



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 20, Number 3

July-August 2003

## Pepsi - The Official Drink of Summer?

There is no official drink of summer, but if there were, it would have to be Pepsi-Cola. Summer fun and Pepsi-Cola go together better than anything else I know. Recently, I attended the Southern California Chapter's annual picnic. The weather was great and the weather was excellent. There was plenty of good Pepsi-Cola memorabilia for sale, and lots of food and Pepsi. It was fun to see old friends and swap stories about Pepsi collecting while drinking ice cold Pepsi. This reminded me of how it all began. Before Pepsi Fest, there was the Pepsi Picnic, with collectors from California, Arizona, Nevada and a few other states gathered to celebrate Pepsi collecting. A lot has happened in the twenty years since that first picnic. But, the fun and excitement is still there.

Speaking of excitement, I hope

everyone has registered their numbers for the Pepsi-Cola billionaire contest. It would be great to see a club member make it to the finals.

In this newsletter you will find information for the Pepsi Celebration 2003 in Las Vegas, Nevada. If you have not attended this event before, now is a great time to start. With competitive air fares, you should be able to find a reasonably priced ticket. The best thing about the Las Vegas event is that it is in Las Vegas. You can enjoy the fun of being with Pepsi collectors, and at the same time, participate in the many activities throughout Las Vegas.

It is with great sadness that we report the passing of two long-time club members. Arthur Carter III, of Mableton, Georgia, passed away on May 9th of an apparent heart attack. Art was a regular at Pepsi Fest. You

would often see Arthur in the hallways of Pepsi Fest carrying his latest find. Our condolences go out to his family. Art will be missed, especially at Pepsi Fest.

Michael Studnicka, another long-time club member, passed away on June 3rd after a long battle with cancer. Michael was very active in the Chicago Connection Chapter. He also attended Pepsi Fest often. Our condolences to his wife Lynn and the rest of his family.

Look for Pepsi Vanilla to be introduced at the end of this summer. We look forward to hearing your opinions.

Have a safe and happy summer!

### In This Issue

**History of Pepsi Cans**

**Walter Mack Story**

**Pepsi Celebration**

**Information**



2003 Pepsi Fest Group Photo

# Chapter News

Please see the current list of chapters included in this newsletter. There have been a few updates or corrections made.

Bill and Delores Evens are looking to start a chapter in eastern Pennsylvania. They live east of Reading and northwest of Philly. Please contact them at P.O. Box 255, New Berlinville, PA 19545. (610)367-6195  
WBillyandDee@aol.com

Get ready 'cuz here comes the truly joyous stuff!

Since summer is already well under way, many of us will be out traveling the country or, perhaps, the world. While you are out, you might want to stop by whatever Pepsi plants are on your route to tell them about the PCCC and its chapters. We all know that nearly every Pepsi plant has at least one Pepsi collector among their employees, and, that word-of-mouth is a great advertising tool. You might also mention to the folks at that plant that you love Pepsi products more than anything and that you usually wear Pepsi clothes to show that support. Why, those friendly folks in that plant *might* even give you some things for your collection! After all, anyone walking around wearing Pepsi clothing is a walking billboard for Pepsi and is providing free advertising for their product. Of course, the main purpose of your visit *is* to promote the club. From personal experience, I have found that, if you happen to encounter any of those less-than-receptive folks at a Pepsi plant office, go to a different door by the warehouse. If possible, hand your business card to every person you see at that plant. It could mean more collectors for the club and its chap-

ters and, maybe, more Pepsi stuff available for the collectors!

Now, for some very sad stuff.

Mike Studnicka passed away on June 3rd after a long battle with cancer. Many of you donated some much needed money to the Studnicka family at this last Pepsi Fest and they were very grateful for this generous and unexpected gift. Mike and Lynn regularly attended the Chicago Chapter meetings and Pepsi Fest until he was no longer physically able. He

will be missed by all of us. Thank you to everyone that helped out at Fest.

The Iowa Chapter will celebrate their 5th anniversary party/chapter meeting on October 3-4 at the Steeplegate Inn in Davenport, Iowa. For details, contact Terry Brennan at dietpepzi@mchsi.com.

-Phil Dillman

## Future Club Events

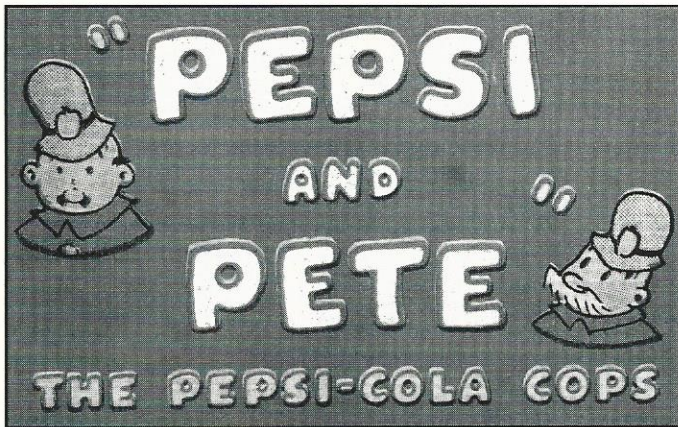
**Pepsi Celebration**  
**October 31 - November 2nd, 2003**  
**Las Vegas, Nevada**

**PEPSI FEST 2004**  
**March 18th-20th, 2004**  
**Indianapolis, Indiana**

*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.*

# Collector Information

## ASK



Dear Pepsi & Pete:

Why don't the calendars that Pepsi produced in the 1940's have Pepsi pictures on them?

Signed,  
Dan

Dear Dan:

The series of calendars you are asking about were produced between 1941 and 1949. They were part of a Pepsi-Cola promotion to recognize american artists.

Each piece of art used on the calendars was the winner of an art competition sponsored by Pepsi. Each winner received a cash award, and their art featured on the calendars. There were between 500 and one million of each calendar produced. Currently, these calendars are not difficult to obtain. You can expect to pay between \$25 and \$40 each.

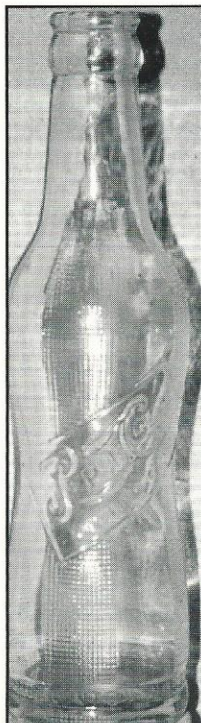
Dear Pepsi and Pete:

I heard the 1909 Pepsi girl is really the Gibson girl. Is this true?

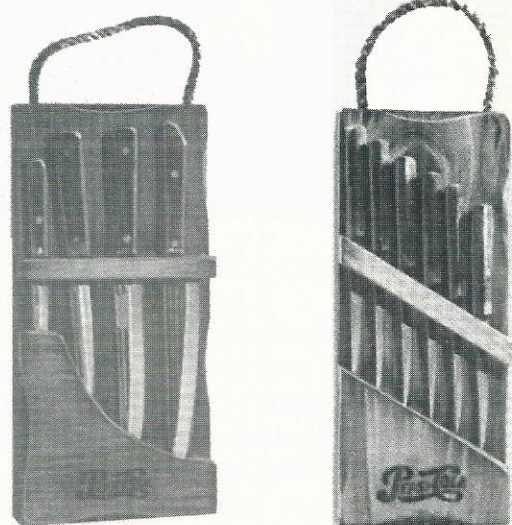
Signed,  
Alice

Dear Alice:

No, this is not true. The girl featured on the 1909 Pepsi tray and calendar was painted by an unknown artist for the ad agency hired by Pepsi. Obviously, the artist, or agency, was influenced by the style made popular by the famed artist, Charles Gibson. The women used in the advertisement created by Gibson were Gibson girls because of his style. Over the years, all girls painted in this style were mistakenly called Gibson girls.



There are still good buys out there. Recently I received this photograph from club member Bill Evens. He found this great bottle for \$5 at a flea market in Pennsylvania. Normally this bottle is valued at \$40-\$60. Get out to those flea markets and if you come across any great buys, let us know!



These steak and utility knives were produced in 1975 by the Pepsi-Cola Company. They are called "retail loaders." These were given away to retail store managers in an effort to gain display space.

# Walter Mack - President of Pepsi-Cola 1939-1951

Undoubtedly, Caleb Bradham is the most important person in Pepsi-Cola history. But, he is not the only one. There are a number of individuals who have contributed significantly to the success that the Pepsi-Cola Company enjoys today.

One of the individuals that made a difference in the Pepsi-Cola story is Walter Mack. He was president of the Pepsi-Cola Company from 1938-1951. Mack, a Harvard graduate, came to Pepsi-Cola completely by accident. At the time he first became involved with Pepsi-Cola, he was president of Phoenix Securities.

Phoenix Securities was in the business of rescuing companies on the verge of bankruptcy. One of the companies that came to Phoenix seeking help was Loft Candies. Loft sales had declined, and the president, Charles Guth, had left and taken the Pepsi-Cola name and trademark with him. The chairman of Loft, James Carkner, believed that the Pepsi-Cola trademark and formula rightfully belonged to Loft. Without financial help, it looked like Loft would go broke and lose the rights to Pepsi-

Cola. They needed money to restructure and finance the battle with Guth. Mack was very interested in Loft Candies - primarily for the candy manufacturing business. Phoenix operated a chain of cigar and drug stores that also sold nickel and dime

Once Mack began to examine the Pepsi-Cola records, and the history, he realized that the cola drink had far more potential than Loft candies. In 1939, the legal hostilities between the two were settled, and Loft took control of Pepsi-Cola. With Loft now the

rightful owner of Pepsi-Cola, it was decided that Mack would become the president and CEO. Shortly thereafter, the assets of Loft were sold, and Loft changed its name to the Pepsi-Cola Company.

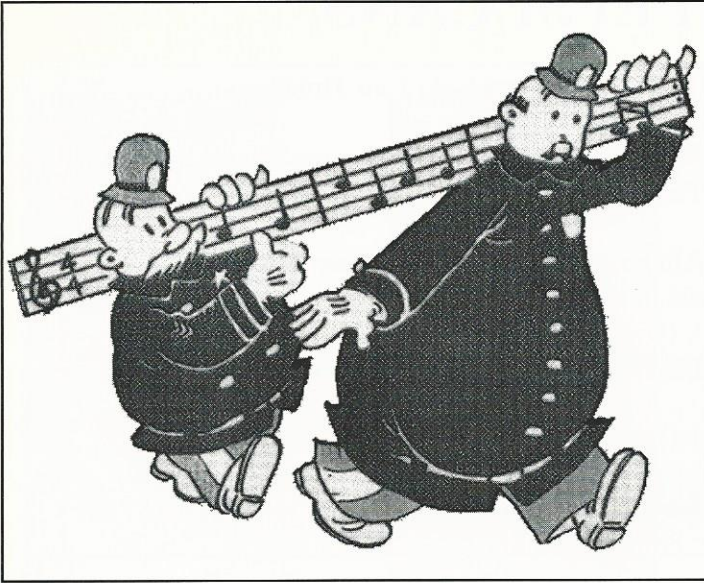
Once Mack took charge of Pepsi-Cola, he decided to improve their advertising. Two of his biggest advertising ideas were the Pepsi jingle, and Pepsi and Pete, the Pepsi-Cola



Walter Mack in his office at Pepsi-Cola headquarters - 1947

candy bars. He believed that if Phoenix could get Loft to manufacture their candy bars, this could be profitable for Loft and Phoenix. After some discussion, Loft agreed to the terms set by Phoenix, in which Phoenix would receive a significant number of Loft shares in exchange for the money Loft needed to continue operating and push forward with the lawsuit against Guth.

cops. Although Mack did not actually create the Pepsi jingle, he did have tremendous influence over how it was eventually produced. When Mack first heard the jingle, it was embedded in a 45 second spoken commercial. Mack had the ad agency remove everything but the jingle. This made the jingle 15 seconds long, which was too short to be played on network radio. However, independent radio



*Pepsi & Pete Carrying Music for the Pepsi Jingle*

stations, eager for business, were more than happy to take on the commercial, regardless of the length. Because the commercial was so short, they could play it many more times than the average commercial. The result was tremendous exposure for the Pepsi-Cola jingle. At one point, it was said that the Pepsi-Cola jingle was second in popularity only to the national anthem.

Mack's other big idea was Pepsi and Pete, the Pepsi-Cola cops. Initially, Mack had hoped to purchase Popeye. Instead of eating spinach, he wanted Popeye to drink Pepsi to gain his strength. Unfortunately, the price for Popeye was more than Pepsi-Cola was willing to pay. An extensive search was conducted to find some type of cartoon character to fill the role of Popeye. A number of animals were considered, but finally they settled on a pair of keystone cop-style characters known as Pepsi and Pete. Pepsi and Pete became a major part of Pepsi advertising. They were used on point-of-purchase advertising, magazine and newspaper ads. From 1939 through 1951, a Pepsi and Pete cartoon strip appeared in the Sunday comics.

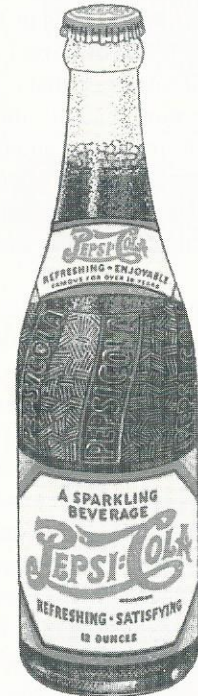
Mack believed that for Pepsi-Cola to become a major soft drink company, they needed a better looking bottle. At the time, most Pepsi bottlers were using used beer bottles. A designer from the Tiffany studios was hired to design a new bottle. The new bottle was introduced in 1940 and

was used until 1957.

One of Mack's other big accomplishments was keeping the Pepsi-Cola bottlers supplied with sugar during World War II. The sugar rationing laws favored the Coca-Cola Company. This made it very difficult for Pepsi-Cola bottlers to maintain enough sugar to continue bottling. To solve this problem, Mack purchased a factory in Mexico, where he had sugar turned into a syrupy liquid that he named El Masco. At the time, it was illegal to import sugar. Mack believed he could bypass this law by importing the liquid rather than sugar. This worked for a few years, until the rationing board declared it illegal. By that time, the war was almost over and the rationing laws started to ease. Many bottlers believed that Mack's creation of El Masco made the difference between success and failure during World War II.

Post war inflation began to eat away at the profits of Pepsi-Cola bottlers. Pepsi was selling a 12-ounce bottle for 5 cents - twice as much as its competitor at the same price. With increased cost of raw materials and labor, the bottler's profit margin

was rapidly disappearing. Many of the bottlers went to Mack and asked that the 5 cent price be changed. Mack resisted, believing that the advertisement had so imbedded the 5 cent price in consumer minds to the point that a change in price would result in the loss of the majority of customers. After many months of battling this issue, it was finally resolved by giving the bottlers two options. They could either continue bottling the 12-ounce bottle and sell it for 6 cents, or switch to a new 10-ounce bottle and keep the 5 cent price. Unfortunately the damage had



*1940 Standardized Pepsi Bottle*

been done in the relationship between Mack and the bottlers. By 1950, Mack was moved upstairs to chairman. In 1951, he left the Pepsi-Cola Company for good.

Years later, Mack returned to the soft drink industry with the creation of C & C Cola and King Cola. Neither one of these companies gave him the same success he had with Pepsi-Cola. Mack died in 1990 at the age of 94.

# HISTORY OF PEPSI CANS

Recently, Pepsi updated the graphics on the cans. This is not done very often, so it is important to chronicle this event. The recent change was not as major as the changes in 1991 and 1997. Basically, they updated the existing graphics by making the Pepsi globe larger and display the word "PEPSI" horizontal, rather than vertical. In honor of this change, here is a brief history on Pepsi-Cola cans.

Pepsi-Cola in cans is ubiquitous today. Consumers instantly reach for a can without giving it a second thought. This has not always been the case. When cans were first introduced, hardly anyone was interested in drinking Pepsi from cans. The first Pepsi-Cola in cans was marketed in limited areas in 1949. The cans were sold in packs of three 12-ounce cans for 25 cents. It was assumed that consumers would pay the premium price for the convenience of not having to return the empty cans. It is not clear whether the higher price of cans, or the distorted taste turned consumers off. Over the three years that cans were available, sales were poor.

Throughout most of 1950, cans were only available at military installations, where glass was impractical. By 1960, consumers were willing to pay more for convenience packaging. With the change in attitude, Pepsi was ready to once again offer Pepsi in a can. This time, the can was flat-top and had a better liner, which prevented the metal from contaminating the taste. Over the next thirty years, cans became the dominant container for soft drink consumption, especially Pepsi-Cola. Many changes have taken place in design and manufacture. The biggest of these changes was the introduction of aluminum cans, rather than steel. The aluminum cans cool faster, are lighter, better maintain purity of taste, and are easily recyclable.

Another big change in the manufacture of cans was the pop-top opener. Originally, cans were opened with a special can opener. In the 1970's, a system to pop open cans without the use of an opener was implemented. These changes combined have made cans a very convenient way to consume Pepsi.

## Pepsi-Cola Can Timeline

1949 - Pepsi-Cola is offered in a cone-top can for the first time. The price is 3 for 25 cents.

1960 - After a hiatus of almost ten years, Pepsi-Cola is once again sold in cans. This time, the cans have a flat top.

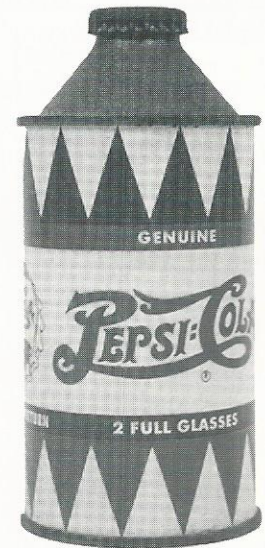
1969 - First aluminum Pepsi-Cola can introduced.

1971 - 16-ounce can test marketed. Never introduced.

1973 - Introduction of half-case of cans (12 cans) for \$1.89.



1949



1950

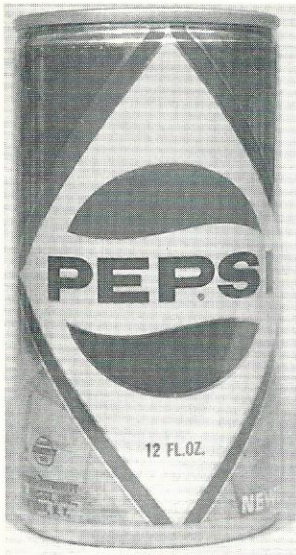


1951



1960

# Pepsi Cans



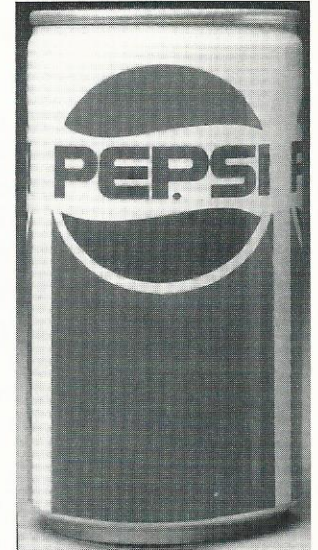
1969



1971



1981



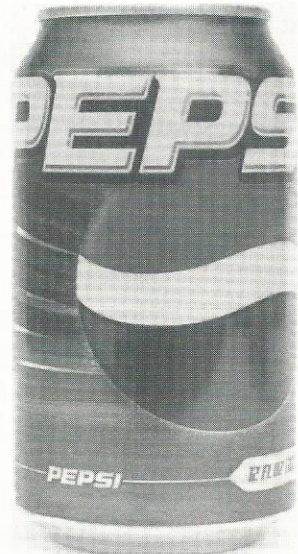
1987



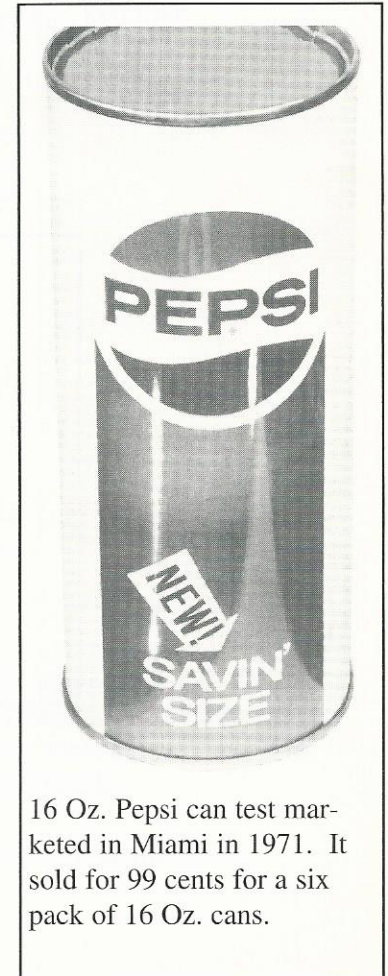
1991



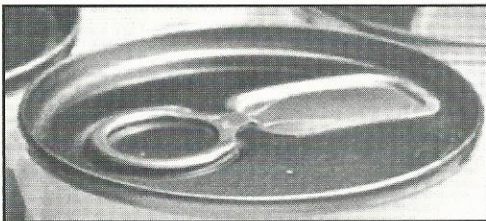
1997



2003



16 Oz. Pepsi can test marketed in Miami in 1971. It sold for 99 cents for a six pack of 16 Oz. cans.



Prior to 1965, cans were opened with a special can opener. The pull top was used through most of the late 1960's into the 1970's. Due to environmental concerns, a non-detachable pull top was introduced.

**PEPSI CELEBRATION 2003 SCHEDULE**

These times are tentative. Please check schedule given to you at registration.

12:00 P.M. to 3:00 P.M.	<b>Thursday October 30th</b> Registration Pizza Party / Late Registration Welcome / Show & Tell Room Hopping
5:30 P.M. to 6:00 P.M.	
1:00 P.M. to 1:45 P.M.	<b>Friday October 31st</b> Silent Auction Check-in Silent Auction preview Silent Auction Begins Room Hopping
1:45 P.M. to 2:00 P.M.	
2:00 P.M.	
8:00 A.M. to 8:45 A.M.	<b>Saturday November 1st</b> Oral Auction Check In Oral Auction Preview Oral Auction Swap Meet Set up Swap Meet Room Hopping
8:45 A.M. to 9:00 A.M.	
9:00 A.M. to 11:00 P.M.	
2:00 P.M. to 2:30 P.M.	
2:30 P.M. to 5:00 P.M.	

Auctions will have a 3 item per registered member limit.

Hotel Information:  
FITZGERALDS HOTEL / CASINO  
301 FREMONT STREET, LAS VEGAS, NV 89119  
CALL 800-274-5825 TO MAKE YOUR RESERVATIONS  
PLEASE USE GROUP CODE 362977

Rates are: \$72.00 Friday and Saturday  
\$42.00 Sunday thru Thursday  
Single or Double Occupancy  
Check in time is 3:00 P.M.



**PEPSI-COLA COLLECTORS CLUB EXPRESS**

**PEPSI CELEBRATION 2003 REGISTRATION**  
Presented by  
**PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER**

**October 30 - November 1st, 2003**  
**Las Vegas, Nevada**

To register, please complete and return this form as soon as possible. Registration fee is \$18.00 per person if registered before October 15, 2003. At the door registration will be \$25.00 per registered member. Included in the registration packet will be a Pepsi Celebration 2003 lapel pin, a glass bearing the Pepsi Celebration 2003 logo and other Pepsi items. Please complete the bottom half of this form, enclose your check made payable to PCCC and return to: John Arbenz, 9239 Bellagio Road, Santee, CA. 92071. Any questions please call John or Kay at (619) 448-0566 or email jnk14@cox.net.

Reservations to stay at the Fitzgeralds Hotel must be made directly with them. Please call them as soon as possible at 1-800-274-5825 or 702-388-2400 and refer to Group Code 362977 for the Pepsi Cola Collectors Club. Please make your reservations with the hotel by September 28, 2003.

**PLEASE RETURN THIS FORM BY October 15, 2003**

Member's Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Name of persons attending with you: (1) \_\_\_\_\_ 2) \_\_\_\_\_

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

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

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

Fitzgerald Buffet Tickets are available at time of check-in.

Total Enclosed \$ \_\_\_\_\_

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables. Tables are \$10.00 for the first table and \$9.00 for each additional table. You must be a registered attendee to have a Swap Meet table. Table must be paid for now in order to reserve them. Swap meet table purchased at the door will be \$12.00 each.

If you cannot attend but you wish to order a packet, the cost is \$23.00. Your packet will be mailed after Pepsi Celebration 2003. Please mail \_\_\_\_\_ Packets @ \$23.00 each.

# WELCOME NEW MEMBERS

Anissa Light  
Leasburg, MO

Jim & Janet Wolford  
Evans City, PA

Justin & Susan Simmons  
Greenwood, IN

Michael & Justin Keeny  
Bailey, NC

Jay Connell  
Annapolis, MD

Richard Powlen  
Brownsburg, IN

Mike & Kim McDowell  
Linwood, KS

Charlie Blasingame  
Columbia, TN

David Fogt  
Lima, OH

Gene Judd  
Zionsville, IN

Mark & Linda Harris  
Hillsboro, MO

Vickie & Robert Roby  
Wapakoneta, OH

Joan Albright  
Dayton, OH

Jim Steinhagen  
Bristol, IN

James Wright Jr.  
Suffolk, VA

Henry Buikema  
Deseranto, Ontario

Larry Spoelstra  
New Sharon, IA

Jeff Gowerowski Family  
Chicago, IL

Kenneth & Patsy Stumph  
Henderson, TN

Paul & Dianna Gulling  
Maximo, OH

Terry Holtsberry  
Fairborn, OH

## 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

New reproduction of neon backlit sign that used to be. We will build a sign with a visible backlit area that you or your company can apply opaque or translucent vinyl text or art; click on our website for ideas, samples... soda fountain, gameroom, soda pop, etc., [www.maxneon.com](http://www.maxneon.com) or call Ed G@(586)773-5000.

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### WANTED:

Pepsi-Cola 12 oz. double-dot fountain syrup bottle from Tulsa, OK. Will pay cash, or have other U.S.

cities for trade. Contact: James Cobb (918)485-8443 or email [shucks@prodigy.net](mailto:shucks@prodigy.net)

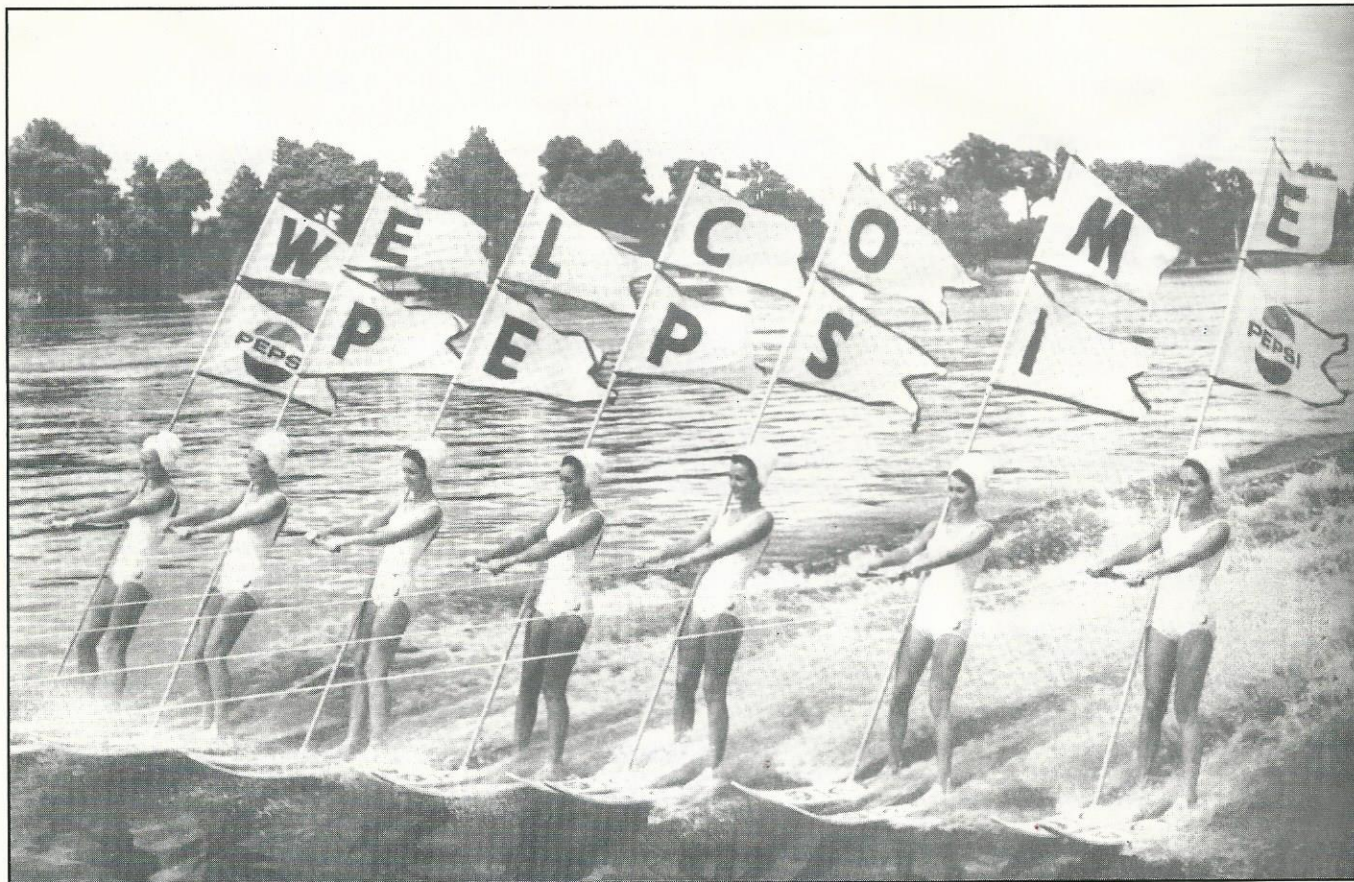
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## PEPSI-COLA COLLECTORS CLUB EXPRESS

### LOCAL CHAPTERS AS OF 06-01-03

ARIZONA PEPSI CLUB Bob Boggs	P.O. Box 7476 Mesa, Az. 85216	480-985-5935
BUCKEYE CHAPTER Jim Overmier OR Brent Clutter	http://bc.pepsinet.com Pickerington, Oh. jovermier@yahoo.com Gahanna, Oh. Pepsiworld2@yahoo.com	614-751-0553  614-475-5030
CHICAGO CONNECTION Larry Woestman	14750 S. Karlov Av., Midlothian, Il. 60445 PEPCCONN2@aol.com	708-385-0646
KEYSTONE COLLECTORS Tom and Diane Gabriel	401 Park Av., New Castle, Pa. 16101 pepsiparktag@aol.com	724-658-6310
MICHIANA PEPSI CLUB Sue Pletcher	27923 County Rd. 30, Elkhart, In. 46517-9516	219-862-2496
MILE HIGH PEPSI CLUB Brent Hinton	6511 W. Elmhurst Av., Littleton, Co. 80123	303-973-9675
MINNESOTA CHAPTER Mike Vath OR Phyllis & Steve Dragovich	13796 Fairlawn Av., Apple Valley, Mn. 55124 pepsimike@visi.com mnpepsidrago@bigfoot.com	952-432-2074
NORTHWOODS PEPSI CLUB Kit Kramer OR Connie Gindt	250 E. 11th St., Fond du Lac, Wi. 54935	920-929-9669  920-921-3922
OLD DOMINION CHAPTER Scott and Kim Kinzie	12500 Harrowgate Rd., Chester, Va. 23831 msdoubledot@earthlink.net	804-748-5769
PEPSI CLUB OF IOWA Terry Brennan	2701 E. Madison Av., Des Moines, Ia. 50317 Dietpepsi@mchsi.com	515-263-0051
PEPZTIME - COLLECTORS FROM THE GREAT NORTHWEST Steve & Patti Bell OR Ed & Jo Woodall	Tacoma, Wa.  Renton, Wa.	  425-227-0672
SHOW ME PEPSI CLUB Joe Sheahan	456 Whitebirch Way, Hazelwood, Mo. 63042	314-838-0683
SOUTHERN CALIFORNIA CHAPTER John & Kay Arbenz  Gary Nichols Alice Parra	9239 Bellagio Rd., Santee, Ca. jnk14@cox.net  aparra@aol.com	619-448-0566  714-970-2660 626-962-1936

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



*Skiers Welcome the Pepsi-Cola Bottlers to Cypress Gardens, Florida in 1968*

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  
17733 Highland Ave.  
Homewood, IL 60430 USA



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 20, Number 4

Sept.-October 2003

## PEPSI TAILGATE TIME!

It's hard to believe that summer is almost over. I hope everyone had a great summer, visiting flea markets and finding Pepsi collectibles. With the end of summer comes the Pepsi Celebration held in Las Vegas, Nevada. If you have not attended Pepsi celebration, Pepsi collectors and Las Vegas equal great fun! More information on Pepsi Celebration is inside this newsletter.

For those of you wanting information for Pepsi Fest 2004, that information will be available in the next newsletter.

Recently, I had an opportunity to purchase a collection of vintage Pepsi-Cola photographs. The person I bought them from found them at an estate sale. The reason I mention this is to remind collectors that there are still a lot of good Pepsi treasures out there, waiting to be found. If you are

not finding anything good lately, maybe you need to expand your search area. Yard sales and estate sales can be great places to find stuff. It may take a lot of looking before you come across something worthwhile. There is nothing more exciting than finding a great Pepsi piece where you least expect it to be. Happy hunting!

Over the years, Pepsi has forged many strategic partnerships, including Major League Baseball and the National Football League. None of these previous partnerships is as interesting as the one they now have with the WB. For those who don't know, the WB is the Warner Brothers Television Network.

Over the summer, Pepsi has sponsored the hit show, Pepsi Smash, a pop music variety show on the WB. This fall, the WB will broadcast

Pepsi's billionaire contest, where one lucky Pepsi drinker will have a chance to win one billion dollars. Additionally, you can look for WB stars in Pepsi commercials, and Pepsi products on WB shows. I wouldn't be surprised to see a lot more Pepsi involvement on the WB's new fall season.

Also, this fall Pepsi and Frito-Lay will team up on a nationwide National Football League promotion. It will be called "It's Tailgate Time!" In exchange for 15 specially marked proof of purchase stamps, you can choose a NFL t-shirt of your choice. The proof of purchase stamps will be on Pepsi and Frito-Lay products. The promotion runs until December 31, 2003.

### In This Issue

**Pepsi Vanilla**

**The Al Steele Story**

**Pepsi & Pete Dolls**

**Collector Spotlight - Heinz Alliger**



*Skywriting Above New York City 1940*

# Chapter News

Now that most of the Summer activities are over, it's time for many of us to get back into the Autumn routines. For a number of us, that means going back to doing "inside things" because of cooler weather. In that respect, I know that I find it much easier to concentrate on the Pepsi collection which is, naturally, located inside the house.

Through my Pepsi collecting, I have found that not all bottlers produce or use the exact same advertising and that some of it was only available in certain regions. For that reason, I might find some great items that were only available in the Chicago area while I might never see some of the great items used specifically in the area near Oregon or Florida or wherever except for those that end up for sale at Pepsi-Fest. This is one reason why we could use more chapters in the PCCC. Those that have access to those types of items can make them available to the other club members, either through sale at Pepsi-Fest or through an ad in the newsletter. Having a chapter in a particular area of the country also means that there are more collectors with access to those same items and that, in turn, should increase the number of items available to those collectors living elsewhere. Making a bottler in your area aware that you have a chapter in the PCCC also gives you a better chance at getting things for your collections than you might have by being an individual collector. The same thing might also help at grocery stores at the end of promotions when the advertising is heading for the garbage. The bottom line is, I believe that there is strength in numbers and that members of a chapter have an increased advantage

at obtaining Pepsi items from their region of the country or state than an individual collector would. In theory, we could all benefit from a larger number of chapters and collectors working to preserve Pepsi collectibles from all over the country (or the world!). Now, since this particular installment of the Chapters News sounded more like a sales class, your assignment this month is to try and contact those folks living near you that collect Pepsi-related items ask them to help you start a chapter or to join one with you in your area. You just might be quizzed next time so be prepared!

During the past few years at Pepsi-Fest, we have had a segment on Thursday afternoon called Chapters Show-and-Tell which always followed the Chapters Meeting. After brainstorming at our latest chapter meeting, it was suggested by Jim Petersen that, instead of transporting some of our own collectibles down to Indy, perhaps, it would be better to put together a yearly scrapbook filled with photos of things that our chapter has been

involved in. For example, in the past, our Chicago Chapter has been involved in sponsoring a Car Show, the Jerry Lewis Telethon, parades, etc. We have also had chapter picnics and sold at flea markets. We have six meetings a year and do things with members of the chapter. There is always someone taking pictures at many of these activities so it just makes sense that we should put it together into a scrapbook. We figured that we could also include copies of our membership list, meeting agendas, membership applications, etc. Basically, we could create a time capsule which we could then share each year at the chapters meeting. The scrapbook could then be left out during that meeting and in our rooms for anyone wishing to see some of what we do as a chapter. Give me your opinions on this idea as a possibility for promoting your chapter as well as chapters in general. I see this as a fun project and would like 2004 to be the first year for the chapters to bring scrapbooks to Pepsi-Fest. Let me know! PD62Pepsi@aol.com or 708-799-8486. - Phil Dillman

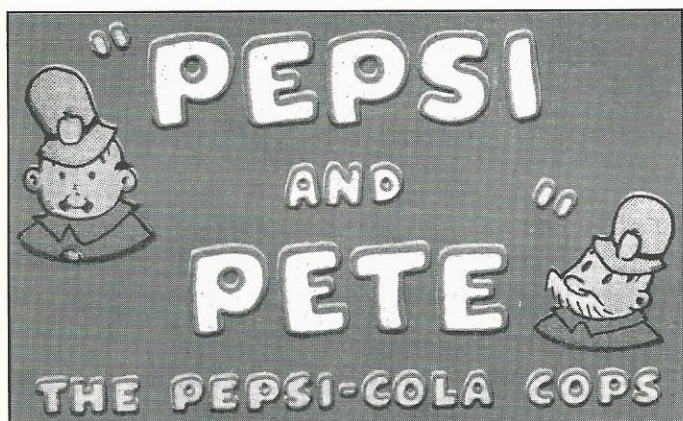
## Future Club Events

**Pepsi Celebration**  
**October 31 - November 2nd, 2003**  
**Las Vegas, Nevada**

**PEPSI FEST 2004**  
**March 18th-20th, 2004**  
**Indianapolis, Indiana**

# Collector Information

## ASK



Dear Pepsi & Pete:

One of the vendors at the local flea market tried to sell me some Jeff Gordon stuff claiming they were Pepsi collectibles. Although they do have the Pepsi logo on them, I do not consider them to be Pepsi collectibles.

What do you think?

Signed,  
Richie

Dear Richie:

*To paraphrase an old cliché, a Pepsi collectible is in the eye of the beholder. That is to say, a Jeff Gordon collectible can also be a Nascar collectible, and a Pepsi collectible. Although many Pepsi collectibles do not consider an item with such an insignificant Pepsi logo to be a Pepsi collectible, many others do. The bottom line is, if you like it, and it has the Pepsi logo on it anywhere, you should buy it.*

Dear Pepsi & Pete:

I collect cartoon Pepsi glasses, and have purposely stayed away from other Pepsi drinking glasses. Now, I think I would like to expand my collection to include all Pepsi drinking glasses. Could you tell me what types of Pepsi glasses are available?

Signed,  
Karen

Dear Karen:

*Pepsi drinking glasses are divided primarily into 3 categories. They are restaurant promotional glasses, Pepsi*

*promotional glasses, and fountain glasses. The restaurant promotional glasses include cartoon glasses, and other Pepsi identified glasses given away at restaurants or other Pepsi fountain outlets. Pepsi promotional glasses are normally given away by bottlers to promote specific events or a specific product. Fountain glasses are the glasses that were actually used at Pepsi fountain locations. Expanding the categories you collect should offer many new challenges.*

Dear Pepsi & Pete:

I have a glass Pepsi sign that has a few places where the paint has started to flake off. Should I paint it or leave it as it is?

Signed,  
Wally

Dear Wally:

*Normally, I do not recommend an individual doing restoration work on a Pepsi sign. If the paint is not matched perfectly, it will detract from the value of your sign, and may look worse. A better way to solve the problem is to have your sign framed. With a frame and the proper color of matting, you can easily disguise the damage on your sign. This will maintain the value of your sign and enhance its beauty.*

*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.*

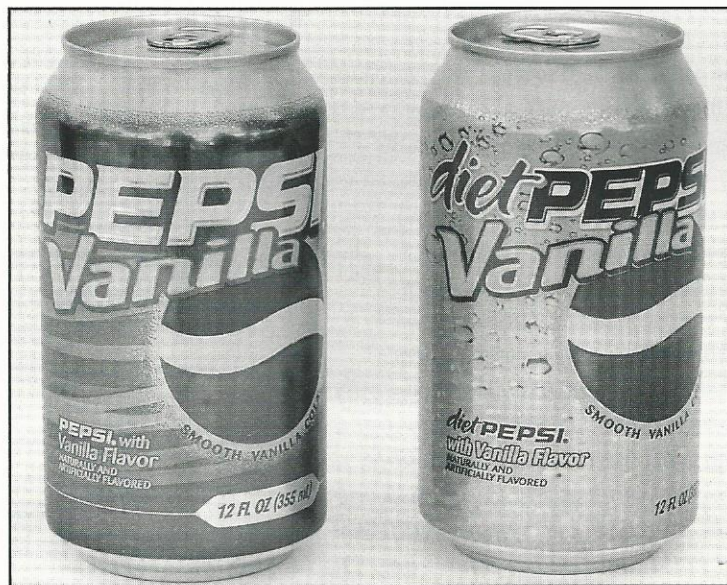
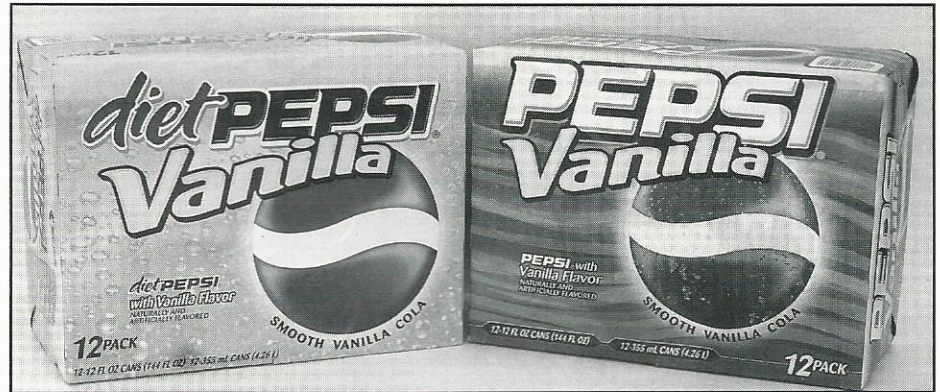
## PEPSI VANILLA

You asked for it, now here it is! Pepsi Vanilla has been rolled out nationally by Pepsi-Cola North America. Pepsi-Cola evaluated over 40 product concepts during recent consumer research studies. The results put Pepsi Vanilla in the top scoring for new drink concepts. Combine the results of this research with the overwhelming consumer demand for a vanilla flavored Pepsi, and you have Pepsi Vanilla. Unlike other new products, Pepsi Vanilla was rolled out nationally without any test-marketing.

Pepsi Vanilla and Diet Pepsi Vanilla are available in 20-oz. bottles, 2-Liter bottles, and 12-pack cans. Presently, there are no plans to offer Pepsi Vanilla as a fountain drink.

Research has shown that growth in the cola segment of the soft drink market occurs most rapidly with flavored cola drinks. For example, the success of Pepsi Twist and Pepsi Blue.

I wouldn't be surprised to see more drinks of this type in the future. What hybrid Pepsi drinks would you like to see offered?



## PEPSI & PETE DOLLS

I have never seen any original Pepsi & Pete dolls. Although, I am told they do exist. If this is true, I'd love to see them. I can't imagine there are too many around.

What I have seen are the Pepsi & Pete dolls that were made in the 1970's by DePerri Company. These dolls were produced primarily to be sold to Pepsi bottlers. They were used as promotional items, and in some cases sold directly to the public.

At one time, these dolls were easily obtainable. But, in recent years, they have become harder to find. The original price on these dolls was \$19.95. Currently, you can expect to pay between \$35 and \$45 for these dolls in good shape.





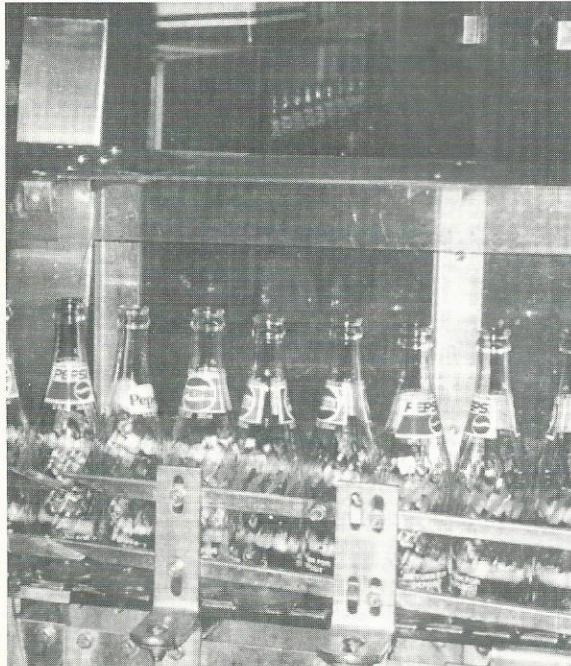
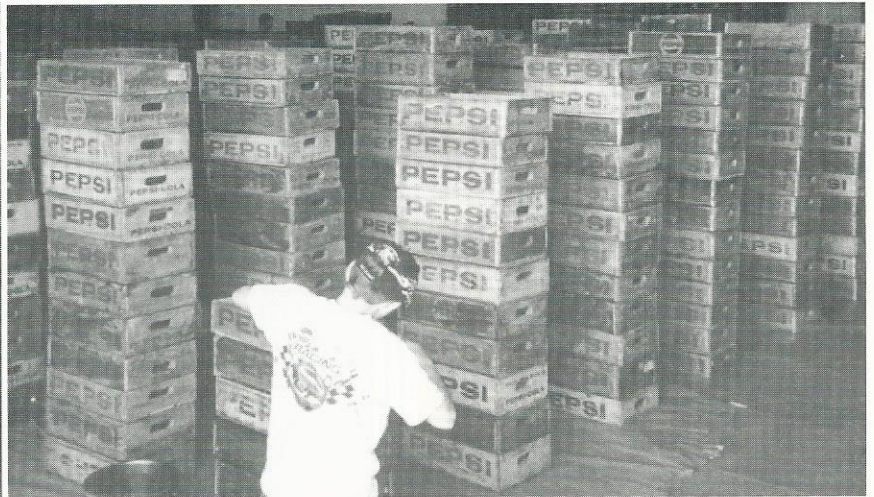
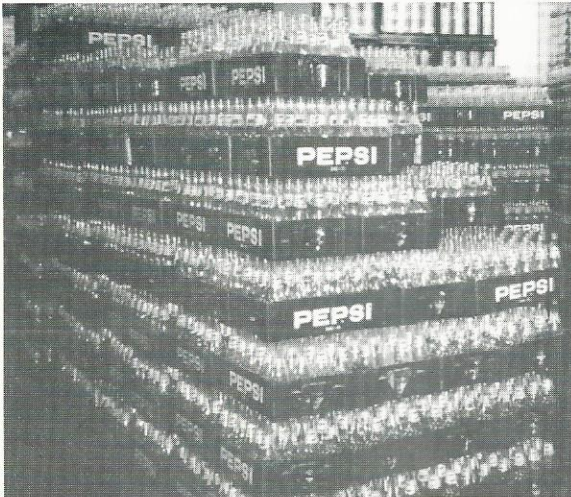
## UNO PIZZERIA

In recent years, Pepsi-Cola has made an attempt to have a more dominant presence in the fountain side of the soft-drink business. To that end, they have made a concerted effort to sign contracts with large, nationwide restaurant chains. Some of the recent conversions to Pepsi are Applebees and Uno Pizzeria.

The conversion of a restaurant chain from a competitive beverage to Pepsi-Cola is normally a very easy task. This was not true in the case of Uno Pizzeria. Besides changing the dispensing equipment, Pepsi also had to supply Uno Pizzeria with Pepsi memorabilia. One of the more difficult items that Uno Pizzeria requested was 3,000 cases of returnable Pepsi bottles for display in their restaurants. The bottles had to be filled, capped, and glued into old wooden Pepsi cases.

A nationwide search began to locate 12-oz. swirl Pepsi bottles. After locating enough bottles to fill the customer's needs, they were sent to a Pepsi bottler, where they went through the complete bottling process, including washing, sterilizing, filling, and capping. From there, the bottles were taken to the warehouse where they were glued into the wooden cases. They were then distributed to Uno Pizzerias across the country.

If you have a chance to visit one of these pizzerias, take a moment to appreciate how difficult it was to locate enough bottles and wood cases for these restaurants.



## The Al Steele Story

Throughout the history of the Pepsi-Cola Company, it has been said that they have always had the right man at the right time. The 1950's was no exception.

It was at the beginning of this decade that Alfred Steele took over at the helm of the troubled Pepsi-Cola Company. The success that Pepsi had achieved in the late 1930's and early 1940's had evaporated as a result of post-war inflation. No longer was Pepsi able to sell the famous 12-ounce bottle for the nickel and make a suitable profit.

When Steele took over as president in 1950, many thought the company was headed for another bankruptcy. But, Steele knew better. He was there to make Pepsi-Cola the number one cola company. You see, Steele had revenge on his mind. While an executive at the Coca-Cola Company, Steele had fallen out of favor with Coca-Cola's legendary president, Robert Woodruff, also known as, "The Boss." Woodruff did



*Chairman of Pepsi-Cola 1955-1959*

not like to fire people, but he sure liked to make their lives miserable when they did something he did not approve of. Steele had two choices: stay at Coca-Cola and be miserable, or quit. He decided to leave, and go to work for the Pepsi-Cola Company, hoping to make Woodruff's life miserable by taking away market share from Coca-Cola.

Steele began his career with Coca-Cola's advertising agency. Coke

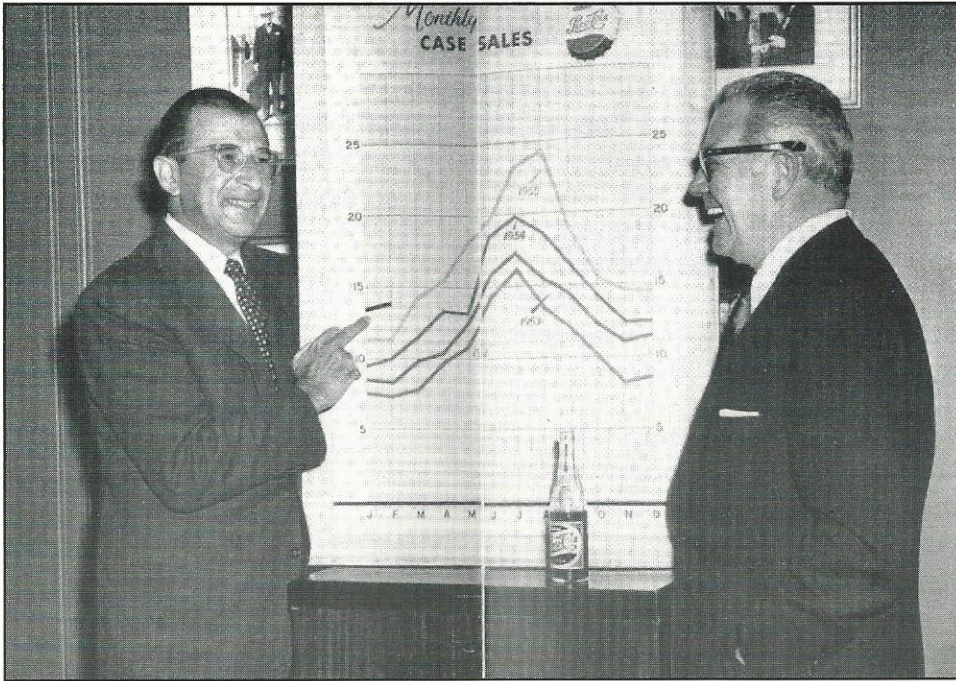
liked the work he was doing, and offered him a job with the company. His primary duties were in advertising and promotions.

Fortunately for Pepsi, Steele's strong personality was not well received at Coca-Cola headquarters. Many of the other executives felt he was too overconfident and a showboater. To punish him for his behavior, Steele was relegated to unimportant tasks. There was no doubt in Steele's mind that he was no longer welcome at Coca-Cola.

Not only did Steele bring his marketing skills to Pepsi-Cola, he also brought some of his colleagues. This gave Pepsi some very experienced



*Al Steele and Joan Crawford on World Tour 1956*



*Al Steele and Herb Barnett Admiring Increased Sales Chart*

people that they desperately needed. Deciding which problem to tackle first was Steele's biggest problem when he took over as president of Pepsi-Cola. The Pepsi-Cola bottling system was dysfunctional, Pepsi-Cola's image was that of a second-rate beverage, and the morale of the employees was very low.

He decided the first thing he had to do was change the image of Pepsi-Cola. He had the company chemist change the formula so that Pepsi contained less sugar. The "Light Refreshment" advertising campaign was introduced to promote a less sweet Pepsi-Cola. The new campaign put the emphasis on the new image of Pepsi-Cola, rather than the price. The turnaround was immediate. Pepsi sales increased substantially. People no longer believed that Pepsi-Cola was the "cheap" drink.

To solve the bottler issue, Steele mandated that all Pepsi bottlers use the same bottles and wear the same

uniforms. He wanted a consistent image for Pepsi-Cola. Mobile Pepsi-Cola laboratories were dispatched across the country to insure that Pepsi-Cola tasted the same everywhere.

The board of directors was so pleased with the job that Steele was doing, they elected him chairman of the board in 1955. This honor was only exceeded by his marriage to actress Joan Crawford in the same year.

Steele not only found a wife, he also gained one of the best spokespersons Pepsi ever had. Crawford toured

the world promoting Pepsi-Cola. She accompanied Steele on every business trip he took, which attracted hundreds of reporters and thousands of fans wherever they traveled.

Steele made all the right moves. Everything he touched turned to gold. Between 1950 and 1959, Pepsi-Cola sales soared. The company had never been in better financial condition.

With a new decade approaching, Pepsi began to look forward. Steele traveled the country, visiting the bottlers, introducing them to the new advertising program. At the end of this whirlwind tour, Steele suffered a major heart attack and died.

The company was in shock. Not only had it lost its leader, it also lost a dear friend. The Pepsi bottlers believed that Steele had single-handedly rescued the company. Once again, Pepsi-Cola had found the right man at the right time.



*Steele and Crawford at Bottler's Convention 1957*

**PEPSI CELEBRATION 2003 SCHEDULE**

These times are tentative. Please check schedule given to you at registration.

**Thursday October 30th**

12:00 P.M. to 3:00 P.M.

Registration

5:30 P.M. to 6:00 P.M.

Pizza Party / Late Registration

Welcome / Show & Tell

Room Hopping

**Friday October 31st**

1:00 P.M. to 1:45 P.M.

Silent Auction Check-in

1:45 P.M. to 2:00 P.M.

Silent Auction preview

2:00 P.M.

Silent Auction Begins

Room Hopping

**Saturday November 1st**

8:00 A.M. to 8:45 A.M.

Oral Auction Check In

8:45 A.M. to 9:00 A.M.

Oral Auction Preview

9:00 A.M. to 11:00 P.M.

Oral Auction

2:00 P.M. to 2:30 P.M.

Swap Meet Set up

2:30 P.M. to 5:00 P.M.

Swap Meet

Room Hopping

Auctions will have a 3 item per registered member limit.

**Hotel Information:**

**FITZGERALDS HOTEL / CASINO**

**301 FREMONT STREET, LAS VEGAS, NV 89119**

**CALL 800-274-5825 TO MAKE YOUR RESERVATIONS**

**PLEASE USE GROUP CODE 362977**

Rates are: \$72.00 Friday and Saturday

\$42.00 Sunday thru Thursday

Single or Double Occupancy

Check in time is 3:00 P.M.

**PEPSI-COLA COLLECTORS CLUB EXPRESS**

**PEPSI CELEBRATION 2003 REGISTRATION**  
**Presented by**  
**PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER**

**October 30 - November 1st, 2003**  
**Las Vegas, Nevada**

To register, please complete and return this form as soon as possible. Registration fee is \$18.00 per person if registered before October 15, 2003. At the door registration will be \$25.00 per registered member. Included in the registration packet will be a Pepsi Celebration 2003 lapel pin, a glass bearing the Pepsi Celebration 2003 logo and other Pepsi items. Please complete the bottom half of this form, enclose your check made payable to PCCC and return to: John Arbenz, 9239 Bellagio Road, Santee, CA. 92071. Any questions please call John or Kay at (619) 448-0566 or email jnk14@cox.net.

Reservations to stay at the Fitzgeralds Hotel must be made directly with them. Please call them as soon as possible at 1-800-274-5825 or 702-388-2400 and refer to Group Code 362977 for the Pepsi Cola Collectors Club. Please make your reservations with the hotel by September 28, 2003.

**PLEASE RETURN THIS FORM BY October 15, 2003**

Member's Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Name of persons attending with you: (1) \_\_\_\_\_ 2) \_\_\_\_\_

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

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

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

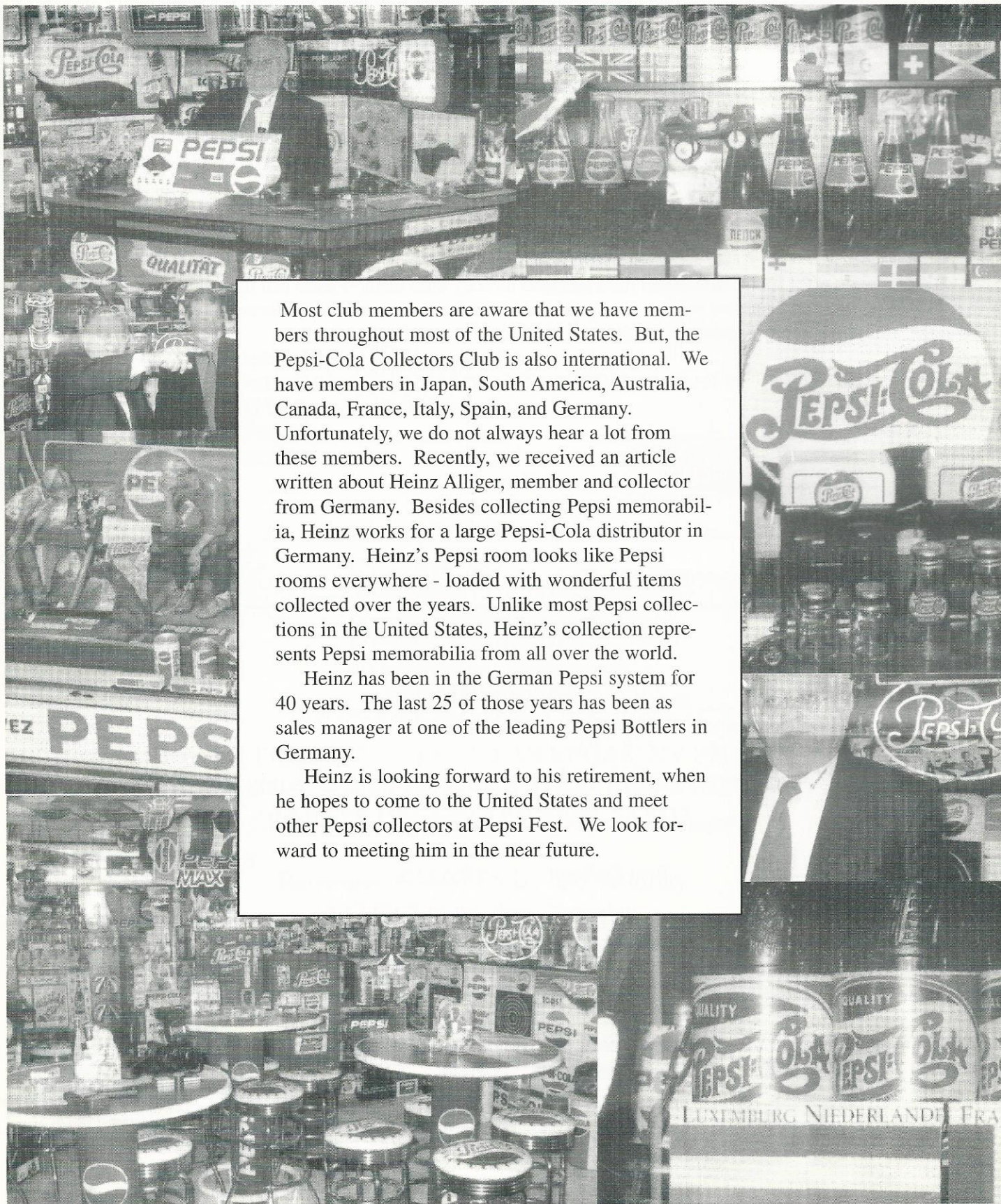
Fitzgerald Buffet Tickets are available at time of check-in.

Total Enclosed \$ \_\_\_\_\_

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables. Tables are \$10.00 for the first table and \$9.00 for each additional table. You must be a registered attendee to have a Swap Meet table. Table must be paid for now in order to reserve them. Swap meet table purchased at the door will be \$12.00 each.

If you cannot attend but you wish to order a packet, the cost is \$23.00. Your packet will be mailed after Pepsi Celebration 2003. Please mail \_\_\_\_\_ Packets @ \$23.00 each.

## Collector Spotlight - Heinz Alliger of Germany



Most club members are aware that we have members throughout most of the United States. But, the Pepsi-Cola Collectors Club is also international. We have members in Japan, South America, Australia, Canada, France, Italy, Spain, and Germany. Unfortunately, we do not always hear a lot from these members. Recently, we received an article written about Heinz Alliger, member and collector from Germany. Besides collecting Pepsi memorabilia, Heinz works for a large Pepsi-Cola distributor in Germany. Heinz's Pepsi room looks like Pepsi rooms everywhere - loaded with wonderful items collected over the years. Unlike most Pepsi collections in the United States, Heinz's collection represents Pepsi memorabilia from all over the world.

Heinz has been in the German Pepsi system for 40 years. The last 25 of those years has been as sales manager at one of the leading Pepsi Bottlers in Germany.

Heinz is looking forward to his retirement, when he hopes to come to the United States and meet other Pepsi collectors at Pepsi Fest. We look forward to meeting him in the near future.

# WELCOME NEW MEMBERS

**Cheri Roll**  
Sierra Vista, AZ

**Robert Dunn**  
Mansfield, OH

**Cathie & Stanley Betz**  
Long Beach, CA

**Marla & Charles Abell**  
Edgewater, MD

**Gary Ashford**  
Chino Hills, CA

**Cecelia Manzer**  
South Bend, IN

**Dennis & Marilyn Tuvell**  
Ligonier, IN

**Kim Savage**  
Kent, WA

**Robert Stamer**  
Pittsburgh, PA

**Robert Webb**  
Phoenix, AZ

**Joseph & Joyce Richardson**  
Tucson, AZ

**Lora & Raymond Garand**  
New Port Richey, FL

**Amy Wiesenberg**  
Las Vegas, NV

**Jerry & Judy Fleming**  
Sandusky, OH

**Barbara Brown**  
Excelsior Springs, MO

**Linda Robison**  
Mesquite, TX

## 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 cans from other lands. Sample pack of 12 different PepsiCo product cans from around the world is only \$20 shipped to any U.S. address. Packs may include various Pepsi brands and sizes. Limit 48 cans per collector. All cans are empty, some top opened.

Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935 or email JOPEPSIKO@webtv.net  
\*\*\*\*\*

For Sale: Pepsi Collection. Estimated over 5000 items & over 1500 Pepsi collector series glasses.

Prefer to sell entire collection "not piece it out." Contact: Steve Lowrimore @ 918-682-4445 or email steve.lowrimore@pepsi.com  
\*\*\*\*\*

### WANTED

Wanted: Pepsi-Cola blue and white paperweight. 1960 (year). Contact: Paul Rumsey @ 215-487-1342.  
\*\*\*\*\*

Wanted: Plastic yellow Pepsi six-pack bottle carrier. Must be in excellent condition. Contact Al of Ford City, PA @ 724-763-8506.  
\*\*\*\*\*

Wanted: 2 liters Diet Pepsi glass bot-

tle, also 2 liters Pepsi Light glass bottle. E-mail texas@vance.net  
\*\*\*\*\*



*Evervess Sampling Booth 1946*

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

**First Class Mail**  
**U.S. Postage**  
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**Claremont, Ca 91711**  
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Homewood, IL 60430 USA