



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 15 Issue 3

July-August 1998

COLA WARS HEAT UP

Do you have a favorite Pepsi Fest '98 photograph? If you do, send us a copy and we'll run it in the next newsletter. We're still getting letters and phone calls from club members who attended Pepsi Fest '98 - Pepsi 100th Anniversary telling us what a great time they had.

Currently we are working on plans for Pepsi Fest '99 next March. Hopefully, we'll have exact dates by the next newsletter. We are currently accepting bids from hotels in the Indianapolis area. After a one year absence from Indianapolis, we expect to pick up right where we left off.

The Pepsi 100 celebration in New Bern, North Carolina attracted some very high level Pepsi executives, including Philip A. Marineau, the new President and CEO North America. Reports are that one of the highlights of Marineau's visit to New Bern was the memorabilia display at the Bank of the Arts. Let's hope this makes a Pepsi col-

lector of the new President.

Pop culture is this summer's big promotion from Pepsi. It is a contest where words are collected from Pepsi bottle caps and packaging to complete phrases which result in prize winners. If any club member wins any prize, please let us know.

Once again, Pepsi will be one of the major sponsors of the All-Star balloting for major league baseball. The game will be played in July in Denver, Colorado. There is a lot of promotional material being produced with Pepsi and major league baseball on it. Although Pepsi is the official soft drink of major league baseball, it is not available in every ballpark yet. As of this year, Pepsi is the soft drink seen at Edison Field, the home of the California Angels. Pepsi is definitely becoming a major player in sporting events, sponsoring everything from baseball to soccer. Hopefully this will produce more collectibles.

In other Pepsi news, the cola wars

have heated up again, with Pepsi filing a lawsuit against Coke on May 7th of this year. Pepsi maintains that Coke is using economic terrorism by keeping independent food distributors from carrying Pepsi products. This follows a long history of Pepsi versus Coke in legal battles.

In other cola battles, Pepsi will be offered on American Airlines, giving consumers the choice of which soft drink they want. Planet Hollywood, a chain of world-wide theme restaurants, has decided to serve Pepsi in their establishment. We also have heard reports that Club Disney has gone Pepsi.

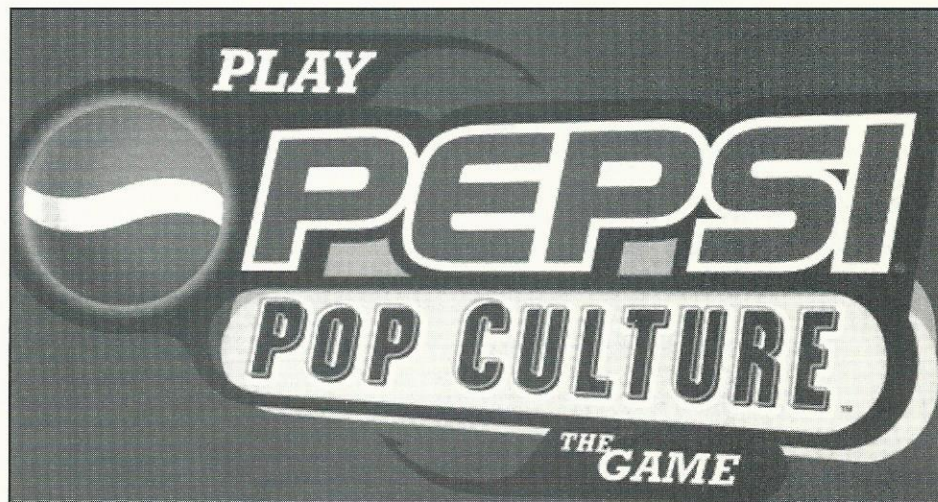
INSIDE THIS ISSUE

The Grip Bottle

Pepsi Recipes

Collector Hints

New Pepsi Signs



Pepsi's 1998 Pop Culture Game

Chapter News

from Phil Dillman

At Pepsi Fest, I held a meeting for anyone wanting to start a chapter as well as those looking for ways to increase their chapter membership. To this end, we discussed the possibility of having regional chapters. Since that time, I have discussed this idea with several other people from the PCCC and with non-members and found that the main concern is that the size of the region not be too large. If the region is too large and the members are too spread out, you can bet that the turnout will be less than impressive. There is also the probability that if the region is too large, the group would probably only meet two or three times per year.

While the idea of regional chapters hasn't been ruled out, it is not likely that they will become a reality unless they are limited to a practical size - perhaps no bigger than the size of one

or two states. If anyone is willing to try this, let me know. Otherwise, for learning purposes, it might be worth your while to attend an existing chapter's meeting. For instance, if the Chicago Chapter didn't exist, I would drive the 6-7 hours to be at some of the meetings of the Minnesota Chapter near Minneapolis or the Show Me Club near St. Louis. I would then take what I had learned and try to establish a chapter in my area.

One other topic that we discussed was to have each chapter include the other chapters on their newsletter mailing list so that we can exchange ideas and knowledge. I think this is a great idea and I have sent chapter lists to the appropriate people.

100th IN LAS VEGAS

Celebrate 100 years of Pepsi with everyone in Las Vegas on Friday, November 6th and Saturday, November 7th, 1998 at Vacation Village. Registration information will be in the September-October newsletter. The Southern California and Arizona Chapters are looking to see you there.

THE SHOW ME PCCC CHAPTER

The Show Me Pepsi-Cola Collectors Club Chapter will hold its 6th annual picnic on August 8, 1998. Anyone interested in attending please call Joe Sheahan at (314)838-0683 for information.

NOTICE

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

MOVING?

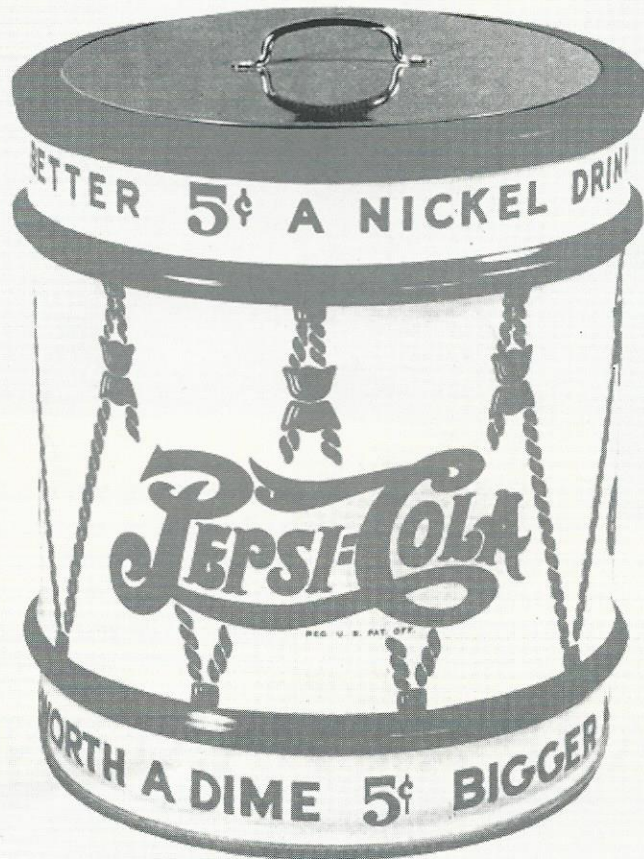
If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

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





"DRUM" COOLER SET



Take advantage of this Drum Cooler Set and convert your regular concentrate drums into handy lightweight coolers.



Insulation and Inside Tank



Band and Handle Set

THIS NEW DRUM COOLER HAS EVERYTHING !

It's easy to pick up extra sales with this new Drum Cooler Set. Here's why. It is small, sturdy and attractive. . . Easy to assemble. . . Easy to carry. That means it is ideal for small outlets.

This new Drum Cooler was especially designed for convenience. It can be taken on picnics and outings . . . wherever there's a crowd. Get it into your small outlets . . . and cash in on those extra sales.

SPECIFICATIONS

PACKING:	Three to a carton
CAPACITY:	20 bottles
DRUM:	Be sure to use only NILES Drum carrying the imprint "NILES" on the bottom.

NOTE: Handle available at slight extra cost. (See illustration). Packed ten to the carton.

This is an advertisement for a kit that converts a Pepsi concentrate barrel to a picnic cooler. This is from 1940.

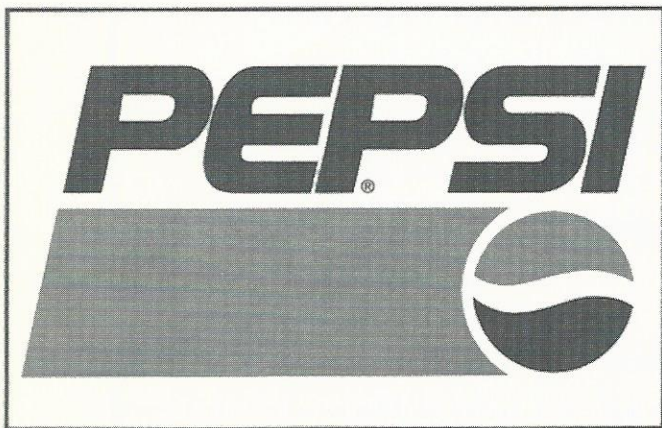
New 2 Liter Grip Bottle



Continually the leader in packaging innovation, Pepsi once again leads the way with a new 2 liter bottle. For almost two decades, the two liter bottle design has pretty much been unchanged. Now, Pepsi is test marketing a totally new and more convenient 2 liter bottle called "the grip."

The new bottle first appeared on the store shelves in Dayton, Ohio around March 18th. "The grip" bottle may be the next wave in the evolution of soft drink packaging. This new bottle could be on a supermarket shelf near you soon.

THE SIGNS ARE A CHANGING !



As you drive around, you may notice a change in Pepsi signs. The sign on the left, introduced in 1991, is gradually being replaced by the new Pepsi sign on the right, introduced in 1998. Over the next few years, the 1991 Pepsi logo should totally disappear on Pepsi signage. As you come across these signs at flea markets, you are advised that these soon will be hard to get.



They're still out there! In the past, many outdated Pepsi signs were used for insulation or to repair the sides and roofs of old buildings. The above sign was taken from a building in Red Lodge, Montana in December of 1997. The sign was nailed face down, so when it was removed, it looked almost new. The Pepsi bottler in Billings, Montana (Bill Dimich pictured left) obtained permission from the owner to remove the sign. So, the next time you drive by an old building with rectangular, metal siding, you might just be looking at the reverse side of an old Pepsi sign.



Pepsi's Richmond headquarters building as it appears today.

As reported to you in the last newsletter, Pepsi-Cola's Richmond headquarters of the 1920's has been slated for destruction. There is an effort under way to preserve this as an historical site. Because of concerns raised by Pepsi collectors, Scott and Kim Kinzie, various groups are looking into the appropriateness of destroying this building. Hopefully by the next newsletter, we will have more information regarding this effort.

PEPSI-COLA RECIPES

Cherry-Pepsi Salad

2(16 oz.) cans pitted dark, sweet cherries, undrained
 1-1/2 to 3 tsp. almond extract
 1/4 c. orange juice
 2 (3 oz.) pkgs. black cherry-flavored gelatin
 12 oz. can Pepsi (1-1/2 c.)
 8 oz. pkg. reduced-fat cream cheese, softened
 1/2 c. reduced-fat mayonnaise
 2 Tbsp. milk
 1 c. chopped walnuts, toasted

Drain cherries; reserve 3/4 cup cherry liquid. Spoon cherries into an 11 x 7 x 1-1/2" dish; set aside.

Bring reserved liquid, almond extract, and orange juice to a boil in a large saucepan over medium heat; add gelatin, stirring 2 minutes or until gelatin dissolves. Cool 10 minutes.

Add cola to gelatin mixture; chill to consistency of unbeaten egg white.

Pour gelatin mixture over cherries; cover and chill until firm.

Beat cream cheese at low speed with an electric mixer until creamy; add mayonnaise and milk, beating until smooth. Stir in walnuts.

Spread cream cheese mixture evenly over gelatin. Cover and chill at least 3 hours. - 12 servings.

-submitted by Sue Pletcher

Pepsi Pot Roast

Roast
 Potatoes
 1 pkg. dry onion soup
 1 can cream of mushroom soup
 1/2 to 3/4 bottle of Pepsi
 carrots

Place roast in crockpot. Cover with onion soup, cream of mushroom soup, carrots, and Pepsi. Cook on low for 6-8 hours.

Gravy - Add 1 heaping tablespoon flour or cornstarch to water and mix. Add to liquid. Add more if not thick enough.

-submitted by Shelly Taylor

Earthquake Cake

2-layer-size German Chocolate cake mix
 1 c. coconut
 1 c. chopped nuts
 1/2 c. margarine or butter, melted
 8 oz. pkg. cream cheese, softened
 4 c. sifted powdered sugar

Frosting:

2 Tbsp. unsweetened cocoa powder
 6 Tbsp. Pepsi
 1/2 c. margarine or butter

Prepare cake mix according to the package directions. Spread coconut and nuts evenly over the bottom of a greased 13" x 9" x 2" baking pan. Pour prepared cake mix over nuts and coconut.

Combine melted margarine, cream cheese, and 2 cups of the powdered sugar. Beat until smooth. Pour over cake batter.

Bake in a 350 degree oven for 45 to 55 minutes or until a toothpick inserted into center of cake comes out clean. (Cake top will crinkle). Cool.

For frosting: Combine cocoa powder, cola, and 1/2 cup of margarine in a medium saucepan. Cook over medium heat until the mixture boils, stirring constantly. Remove from heat. Pour over remaining powdered sugar. Beat with a wire whisk or an electric mixer until smooth. Spread over cooled cake. - 24 servings.

-submitted by Sue Pletcher

Pepsi-Cola Baked Beans

28-ounce can pork and beans
 1 onion, chopped fine
 1 green bell pepper, chopped fine
 1 tomato, chopped fine
 1/2 cup dark brown sugar
 1/2 cup Pepsi

Preheat oven to 350 degrees. Drain liquid from pork and beans. Pour into baking dish. Gently mix in vegetables. Combine sugar, Pepsi, and cloves until sugar is dissolved. Pour evenly over bean mixture. Bake covered for 30 minutes. Serves 4-6.

-submitted by Sue Pletcher

Crockpot Pork and Pepsi

10 oz. can reduced-fat cream of mushroom soup
 2 Tbsp. reduced-sodium soy sauce
 12 oz. diet Pepsi
 4 (3 oz.) pork chops, trimmed well (or substitute a pork roast)

Mix soup, soy sauce, and Pepsi together in the bottom of the crockpot. Place chops in the mixture, and slow cook on medium or high setting for 4 to 6 hours. (Meat will be very tender). - 4 servings.

-submitted by Sue Pletcher

Collector Information

The State of Pepsi Collecting in Pepsi's 100th Year

In this Pepsi-Cola's 100th year, Pepsi memorabilia collecting has never been more popular. In this article, I will give the reason why I believe this is so. There are numerous reasons why Pepsi collectors *Gotta Have It*. Besides being *Exhilarating, Invigorating*, collecting also *Aids Digestion*. There is nothing more *Delicious and Healthful* than to find a rare Pepsi item. Pepsi collecting is definitely the *Choice of a New Generation* of collectors. Most Pepsi collectors believe *Why Take Less When Pepsi's Best* of all collectibles. Maybe it's just me, but collecting Pepsi stuff makes me want to *Be Sociable* and *Have a Pepsi*. Finding a a Pepsi sign that says *Twice as Much for a Nickel* makes you *Come Alive* and feel as though *You're in the Pepsi Generation*. For Pepsi collectors, nothing makes you want to *Be Young, Have Fun, Drink Pepsi* more than Pepsi collecting. *It's a Great American Custom* to find the unusual Pepsi items. Remember *Nothing Else is a Pepsi* collectible, and finding Pepsi collectibles is the best way to *Have a Pepsi Day*. For anyone who needs to *Catch That Pepsi Spirit*, collecting Pepsi memorabilia is the best way to do it. You need to *Join the Pepsi People Feelin Free* at the flea market. It's time to collect *Pepsi Now*. It is *The Light Refreshment* in life. *You've Got a Lot to Live, Pepsi's Got a Lot to Give* - so start collecting today and find that it truly does have more *Bounce to the Ounce!*

Collecting Pepsi Business Cards

Recently I found the business card of Vic Bonomo, President of Pepsi-Cola from 1970 - 1977 in a stack of miscellaneous Pepsi items I had purchased. It made me think about all the Pepsi business cards I had accumulated over the years. Like most Pepsi collectors, I save everything with Pepsi on it. Every time I visited a Pepsi plant, or met somebody that worked for Pepsi, I'd have to have a business card. Surprise, surprise, after 20 years of collecting I have several hundred Pepsi business cards. For the most part I took these for granted. Then, with the addition of this new card, I decided to take the cards out to compare all the styles over the years. It amazes me how many different Pepsi cards I have collected from various plants, states, and other countries. It is fun to reminisce as I look at these cards. I now have them neatly organized into a business card holder - one with a Pepsi logo on it, I might add!

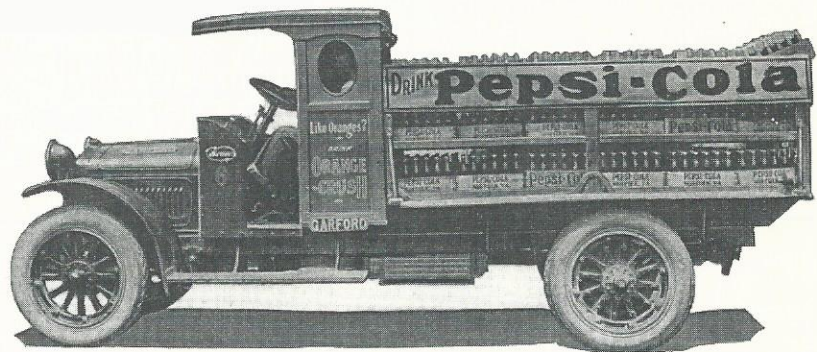
A secondary source of business cards is fellow collectors. Many Pepsi collectors have their own business cards. Pepsi Fest is a great place to exchange cards.

Collector Hints

Taking care of a collection is a very involved task. Signs, as well as many other items, need extra care. If you have a favorite tip or idea for caring for a collection, please send it to us so we may add it to the newsletter. In the meantime, I'll make a few suggestions of my own. First and foremost, cardboard signs should be framed. Frames preserve and protect cardboard signs from accidents and the environment. One important warning regarding framing - do not let the framer glue your signs to anything.

Another subject of concern is which cleaning products can be used without damaging the Pepsi sign or item. Two rules I always follow are (1) test and clean a small corner of the sign and (2) never spray or pour cleaner directly onto a sign or collectible. Always put your cleaner on a cloth.

If you have any questions or suggestions, please send them to the PCCC newsletter.



**Charlie Daniels'
Concert Posters**

The Chelsea Restaurant was the financial backer for the Charlie Daniels' Concert held in New Bern, NC during the 100th Anniversary Celebration this past April. As such, we are the sole possessors of the only 50 posters signed by Charlie Daniels. He agreed to sign a maximum of 50 only, and did so as he was waiting to begin the parade for which he was Pepsi's Grand Marshall.

The posters measure 10 x 15.25 and are printed on card stock. The Pepsi logo is in color, all other print is black and white. The price per poster is \$25.00. This includes the poster and cardboard tube mailer and postage. Remembering there are only a total of 50, you may reserve your poster with a credit card by telephoning the Chelsea at (252)637-5469, or by sending a check made out to The Chelsea, to 335 Middle Street, New Bern, NC 28560. Your check will be returned to you if we receive it after the total of 50 have been purchased.



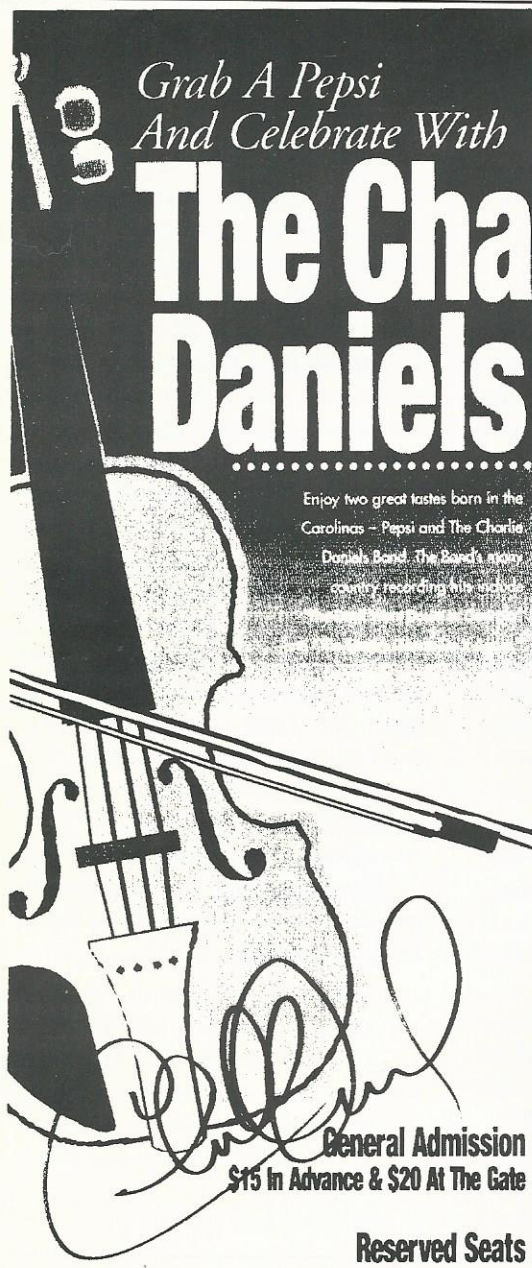
Grab A Pepsi
And Celebrate With

The Charlie Daniels Band

Enjoy two great tastes born in the Carolinas - Pepsi and The Charlie Daniels Band. The Band's story country recording with...

**Saturday
April 4th,
8:00pm**

**New Bern
High School
Sports Stadium**



**General Admission
\$15 In Advance & \$20 At The Gate**

**Reserved Seats
\$20 In Advance & \$25 At The Gate**

no coolers, umbrellas and alcohol strictly prohibited

ADVANCE TICKETS
ON SALE MARCH 4TH
AT THE FOLLOWING
LOCATIONS:

TOYOTA OF NEW BERN

GOLDSBORO
Sportsman's
World

JACKSONVILLE
The Sound Shop

KINSTON
Sportsman's
World

MOREHEAD CITY
Crystal Sports

GREENVILLE
Factory Mattress

WASHINGTON
Hits Inc

HAVELOCK
MWR Cherry Point

Sponsored by:

TOYOTA OF NEW BERN,

WRNS, BOJANGLES, THE CHELSEA RESTAURANT IN NEW BERN, AND PEPSI COLA

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: New Pepsi & Coca-Cola store located in Temecula, CA at 28780 Front St. A-10. (909)699-2812. Selling collection of 20 years. Die cast trucks, cars, bottles, cans, glasses, lots of large & small items. Also custom personalized Pepsi & Coke T-shirts, mugs, mouse pads, caps, etc. Graphic In Prints - Pepsi and Coke collectibles.

For Sale: Bottles from the Orient. Thailand = Pepsi - Pepsi Max - Mirinda Mt. Dew. \$12. Indonesia = Pepsi - Mt. Dew - Mirinda \$12. China = Pepsi \$12. Japan = Mirinda \$12. California Commemorative Bottles = 1995 Sears Point Race \$3, 1995 San Jose Sharks \$3. All bottles are ACL & unopened. Shipping \$3.75 first bottle, \$1 additional bottles. Contact: Mr. Gene Gong, 211 N. Valencia Blvd., Woodlake, CA 93286 (209)564-3690. Email: CALPAC-INTL@aol.com.

For Sale: Ten Pepsi double bubble clocks, one Pepsi 81 pop machine. For price and availability call (734)326-0929 - Steve.

For Sale: Pepsi-Cola Avenue street sign. 18 gauge steel, blue letters, white background, red trim. 6" x 36" \$29.99 + \$5. S & H. Color catalog of interesting Pepsi items \$4. To: Sherwin Greenberg, 579 Custer Ct., Wheeling, IL 60090-5121. (847)394-9657.

For Sale: Pepsi commemorative & long-neck bottles (all kinds) - Pepsi banks, cars, trucks, and airplanes. For list send SASE + .78 cents

postage to Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237 (515)966-2809.

For Sale: Blue label Pepsi from Mexico. Cans \$1, bottles \$2. Canadian cardboard Indian head band, 50's?? "Buvez Pepsi Bien Froid" feathers, bottle caps, mint \$15. Bottles 39-40's, Stoddard 0500, 0501, 0502, \$70 ea. 0503 \$30. 6 oz. Ireland, like 1945, \$15 + S & H. SASE for list. Contact: Jerry Watkinson, Box 1088, Imperial Beach, CA 91933.

For Sale: Door Bars, V1 #162 French NM \$125, #163 Be Truly Refreshed Pepsi-Cola The Long Cool Drink VG \$140, #166 Have a Pepsi VG \$120, #167 Pepsi-Cola on ends with white background, G \$95, #652 Over the Top opener \$50, V2 #105 Have A Pepsi Clock \$250, #609 Porcelain Sign VG \$150, #519 Wall hanger cardboard sign NM \$325, #533 Cardboard sign NM \$75, #607 Porcelain Sign EX \$250, #553 Light Up Sign \$225, V3 #705 Porcelain Sign Enjoy A Pepsi, NM \$200. Contact: Eddie Tamas, 2104-168 St., Surrey BC Canada V4P 2S8. (604)538-9655.

For Sale: 1960's Pepsi double sided outside hanging clock & thermometer 4' x 4'. \$100 + shipping. Contact: Joe Sheahan (314)838-0683.

WANTED

Wanted: Set of decals for a Pepsi: Cola Vendorlator model VF77E-A. Contact: John Arbenz, 9239 Bellagio Rd., Santee, CA 92071. Email Arbenz@flash.net.

Wanted: Old Vernors Ginger Ale advertising items, old soda machines, and jukeboxes. Call Steve @ (800)507-4897.

Wanted: VHS video tapes of Pepsi Fest 100 in NewBern/Greenville, NC. I will reimburse you for the postage and the cost of the tape. I was unable to video tape all the events, etc. Please copy your tapes and send them to Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455-2953. Who knows, you might be this week's \$1000 winner.

Wanted: Pepsi ACL bottles: 2 Full Glasses and red-white-blue (single dot or double dot), especially from Ohio. Please contact Jim Overmier, 8848 Shenandoah Circle, Pickerington, OH 43147.

(614)751-0553, or e-mail to

jovermier@lauzau.com

Wanted: Stand up, round corner Pepsi Vendolator Cooler, Set of Richard Petty long neck bottles, as well as Pepsi thermometers. Also interested in trading and bartering partners in all kinds of Pepsi memorabilia. Contact: Acheson Racing, 7507-128A Avenue, Edmonton, Alberta, Canada T5C 1T9, (403)476-5050 or e-mail acheson@planet.eon.net

Wanted: Phil Dillman and Larry Woestman from the Chicago Connection Chapter are compiling information and photos for a future publication on Pepsi Memorabilia. We are looking for old and

new items that are not in any of the other six Pepsi collectibles books. If you have something that you think should be included, please mail us your glossy photos (no larger than 4" x 6") and, if possible, the negative and a brief description, including a circa date and price paid. One item per photo. Photos cannot be returned and must be received no later than August 15th, 1998. Send your photos to: Phil Dillman, 17733 Highland Ave., Homewood, IL 60430-1319. Questions? Call (708)798-0404 after 7:00 p.m.

Wanted: Wanna e-mail me?

bradsdrink@thegrid.net

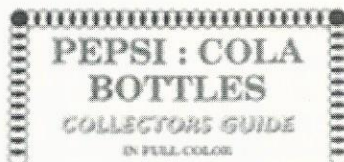
Wanna check out my Pepsi "cob web" site?

www.thegrid.net/bradsdrink/index.htm

Hope to hear from you soon. Michael Noll, 553 Poppy Lane, Santa Maria, CA 93455.

Now Available with 1998 Prices

Order Today



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

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

Method of payment: check money order MasterCard VISA

Account number: _____ Exp. Date: _____

Signature: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

WELCOME NEW MEMBERS

Billie Clement
Lanham, MD

Edward McNew
Flint, MI

Dennis Shelley & Family
Redfield, IA

David & Lucas Hollingsworth
Troy, MO

Judy Clemo
Flagstaff, AZ

Nathan Halsey Jr.
Hempstead, NY

Maureen Acheson
Edmonton, Alberta

Cheri Charleville
Festus, MO

Elaine Cross
Greenville, OH

Wilfred & Margaret Hoekman
Des Moines, IA

Joe Solari
Stockton, CA

Scott Tangen
Portland, OR

Rob Wilson
Overland Park, KS

Susan Mergen
Sedalia, MO

Lloyd McKinney
Lincoln Park, MI

Steven Varvel
Greenville, OH

Glenn Garfield
Dallas, TX

Joseph Sypniewski
Wilkesbarre, PA

Richard & Connie Faust
Indianapolis, IN

David & Linda Woodward
Waterford, MI

Debra Netzley
Millington, TN

Brenda Riggs
Millington, TN

Bernie Toews
Newburg, Saskatchewan

R.A. Pettit
Oksaloosa, IA

Dennis Snyder
Riverview, FL

B. Thomas
No. Reading, MA

Tanja Egelhoff
Rossville, IN

R.L. Jennings
Winnipeg, Manitoba

Bud Broadway
Oakland, CA

George Haugo
Fargo, ND

Doris & Matt Ormsby
O'Fallon, MO

John DeFellippie
Franktown, CO

R.M. Duke Feik
La Moille, IA

Carol Barnfield
Bradford, IL

Jason Mattlin
Genoa, OH

Keith Morgan
Washington, DC

Bill & Cyndi Owen
Salisbury, NC

Bobby Mahlon
Mechanicsville, NC

Thomas Jostermsky
Stratford, CT

Frank Godfrey
Codorus, PA

Debbie Walker & Family
Smithville, AR

Art Vecchio
Bloomington, IL

Robin Cupp
Williamsport, PA

Donnie Edwards
Clemmons, NC

Bill Taylor
Nashville, TN

Dick & Bonnie Bender Jr.
Pleasant Hall, PA

Sandra Kendall
Wadsworth, NV

Lynn Mostellar
Lawton, OK

Robert McNeely
FPO AP

Dave & Donna Williamson
Ashland, IL

Janet Goggin
McHenry, IL

Sherry & Paul Kohnisky III
Youngstown, OH



Delivering Pepsi in the early 1950's

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

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

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 15 Issue 4

Sept. - Oct. 1998

Pepsi One Available This Fall

The Southern California Chapter of the Pepsi-Cola Collectors Club, along with the Arizona Pepsi Collectors Club will be presenting a Pepsi Celebration this fall in Las Vegas, Nevada. This event will eventually replace Pepsi Fest West. Although we are only having one Fest in 1998, the club members in the west felt a need to have a gathering this fall to help maintain continuity for future events.

Pepsi Fest 99 dates will be available in the November 1998 newsletter. After moving Pepsi Fest out of Indianapolis in 1998 for the 100th celebration in New Bern, we will be returning to the midwest for Pepsi Fest 99. In the past, we tried to have Pepsi Fest on the same weekend as the Antique Advertising Show. This is getting harder to do, so if we can't have Pepsi Fest on the same weekend as the ad show, don't be surprised.

This will be our 13th Pepsi Fest and the last of the century. Looking ahead to Pepsi Fest 2000, this may be a good time to consider if the present format of Pepsi

Fest is what we want to keep, or is it time to revamp.

If your membership card is as old and tattered as mine, don't despair. New cards will be sent to all current club members in the near future. We are totally out of the old cards, so new members will only receive the new cards when they are issued.

Because of my increasingly busy schedule, I am relinquishing some of the tasks I have performed in the past for the club. Pepsi Fest East and West are some of the duties I will be giving up. West will be taken over by the local chapters in the west. We will also need someone to take over Pepsi Fest East. It can either be a chapter or an individual. If you are interested, please contact Bob Stoddard at (909)946-6026 or write to P.O. Box 817, Claremont, CA 91711.

Deciding what to write about in the newsletter is always a difficult task. The areas that interest me may not interest you. To help make the newsletter of more inter-

est to everyone, please send your ideas for articles or questions you would like answered in the newsletter. Also, anyone wishing to contribute an article for the newsletter is welcome to do so. I'm also trying to include rare or unusual photographs of items in the newsletter. If you have something you think is special, send us a picture along with a description and related facts.

For all of you cyber surfers - you can now write to Bob Stoddard via e-mail at the following:

doubledot@earthlink.net

I'll be happy to reply to anyone who wishes to e-mail me. However, due to a heavy traveling schedule, don't always expect a prompt reply!

INSIDE THIS ISSUE

Pepsi Misinformation

Pepsi One

Wayne Calloway Dies

Pepsi Celebration in Vegas



Photo from Dewey Beach, Delaware - courtesy of Bruce Selfridge

Chapter News

from Phil Dillman

The Show Me Pepsi-Cola Collectors Club will hold their next meeting on October 10th in Memphis, MO where John Johnson will be showing his collection. December 5th a meeting will be hold at the home of Joe and Penny Sheahan. If interested in attending please call Joe Sheahan at (314)838-0683 for information.

The Mile High Pepsi-Cola Club will be having a swap meet on September 26, 1998 at 6511 W. Elmhurst Ave., Littleton, CO. It will start at 1:00 p.m. Call Brent Hinton at (303)973-9675 or Roger Belmares at (970)663-4076.

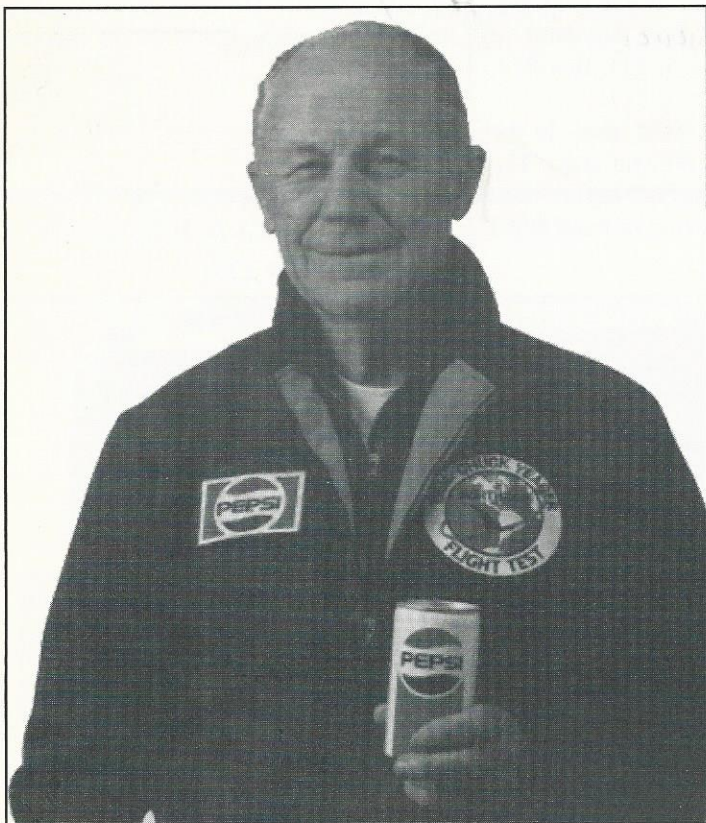
NOTICE

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

MOVING?

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

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



Test Pilot Chuck Yeager

Who is Your Favorite Pepsi Celebrity Endorser?

Over the years, Pepsi has used hundreds of celebrity endorsers - from race car driver, Barney Oldfield, to test pilot Chuck Yeager, from Lucille Ball to Cindy Crawford. Write us and tell us who is your favorite and why, and we will put it in the next newsletter.

Investor or Collector

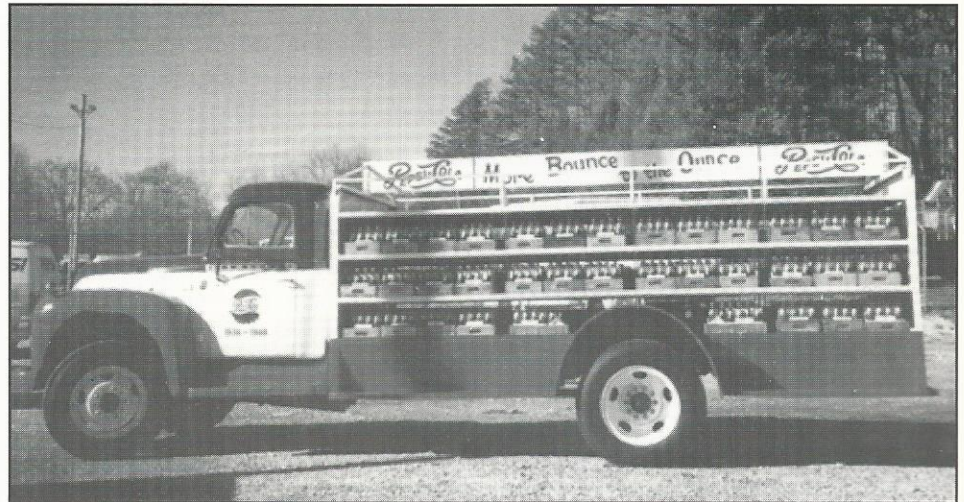
What is the expected annual rate of return if I buy this old Pepsi-Cola sign? A question never asked, with good reason- collecting and investing don't mix. Discussions of investing should be made with the brain, while collecting discussions are made more, for the most part, from the heart.

Yet I hear so many collectors talk about what a wise investment they've made by collecting Pepsi memorabilia. At the moment, it's true, Pepsi-Cola collectibles have appreciated beyond most people's expectations in recent years. But I don't know anyone who started collecting, hoping Pepsi stuff would go up in value.

Unfortunately not everything bearing the Pepsi name is appreciating in price as fast as the older items. Despite this, many expect all Pepsi items to increase in value equally. This will never happen. Rare and unusual items will always be sought after. Common items will always be common and easily obtained.

If after years of Pepsi collecting you can recover most of the money spent in collecting, you are ahead of the game. The real profit in collecting Pepsi stuff is the friends you've made along the way and the fun you've had. If you can look at your collection and see happy times and fun memories, you've made the wisest investment of all.

60th Anniversary for Corbin, Kentucky



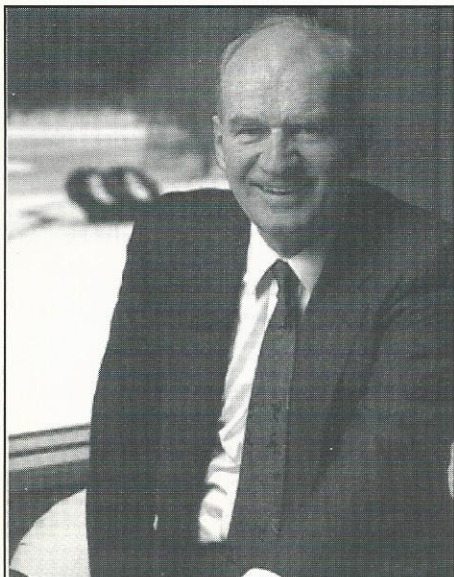
Restored Diamond "T" Route Truck



Restored cargo van equipped with portable loudspeaker for use in parades.
-photos courtesy of Donnie Craft



1910 Bottler's Convention in New Bern, North Carolina



WAYNE CALLOWAY

Wayne Calloway, former chairman of PepsiCo died July 8th, 1998. Calloway had served as chairman of PepsiCo for 10 years - recently being replaced by Roger Enrico. Calloway began with PepsiCo in 1965 and saw PepsiCo develop into a world renowned corporation. Besides Calloway's enthusiasm for PepsiCo, he also liked riding his Harley Davidson motorcycle.

PEPSI BUYS TROPICANA

After the spin off of the restaurant business, PepsiCo decided they need a replacement division that would dovetail into the soft drink and snack food business, without creating the same problems they had with the restaurants.

In August they found such a company - Tropicana Products. Tropicana is already a leader in the fruit juice market. They currently own two value trademarks - Tropicana and Dole.

PepsiCo spent \$3.3 billion for Tropicana, which should yield large returns in the future. The acquisition of Tropicana should solidify Pepsi-Cola as

the Total Beverage Company. For those of you who don't drink Pepsi for breakfast, now you have a Pepsi product you can drink.

PEPSI ONE

Pepsi will roll out Pepsi One this fall. It has already been test marketed in select areas. This new, one-calorie Pepsi-Cola drink is expected to generate new sales in the low calorie segment of the cola market.

Pepsi One will be sweetened by Sunett, which was just recently approved in the United States by the FDA, although Sunett has been used worldwide for fifteen years.

The advantage to Sunett as a sweetener is that it can be blended with other sweeteners to produce a better flavor, without leaving an after-taste. Sunett



also has a longer shelf life that aspartame, the sweetener currently used in most diet drinks.

PEPSI TO SPIN OFF BOTTLER NETWORK

As most of you know, there are two types of Pepsi bottlers - franchise and company owned. Originally there were only franchise bottlers, but over the years the parent Pepsi company has bought back numerous franchises. These are operated by the parent corporation, whose chief responsibility is to market

Pepsi-Cola. Operating bottling plants has, at many times, gotten in the way of the primary objective. For this reason, as well as others, the Pepsi parent company will spin off the bottling operation into a separate business - very much like the way they spun off the restaurant business.

THE GLOBE

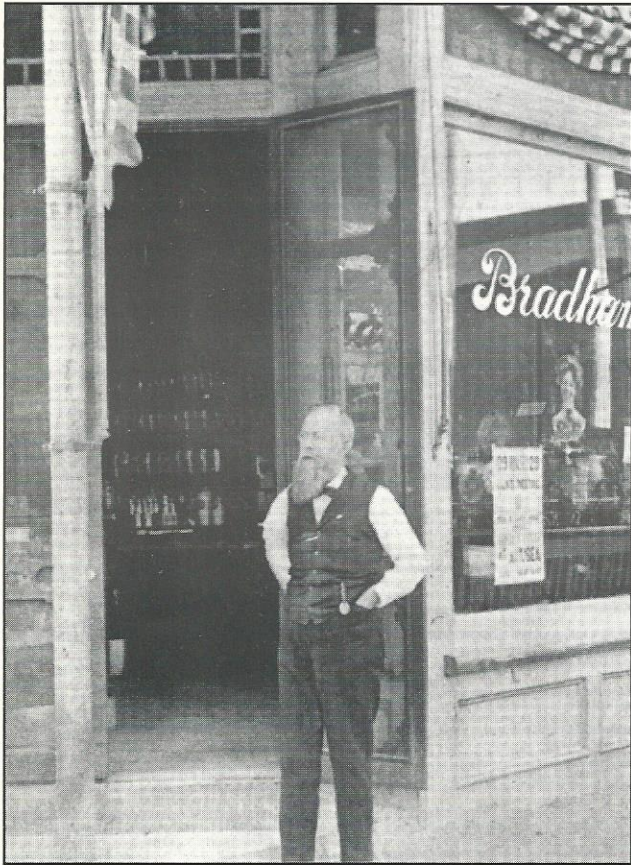
If you're like me and like to spot Pepsi signs as you drive, you might have noticed that the new Pepsi globe is starting to show up everywhere. I've spotted the globe on many walls, windows, and billboards.

The globe is becoming so common I've even seen it in background news footage. The omnipresence of the globe should make all Pepsi enthusiasts proud.

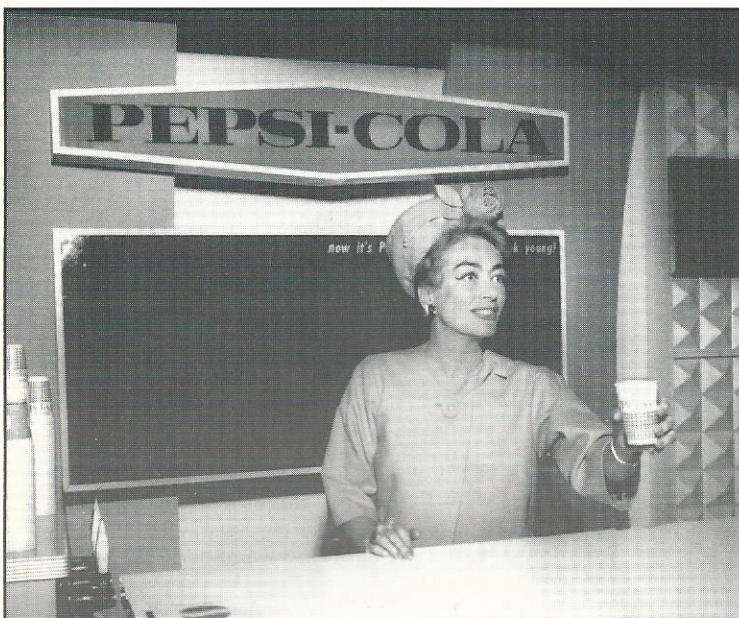
Pepsi-Cola has not had this kind of saturation of its logo since the early 1970's. At that time, they used what's called the bookend logo. Under the "one sight, one sell" promotion, Pepsi made an all out effort to standardize their look and logo around the country. It was believed that consumers would more easily gravitate to Pepsi in the marketplace if the logo appeared universal.

Once again, Pepsi is making an all out effort to make their logo universal along with an easily recognized blue can. Congratulations, Pepsi! It looks like it is working.

PEPSI MISINFORMATION



The picture on the left is R.F. Butler standing in front of Caleb Bradham's original pharmacy. This picture has been mis-identified many times as Caleb Bradham, (pictured above), the originator of Pepsi-Cola. Butler, known as Uncle Dick, ran the drug store for Bradham and was one of the original stockholders in the Pepsi-Cola Company.



Joan Crawford, famous for over five decades as a film star, is also famous for her association with Pepsi-Cola. At the height of Miss Crawford's legendary status as a movie star, she married Alfred Steele, President of the Pepsi-Cola Company. The year was 1955. Al Steele had been President of Pepsi since 1950, taking over during a severe economic crisis for Pepsi. By 1955, things had turned around for the company, and Miss Crawford's association with Pepsi helped things improve. As Steele traveled the world on company business, Crawford was by his side promoting Pepsi. In 1959, Steele died of a sudden heart attack. Immediately Crawford was elected to the Pepsi-Cola board of directors, where she remained until the Frito-Lay merger in 1965. Many articles have been written stating that Miss Crawford was President of Pepsi, or Chairman of the Board - neither is true. After serving as a director she remained with Pepsi as a goodwill ambassador.

PEPSI INFORMATION



Researching dates of when Pepsi used logos and slogans is based more on luck than good researching skills. There is no one source for finding when Pepsi used a certain logo, slogan, etc. Therefore, we are always redefining what we know. A good example of this is the bottle cap on the left. This green and white bottle cap was first used in 1929. I always believed it was used until the bankruptcy in 1931. I've recently received information that it was used until 1935. From 1936 until 1942, the yellow and red cap on the right was used.



This 1936 cardboard sign is an example of a rare item I've never seen. If you have one, let me know. If you have photographs of any rare collectible, please send us a photograph!



In 1940, Pepsi paid George Petty to use his Petty girl in Pepsi advertising. This Petty girl was not exclusively for Pepsi. You might recognize this girl from other advertisements. That was because Petty was in the habit of using his art for a number of different advertisers.

PEPSI CELEBRATION '98 REGISTRATION

November 6 and 7th, 1998

Las Vegas, Nevada

If you plan on attending Pepsi Celebration '98, November 6 and November 7, 1998, 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 \$13.00 per person will include a lapel pin that must be worn to all Pepsi Celebration functions. It will also contain a glass bearing the Pepsi Celebration 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 Vacation Village 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 Brian Nicholson at (562)272-4331. Please return this form no later than October 15, 1998.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE # _____ @ 13.00 ea. \$ _____
Children under 10 free.

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

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$9.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE VACATION VILLAGE. Otherwise, \$25.00 for the first table and \$15.00 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 \$16.00. Your packet will be mailed to you AFTER Pepsi Celebration '98.

of Packets _____ @ \$16.00 ea. = \$ _____

PEPSI CELEBRATION '98 REGISTRATION

(Hotel Registration on Reverse)

VACATION VILLAGE HOTEL/CASINO

6711 LAS VEGAS BLVD. SOUTH, LAS VEGAS, NEVADA 89119

MAKE RESERVATIONS ASAP
CALL 800-658-5000 TO MAKE YOUR RESERVATIONS

PLEASE USE GROUP CODE:

G6440
11/6 - 11/7

RATE: \$52.00 + tax
Per room, Per night
Single or Double Occupancy

Reservations will not be accepted at the special rate after October 24, 1998.

PEPSI CELEBRATION '98 SCHEDULE

Vacation Village Hotel/Casino
6711 Las Vegas Blvd., South
Las Vegas, NV 89119

Friday, November 6th

2:30 p.m. Welcome First Timers
3:00 p.m. Show and Tell/Pepsi Collecting Discussion
6:00 p.m. Be Sociable Have a Pepsi Party & Pizza
8:00 p.m. Room Hopping

Saturday, November 7th

8:15 a.m. Swap Meet Set Up
9:00 a.m. Swap Meet Begins
11:30 p.m. Break for Lunch
12:30 p.m. Auction Check In
1:15 p.m. Auction Preview
1:45 p.m. Oral Auction Begins

The Pepsi Trading Spot

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

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

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

FOR SALE

For Sale: Pepsi-Cola trays 9" x 12" metal 2000 of each tray produced. 1 each #102, #103, #104, #105. All are mint condition. \$15 each + S & H. Contact: Roy Mitcheltree, 1215 N. Brandywine, Batavia, IL 60510 (630)879-0017.

lindamitcheltre@batavia.k12.il.us

For Sale: Pepsi banks, cars, trucks, air-planes, new Pepsi tractor coming out. Lots of misc. Pepsi. For list send SASE .78 cents postage to: Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809

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

For Sale: Hillbilly Mountain Dew bottles \$8. Tobacco Festival bottles mint \$10. Limited Edition New Bern \$10 never opened. All sizes of Pepsi throwaway, mint \$9. Clear Orange Crush bottles dated 1920, mint \$10, brown Orange Crush in 1940's, \$12 ea. ex. Contact: Bobby Edwards, P.O. Box 5553, Winterville, NC 28590. (252)756-2619

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

For Sale: Over 200 Pepsi toys - all different scales, some with boxes, trucks, cars, motorcycles, planes, banks, sets. Disposing of private collection. Call after 6:00 p.m. EST (614)231-8979 - will send color pictures. Contact: Larry Rinehart, 3541 Roswell Dr., Columbus, OH 43227.

For Sale: Miniature 6-pack of Diet Pepsi Matches \$50. 50's Pepsi Premix cups white with yellow stripe \$5 ea. Late 50's Santa with bottle cap belt buckle \$100. Mt. Dew hat \$45.

Contact: Art Wilson, 9387 Rooks Rd., Dayton, OH 45458. (937)885-4502.

For Sale or trade: Nearly 1000 different US and foreign Pepsi cans. I'm looking for trade partners in all 50 states. Also anyone who wants to start collecting cans. Send \$1 for my Pepsi can list to: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935 USA or e-mail mmjk@voicenet.com

For Sale: Neon clock replacement parts & Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. parts for P.C. Pam, Telechron. Lite-Up clocks, round 14-3/8" dia. NEW! Glass square domes 15" x 15". Send SASE .55 cents to: Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI 48081. (810)773-5000.

For Sale: Pepsi-Cola Avenue steel street sign \$29.99 + \$5 S & H. Pepsi More Bounce to the Ounce Wall Clock 14" diameter \$39.99 + \$5 S & H. Pepsi Strawholder glass & metal construction \$29.99 + \$5 S & H. Color catalog of Pepsi items \$4 to: Sherwin Greenburg, 579 Custer Ct., Wheeling,

IL, 60090-5121. (847)394-9657.

For Sale: 1950's carton sign, paper on cardboard & shrink wrap, picture is in P.C. Vol 3 Page 117 No. 691 \$2,000.

1940's paper counter spy 20" x 8" picture in P.C. Vol. 2 Page 134 No. 582

\$35 + \$5 S & H. Contact: Cecil

Buchanan, 1589 Curfman Rd.,

Greensboro, NC 27455. (336)288-

3780. E-mail Cecilmb@aol.com

For Sale: Canadian production glass Longneck Pepsi bottles. 3 different labels. Screw cap. All 3 for \$20 U.S. Includes postage. Contact: Warren Lees, 510 Minto Court, Oshawa, Ontario, Canada L1G 5K2.

For Sale: 1950's Trolley car cardboard Pepsi sign. Lady with bottle, and large bottle cap. "The Light Refreshment" 28" x 11" Overall good condition.

\$150. 100th Anniversary Limited Pepsi bottles. 4 left. 2 - early 1900's repro. full 2- 1950's dbl. dot repro. full \$19.95

plus \$3 S/H each. For trade: 1905

Pepsi-Cola Hutch bottle made by Escambia Co. will trade for complete

roundtop Pepsi soda machine - please no metal rot. Contact: Chris Page, 2903

Boos Road, Huron, Ohio 44839. E-mail PepsiWorld@aol.com

For Sale: Die-cast Pepsi & Coke trucks & cars. pepsi collection for sale - items located at Graphic In-Prints, 28780

Front St. #A-10, Temecula, CA

(909)699-2812. Also custom made

Pepsi mouse pads, cups, t-shirts, caps,

etc. Call 1st before coming to store

since hours vary. Ask for Holly.

Wanted

Wanted: Pepsi product soda cans, from USA and other lands. I will buy or I will trade any can Pepsi has ever made. If you have cans old or new pick a pen and please write to: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017.

Wanted: Bottle for 1940 Pepsi bank. Stoddard #1241. Contact: Fred Aeschbach, 128 Harris Hill Rd., Trucksville, PA 18708.

Wanted: Program Insert similar to V & H Vol. #2 Item #373 except the woman is black, same Pom Pom Mom, etc. Excellent condition only. Contact: Tim O'Donoghue, 4505 Arcadia Blvd., Dayton, OH 45420 (937)252-9883 or e-mail: CokeRPepsi@aol.com

Wanted: Looking for foreign trading partners from anywhere. I collect glass & plastic (PET) Pepsi bottles. Please write me: Warren Lees, 510 Minto Court, Oshawa, Ontario, Canada L1G5K2

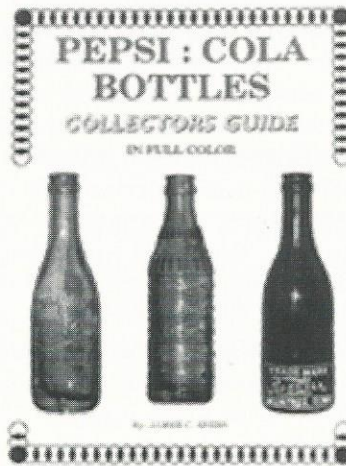
Wanted: Thermometers, signs, trays, clocks, calendars, etc. 1950's and back. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455 (336)288-3780. E-mail Cecilmb@aol.com

Wanted: Pepsi red-white-blue, 2 full glasses, fountain syrup, and evervess bottles. Will pay the going rates. Contact: James Cobb, Rt. 2, Box 528, Wagoner, OK 74467.

For Sale

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

Now Available with 1998 Prices Order Today



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

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

Method of payment: check money order MasterCard VISA

Account number: _____ Exp. Date: _____

Signature: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

WELCOME NEW MEMBERS

Pat Decklever
Cheyenne, WY

C.E. & Brenda Weaver
Youngstown, OH

Mike Corvi
San Bruno, CA

Carol Boisseau
Lake Worth, FL

Lorraine Lawson
Belleville, ONT

Trudy Strunk
Valley Center, KS

Linda & Nelson Lee
Vanceboro, NC

Christopher Johnson
Elgin, IL

Eddie Marshall
Pinnacle, NC

Bob Trowbridge
Jacksonville, FL

Art Vecchio
Bloomington, IL

Joe Belliveau
Ellington, CT

Weylin & Ryan Buzby
Kanehoe, HI

Catherine Register
Enfield, NC

Larry and Karen Taylor
Brownsburg, IN

Earl Higginson
Lakewood, CO

Kevin Haendel
Bellevue, FL

Bill Dobbins
Hamilton, IL

Martha Waterworth
Madison, WI

Maria Stuart
Flint, MI

Thomas Kirby
Jupiter, FL

Lee Ann Donoho
Carthage, MO

Jerry Morgan
Salisbury, NC

Donna Helfrich
Long Beach, CA

Murrell & Alice Campbell
Evington, VA

Vernal Weatherspoon
St. Louis, MO

Vivian Crickmore
Enfield, NC

Martin Puckett
Decatur, IL

Gerald Cornett
Conway Springs, KS

Howard King & Family
Oxford, PA

Shirley Fillingame
Vanceboro, NC 28586

Kim Renken
Billings, MT

Yvonne Bryant
Cross Hill, SC

Sandy Bohlen
Baltimore, MD

George Weber
Windham, ME

John Kellogg
Syracuse, IN

Dawn Chism
Warren, MI

Rodger Woods
Wyoming, MI

Richard Buzby
Anchorage, AK

Patrick Dubas
Omaha, NE

PEPSI-COLA COLLECTORS CLUB EXPRESS



From left to right, pictured are William A. Lee, President of the Chicago Federation of Labor, Al Steele, President of Pepsi-Cola, Phil Regen, host of a radio and television show, and John Burke.

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

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

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430