



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 21, Number 3

July-August 2004

Pepsi On Edge

Most Pepsi collectors not only have a passion for the memorabilia, but they also love the beverage. Some drink the original Pepsi, while others like Diet Pepsi. To complicate your life a little more, Pepsi has introduced a new drink called Pepsi Edge. This new Pepsi product is located somewhere between the original Pepsi and Diet Pepsi. To decide if this new Pepsi product is for you, you must ask yourself an important question - am I looking for less calories and the same great taste? If your answer is yes, may I suggest that you conduct a Pepsi taste test! Get one can of Pepsi, one can of Diet Pepsi, and one can of Pepsi Edge. Ask a person you can trust to blindfold you and let you sample each beverage. The one you like the most is the Pepsi you should be drinking. After you've conducted your taste test, let

us know what your feelings are about Pepsi Edge.

This is a summer of a billion laughs on ABC television. The billion is a reference to Pepsi's latest promotion that will ultimately give someone the opportunity to become a billionaire. If you haven't heard by now, the contest is based on finding numbers underneath caps of specially marked Pepsi and Diet Pepsi products. You then register these numbers on-line. At some point, a number of individuals will be selected to participate for the billion dollars. Keep drinking Pepsi - perhaps you'll be the next billionaire.

The Southern California Chapter is busily working on the 2004 Pepsi Celebration in Las Vegas. Problems with the hotel last year made it impossible to return to the Fitzgerald this year. Reports are that there is a

tentative agreement with a new hotel that will better handle the unique needs of the Pepsi-Cola Collectors Club. The tentative dates for this event is November 4th-5th, 2004. We should have this information confirmed and all relevant information on the event in the next newsletter. If you have not attended the Las Vegas event, you should try to make it. It is always a lot of fun.

Have a great summer, be safe, and drink lots of Pepsi!

In This Issue

History of Pepsi in Hickory

\$25,000 Pepsi Sign

Remembering Ray



1938 Metal Sign Sold at Auction for \$1850

Chapter News

Hi, Boys and girls. It's Story Time!

Once upon a time, there was a Pepsi collector who wanted to join a chapter of the PCCC. Unfortunately, the closest chapter to their house was several hours of driving time away. This made the Pepsi collector very frustrated. "I'm very frustrated," they said. "Perhaps, there are other Pepsi collectors that live nearby. If so, maybe they would like to help me start a chapter!" The Pepsi collector grew very excited. "I'm very excited!" they exclaimed. "Now, all I have to do is contact the President of the PCCC, ask for a list of the club members that live in my state and send them an invitation for an initial get-together." Having possibly never met those collectors to whom the invitations were being sent, the Pepsi collector decided that it would be best to have everyone meet in a restaurant that serves Pepsi products.

Their first unofficial meeting went pretty well, but, there were many questions that needed answers. The name of their chapter would be easy to decide, but, how much should they charge for membership dues? How often should they meet? What would they do at their meetings? How can they promote their chapter once it is up and running? They thought and they pondered and they questioned and they wondered and they finally decided that they could charge enough to cover postage for their newsletters and still have some for possible activities like picnics and parties. They also felt that they could start out meeting every month and, at those meetings, they talk about the newest Pepsi collectibles in their area, discuss Pepsi's

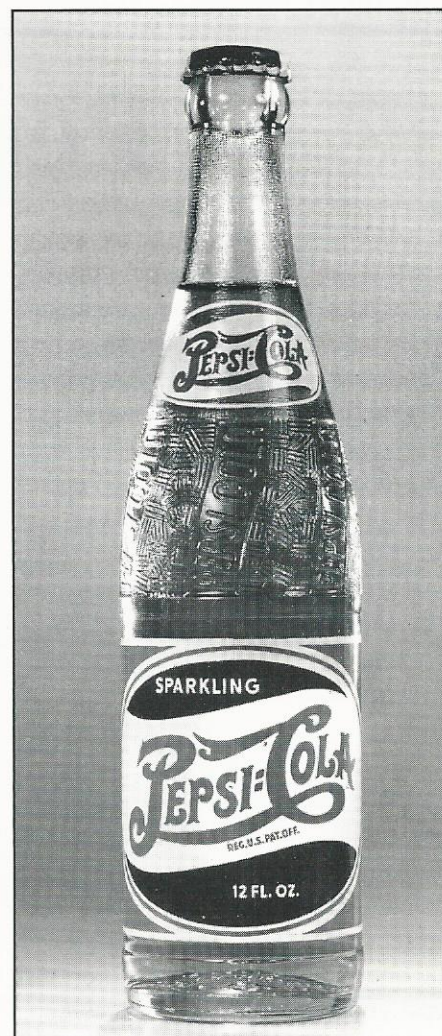
history, and, show off their latest additions to their collections. They also believed by handing out flyers at flea markets and at other hobby shows as well as advertising their existence in the PCCC newsletter. Once started, they knew that they could change any and all of those aspects to suit their needs.

After that initial meeting was over and the new chapter was born, their spokesperson contacted Phil at PD62Pepsi@aol.com or (708)799-8486 to give him the information along with their address. Phil promptly sent them a certificate of charter to make them an official and recognized chapter of the PCCC. This made the members of the new chapter very happy. "We're very happy!" they cheered. Being Pepsi collectors, they, naturally, drank some Pepsi and lived happily ever after. The end.

So, what's the story with your chapter, lately?

Be sure to visit Pepsi-Central.com for the latest newsletters from many of our chapters. Thanks!

-Phil Dillman



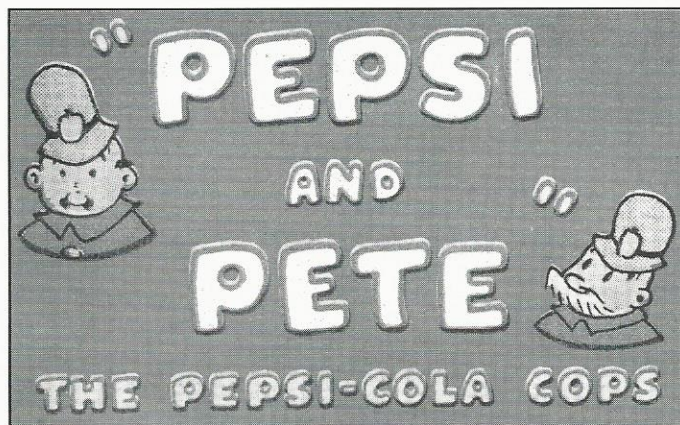
Future Club Events

PEPSI FEST 2005
March 10-12, 2005
Indianapolis, Indiana

Pepsi Celebration
November 4-5, 2004
Las Vegas, Nevada

Collector Information

ASK



Dear Pepsi & Pete:

Why did Pepsi offer two sizes of straws in the 1940's?

Signed,
Walter

Dear Walter:

The reason for this is that in the 1940's, there were two different uses for the straws. The taller straws were made to drink from bottles. Because of the size of the 12-ounce bottle, normal straws did not work. The shorter straws were designed to be used at fountains, where Pepsi was served in 10-ounce glasses.

Dear Pepsi & Pete:

I've just purchased an old Pepsi machine. Should I restore it, or leave it the way it is?

Signed,
Bill

Dear Bill:

That's a difficult question. If the machine is in such disrepair that it is not enjoyable for you to display and look at, then you should restore it. Although restoring metal signs detracts from the value, restoring machines does not. Many of the machines that are purchased have already been restored by the Pepsi bottler, and in some cases, several times. The key to restoring the machine is to restore it back to its original color using appropriate era identification logos.

Dear Pepsi & Pete:

Do you know how many different North Carolina 28" x 13" paper signs celebrating N.C. as the "Birthplace of Pepsi" were made back in the 1960's?

Signed,
Tim

Dear Tim:

These signs were done by the local Pepsi-Cola bottler. There is no record of how many different styles were produced. Like so many other older Pepsi-Cola collectibles, we get the information as the items are discovered.

Dear Pepsi & Pete:

I've been trying to collect Evervess memorabilia, but I am not having much luck. Why is it so hard to find?

Signed,
Pat

Dear Pat:

Unfortunately, there is not a lot of Evervess memorabilia to be found. Evervess was introduced in 1946 as a way to offset the sky-rocketing price of sugar. Since there is no sugar in Evervess, this would help the overall profit for the company. Unfortunately, Evervess was not well-received by consumers. By the early 1950's, Evervess was only available in some international markets. Most of the memorabilia that was produced was issued during the first few years it was on the market. After it was withdrawn, most of the advertising materials were discarded.

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$18 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.

The Story of Pepsi-Cola Hickory

Last fall, the Pepsi-Cola Bottling Company of Hickory, North Carolina, opened a new, state-of-the-art facility. This new building is only the second home for Pepsi-Cola in Hickory. The original Pepsi-Cola Bottling Plant was 2640 Main St. N.W. in Hickory, North Carolina. It is at this site where the Frans-Teeter part of the Pepsi-Cola story begins.

The Pepsi-Cola Company in New York introduced the twelve-ounce bottle for a nickel in 1934. The success of the nickel bottle created a need to develop a franchise bottling system throughout the United States. Several men were hired to accomplish this, including Joseph Lapides. Lapides' job was to develop the territory along the Atlantic seaboard. To do this, Lapides traveled throughout his territory, looking for suitable candidates to become Pepsi-Cola bottlers. Today, this would be a very easy task. Almost anyone would gladly jump at the chance to become a Pepsi-Cola bottler. This was not the case in the mid-1930's. The country was at the height of the great depression. Money was tight, especially for investing in a cola drink that most people had never heard of. Those that knew of Pepsi knew that Pepsi had gone bankrupt twice. So, in 1936, when Lapides showed up on the doorstep of the Orange Crush bottling facility in Hickory, there was no great fanfare. No one realized what a great opportunity was being offered.

The Orange Crush Bottling Company of Hickory was owned by Lee P. Frans, who in 1925



The Old Hickory, North Carolina Pepsi Plant



Joan Crawford & Al Steele Visit Hickory

decided to leave his secure job at R.J. Reynolds Tobacco Company, to find a better life for his family as a bottler for Orange Crush. Frans worked hard and grew the business so much that by 1931, he had to build a new plant. This kind of success is hard to obtain, and even harder to keep if you are not wise and cautious in making business decisions. So, when Lapides began telling Frans about the amazing story of Pepsi-Cola sales elsewhere, he did not sign at the bottom line immediately. Signing on the bottom line was not the difficult part - giving \$315 for the Pepsi-Cola franchise was risky

business, especially at this time. Frans had always sold a 6.5 ounce bottle for a nickel, so when he was told Pepsi-Cola was sold in a 12-

over 100,000 cases of Pepsi-Cola were being sold annually in Hickory, North Carolina.

The increased growth caused by

bottles, along with cans and non-returnable bottles. More flavors were being offered. Among the new flavors being sold in Hickory, was Teem, a lemon-lime drink, and Diet Pepsi. In 1968, Frans purchased the Asheville, North Carolina franchise.

Today, the Hickory Pepsi-Cola franchise started by Lee P. Frans includes most of western North Carolina. His three daughters, Margaret, Mary, Jean, and their families are still involved in the operation of the franchise. The day-to-day operation is run by his grandsons, Lee, John, and Frans Teeter. The Frans-Teeter family is very proud of their Pepsi heritage, and plan to preserve it for future generations.

By all accounts, the Pepsi-Cola Bottling Company of Hickory, North Carolina, is one of the most successful franchises within the Pepsi system. This did not happen by accident. Along with a hard-working family, Hickory Pepsi-Cola has made an effort to attract and keep quality individuals at their franchise. Furthermore, Pepsi-Cola Hickory has been a leader in community involvement. Throughout their territory, the company is respected by community leaders as well as the residents alike.



1956 Painted Wall Advertising Pepsi-Cola in Hickory

ounce bottle for the same price, he was concerned about whether or not there was any money to be made. To sell Pepsi-Cola, he would have to purchase new bottles, and modify the bottling equipment to accept the new bottles. Undaunted by Frans' initial reluctance, Lapidès convinced Frans to visit New York that winter, to see for himself how popular Pepsi-Cola was. Surprised by the amount of Pepsi-Cola being sold during the winter, Frans believed that he could do the same in Hickory.

In 1937, a franchise to bottle Pepsi-Cola in Hickory, North Carolina was issued to Lee P. Frans. Receiving a Pepsi-Cola franchise was no guarantee of success for Frans, considering the many difficulties of that time. With guarded optimism, Pepsi-Cola was added to the Orange Crush trucks as an additional product to be sold. Soon customers were demanding Pepsi-Cola. By 1940,

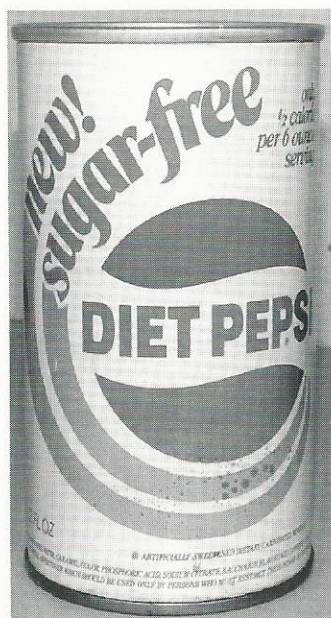
Pepsi-Cola sales brought on new problems, such as inadequate bottling capacity, and not enough trucks to transport the big nickel drink. Soon a 32-spout filler was installed and new trucks were purchased.

The success of Pepsi-Cola in Hickory continued until the beginning of World War II. Like others in the soft drink industry, Hickory was greatly affected by sugar and fuel rationing.

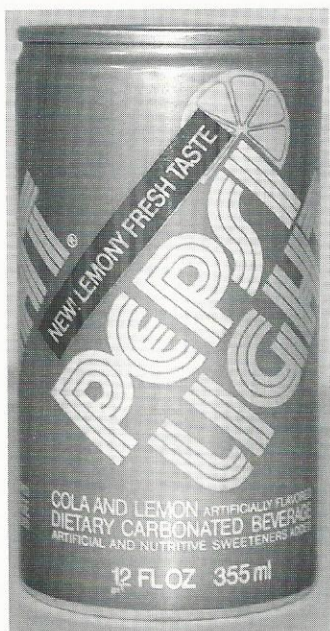
After the war, Hickory resumed their expansion. In 1950, they acquired the Spruce Pine, North Carolina franchise. In 1956, Hickory received the 100 bottle per capita award. In the same year, Al Steele, President of Pepsi-Cola, and his movie-star wife, Joan Crawford, visited Hickory.

The 1960's and 1970's saw more growth and diversification in packaging and products. Pepsi-Cola was now being offered in various sized

The Other Pepsi Colas

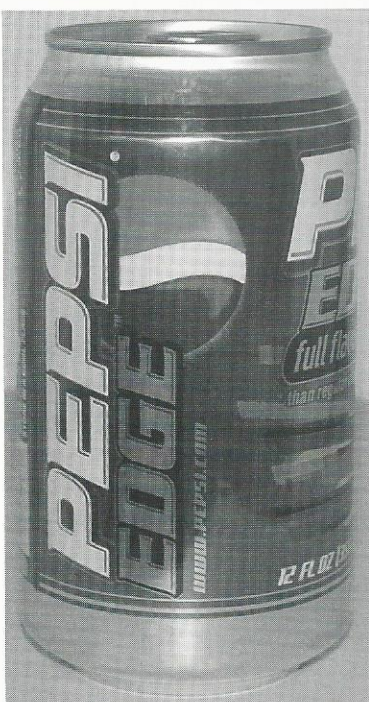


The name on the door says Pepsi-Cola Company. It does not say Pepsi Beverage Company. Despite this, for over fifty years, Pepsi has engaged in research, consumer surveys, and test markets to make sure they have the right products for consumers. As an example, in the early 1960's, when America became more conscious of their wastelanes, Diet Pepsi was



introduced.

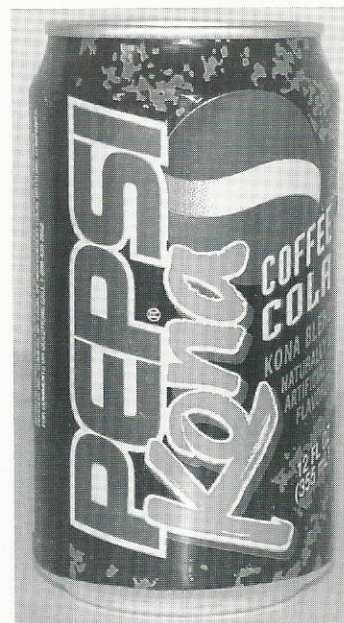
Over the years, there has been a large variety of beverages introduced by Pepsi-Cola - everything from sparkling water to chocolate drinks, from sport drinks to plain water. These have all played an important part in Pepsi's overall marketing strategy. But, nothing is as important as cola to Pepsi-Cola. For that rea-



son, there have been many attempts to develop various flavors and types of cola drinks.

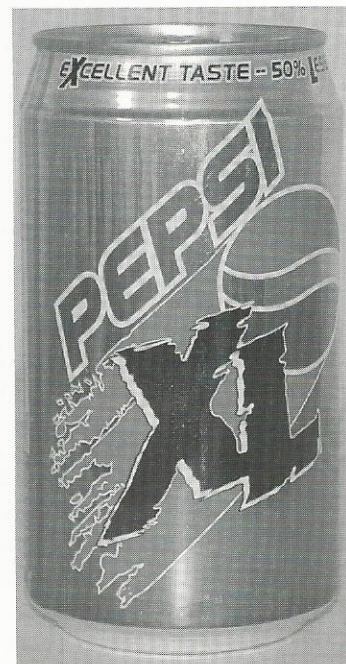
As mentioned earlier, Pepsi's first attempt at a different type of cola drink was Diet Pepsi. Initially, there was a reluctance to attach the Pepsi-Cola brand name to any other beverage. Because of this, Pepsi's first Diet Cola was called Diet Patio Cola. The concept was right, but the difficulties of marketing a new name was too difficult. In 1964, Patio Diet Cola was replaced by Diet Pepsi.

The success of Diet Pepsi opened the way to use the Pepsi brand name



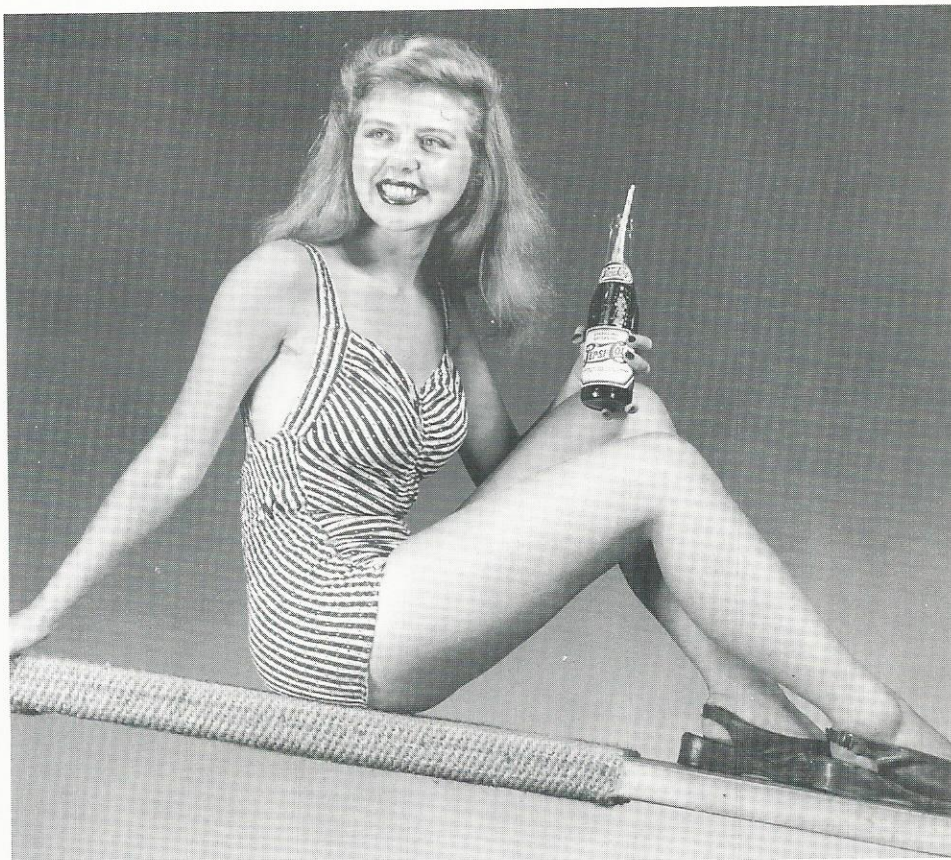
on other products. Some of the other products that have used the Pepsi name are: Pepsi Light, Pepsi Free, Pepsi AM, Crystal Pepsi, and Pepsi XL.

Once again, Pepsi has decided to attach their flagship brand name to a new cola drink. The new drink is called Pepsi Edge. This new drink was rolled out nationwide this past



June. Pepsi Edge was created in response to consumer demand for a low sugar drink, but not as far as a diet drink. The results were a low carb, low sugar drink that contains half the sugar of the regular cola drink with the same great taste. Pepsi Edge delivers a full cola taste through a unique blend of Splenda (sucralose) and high fructose corn syrup, unlike other mid-calorie soft drinks that use multiple sweeteners.

Pepsi Edge is available in six - pack and single -serve bottles. Later this summer, twelve-packs and 2-liter bottles will also be available.



Model Posing in 1941 Pepsi Advertisement

Highlights in Pepsi History

| | | |
|---------------|------|---|
| 100 Years Ago | 1904 | Pepsi syrup sales reach 19,848 gallons. |
| 70 Years Ago | 1934 | Pepsi-Cola introduced 12-ounce bottle for a nickel. |
| 50 Years Ago | 1954 | Pepsi-Cola formula changed to include less sugar. Light Refreshment slogan introduced. |
| 40 Years Ago | 1964 | Diet Pepsi introduced. Mountain Dew acquired from Tip Corporation. |
| 20 Years Ago | 1984 | Lemon-Lime Slice introduced. Choice of a New Generation advertising campaign launched. |
| 10 Years Ago | 1994 | Aqua-Fina introduced. Pepsi-Cola beverage sales exceed 17 billion dollars. |
| Today | 2004 | Pepsi Edge introduced. |

\$25,000 Pepsi Sign



1907 Hanging Cardboard Sign 8" x 9"

Two very important Pepsi collections have been auctioned off in the last few months. At both auctions, there was extraordinarily high interest in the rare items. Two of the rarest items sold for over \$25,000 each. In the Minges auction, there were 22 items ranging in price from \$1,000 to \$10,000. What does this all mean? First of all, it means that there is still great interest in Pepsi-Cola collectibles. Secondly, the better and rarer the items you buy, the better the chance they will increase in value. This does not mean that you should buy Pepsi collectibles hoping they will increase in value. My philosophy is that you should buy what you like. No matter what you pay for an item, you have to live with it after you purchase it. If you don't enjoy looking at the item, you should not own it. That being said, it's always nice when a Pepsi collectible that you own and enjoy goes up in value.

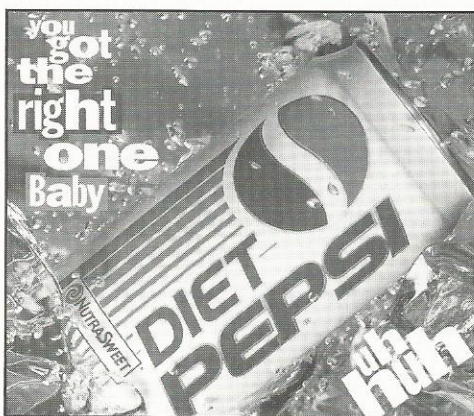
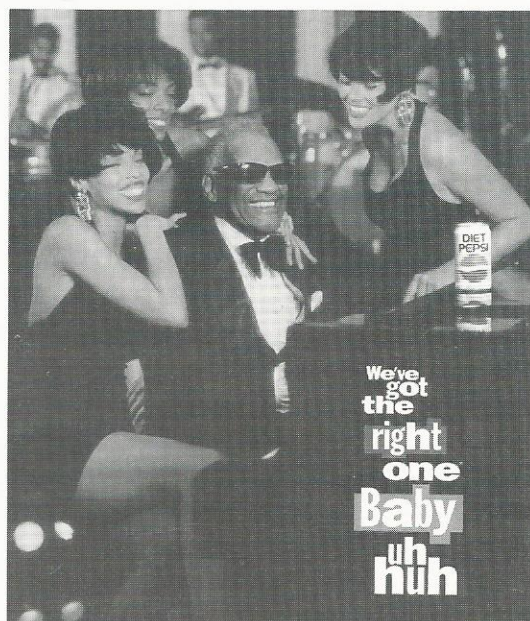
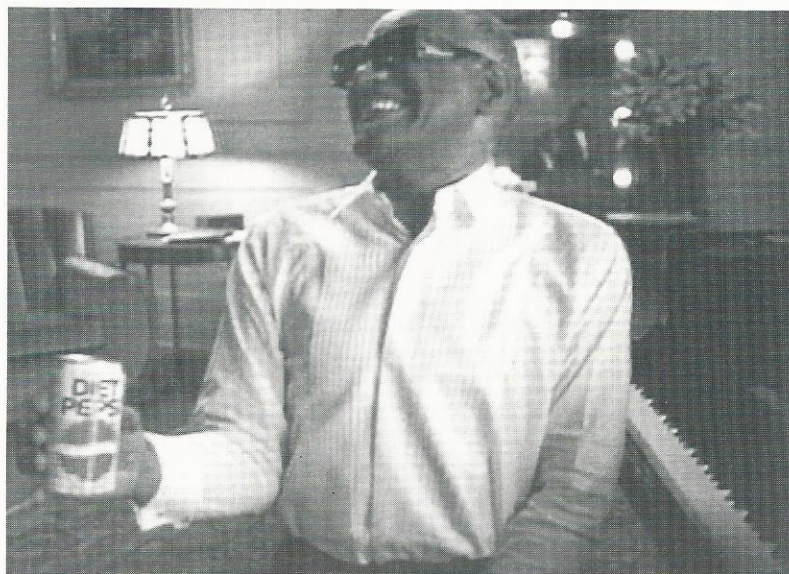
Remembering Ray Charles

To most of America, Ray Charles was seen as a legendary entertainer. His vocal styling on classics, such as "Georgia", was enjoyed by all. The fact that he accomplished so much, even though he lost his sight at the age of seven, was inspirational.

To the Pepsi-Cola Company, he was not just an entertainer. He was part of the Pepsi family. Ray Charles' voice and image was the centerpiece of Diet Pepsi's most successful advertising campaign ever - "You've Got the Right One Baby, Uh-Huh." The campaign began in 1992, with Ray Charles singing and appearing in the jingle. His appearances were accompanied by the "Uh Huh" girls, who also became very popular with the public. The commercials were so popular, that eventually Ray Charles and the girls made personal appearances. By the time the campaign ended in the later 1990's, "You've Got the Right One Baby, Uh-Huh" became part of American lexicon. The success of this phrase was due, in part, to the way Ray Charles phrased the line at the end of the commercial.

Ray Charles appeared many times at Pepsi functions, where he performed the Diet Pepsi jingle. But, perhaps the song that Ray Charles will most be remembered for his rendition of "America." When he sang this song at bottler functions, the audience couldn't wait to jump to their feet, and give him a thunderous ovation.

With Ray Charles passing, his live performances have ended. But his place in the hearts and minds of the Pepsi family will endure forever.



PEPSI-COLA COLLECTORS CLUB EXPRESS

LOCAL CHAPTERS AS OF 03-16-04

ARIZONA PEPSI CLUB

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Pepsiworld2@yahoo.com

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Larry Woestman 14750 S. Karlov Av., Midlothian, Il. 60445 708-385-0646
PEPCCONN2@aol.com

OR

Phil Dillman 18351 Cowing Ct., Homewood, Il. 60430 708-799-8486

KEYSTONE COLLECTORS

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pepsiparktag@aol.com

LAS VEGAS CHAPTER

Hal and Fonda Rhea halandfonda@msn.com

MICHIANA PEPSI CLUB

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bobnsuep@hotmail.com

MILE HIGH PEPSI CLUB

Brent Hinton 6511 W. Elmhurst Av., Littleton, Co. 80123 303-973-9675

MINNESOTA CHAPTER

Phyllis & Steve Dragovich mnpepsidrigo@bigfoot.com

NORTHWOODS PEPSI CLUB

Kit Kramer 250 E. 11th St., Fond du Lac, Wi. 54935 920-929-9669
OR
Connie Gindt 920-921-3922

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msdoubledot@earthlink.net

PEPSI CLUB OF IOWA

Terry Brennan 2701 E. Madison Av., Des Moines, Ia. 50317 515-263-0051
Dietpepzi@mchsi.com

PEPZTIME - COLLECTORS FROM THE GREAT NORTHWEST

Steve & Patti Bell Tacoma, Wa.
OR
Ed & Jo Woodall Renton, Wa. 425-227-0672

SHOW ME PEPSI CLUB

Joe Sheahan 456 White Birch Way, Hazelwood, Mo. 63042 314-838-0683
JOEPENPEPSI2@MSN.COM

SOUTHERN CALIFORNIA CHAPTER

Robin Batten rbatten@pacbell.net 714-970-2660
Gary Nichols 626-962-1936
Alice Parra aparra@aol.com

* ALL INFORMATION CONTAINED HEREIN SUBJECT TO VERIFICATION OR CHANGE *
PLEASE SUBMIT CHANGES/CORRECTIONS TO PHIL DILLMAN A S A P

WELCOME NEW MEMBERS

Jimmy & Lori Lopez
Bakersfield, CA

Darryl Hamilton
Bellvue, OH

Paul Rumsey
Philadelphia, PA

Ed & Marilyn Vantlin
Vincennes, IN

Gale Sackman
Pocahontas, AR

Shara Harris
Erwin, TN

Donna Kazaitis
Chicago, IL

Marcel Poulin
Oxford, CT

Barb Krumm
Sun City, AZ

Sandee Jagielski
Crystal Lake, IL

Ernest Sildgevinck, Jr.
Louisa, VA

Margie & John Myers
Schaumburg, IL

Richard Day
Vine Grove, KY

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.

WANTED:

Foreign soda playing cards and older Pepsi cards. Contact:

Neat1ky@insightbb.com

Wanted: Any paper item with the woman in V/H Vol #2 item #328 in it. Must be in excellent condition. There is the magazine ad #328 and a "Program Insert" similar but newer (1958) to item #373 with same woman and same picture. Contact Tim @ cokerpepsi@aol.com

Wanted: Sign(s), any of the variety of "North Carolina" 28 x 13 paper signs made in the 1960's celebrating N.C. as the "Birth Place of Pepsi." I have "Pageantry" but do not have the

"Vacation" shown in Phil and Larry's Book item #597. Also not sure how many different ones were made.

Contact Tim @

cokerpepsi@aol.com

TRADE: With can collectors. Locals preferred (within 25 miles). I want Star Wars cans #7 & #20. Have extras and older. Contact Gary, Chino Hills, CA (909)597-2353.



Pepsi Mobile Quality Control Lab

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

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

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 21, Number 4

Sept. - Oct. 2004

Pepsi Goes Pitch Black

With football pre-season games already on television, fall can't be too far away. This fall will be very exciting for Pepsi and Pepsi collectors alike. Pepsi is introducing two new products this fall - Mountain Dew Pitch Black, and Pepsi Holiday Spice.

Mountain Dew Pitch Black should already be on the market. It features the Mountain Dew Flavor with a blast of grape flavor. The drink will be marketed with spooky advertisements by television and in-store displays. This will be Pepsi's first attempt at marketing a drink for Halloween. If you like Pitch Black, you need to stock up, because it will not be available after October 31st.

Pepsi Holiday Spice will be available from November 1st through December 31st. Pepsi-Cola Holiday Spice will be the Pepsi flavor finished off with ginger and cinnamon.

I have not seen the cans yet, but it is said that the cans will have nostalgia graphics on them. Hopefully, we will have pictures of these new cans for the next newsletter.

The big event for Pepsi collectors this fall will be the Pepsi Celebration in Las Vegas, Nevada. We have just received word that the club has signed an agreement with the Union Plaza Hotel. The event dates will be November 5th and 6th. The dates were reported incorrectly in the last newsletter.

There have been a number of inquiries regarding Pepsi-Fest 2005. The dates are posted in this newsletter. Registration information will be available in the next newsletter.

Moved lately? We've been getting a number of newsletters returned because a number of members have moved. Please notify us when you

have a change of address. This will prevent interruption of your newsletter subscription.

Don't forget that Pepsi-Cola's "Who Wants to be a Billionaire" game will be televised on ABC this month. The show has been revamped to make it more interesting than last year's. I'm sure if you are the billion dollar winner, the show will be interesting enough! I'll be watching, and hoping to see some club members competing for the billion dollars!

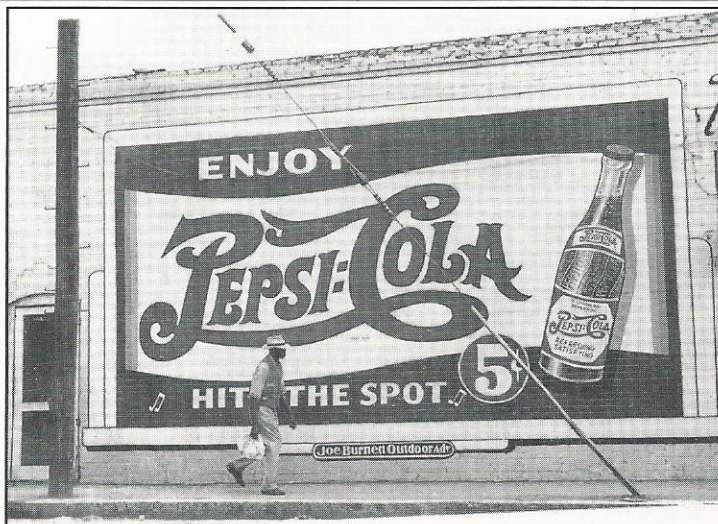
Have a Happy Halloween and hopefully I will see you in Las Vegas!

In This Issue

**Pepsi Celebration
Registration**

Pepsi Walls

The Cola Wars



1940 Pepsi-Cola Advertising on Wall

Chapter News

Hi - all you fun loving Pepsi and Dew collectors! I'm sure many of you have been busy with the usual summer activities that seem to make the season fly by such as vacations, family visits, travel, and all of those things that we need to do around the house during warmer weather. I just got home from a family reunion down in Cincinnati, Ohio, and, while the main focus was on family research, I was still able to squeeze in a visit to the Pepsi plant in Ripley, Ohio. Unfortunately, I didn't get anything from them but I was still able to leave my Pepsi collector business card with several of the employees there as well as at the home of the gentleman that started the plant back in 1954 (he was at lunch), however, I did buy a 12-pack of Pepsi since the cans were commemorating the 50th anniversary of that plant. The point of all this is to remind all of you that many of the Pepsi collectibles out there are only available regionally. By contacting the Pepsi plants in your area and letting them know that you collect Pepsi memorabilia, you might get something for your collection and, more importantly, you might find that there are some folks at the plant that also collect and would be interested in joining a local chapter of the PCCC or, better yet, helping you start one if there isn't already one in your area! Local chapter members are also a great resource when it comes to making those regional collectibles available to the rest of the club. Thus, had I not been in Cincinnati at the right time, I would never have known about those commemorative cans but someone from that area might have brought some of them to the next Pepsi-Fest or made

them available through the newsletter. Naturally, the more "eyes and ears" you have in any given area, the more regional items will be found and will, most likely, be circulated among the rest of the club. So, let's get out there and pester, uh, I mean "contact" those Pepsi plant employees so that we can get some more chapters started.

One correction that was pointed out to me is the e-mail address for Bob Boggs of the Arizona Chapter. It should be bboggs@cox.net. You can also call him at 480-985-5935.

Las Vegas Chapter - Pepsi collectors formed a chapter in Las Vegas on January 17, 2004, at Pat Dale's home. Enthusiasm runs high with a March cook-out at Ray and Charlotte Meservey's place. The May meeting took us to Butch and Maxine Jordan's in Pahrump, Nevada for a look at their fine collection (house and garage). The July meeting took us out of the hot desert to the mountains in Cedar City, Utah for another outstanding collection at the home of Dennis and Sallie Richey. The club as a logo, name tags, t-shirts, polo shirts and baseball caps thanks to the

efforts of Amy and David Wiesenberg (sister and brother). We should be well covered with Pepsi stuff for the Pepsi Celebration in Las Vegas. Submitted by Hal Rhea, President.

halandfonda@hotmail.com. Their corrected address should be Hal and Fonda Rhea, 10135 Clark Wooldridge Ct. Las Vegas, NV 89129.

The Chicago Connection Chapter enjoyed a picnic/meeting in Midlothian, IL on August 8th under blue skies. We also had the opportunity to welcome our newest chapter member (and new PCCC member), Lisa Ramsey and her husband. Our next meeting will be October 16th at 7:00 PM at the home of Phil and Amy Dillman. If you're in the area, stop on in! You can reach us at 708-799-8486 or PD62Pepsi@aol.com.

You can see what some of the other chapters are up to by going to pepsi-central.com hosted by Bruce Zafft.

-Phil Dillman

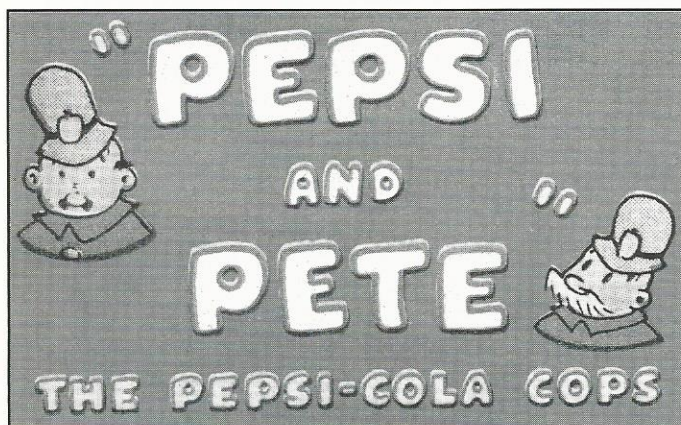
SHOW ME PEPSI PICNIC

October 2, 2004

We invite all who want to come join us. We will have games, raffle, bingo, and Pepsi. Meet us in St. Louis. For more info call or email Joe or Penny Sheahan @ 314-838-0683. joepenpepsi@sbcglobal.net

Collector Information

ASK



Dear Pepsi & Pete:

Can you tell me about a sign I recently purchased at the Atlanta Mega Fair in New Jersey? It is double-sided and has "trademark registered U.S. Patent Office" and the number 20-40 by the foot. I paid \$30 for it - is that a good price?

Signed,
John



Dear John:

Thirty dollars seems a little high for a reproduction sign. That sign should probably sell for between \$15 and \$20. The best way to tell this is a reproduction sign is that it has a metal grommet. The original signs did not have any.

Dear Pepsi & Pete:

I collect Pepsi-Cola memorabilia used at soda fountains such as strawholders, napkin holders, glasses, etc. Why can't I find any of these items from the 1920's and 1930's?

Signed,
Hal

Dear Hal:

The history of Pepsi-Cola as a fountain drink was quite rocky. Between 1900 and 1920, the Pepsi-Cola Company actively pursued the fountain market. After the bankruptcy in 1923, it appears that the focus of the Pepsi-Cola Company was primarily the bottle market. There does not appear to be any effort to go after the fountain business at this time. In 1932 Pepsi was bankrupt again, and moved to New York. The 12-ounce bottle for a nickel was introduced in 1934. From that point, until 1943, all advertising and marketing was designed for bottles. For unknown reasons, Pepsi-Cola re-entered the fountain business in 1943. From that point, fountain items began appearing bearing the Pepsi-Cola trademark.

Dear Pepsi & Pete:

I recently had a chance to purchase one of the old fountain syrup dispensers. At least, I thought it was old. The price was \$2000. I heard one of these recently sold for \$25,000. Did I miss a good deal?

Signed,
Charles

Dear Charles:

If the dispenser was original, you did miss a good deal. More than likely, it was one of the limited edition reproductions that sell for between \$1500 - \$2000.

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$18 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.

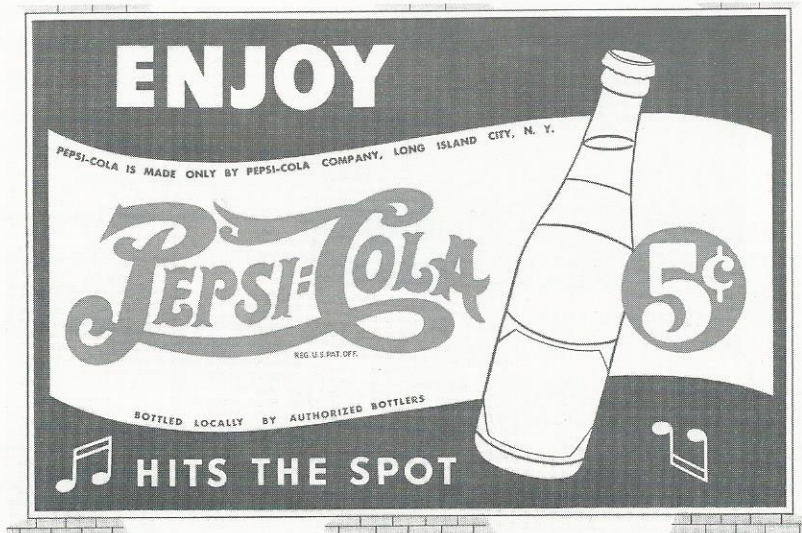
Pepsi Up Against the Wall

During the first half of the 20th century, advertising on walls, fences, and sides of buildings was quite common. Because of the low cost and almost unlimited supply of locations, advertisers were very eager to use walls for advertising. Among the companies that advertised on walls was Pepsi-Cola.

While Pepsi-Cola was headquartered in New Bern, North Carolina, crews were hired to travel around the areas where Pepsi-Cola was sold. They obtained permission to paint advertising messages on walls, buildings, and fences. After 1934, wall advertising became the primary responsibility of the local Pepsi-Cola Bottler, who would integrate this form of outdoor advertising into their local advertising programs. Like everything else the bottlers did, they did this magnificently. The only problem was that the local advertisements lacked continuity. Walls in one area would have different graphics and colors than the walls in another area. To the Pepsi-Cola Company, this was unacceptable. They were trying to build a national brand, so the appearance of all advertising had to look the same everywhere. To solve this problem, the Pepsi-Cola Company issued books that had approved graphics and colors. Additionally, they offered tools that would enable the painter to create consistent trademarks. This effort was part of a plan by the Pepsi-Cola Company to present a uniform look for Pepsi-Cola across America.

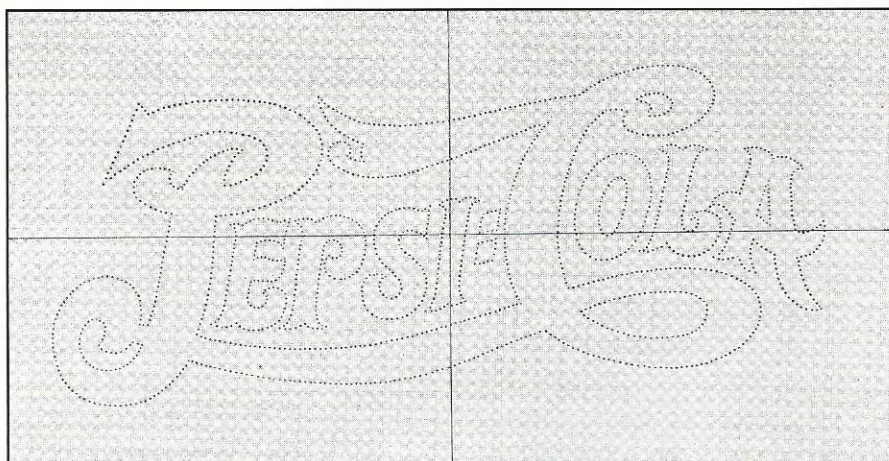


1940 Painted Wall Using Correct Graphics

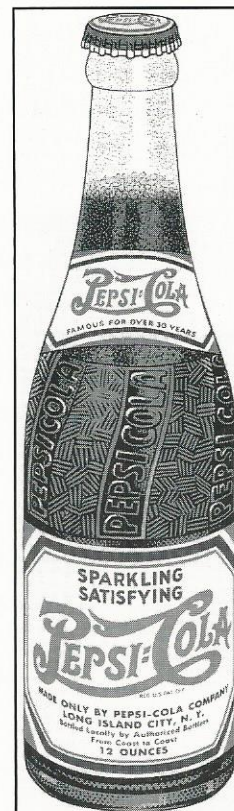


Example of Correct Graphics for 1940 Advertising





(Above) To make sure the Pepsi-Cola trademark was reproduced properly, bounce patterns were offered to the bottler in various sizes. The patterns were made from heavy kraft paper. The lines that form "Pepsi-Cola" were perforated to allow chalk to penetrate. When the pattern was removed, the outline of the trademark was there, ready to be painted. The vertical and horizontal lines were used to center the trademark.



*Standard Bottle to be used
on Painted Walls*

Where's Pepsi?

How good are you at finding Pepsi products placed in the movies? Here is a list of movies released this year that included Pepsi products. See how many you can spot.

Chasing Liberty
My Baby's Daddy
Torque
Most Extreme Primate
The Butterfly Effect
You Got Served
Barbershop 2: Back in Business
Catch That Kid
50 First Dates

Against the Ropes
Foolproof
Twisted
Cody Banks 2
Secret Window
Dawn of the Dead
The Prince and Me
The United States of Leland
Johnson Family Vacation
Girl Next Door
Whole Ten Yards
Connie and Carla
The Punisher
The Third Wheel
Envy

Laws of Attraction
New York Minute
Raising Helen
Soul Plane
Garfield
Dodgeball: A True Underdog Story
Terminal

PLAZA HOTEL

#1 MAIN STREET, LAS VEGAS, NEVADA 89125

1-800-634-6575 or 1-702-386-2110

MAKE RESERVATIONS BY OCTOBER 5, 2004

Please ask for the Pepsi Celebration Group Rate

November 5th & 6th, 2004

\$31.00 + tax per night

Friday & Saturday \$61.00 + tax per night

Single or double Occupancy

Check in time is 3:00 p.m.

PEPSI CELEBRATION 2004 SCHEDULE

Friday, November 5th

| | | |
|-----------|-----------|---|
| 2:00 p.m. | 4:00 p.m. | Registration (location to be announced) |
| 5:30 p.m. | 6:00 p.m. | Be Sociable Party (Vegas Club Hotel) |
| 6:00 p.m. | 7:00 p.m. | Welcome, Show & Tell And late registration |

Saturday, November 6th

| | | |
|-----------|------------|------------------------|
| 8:00 a.m. | 8:45 a.m. | Oral Auction Check In* |
| 8:45 a.m. | 9:00 a.m. | Oral Auction Preview |
| 9:00 a.m. | 12:00 noon | Oral Auction |

12:00 noon 1:30 p.m. BREAK FOR LUNCH

| | | |
|-----------|-----------|------------------|
| 1:30 p.m. | 2:15 p.m. | Swap Meet set-up |
| 2:15 p.m. | 4:30 p.m. | Swap Meet |

***Please note: 3 items per registered member will be accepted for the oral auction.**

SCHEDULE SUBJECT TO CHANGE

***PLEASE NOTE: THE PLAZA HOTEL IS THE HOST HOTEL, HOWEVER THE
"BE SOCIABLE PARTY" WILL BE HELD AT THE VEGAS CLUB HOTEL.
(Information will be distributed at the Celebration)***

PEPSI CELEBRATION 2004 REGISTRATION

Presented by

PEPSI COLA COLLECTORS CLUB-SOUTHERN CALIFORNIA CHAPTER

November 5-6, 2004

Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$18.00 per person if registered **before October 15, 2003. Registration after that date and at the door** will be \$25.00 per registered member. Included in the registration packet will be a Pepsi Celebration 2004 lapel pin, a glass bearing the Pepsi Celebration 2004 logo and other Pepsi items. Please complete the bottom half of this form, enclose your check made payable to PCCC and return to: Robin Batten, 2517 S. Rene Drive, Santa Ana, CA 92704. Any questions please call Robin at (714) 549-1567 or e-mail rbatten@pacbell.net.

Reservations to stay at the Plaza Hotel **must be made directly with them.** Please call them as soon as possible at 1-800-634-6575 or 702-386-2110 and ask for the Pepsi Celebration Group Rate. **Please make your reservation with the hotel by October 5, 2004.**

PLEASE RETURN THIS FORM BY OCTOBER 15, 2004

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

REGISTRATION FEE ONLY _____ @ \$8.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$18.00 ea \$ _____
(At door registration price will be \$25.00)

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

Total Enclosed \$ _____

SWAP MEET TABLES are being reserved on a first come basis. 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. Tables are \$10.00. You must be a registered attendee to have a Swap Meet table. Table must be paid for now in order to reserve them. Swap meet table purchased at the door will be \$15.00 each if available

If you cannot attend but you wish to order a packet, the cost is \$23.00. Your packet will be mailed after Pepsi Celebration 2004. Please mail _____ packets at \$23.00 each.

The Cola Wars

In 1985, Coca-Cola made the biggest mistake of their existence when they changed their nearly 100 year old formula. To celebrate this enormous error, Pepsi declared victory in the cola wars with a newspaper advertisement that included a statement from Roger Enrico, then President of the Pepsi-Cola Company. The statement read "after 87 years of going at it eyeball to eyeball, the other guy just blinked." This statement perpetuates the myth that the cola wars have existed since Pepsi-Cola's very beginning.

In my opinion, this is not true. In fact, I believe the cola wars did not start until 1931, nearly 32 years after Pepsi-Cola was created. Charles Guth, President of Loft Incorporated in 1931, was upset with the Coca-Cola Company over the price of syrup used at the chain of candy stores owned by Loft. Coca-Cola maintained that they did not give discounts to large users. Guth was determined to get a discount from them. After several weeks of squabbling over the discount, Guth decided that his only recourse was to throw Coca-Cola out of his soda fountains

and replace it with another drink.

At that time, there was no other major soft drink company available.

about Pepsi-Cola, which at the time was bankrupt in Richmond, Virginia. But, somehow he did, and he purchased the trademark and formula from the bankruptcy court for an estimated \$10,000. With the formula in hand, Guth went to his chemist at Loft, and had the Pepsi-Cola drink re-created. It is said that the formula was modified somewhat to make it more contemporary. But, for the most part, this was the same formula that Caleb Bradham created in his drug store in New Bern, North Carolina. Once he was satisfied with the taste, Guth had the syrup shipped to Loft Candy Stores, where it was dispensed in the soda fountains as Pepsi-Cola.

Needless to say, Coca-Cola was not happy with this development. Not only had they lost a large customer, but they had helped revive a competitor they had counted out.

Their immediate reaction was to file suit, which is what they did. They sued the Loft Company for what they called "substitution." The claim was that patrons would go into Loft Candy stores requesting Coca-Cola,

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

Pepsi-Cola
TRADE MARK
(DOUBLE STRENGTH)

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

3,500,000 DRINKS OF
Pepsi-Cola
Were Served during 1932 at
Loft SODA FOUNTAINS

5¢ FULL 8-OUNCE GLASS at all Fountains

138 STORES IN GREATER NEW YORK

1934 Advertisement for Pepsi-Cola at Loft Soda Fountains

There were plenty of small cola companies, but nobody that could compete with Coca-Cola. In other words, Coca-Cola almost had a monopoly on the cola market.

It is not clear how Guth found out

and the soda jerk would substitute Pepsi-Cola for Coca-Cola without telling the customer.

Guth counter-sued on behalf of Pepsi-Cola, claiming that Coca-Cola was interfering with Pepsi-Cola's right to do business. These suits and counter-suits went on for a number of years.

It is my belief that the first salvo of the cola wars was when Coca-Cola was thrown out of Loft Candy Stores. It is most likely the cola wars would have ended here if it had not been for Coke's stubbornness. Pepsi-Cola had very little success as a fountain drink in the Loft Candy Stores. Due to dismal sales of Pepsi in the Loft Candy Stores, Guth sent an emissary to Coca-Cola in Atlanta, and offered to sell them the Pepsi-Cola trademark and formula. Coke laughed at this and insisted Pepsi-Cola would shortly be out of business. In desperation, Guth decided to offer Pepsi-Cola in 12-ounce bottles for ten cents.

This did two things - it made consumers aware that they were getting Pepsi-Cola, thus avoiding charges of substitution by Coke. Secondly, it gave consumers 6 more ounces, which was something novel at the time. Unfortunately for Coca-Cola, the 12-ounce bottle was a major failure. In desperation, the price of the bottle was lowered to 5 cents. A 12-ounce bottle for 5 cents was just what

people wanted. Remember, this was 1934. The country was in the great depression. What Coke did not realize at the time, was that this act of desperation would become the single event that led to Pepsi-Cola becoming a major soft drink producer.

Annoyed with Pepsi's newfound success, Coca-Cola continued to assault Pepsi-Cola with a barrage of

lawsuits. Among the lawsuits brought against Pepsi-Cola was one for trademark violation. Essentially, the lawsuit said that Coca-Cola owned the rights to the word "cola," and that because Pepsi-Cola used the word "cola" in their trademark, they had violated Coca-Cola's trademark, which existed before Pepsi's trademark. Obviously, this lawsuit did not have any merit, and Pepsi was allowed to continue the use of the word "cola."

The cola war has continued over the last 70 years. Coke's weapon in the cola wars has been litigation and intimidation. Pepsi-Cola has fought back with innovative packaging, sensational advertising, and a great tasting drink.

I don't know if anyone can say that Pepsi-Cola won the cola wars in 1985, when Coca-Cola changed their formula. But, there is no doubt that Pepsi-Cola will continue to dominate a major percentage of the soft drink market.

Recently, Coca-Cola has had to concentrate on many internal problems. One might even say that for

now, Coca-Cola's real battles are located in their home office in Atlanta.



1934 Advertisement for the New 12-Ounce Bottle

12-Ounce Bottle - 70 Years Old

This year marks the 70th anniversary of the 12-ounce bottle for a nickel. The ramifications of this soft drink packaging innovation go well beyond marketing. This act of desperation on the part of Charles Guth changed the course of history for both Coke and Pepsi.

Although the idea of selling a 12-ounce bottle may seem like a no-brainer today, at the time it was a very controversial decision. Most critics felt that it was impossible to produce a 12-ounce soft drink for a nickel and make a profit.

From the time soft drinks were first bottled, the standard size was 6 ounces, and the price was a nickel. That is, the retail price. The wholesale price was 80 cents per case. That comes out to a little over 3 cents per bottle. Out of the 3 cents, all of the overhead had to be paid with a little left over for profit. Even at 6 ounces for a nickel, the soft drink business was based on volume. If you did not sell a large enough volume, you did not stay in business. By now you are probably asking yourself how Pepsi could have made a profit if you were selling a 12-ounce bottle for the same price as the competitor. The answer is they couldn't, unless they could figure out a way to reduce their overhead.

This is the little-known secret of

the success of the 12-ounce bottle for a nickel. It was only possible as a result of some very creative ways of



The 12-Ounce Bottle Used from 1934-1970's

lowering the cost to produce a 12-ounce bottle of Pepsi-Cola. One of the biggest costs in the production of soft drinks was the cost of glass - better known as bottles. At that time, the cost of bottles was almost as much as the selling price. Because a bottle could be used over and over, the price could be amortized over the life of the bottle. To reduce the cost of the bottle, Pepsi located used 12-ounce beer bottles. Although they had to buy them in assorted colors such as green, clear, and brown, the

cost was less than a penny per bottle. Many bottlers confess that they actually made more money on the deposit

of these bottles rather than the selling of Pepsi-Cola. The other big cost savings for Pepsi-Cola was transportation. At that time, all soft drink manufacturers shipped their bottlers finished syrup. Pepsi-Cola decided they could cut cost by selling their bottlers concentrate rather than finished syrup. By removing the sugar and water from the syrup, substantial amounts could be saved on shipping. Once the bottler received the concentrate, he had to add the sugar and water to make it usable Pepsi syrup.

These cost reductions, along with others not so visible, were key factors in making the 12-ounce bottle for a nickel possible. This bold move by Pepsi-Cola would not have been successful if the public had not responded. The success of the 12-ounce bottle for a nickel needed volume to succeed. That is exactly what they got. With the introduction of the 12-ounce bottle for a nickel, sales skyrocketed overnight.

Here we are, seventy years later, celebrating this bold and innovative move by Pepsi-Cola that turned the soft drink world upside down. This little idea by Pepsi-Cola has made Pepsi-Cola one of the most successful consumer product companies in the world.

WELCOME NEW MEMBERS

Katherine & David Kimble
Nuevo, CA

Bob & Lorraine Bunn
Fox Lake, IL

Lita Carney
Glen Easton, WV

Myron Stewart
Stow, OH

Lisa Ramsey
Morris, IL

Jeffrey Davis
Manhattan, KS

Barry & Sandy Miller
York, PA

Shirley Wheeler
Story City, IA

C.A. Everette, Jr.
Wilmington, NC

John Molnar
Bramton, Ontario

Kathy Manney Family
Las Vegas, NV

Sandy York
Trevor, WI

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:

Selling collection of Pepsi diecast cars and trucks., 1/24 scale. Some boxes never opened. Need room in the house and downsizing. I have over 100 - will sell as one unit or individually. Email
sodaman3@earthlink.net

For Sale:

Pepsi-Cola Collectibles. Looking to start or complete your collection, we have a huge selection of glasses and bottles, plus a variety of other memorabilia such as pitchers, trays, cards, toys, lamps, radios, posters, etc. This collection is from the estate of Theresa Cline. For more information contact Caren at (541)726-8728 or Jon at (541)485-7780.

Future Club Events

PEPSI FEST 2005
March 10-12, 2005
Indianapolis, Indiana

Pepsi Celebration
November 5-6, 2004
Las Vegas, Nevada



1950's Product Advertisement Photograph

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

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

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA