



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 21, Number 5

Nov.-Dec. 2004

## Pepsi Spices Up Holidays

Don't forget to look for Pepsi Spice. This new drink from the makers of Pepsi-Cola will only be available during the holidays. So drink and be merry, for tomorrow Pepsi Spice will be gone.

Once again, the Southern California Chapter of the PCCC planned for a great Pepsi Celebration in Nevada. This year's event was held at the Union Plaza Hotel in downtown Las Vegas. Despite moving to a new hotel, the event went off without any major problems. Pepsi Celebration has become a favorite among collectors because it offers people an opportunity to get together, and at the same time to take advantage of the entertainment in Las Vegas.

Included in this newsletter is the tentative schedule and registration for Pepsi Fest 2005. This year's sched-

ule has been changed slightly. Instead of a farewell dinner, we will be having a Pepsi Fest Taco Fiesta. The Taco Fiesta will be held Thursday night. Besides Pepsi and entertainment, the Fiesta will include a taco bar. The taco bar will be \$11.00 per person. This will include all you can eat tacos and beverages. We hope to make the Taco Fiesta as popular as the Friday night pizza party. Make your plans to arrive early so you can participate. It should be a Pepsi fiesta!

Pepsi Fest 2005 will be held at the Marriott East, 7202 E. 21st St., Indianapolis, Indiana. The room rate will be \$82 per night. The event begins Thursday, March 18th, and runs through Saturday, March 20th. The phone number for hotel reservations is (317)352-1231. It is our belief that the best way to enjoy

Pepsi Fest is to stay at the hotel. The energy and excitement level during Pepsi Fest is an unbelievable experience that is enhanced by staying at the hotel.

Once again, we will be holding our amateur Pepsi-Cola commercial contest at Pepsi Fest. Make your own Pepsi commercial that runs from 30 seconds to 90 seconds, and turn it in at Pepsi Fest registration. All commercials will be shown at the Pepsi Fest Pizza Party.

I hope everyone has a Merry Christmas. Be safe and drink lots of Pepsi Spice!

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**Pepsi Fest 2005 Info**

**Pepsi of Ripley, Ohio  
Celebrates 50th  
Anniversary**



*1939 Pepsi Airplane*



# Chapter News

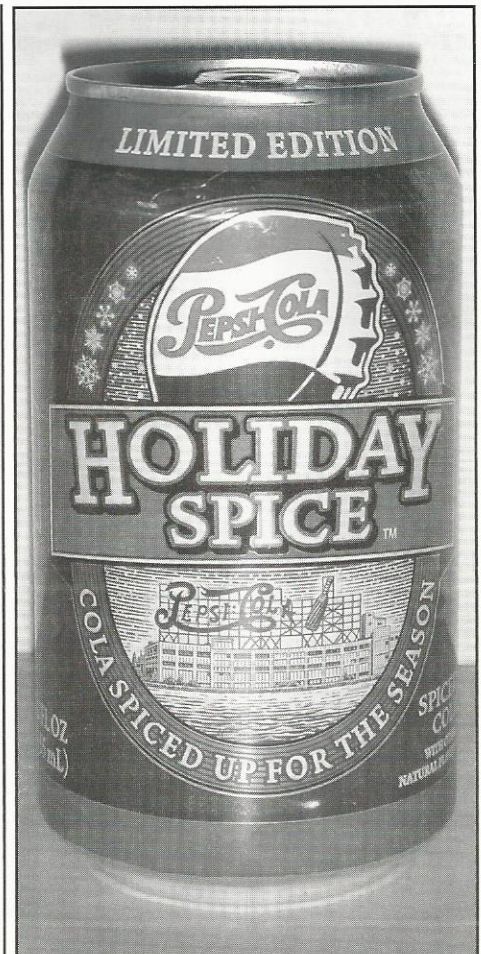
Today's Chapters News was written by an aggravated, anonymous Pepsi collector while Phil was out buying more Pepsi-Cola.

Okay, I wonder what Phil's planning on talking about this time? I mean, he's already told us about all of the benefits that come with belonging to a chapter. He's also told us how easy it is to start a chapter if there isn't one in the area where we live. I guess maybe he thinks that explaining how chapter members can help each other with their collections by being an extra set of eyes at flea markets and garage sales is supposed to sell us on the idea. I'll bet he thinks he can sway our thinking so that we'll join a chapter. In fact, I'm certain that Phil believes that he can convince us that starting a chapter is so easy that two collectors living relatively close to each other can start a chapter by simply agreeing to meet at least a couple of times a year and telling him the name of their new chapter so that he can include it in the next newsletter. I mean, COME ON, PHIL! It can't really be that easy, can it? Of course, I've never tried to start a chapter myself. I wonder if it really is that easy? I guess I'll never know if I don't at least try. Even if I try to start a chapter and it doesn't work out, maybe it would work if I tried again in a few months. YEAH! That's what I'll do! I'll get started this weekend contacting some of the other collectors in the area and see if they want to help me start a chapter. Even if they collect more than just Pepsi items, they still might be interested in joining with me to start one!

Y'know, maybe Phil does have some clue as to what he's talking about.

Even if he doesn't, it's still worth a try. Uh-oh! Here comes Phil! I'd better scoot!

The Chicago Connection Chapter will be having their Christmas Party on Saturday, December 11th, 2004 at 6:00 PM at the home of Lenny and Laura Vigna. If you'd like to attend or if you'd like to join their chapter, contact Phil Dillman at PD62Pepsi@aol.com or 708-799-8486. They meet six times a year. Check out Pepsi-Central.com for information about some of the other chapters.



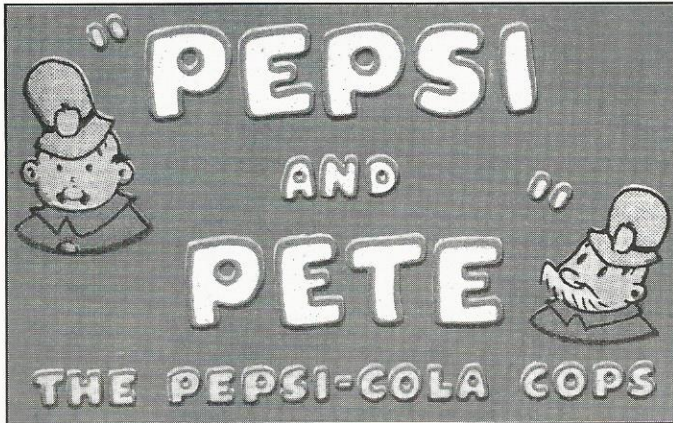
## Future Club Events

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



# Collector Information

## ASK



Dear Pepsi & Pete:

Recently I purchased a reproduction Pepsi sign. I like the sign, but my friend says I shouldn't buy reproductions. Is he right?

Signed,  
Mark

*Dear Mark:*

*There is nothing wrong with buying reproduction Pepsi items, as long as you are aware they are reproductions. The practice of many antique dealers to try to persuade you that a reproduction is actually an old sign is very harmful to our hobby.*

Dear Pepsi & Pete:

I heard that when you buy a Pepsi item in a box, it adds to the value of the item. Is that true, even if the box is plain?

Signed,  
Scott

*Dear Scott:*

*If the box does not have Pepsi-Cola identification on it, it does not add to the value of the Pepsi collectible. If the item has been in the box for many years, it will have protected the item and add to its value that way.*

Dear Pepsi & Pete:

Is it true that Disney made matchbooks for Pepsi-Cola?  
Signed,  
Walter

*Dear Walter:*

*Not exactly. It is true that the Walt Disney designed insignias used on Pepsi matchbooks, but the matchbooks were produced by the Pepsi-Cola Company.*

Dear Pepsi & Pete:

I recently had a change to buy a 1947 bottle radio with a reproduction label on the radio. The man selling the radio said the label did not make any difference, as long as the radio was original. Is this true?

Signed,  
Jennifer

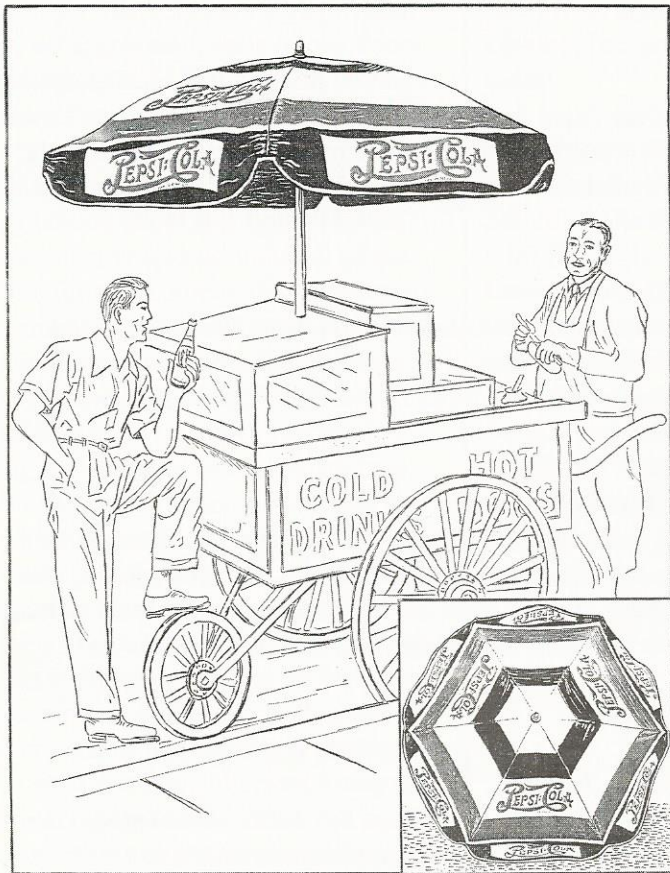
*Dear Jennifer:*

*No, this is not true. The 1947 bottle radio without the original label sells for approximately \$50 to \$100. Putting reproduction labels on that radio would not increase the value. In fact, if the labels were put on in a manner that you could not remove them, it would seriously detract from the value.*

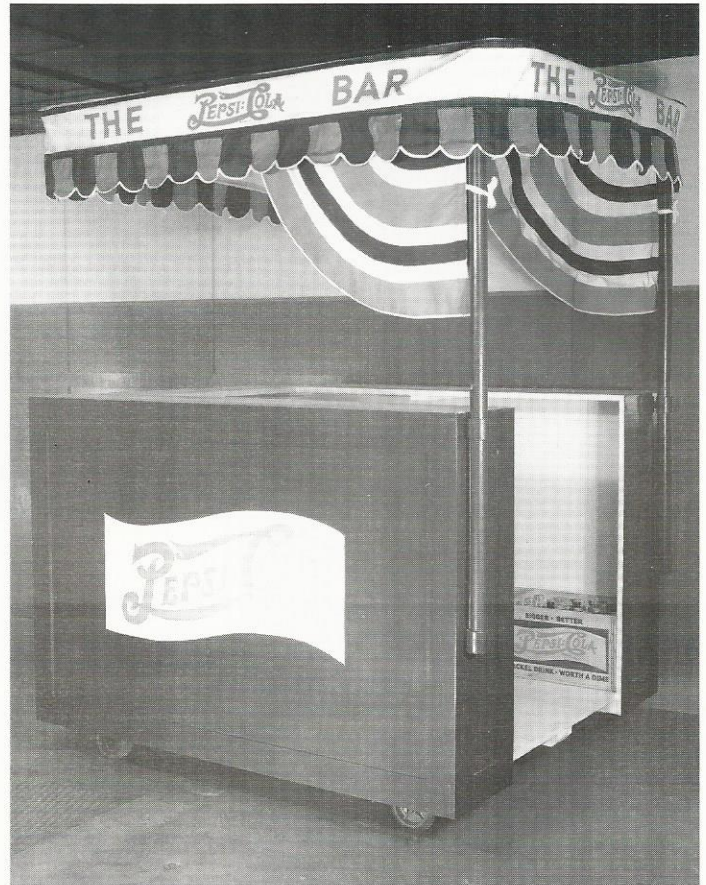
*The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$18 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.*



## Pepsi Umbrellas

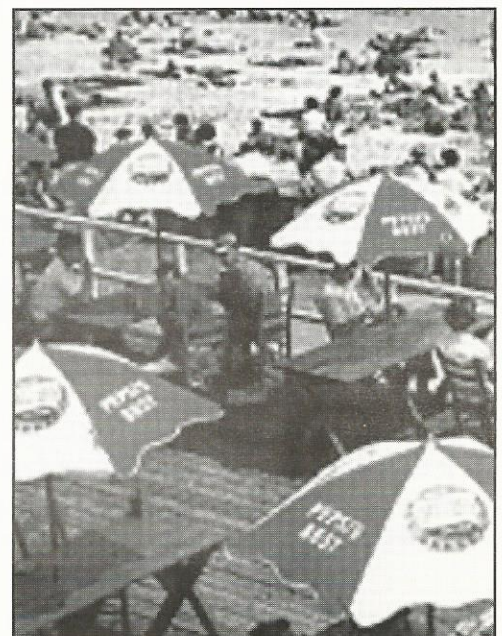


1940 Pepsi Umbrella



1940 Pepsi Kiosk

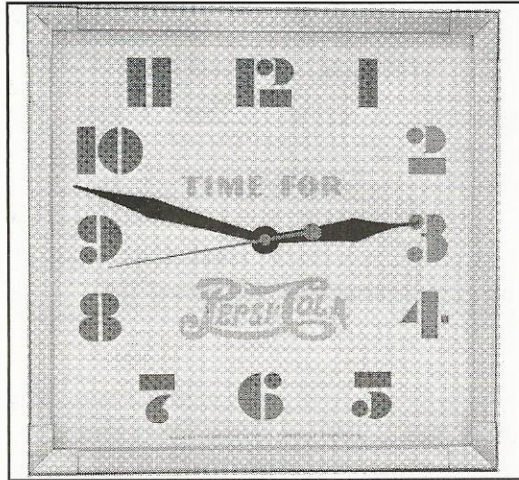
When most people think of outdoor advertising, they think of outdoor billboards. Although billboards do come to mind quickly, there are several other forms of outdoor advertising, including umbrellas. There is evidence to indicate that advertising Pepsi-Cola on umbrellas has been used since around 1910. But, to the best of my knowledge, no one owns one of these early Pepsi-Cola umbrellas. Beginning in 1940, Pepsi umbrellas became a regular part of the Pepsi outdoor advertising program. It was believed that Pepsi umbrellas should be in every outdoor location where Pepsi was sold. Some of the many locations where umbrellas were placed were county and local fairs, beaches, and other outdoor dining facilities. One especially important location for umbrellas was with pushcart vendors. Yes, that is right - the hot dog cart. In fact, there were even a couple of toy Pepsi hot dog carts offered during the 1940's. Unlike some of the other great advertising novelties from the 1940's, umbrellas have remained a popular choice for outdoor advertising. Anywhere people dine outdoors, there is a chance you will find a Pepsi umbrella offering shelter from the elements. Warning: Pepsi umbrellas from the 1940's are very hard to find, so if you find one in good shape, grab it.



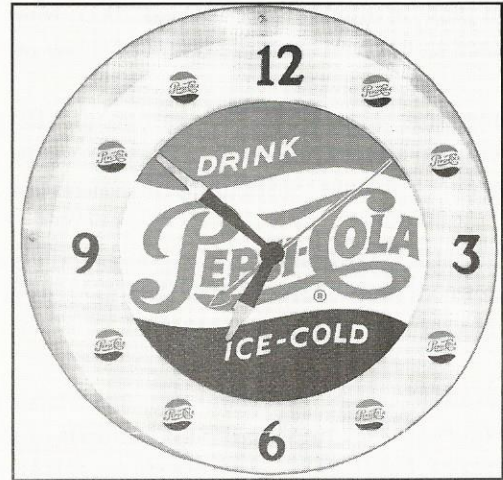
Pepsi Umbrellas at Beach Resort



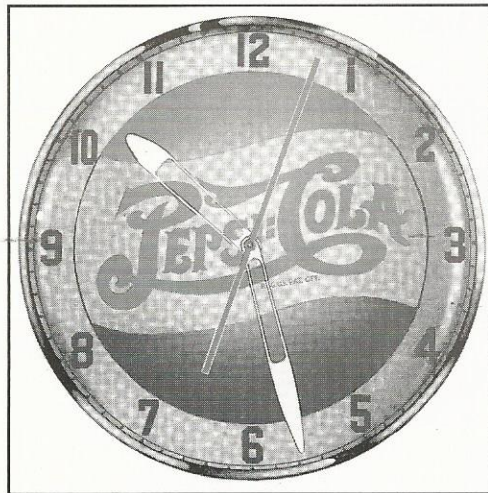
## Time for Pepsi



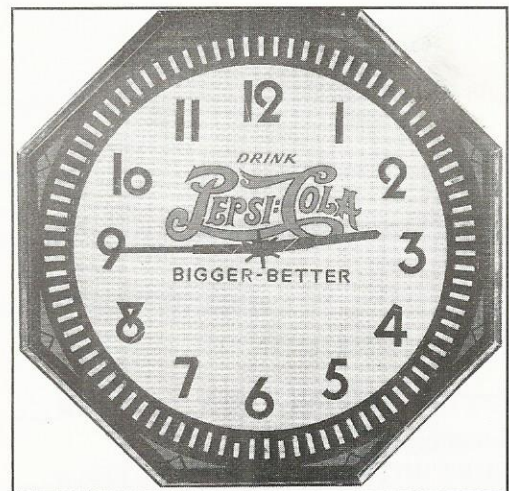
1940



1953



1945



1939

Whether you collect Pepsi bottles, Pepsi matchbooks, or whatever, the chances are very good that you have a Pepsi clock in your collection. There are many reasons for this, but most obvious is that everyone needs to know the time. Beyond the fact that they are a necessity, Pepsi clocks are very appealing because of their diversity. That is to say, there is a Pepsi clock for everyone.

Pepsi clocks have been around almost since Caleb Bradham first mixed Pepsi-Cola by hand in his New Bern, North Carolina drug store. That means that there are a lot of Pepsi clocks. They have been produced in various shapes, materials, and sizes - from wood to plastic, from neon to battery, from small clocks to gigantic outdoor clocks. For the collector who prefers the old and unusual, Pepsi has a lot to offer - wood clocks from the 1930's, and lighted clocks from the 1940's to 1950's. Of special importance to collectors are the Pepsi neon clocks. Not only are they beautiful, but are also very rare. Another nice thing about Pepsi clocks is the affordability. There are numerous Pepsi clocks that can be purchased for between \$10 and \$45. This is not to say that all Pepsi clocks are inexpensive. There are a number of clocks that sell for thousands of dollars.

When buying a Pepsi clock, there are a few things you should know. Don't buy a clock that is not working unless you know how to fix it. Most clocks that aren't running can be repaired easily if you know how. Make sure everything is there. If the clock is supposed to light-up and it doesn't, it could be as simple as a new light bulb, or as complicated as a short. Neon clocks need a transformer to work. These can be very expensive and hard to find. When all is said and done, clocks add an attractive and useful element to your collection.



# PEPSI FEST 2005 REGISTRATION

March 10 - 12th, 2005

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2005, March 10 - 12, 2005, 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 \$23.00 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 2005 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 # \_\_\_\_\_ @ \$ 7.00 each \$ \_\_\_\_\_

Children under 10 free

PACKET WITH REGISTRATION FEE # \_\_\_\_\_ @ \$23 each \$ \_\_\_\_\_

TACO FIESTA 3/10/05 # \_\_\_\_\_ @ \$11.00 each \$ \_\_\_\_\_

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

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

3/20/04

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 \$27.00. Your packet will be mailed to you AFTER Pepsi Fest 2005.

# of Packets \_\_\_\_\_ @ \$27.00 each = \$ \_\_\_\_\_

**PEPSI FEST 2005 REGISTRATION**

(Hotel Registration Info on Reverse)



## **PEPSI FEST 2005 SCHEDULE**

Schedule Subject to Change

### Thursday, March 10th, 2005

12:00 Noon	Registration
2:00 P.M.	Pepsi Fest Kick-Off Meeting
3:00 P.M.	Chapters Meeting
6:00 P.M.	Pepsi Taco Fiesta (\$11.00 per person)
7:00 P.M.	Room Hopping

### Friday, March 11th, 2005

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

### Saturday, March 12th, 2005

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
11:45 A.M.	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours

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

Pepsi Fest 2005 will be held at the Indianapolis Marriott. The room rate is \$82 per night for cub 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.



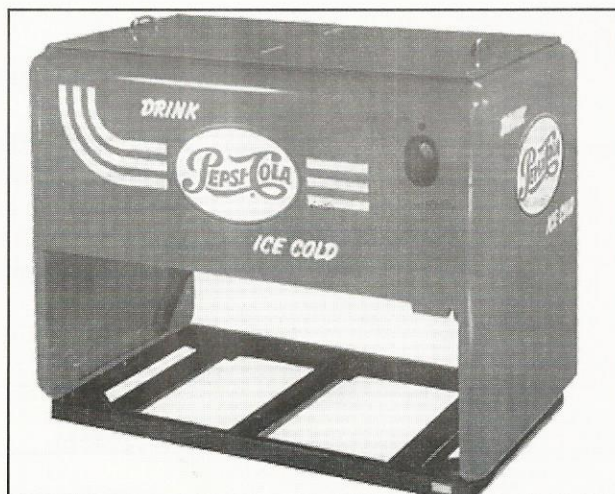
## Cooler or Vendor?



*1953 Pepsi-Cola Vendor*



*1940 Pepsi-Cola Cooler*



*1952 Pepsi-Cola Cooler*

One of the prime pieces in many Pepsi collections is a Pepsi machine. If you just want to display the machine, it doesn't make any difference if it is a cooler or a vendor. But many people want to use these Pepsi machines to dispense their Pepsi, so they buy Pepsi vendors. There is no doubt that it is a lot of fun to drop in a coin and pull out a Pepsi. Unfortunately, returnable Pepsi bottles that fit in most Pepsi vendors, are almost non-existent. Therefore, buying Pepsi vendors to vend Pepsi is a bad idea.

If it is your intention to have a Pepsi machine to keep your Pepsi in, a cooler would be your best choice. There are several different types of Pepsi coolers - ice, water, and air. Ice coolers are best used outdoors, where the mess of the ice and water will not be a problem. Water coolers are just not practical anymore - they should be avoided. Air coolers are the most practical to use at home. If the unit is working properly, air coolers will keep your Pepsi ice cold.

I know that there are some enterprising individuals out there that are refilling their Pepsi bottles so they can use them in their Pepsi vendors. But for many reasons, this is a bad idea. If you want a vendor for decoration, that is fine. But if you need something to cool down your Pepsi, a cooler is your best bet.



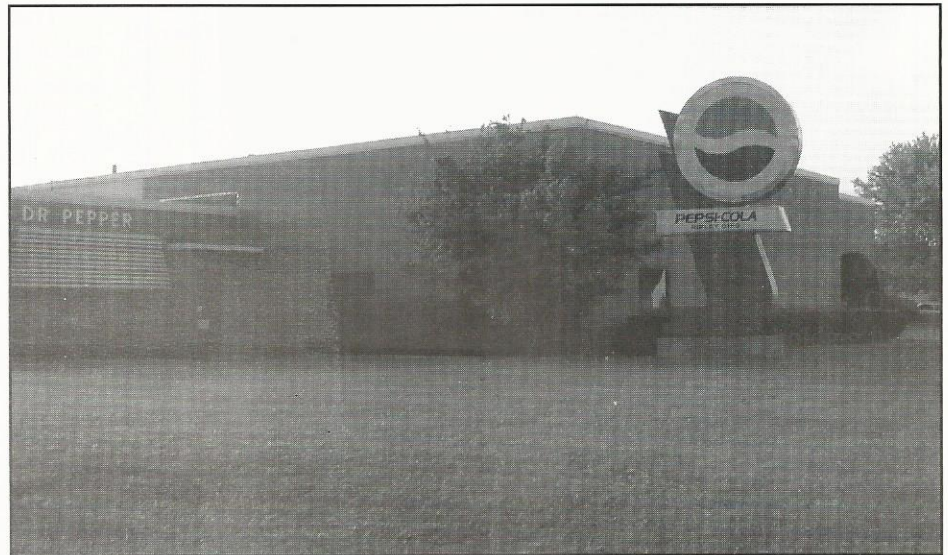
## Ripley, Ohio Celebrates 50th Anniversary

Ohio is Pepsi country. Throughout the state of Ohio, Pepsi-Cola has a strong presence and very high per capita sales. One of the big reasons for Pepsi's success in Ohio is G & J Pepsi-Cola. G & J is a company that operates seven Pepsi-Cola franchises in central and southern Ohio. One of the seven franchises is Ripley, Ohio, which is currently holding its 50th anniversary. Originally, G & J began in Cincinnati, Ohio, when Walter Gross and Isaac Jarson formed a partnership and purchased the Grand Pop Bottling Company in 1925. In 1935, Grand Pop Bottling obtained the Pepsi-Cola franchise for the Cincinnati region. Over the next decade, G & J expanded by building bottling plants in Lexington, Kentucky and Hamilton, Ohio. Additionally, they purchased the Portsmouth, Ohio Pepsi-Cola franchise.

Demand for Pepsi-Cola continued to increase throughout the G & J territory. This resulted in the need for another bottling plant. In 1952, Gross and Jarson began the task of acquiring land and making arrangements to build a new Pepsi-Cola bottling plant in Ripley, Ohio. By October of 1952, they were accepting bids from contractors to build the new plant. On February 26, 1953, the construction was started to build the Ripley, Ohio facility.

It took a little over a year to build and equip the 12,000 square foot building. Pepsi-Cola began bottling operations in the new facility in March of 1954.

At the time the plant opened, Pepsi-Cola sold for 35 cents per 6-pack. The hourly wages of the



*Pepsi-Cola Bottling Company of Ripley, Ohio*

employees ranged from 80 to 90 cents per hour. The highest paid worker at the plant made \$55 per week.

The Ripley, Ohio bottling facility continued to bottle returnable Pepsi-Cola bottles until 1987, when it was deemed that returnable bottles were no longer profitable. Although production has been discontinued at the

Ripley plant, the facility is still being used to market and distribute Pepsi-Cola throughout their franchised territory.

Congratulations to Ripley, Ohio for 50 great years of providing the residents of Ohio with Pepsi-Cola.



*Restored Amphibious Car Belonging to G & J Pepsi-Cola Similar to One Used in a Pepsi Commercial*



## Mystery Pepsi Sign



This rare 1907 Pepsi sign is one of the most valuable Pepsi signs out there. It recently sold in an auction for over \$10,000. Many collectors have searched tirelessly, trying to find this sign. Unbeknownst to many collectors, this sign was also produced as a Pepsi calendar. Notice on the bottom of this sign there are holes where a calendar pad should hang. I have never seen this sign as a calendar. If you own one, let us know. We would like more information!





# WELCOME NEW MEMBERS

**Edward Wilson**  
Crofton, MD

**Charles Cooper**  
Mulberry, FL

**Christian Hernandez**  
Patachogue, NY

**Anthony Zuniga**  
Patachgue, NY

**Barry Skokowski**  
Hamilton, NJ

**Sharon & Robert Butler**  
Lima, IL

**Russell Mathis**  
Greenwood, IN

**Mary & Thomas Sims**  
Palm Coast, FL

**Ray Kimrey & Connie Markham**  
Mebane, NC

**Susan Mucio**  
Beaver Falls, PA

**Brenda Nichols**  
Berne, IN

## 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:

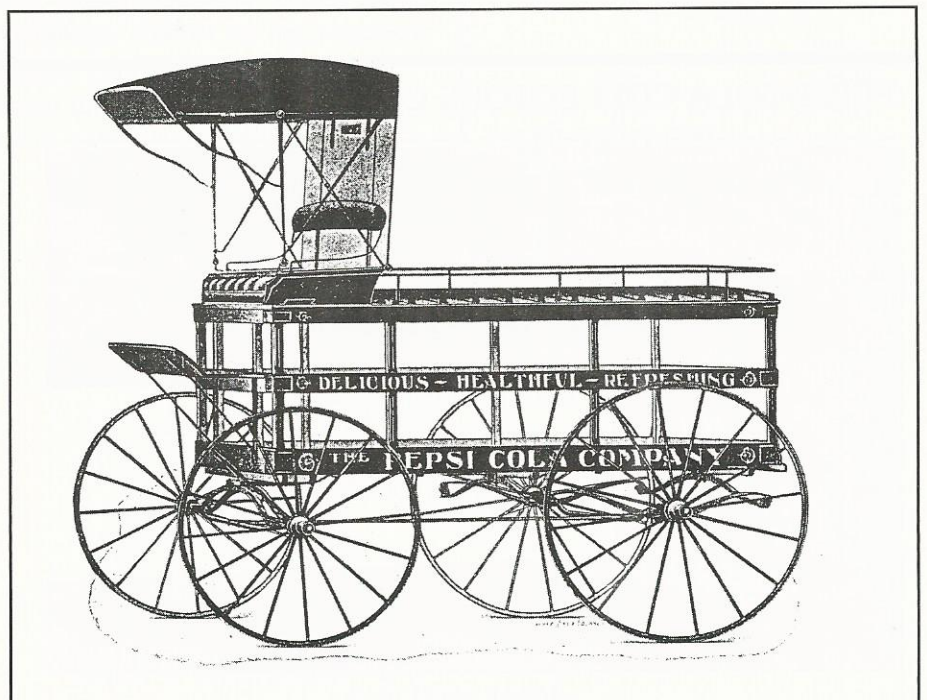
Found in Arizona: a 20 ounce plastic Diet Pepsi bottle, topped with a plain green cap, unopened, filled with a pink liquid, either lemonade or Miranda grapefruit. Anyone interested? Any offers? Contact George Weber at docweber@msn.com or 23 Stonebrook Road, Windham, ME 04062.

\*\*\*\*\*

### WANTED:

N.S.D.A. Bottles from 1998, 2000, 2002, 2004. Contact Roger Tucker, Winchester, IN (765)584-2929 or write 819 N. West St., Winchester, IN 47394.

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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 6

Jan.- Feb. 2005

## Have a Pepsi New Year

Happy 2005 to everyone! It is time to make your New Year's resolution to attend Pepsi Fest 2005. Speaking of Pepsi Fest, I need to apologize for the conflicting dates in the last newsletter. By mistake I used the 2004 dates on the front and the correct dates for 2005 were on the inside. Just so there is no confusion - the dates for Pepsi Fest 2005 are:

MARCH 10-12, 2005

Included in this newsletter is the tentative schedule and registration for Pepsi Fest 2005. This year's schedule has been changed slightly. Instead of a farewell dinner, we will be having a Pepsi Fest Taco Fiesta. The Taco Fiesta will be held Thursday night. Besides Pepsi and entertainment, the Fiesta will include a taco bar. The taco bar will be

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Once again, we will be holding our amateur Pepsi-Cola commercial

contest at Pepsi Fest. Make your own Pepsi commercial that runs from 30 seconds to 90 seconds, and turn it in at Pepsi Fest registration. All commercials will be shown at the Pepsi Fest Pizza Party.

Congratulations to Pepsi-Cola for making a cameo appearance on the television show, *The Apprentice*. The contestants on the show were asked to design a new Pepsi bottle for Pepsi Edge, as well as a promotion to correspond with the new bottle. Dawn Hudson, President of Pepsi-Cola, appeared on a later broadcast to help determine the final winner.

See you at Pepsi Fest!

### In This Issue

Pepsi Fest 2005 Info

Pepsi & Pete Story

Charlotte 100th Anniversary



*Pepsi Driver Delivering Pepsi to Thirsty Customers*



# Chapter News

## Chapter News

(You need to have your teeth in for this one!)

Now that the Hectic Holiday Happenings have taken up permanent residence in our memories, it's time to look forward to Future 'Fest Frivolity. This year, I'd like to introduce to you the "Charged Chapter Challenge!" I'm calling it this because A) I wanted it to have an exciting name, and, B) I'm charging those of you interested in joining a chapter with the task of doing just that. To accomplish this, I want EVERYONE that wants to join a chapter of the PCCC to contact me at PD62Pepsi@aol.com or 708-799-8486 and leave your name, your phone number, and the town in which you live and, if possible, a large city near where you live. As I accumulate names and towns in the various states, I will then put you in touch with either a chapter in your area or another member of the PCCC that lives relatively close to you so that you can work toward starting a chapter near you. I will bring a map to Pepsi-Fest in Indy with all of the current chapters posted along with those towns with members interested in starting or joining one. Of course, you don't have to be at Pepsi-Fest in order to start or join a chapter, so, contact me as soon as possible so that we can get the Pepsi ball rolling. Meanwhile, I'll be poised and ready to Field the Frenzied Phone Influx and Collect the Constant Computer Communication. Say, "Pepsi, Please!"

The Chicago Connection Chapter will hold their February meeting on the 12th at 7:00 PM at the home of Larry Woestman. Call him at 708-

385-0646 if you would like to attend and for directions.

*-Phil Dillman*



*1939 Pepsi Vending Machine*

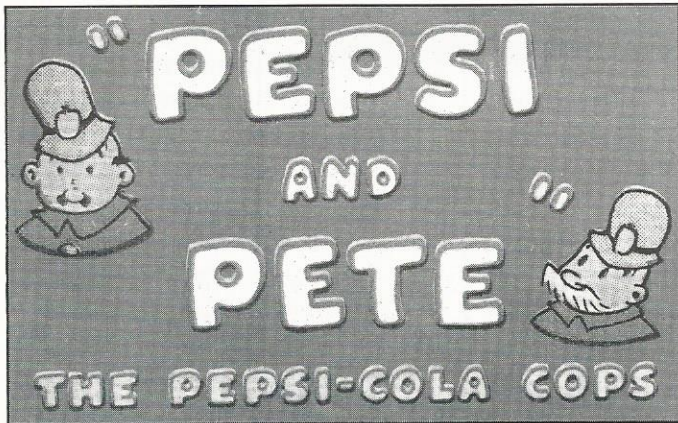
## Future Club Events

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



# Collector Information

## ASK



Dear Pepsi & Pete:

I recently purchased a wood Pepsi-Cola sign. How can I tell how old it is?

Signed,  
Frank

*Dear Frank:*

*Most wood Pepsi signs were not produced by the Pepsi-Cola Company. Very often, they were done by the local bottler, using a sign painter. Because there were no product identification numbers, it becomes very difficult to know when the signs were done and if they were actually done by the Pepsi-Cola Company. It is very easy for someone to take a piece of wood and paint the Pepsi graphics on it, leave it out in the sun for a few hours to make it look old. I don't know of any way for certain to properly identify the age of wood Pepsi signs. I would be very careful purchasing any of these signs.*

Dear Pepsi & Pete:

I understand that Pepsi-Cola had their headquarters in Richmond, Virginia at one time. Is this true?

Signed,  
Sarah

*Dear Sarah,*

*Yes, the Pepsi-Cola Company was located in Richmond, Virginia from 1923 to 1931. This period is referred to as the dark days of Pepsi-Cola, despite numerous efforts to re-launch Pepsi-Cola, nothing seemed to take*

*hold. A variety of financial problems resulted in a second bankruptcy for the Pepsi-Cola Company.*

Dear Pepsi & Pete:

I was told that Secretary of State, Colin Powell worked for the Pepsi-Cola Company. Can you verify this?

Signed,  
Mitch

*Dear Mitch:*

*Not exactly. While attending college, Colin Powell worked for the local Pepsi-Cola bottler in the Long Island City plant in New York. You might also recall that Elvis Presley worked for the bottler in Tupelo, Mississippi, when he was a teenager.*

Dear Pepsi & Pete:

Where can I find Pepsi postcards?

Signed,  
Laura

*Dear Laura:*

*I presume you are talking about old postcards with Pepsi signage in the background. The best place to find these postcards is at postcard shows that take place quite frequently around the country. Some dealers do have sections set aside for advertising, Pepsi-Cola, or soft-drinks.*

*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.*



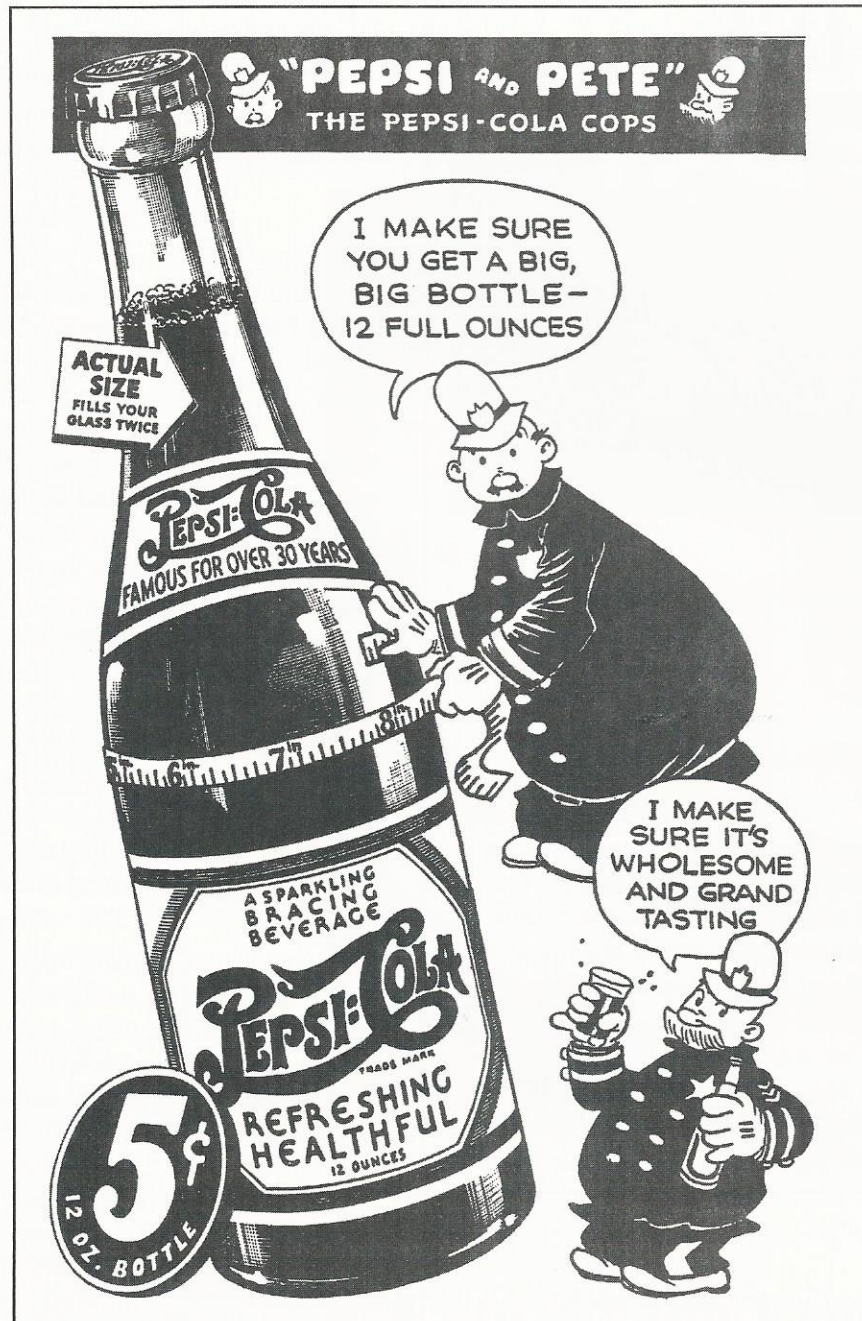
# The Pepsi & Pete Story

When Walter Mack became president of Pepsi-Cola in 1939, like his predecessor, he took total control of the advertising. Mack was a natural born showman, and wanted Pepsi advertising to reflect his philosophy. The advertising would be spectacular and grand, just like everything Mack did.

Research showed that the comic section of the newspaper was a section of the paper that was read as often as any section by men, women, and children. To take advantage of the readership of comics, Mack decided Pepsi needed their own strip.

Initially, Walter Mack wanted to use the popular cartoon character, Popeye. He believed that Pepsi could replace spinach as Popeye's source of strength. Unfortunately, the asking price for the Popeye image was more than Pepsi could afford at that time. Thus, the search began for the right cartoon spokesperson for Pepsi. The ad agency began creating a variety of cartoon characters.

Newell-Emmett Company was Pepsi's ad agency at the time, so they



1939 Pepsi & Pete Advertisement

were given the task of coming up with the right cartoon characters. At first, a number of animal characters were offered, including kola bears. Next, they tried two kids - an angelic little girl and a chubby little boy.

None of these were what Mack was looking for. Finally, the agency presented the Keystone Cop-like characters. It was agreed that they would do the job. Mack named them himself - Pepsi and Pete. Pepsi and Pete debuted September 25, 1939 in several New York City newspapers.

The Pepsi and Pete ads were first just black and white, and then in color. By 1940, the cartoon strip was being placed in 187 newspapers across the country, resulting in more than 27 million readers seeing Pepsi and Pete. Surveys by polling agencies found that the Pepsi & Pete comic strip had more readers than any other comic strip. Additionally, they found that Pepsi & Pete amused people more than any other

commercial strips. When tested against fifteen other trade characters, with all identifiable marks removed, Pepsi & Pete came in third, just behind the Old Dutch Girl, and Planter's Mr. Peanut.



The popularity of the Pepsi and Pete cartoon strip was quite surprising, because, after all, it was an advertisement. But, no matter that Pepsi was mentioned in the strip, the rule was that it had to be funny. This formula undoubtedly worked, because the strip ran for 12 years.

Over the years, a number of artists were used to draw the Pepsi and Pete characters. This might explain why the characters kept switching names. When the strip began, the big guy was Pepsi, but over the years, the big guy was sometimes called Pete.

One of the artists to draw Pepsi and Pete in the early years was Rube Goldberg, one of the great cartoonists of the era. Most of the artists after that were ad agency hired artists.

In addition to the newspaper ads, Pepsi and Pete were also used in magazine ads. The magazine ads

were pure advertisements for Pepsi, without the humor used in the newspaper. Pepsi and Pete ads ran in a number of popular magazines including Look, PhotoPlay, True Story, and True Romance.

The Pepsi and Pete advertising program was not limited to print ads. A full assortment of point of purchase sales displays was produced bearing the Pepsi and Pete characters. Promotional items decorated with Pepsi and Pete included drinking glasses and matchbooks. The Pepsi-Cola Cops were so popular with the public, that actors were hired to make personal appearances dressed as Pepsi and Pete.

Pepsi-Cola advertising, featuring Pepsi & Pete, was tried in every conceivable venue, including movie theaters. An animated commercial with Pepsi & Pete saving two women from

certain tragedy was released in 1940. Like most Pepsi & Pete advertising, the spot was made to be humorous, but the Pepsi-Cola advertising was foremost.

During the twelve years that Pepsi & Pete were used in Pepsi-Cola advertising, they entertained and captivated the public. Each cartoon strip was eagerly anticipated. The charm and attractiveness of Pepsi & Pete not only appealed to consumers of the 1940's, but also appealed to today's Pepsi-Cola collectors. Pepsi & Pete memorabilia is among the most popular of Pepsi-Cola collectibles. From the print ads to the festoons, collectors search high and low for these magnificent artifacts. They are even popular with the companies that reproduce Pepsi-Cola signage.



## Miss Pepsi-Cola

Over the years, there have been a number of references to a Pepsi Girl and Miss Pepsi-Cola. This has created quite a mystery because there has not been a lot of advertising featuring these girls. An example of this is the advertisement to the left, which clearly states "Miss Pepsi-Cola." However, I have been unable to find reference to this girl on any other advertisement, including the 1940 self-framed cardboard sign on which she appears. I am not sure whether Pepsi-Cola was ambivalent about whether they actually wanted a Miss Pepsi-Cola or not. The girl pictured was a model, and not a Miss Pepsi-Cola contest winner. In the 1950's, there were Miss Pepsi-Cola contest winners, but they never really appeared in any national advertising. As far as I know, all the women that appeared on Pepsi-Cola national advertising were models, and not winners of Pepsi-Cola beauty pageants.



# PEPSI FEST 2005 REGISTRATION

March 10 - 12th, 2005

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2005, March 10 - 12, 2005, 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 \$23.00 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 2005 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 # \_\_\_\_\_ @ \$ 7.00 each \$ \_\_\_\_\_

Children under 10 free

PACKET WITH REGISTRATION FEE # \_\_\_\_\_ @ \$23 each \$ \_\_\_\_\_

TACO FIESTA 3/10/05 # \_\_\_\_\_ @ \$11.00 each \$ \_\_\_\_\_

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

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

3/20/04

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 \$27.00. Your packet will be mailed to you AFTER Pepsi Fest 2005.

# of Packets \_\_\_\_\_ @ \$27.00 each = \$ \_\_\_\_\_

**PEPSI FEST 2005 REGISTRATION**

(Hotel Registration Info on Reverse)



## **PEPSI FEST 2005 SCHEDULE**

Schedule Subject to Change

### Thursday, March 10th, 2005

12:00 Noon	Registration
2:00 P.M.	Pepsi Fest Kick-Off Meeting
3:00 P.M.	Chapters Meeting
6:00 P.M.	Pepsi Taco Fiesta (\$11.00 per person)
7:00 P.M.	Room Hopping

### Friday, March 11th, 2005

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

### Saturday, March 12th, 2005

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
11:45 A.M.	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours

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

Pepsi Fest 2005 will be held at the Indianapolis Marriott. The room rate is \$82 per night for cub 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.



# Pepsi Charlotte Celebrates 100 Years

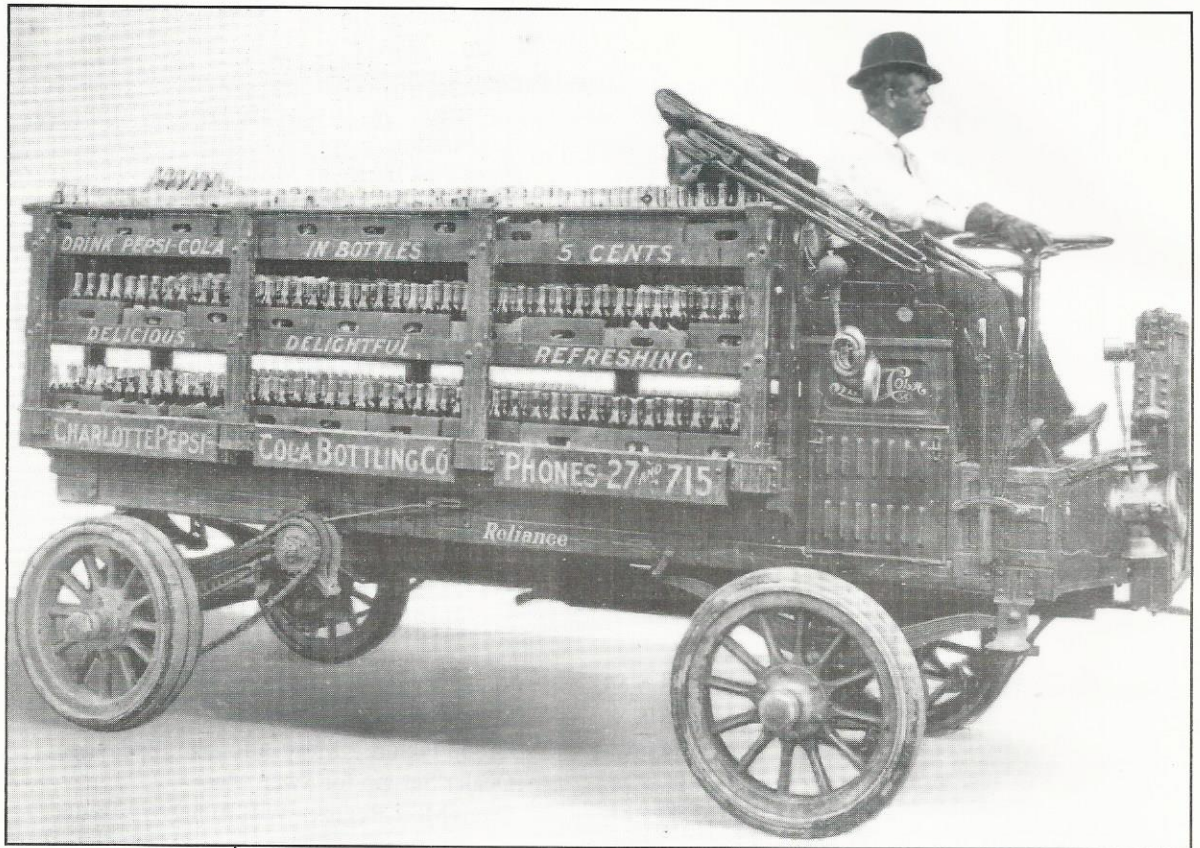
This year marks the 100th anniversary of the Pepsi-Cola Bottling Co. of Charlotte, North Carolina. It is rare that a business survives for 100 years, let alone a Pepsi-Cola bottler. In fact, there are only three Pepsi-Cola bottlers that have been bottling continuously since Caleb Bradham, the inventor of Pepsi-Cola, first issued licenses to bottle Pepsi-Cola.

What makes a 100th anniversary for a Pepsi-Cola bottler so monumental is the fact that they have had to overcome so many obstacles. Chief among these obstacles were two bankruptcies by the Pepsi-Cola

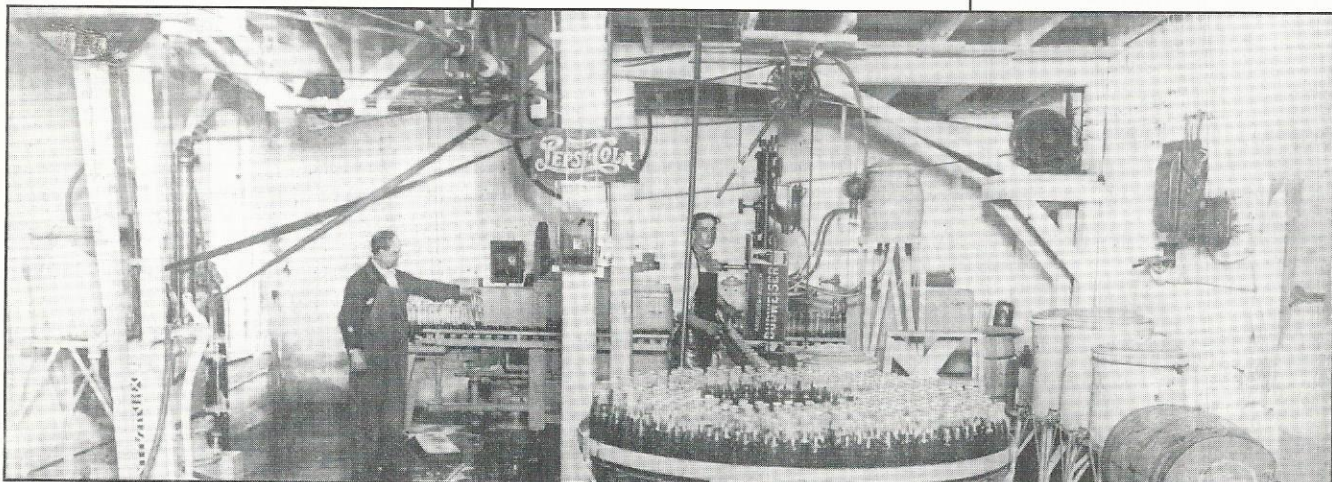
Company. That's right. The Pepsi-Cola Company was first bankrupt in 1923, and then again in 1931. Besides the bankruptcies, the bottlers had to deal with wars, sugar rationing, and severe instability of sugar prices.

Despite all of these problems, the Pepsi-Cola Bottling Co. of Charlotte has not only survived, but has thrived. The success of the Charlotte franchise primarily goes to one person - Henry B. Fowler. He built the Charlotte

franchise from almost nothing to one of the most important and respected Pepsi bottling opera-



1908 Reliance Truck from Charlotte, North Carolina



Original Bottling Operation in Charlotte, North Carolina, Circa 1905



tions in the country.

Fowler began as a bookkeeper with the Adams Grain and Provision Company. It is believed that this is where Fowler was first introduced to the bottling business. From there, he set up a very primitive bottling operation in a barn next to a blacksmith's shop. In 1905, the Pepsi-Cola Bottling Company of Charlotte, North Carolina,

began. During this time, Fowler made a number of innovations in the bottling business. The one he is most remembered for occurred in 1908. At that time, he purchased a chain driven, Reliance truck to deliver Pepsi-Cola. The fact that Charlotte, with a population of about 17,000 people, did not have paved roads, did not deter Fowler's belief that this would be beneficial to his Pepsi-Cola business. It is

said that the Pepsi-Cola delivery truck was more valuable as a form of advertising than as a means to deliver Pepsi-Cola. With only one other truck in Charlotte at the time, the Pepsi-Cola truck received a great amount of attention wherever it went.

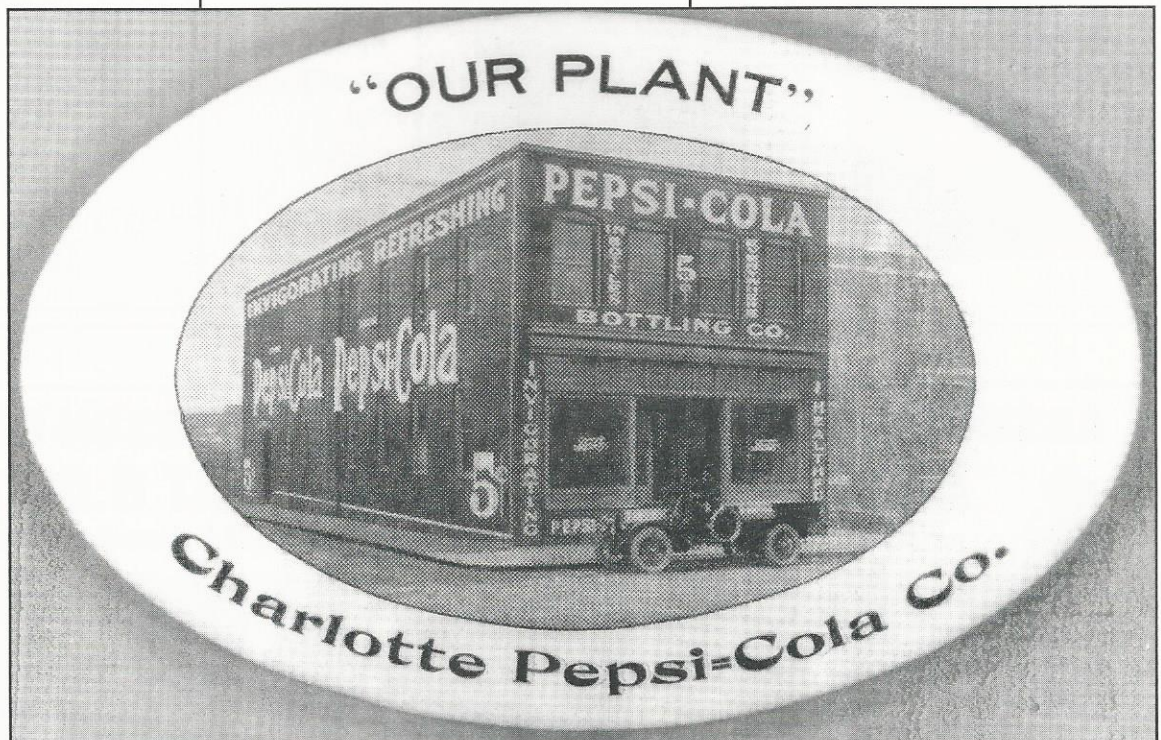
The success of the Pepsi-Cola Bottling Company of Charlotte was not entirely dependent on the hard work of Fowler. The success of the parent Pepsi-Cola Company was critical. So, in 1923, when the parent company went bankrupt, Fowler found himself in a most dubious situation. He had a successful product, but no parent company to manufac-

ture the ingredients. Through friends and contacts, he was able to acquire enough Pepsi-Cola syrup to keep operating until the Pepsi-Cola Company was reformed in Virginia. Eight years later, Fowler was once again faced with the same problem. The Pepsi-Cola Company was bankrupt, and he needed product to sell to his customers. Somehow he was able

tion, and the Charlotte Pepsi-Cola franchise was back on track.

After 29 years of struggling with Pepsi-Cola, Fowler finally saw the light at the end of the tunnel. The 12-ounce bottle for a nickel not only saved the Pepsi-Cola Company, but it also saved Pepsi-Cola of Charlotte.

Fowler operated the Pepsi-Cola Bottling Company of Charlotte from



to find enough syrup to keep producing. At this point, the future of Pepsi-Cola looked very bleak. He had worked too hard and invested too much money to lose it all over circumstances beyond his control. Unfortunately, that was about to happen, and there was nothing he could do about it. If he was going to survive, something dramatic would have to happen. And that is exactly what did occur. In 1934, when the Pepsi-Cola Company introduced the 12-ounce bottle for a nickel, it was just what the consumer wanted - a great product at a great price. Overnight, Pepsi-Cola became a national sensa-

tion until his death in 1971 at the age of 93. His leadership and business skills were a model to the employees of the company. His values have remained an important part of the Charlotte company today. Although it is one of the largest Pepsi-Cola franchises in the southeastern portion of the United States, it is still run like a family-owned business. Today, Pepsi-Cola Bottling Co. of Charlotte is operated by Fowler's granddaughter, Dale Halton.





### New Hard Rock Pepsi Glass

Hard Rock Cafes around the country are selling glasses commemorating the 50th anniversary of rock and roll. On the front side is the 50th anniversary logo, with the city of origin. On the back is the Pepsi logo overlaying a guitar. This glass is perfect for collectors. With numerous restaurants throughout the United States, you can collect from each restaurant. If you can't get to every restaurant, more than likely there is a Pepsi collector that you will be able to trade with for the glasses that you want or need. The glass is a heavy, frosted, Pilsner-style glass. The glass is approximately 7" tall and sells for about \$4.00.

## ABSOLUTE AUCTION OF THE: "CHAD PETERSON COLLECTION" MONDAY, MARCH 7, 2005 • AT 8:00 A.M.



Sale moved to: Sullivan Auction Site, Highway 136 E, Hamilton, Illinois

**HIGHLIGHTS INCLUDE:** (2) early rare back bar bottles (possibly only ones in existence!); several bubble clocks; numerous signs including large doghouse style, flange, etc.; outstanding collection of vendors to include: "Jacobs 56" • "Vendo 81" • "Vendo 32" • "Vendo 27" • etc.; unusual store display of Pepsi bottle and snow; original Pepsi and Pete items; musical syrup dispenser; collection of bottles; the original cone-style cans; radios; Mountain Dew sign and Mountain Dew toy gun; plus much, much more!!

**NOTE:** Mark your calendars now and make plans to attend this private collection—every item sells to the highest bidder without reserve! Terms: Cash or good check. No buyer's premium. Preview on Sunday, March 6th from 10:00 a.m. - 4:00 p.m. Motels nearby in Keokuk, IA: Fairfield Inn 319-524-9000 • Holiday Inn 319-524-8000.

Chad Peterson • Cedar Rapids, IA • 800-373-9135  
Email: chad.peterson@pepsiamericas.com  
Sullivan Auctioneers, LLC • 217-847-2160  
IL Lic. #44000107

Photos and listing available soon online at:  
[www.sullivanauctioneers.com](http://www.sullivanauctioneers.com)





# WELCOME NEW MEMBERS

**Karen Kopet**  
Las Vegas, NV

**D. Samaniegu**  
Herington, KS

**Ray Weisel**  
Tamerao, IL

**Thomas & Dixie Dunning**  
San Diego, CA

**Diane Shaw**  
Louisville, KY

**Jenny Bosco**  
Mohnton, PA

**Ted Hebluchuk**  
Norcross, MN

**Marlena Dossin Hanlon**  
Gross Pointe Shores, MI

**The Gary Olson Family**  
Indianapolis, IN

## The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is for sale, wanted, or trade.

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein. The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

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

### FOR SALE:

For Sale or Trade: Have several Pepsi and Mountain Dew NJ, NY, & PA commemorative cans from the last 15 years to trade for other cans from around the world or for sale.

Contact: Bcocacola@aol.com

\*\*\*\*\*

For Sale: Brass Pepsi bottle opener for \$60. 5" Long, heavy. 1 - Pepsi-Cola plastic 18" wide Pepsi-Cola; 2-dot lighted sign Pool Table type \$225. or best offer. Postal M.O. or Bank M.O. Contact: L.H. Gregory, 111 Coleman Ct., Greenville, SC 29609-2441 (864)232-5206

\*\*\*\*\*

### WANTED:

Pepsi Star Wars Episode II Attack of the Clones 4 can set from Japan.

Will trade for or purchase. Contact:

Bcocacola@aol.com





1939 Pepsi-Cola Charity Fundraiser Display

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