilson
Minice, IL

Sheri Walsh
Jacksonville, FL

Aundre Bell
Las Vegas, NV

Denise Jonquet
Highland, IN

Donald & Faye Burton
Cumberland, MD

Michelle & Christopher Sanders
Montezuma, IN

Frank Becker
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Nelson Cook Sr.
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Bill Cowger
Indianapolis, IN

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For the finest in Pepsi-Cola gifts and
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www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2007 Pepsi Gift and
Collectibles catalog, email your request to:
doubledot@earthlink.net



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Visit Us Online Today!
www.pepsistore.com

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.



Pepsi Fest 2007 Group Picture

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