



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 20, Number 5

Nov. - Dec. 2003

PCCC Celebrates 20th Anniversary

This month marks the 20th anniversary of the beginning of the Pepsi-Cola Collectors Club. Three Pepsi collectors from Southern California got together to create an organization dedicated to collecting and preserving Pepsi-Cola memorabilia. Through the Pepsi-Cola newsletter, local chapter meetings, and Pepsi club events, that goal has been accomplished.

Speaking of club events, this newsletter contains the registration and information for Pepsi Fest 2004. Once again, we urge you to send your Pepsi Fest registration form in as soon as possible. Hotel registration is done directly through the hotel. Due to a limited number of rooms, it is paramount that you make your hotel reservations as soon as possible. Once again, we are at the Marriott East, 7202 East 21st Street,

Indianapolis, Indiana. The room rate will be \$82.00 per night. The event begins Thursday, March 18th, through Saturday, March 20th. The phone number for hotel reservations is (317)352-1231.

Every club member is welcome to attend Pepsi Fest. Some may feel they can't go because they don't know anyone. No matter who you are, if you enjoy collecting Pepsi memorabilia, you'll make friends there very quickly.

Once again, we will be holding our amateur Pepsi commercial contest. It's easy. All you have to do is make a Pepsi commercial between 30 to 90 seconds long. All commercials must be on VHS tape and submitted to us by Friday morning of Pepsi Fest.

The Southern California Chapter of the Pepsi-Cola Collectors Club

held the annual Pepsi Celebration in Las Vegas on October 30th-November 1st. The turnout was excellent, with members as far away as Alaska in attendance. There was plenty of room-hopping, where many found new additions to their collection. This was the last time John and Kay Arbenz will oversee this event. They will be moving to Oklahoma in January. Thanks to all of their efforts in helping to build this event into something very special. Although they'll be missed in Southern California, we know they will still be active in the PCCC.

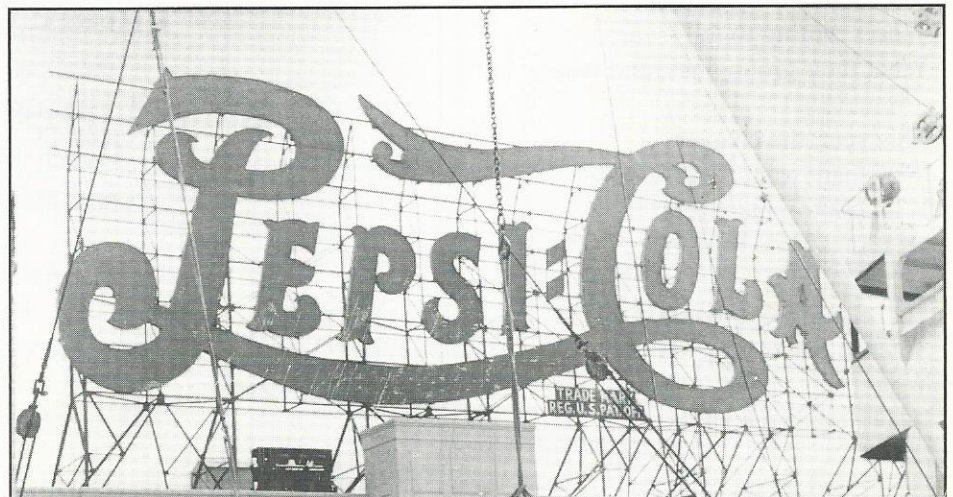
It's hard to believe that this year is almost over. I hope this has been a great Pepsi year for everyone. I wish everyone the merriest Pepsi Christmas!

In This Issue

Demolition Plans for Famous Pepsi Plant

Everess Collectibles

Pepsi Fest 2004 Information



Pepsi-Cola Neon Sign, New York City

Chapter News

'Tis the Holiday season
It sure got here fast.
With parties and gatherings,
Then, New Year's, at last!

With all of that busy-ness
Out of the way
Our thoughts turn to Pepsi Fest
With planning each day.

We go through our checklists,
Can't miss a thing.
It's our own special holiday
That comes every Spring

We'll meet up with friends
Whom we see once a year.
Then, we'll get down to business
Unpacking our gear.

We'll roam through the hallways
With Pepsi in hand.
The other hotel guests
Just don't understand.

A meeting for chapters
Is open to you
To learn how to join one
Or start one that's new.

There's always a member
From some chapter there
Who's willing to tell
What their group does, and where.

This year, the chapters
Will share what they've done
With photos and flyers
Of things done for fun.

Put them in scrapbooks
So each one can see
What each chapter's doing
Inspiration's the key!

If a chapter sounds fun
But you can't be at Fest,
Just give me a call
And I'll tell you the rest.

After the meeting,
We'll hop 'til we drop.
There's so much to purchase
We don't dare to stop!

We'll flip through our photos
We already have lots
Was it single or double
The number of dots?

But, just as we're thinking
We've purchased enough,
There's still room in the car!
We *Need* more stuff!!

We'll run room to room
In high-speed hopping.
As people are packing,
We're last-minute shopping!

Then, we'll all head for home
From wherever we came
We'll be back there next year
For more of the same!

So, have a great season,
This Holiday time
And forgive my indulgence
In Chapter News rhyme.

Phil Dillman
708-799-8486
PD62Pepsi@aol.com



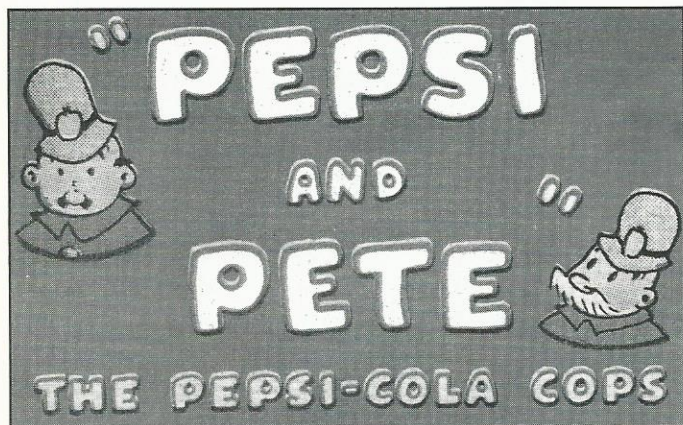
Future Club Events

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

Pepsi Celebration
Fall 2004
Las Vegas, Nevada

Collector Information

ASK



Dear Pepsi & Pete:

I was recently offered an old Pepsi-Cola letter. The price seemed high. How do you determine how much you should pay for old Pepsi letters and stationery?

Signed,
Tony

Dear Tony,

I believe there are four important factors to consider when purchasing letters and stationery. First, condition is the most important. If it is torn, extremely brittle, or completely faded, the value would be severely diminished. Secondly, the age is important. The older, the better. There are fewer letters from the early 1900's than from the 1960's. Thirdly, what is the subject of the letter? For example, a letter about a significant event in Pepsi history is more valuable than a form letter to Pepsi employees. Fourth and possibly most important is, who signed the letter? A letter signed by Caleb Bradham, Walter Mack, or other significant Pepsi executives is more valuable than a letter signed by John Doe, Service Manager. When all four factors are present, to pay something like \$500 for a letter signed by Caleb Bradham in 1910 is not unreasonable.

Dear Pepsi & Pete:

I ran into a dealer that had several cases of empty 12-ounce swirl bottles. He wanted \$10 per bottle. Is that a good price?

Signed,
Dan

Dear Dan,

It sounds a little high to us. Currently, swirl bottles are easily obtainable in most parts of the country. Always be careful to research prices in your area before buying bottles.

Dear Pepsi & Pete:

I want to collect foreign Pepsi collectibles. Is there a book that tells me what is available?

Signed,
Leslie

Dear Leslie:

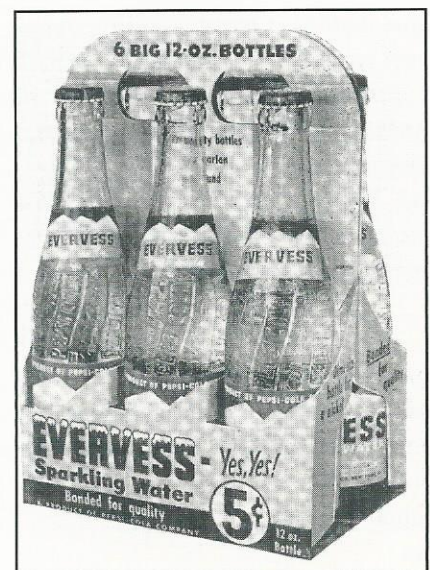
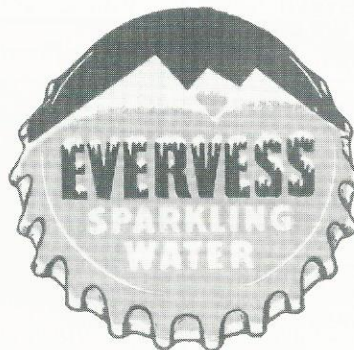
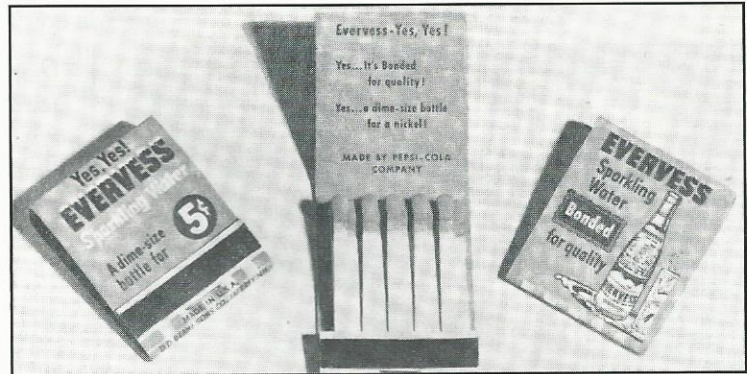
Unfortunately, no one really knows everything that has been produced in the international market. Most international Pepsi bottlers are autonomous operations that use local advertising agencies to produce promotional items that target local culture. Here in the United States, we do get a variety of Pepsi collectibles that have been imported - especially from Canada and Mexico. Bottles are the most common of the international collectibles that are available here in the United States. Currently, no one has taken the time to catalog or distribute information on foreign Pepsi-Cola collectibles. Perhaps in the future, someone will do so!

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.

Evervess - A Pepsi-Cola Product

Evervess has the distinction of being the first non-cola beverage ever produced by the Pepsi-Cola Company. It was a sparkling water that was introduced in 1946. The motivation behind the drink had more to do with creating a product that did not require sugar, than it had to do with consumer demand. After World War II ended, the price of sugar began to rise, while Pepsi tried to maintain its famous 5 cent price. It was believed that if they could sell Evervess with a higher profit margin than Pepsi-Cola, it would offset the decreased profit problem facing the Pepsi bottlers. Unfortunately, the volume of Evervess sold was only a fraction of the volume of Pepsi-Cola sold. Numerous advertising and marketing plans were created to increase sales. One idea was to make Evervess a mixer for chocolate syrup. One promotional event held was a party where people sampled Evervess mixed with chocolate syrup. None of these efforts produced significant results. By the middle of the 1950's, Evervess had all but disappeared from the market.

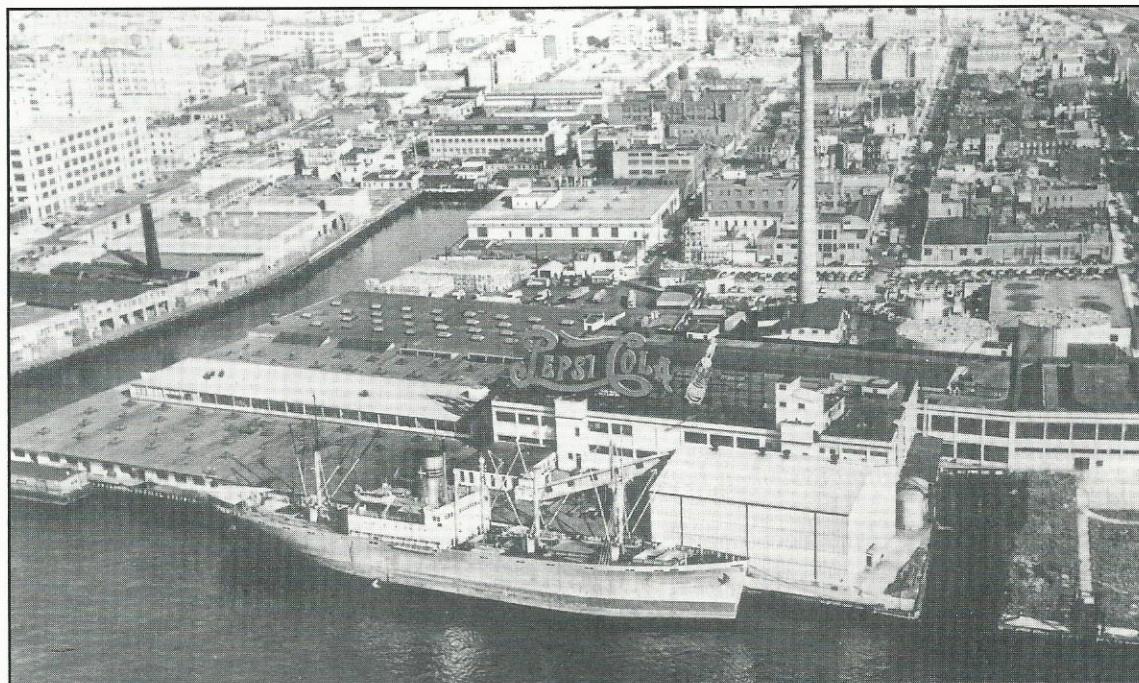
From the collector's point of view, Evervess is very collectable. The fact that it was only around for a very short time means that there weren't a lot of items produced. This makes finding Evervess a bit of a challenge. But, because not everyone knows it was a Pepsi product, the prices are usually fairly reasonable. Some of the Evervess items you might look for are clocks, cigarette lighters, trays, match-books, bottle openers, and of course, bottles. It is possible to find foreign Evervess items because Evervess Sparkling Water is still produced in some international markets.



Long Island City Plant to be Demolished

Driving north on the FDR from downtown New York City presents the driver with some of the city's most important icons, such as the Brooklyn Bridge, the United Nations Headquarters, and of course, the Pepsi-Cola neon sign. The Pepsi-Cola sign has been a landmark in New York City since 1936, when the 130 ft. sign was first erected atop the Long Island City Pepsi Bottling Plant.

Despite the popularity of the sign, most people are unaware of the significance of the Long Island City plant. After New Bern, North Carolina, there is no other place as important in the history of the Pepsi-Cola Company LIC plant. It was at this



Arial View of Long Island City Pepsi Plant - 1947

facility that the 12-ounce bottle was first produced.

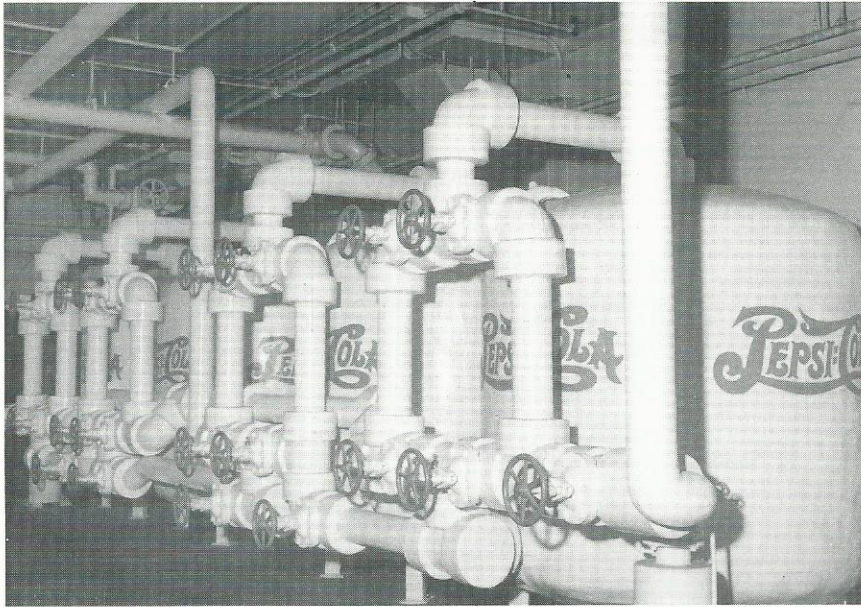
The LIC plant was originally owned by Mavis Bottling Company, who did contract bottling for many soft drink companies, including

Pepsi-Cola. With the success of the 12-ounce bottle for a nickel, Charles Guth, then president of the Pepsi-Cola Company, decided they needed to own their own bottling facility. In July of 1934, Pepsi-Cola purchased the LIC plant from Mavis, and began immediate renovations on what would become the world's most modern bottling plant at that time. The renovated plant became known as the Pepsi-Cola building. But, the plant was more than that. Inside this new facility was everything needed to produce, market, and distribute Pepsi-Cola. Additionally, the renovated facility became the world wide headquarters for the Pepsi-Cola Company.

Guth liked being in charge of everything. He rarely used outside vendors for any Pepsi-Cola needs. Most of the goods and services used in the Long Island City facility were produced from within the plant. The plant had a sugar refinery, a power



Syrup Storage Tanks at Long Island City Plant 1939



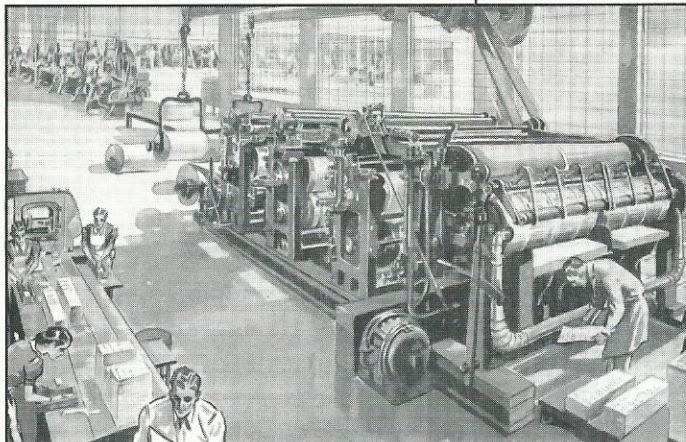
Water Purification System at Long Island City Plant 1939

generating plant, a Pepsi concentrate and syrup production facility, and of course, a bottling operation. Also manufactured at the LIC plant were the crowns and labels for the Pepsi bottles, as well as the wood cases the bottles were shipped in. An art and printing department were set up to design and print most of the Pepsi-Cola point-of-purchase signs that were used during this period. There were administrative offices for the Pepsi-Cola Company, and the export division for international sales. A dock was located on the river side of the plant to receive var-

ious shipments, including raw sugar. A cafeteria and bowling alley were also available for the employees to use. The cost of the building and renovation exceeded 5 million dollars, which was a sizeable sum in 1934. There is no doubt that, in



Quality Assurance Lab LIC Plant 1943



Printing Department LIC Plant 1940

its time, the plant was the jewel of all soft-drink manufacturing facilities. It was advertised as the world's largest bottling plant.

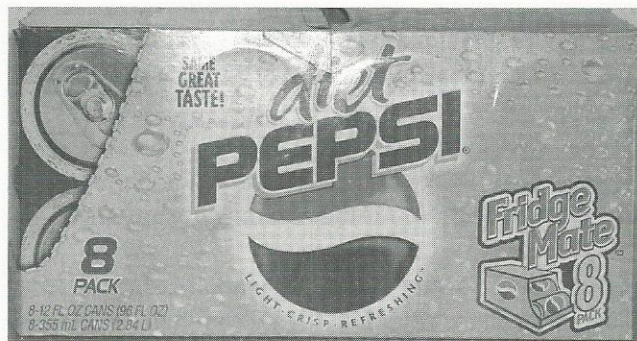
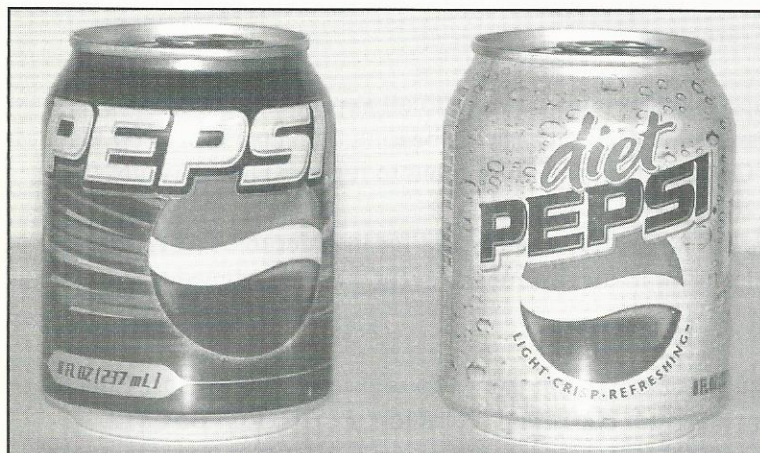
The LIC Pepsi plant was used as the Pepsi-Cola headquarters until 1948, when the company had outgrown the facility. After the headquarters was

moved to a separate location, the Long Island City plant was still used to produce concentrate and bottle Pepsi-Cola. Finally, in 1999 it became too difficult to operate a bottling facility in this antiquated plant. The bottling facility was moved to a new location, and the plant has remained vacant ever since.

Recently, the Long Island City plant and adjacent property has been sold by PepsiCo. The development company that purchased the land plans to build seven multi-story apartment buildings. As part of the agreement, a 60' x 200' plot of ground will be set aside for the Pepsi-Cola neon sign. The sign will be temporarily dismantled and reassembled in 2005 at a new site, approximately 300 feet from where it

is presently located. Although the sign is not an official landmark, many believe that it should be. The sign has been part of the east river skyline since 1936. Everyone involved with the project is pleased with PepsiCo's efforts to save and maintain the sign as an important icon in the city of New York.

NEW FROM PEPSI-COLA



What's old is new again. Pepsi-Cola is currently rolling out a new sized can. The new sized can will be available for Pepsi, Diet Pepsi, and Mountain Dew. The can will 8 ounces and only sold as a 6-pack. In the early 1970's, Pepsi-Cola test-marketed a 6-ounce can with little success. Multi-pack marketing is important to Pepsi-Cola. A few years ago, they introduced the cube - a 24-pack designed to fit inside your refrigerator. Two new multi-packages currently being offered in some locations are Fridge Mate 8 and Fridge Mate 12.

Double Dot Enterprises presents:

2004 Minges Pepsi Memorabilia Auction

This is one of the largest and most important Pepsi collections in the country. The collection was originally started by Tom Avery, who began collecting Pepsi memorabilia in 1975. The Minges family purchased the collection several years ago to put on display for the 100th anniversary celebration in 1998. Since then, the collection has been in storage. Now, they think it is time for others to enjoy owning these premium artifacts. The auction will be a mail-order auction. A catalog of items available, along with auction rules will be available in early 2004 from Double Dot Enterprises. Information on how to obtain a catalog will be available in the January PCCC newsletter. The auction will take place in May of 2004. Exact dates will be announced in the next newsletter.

PEPSI FEST 2004 REGISTRATION

March 18 - 20th, 2004
Indianapolis, Indiana

If you plan on attending Pepsi Fest 2004, March 18 - 20, 2004, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$23.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2004 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 7.00 each \$ _____

Children under 10 free

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

FAREWELL DINNER 3/20/04 # _____ @ \$25 each \$ _____

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

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

3/20/04

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2004.

of Packets _____ @ \$25.00 each = \$ _____

PEPSI FEST 2004 REGISTRATION
(Hotel Registration Info on Reverse)

PEPSI FEST 2004 SCHEDULE

Schedule Subject to Change

Thursday, March 18th, 2004

12:00 Noon	Registration
2:00 P.M.	Pepsi Fest Kick-Off Meeting
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

Friday, March 19th, 2004

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

Saturday, March 20th, 2004

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
11:45 A.M.	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
6:00 P.M.	Farewell Dinner

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

Pepsi Fest 2004 will be held at the Indianapolis Marriott. The room rate is \$82 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

PEPSI STUFF



Can you figure out what this photograph has to do with Pepsi-Cola? Hint: This is a photo of the 1934 Macy's Thanksgiving Day Parade which was held in New York City. We'll tell you what it is in the next newsletter.



Recently I found an advertising brochure for the Pepsi-Cola bottle radio. It was always assumed this was issued in 1947. It may have been manufactured in 1947, but the first time it was offered was in January of 1948. At that time, this bottle radio sold for \$18.90. It was used as an incentive for dealers. It was also wholesaled to stores to resale as a novelty radio at the suggested retail price of \$32.00.



Here is an example of a point-of-purchase advertising piece. The hand fits onto the 6-pack to make an in-store display.



This is a photograph of a cardboard advertising sign from 1948. This sign may not be recognizable to many collectors. Judging by the text in this sign, it is likely it was used in the international market - perhaps in Canada.

WELCOME NEW MEMBERS

Carnise & Jackie Perry
Chesapeake, VA

Larry Craven
Wilmington, NC

Steve & Kathy Christenson
Dow City, IA

John Kline
Sciotoville, OH

Amy Wiesenberg
Las Vegas, NV

The Angelino Family
Waterford, NJ

Barbara Brown
Excelsior Springs, MO

Joseph Graham
Brownsville, TX

Dan Campbell
Caledonia, IL

Linda Robison
Mesquite, TX

James Joebach
Anaheim, CA

I. Nelson Clark

Los Alamitos, CA

Ron Janssen
Norwalk, CA

C. Ann Poluk
St. Albert, Alberta

Brent & Lisa Bassett
Kalamazoo, MI

Carol & Ashley Keith
St. Joseph, MO

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: LIMITED TIME ONLY
Due to the economy, the lowered cost of "Collecting Pepsi" lithograph has been extended only to the end of December 2003. Signed and numbered, get yours now for only \$25, before the price goes back up. Call (573)237-3547 or email randydeb@fidnet.com

For Sale: Liquidating Pepsi collection. Contact Jim for details @ 317-538-6085. or email jhughett@light-bound.com.

Collection For Sale: Approximate value \$30,000. Sale price \$10,000.

Write or call Bob Boggs, P.O. Box 7476, Mesa, AZ 85206 (480)985-5935.

WANTED

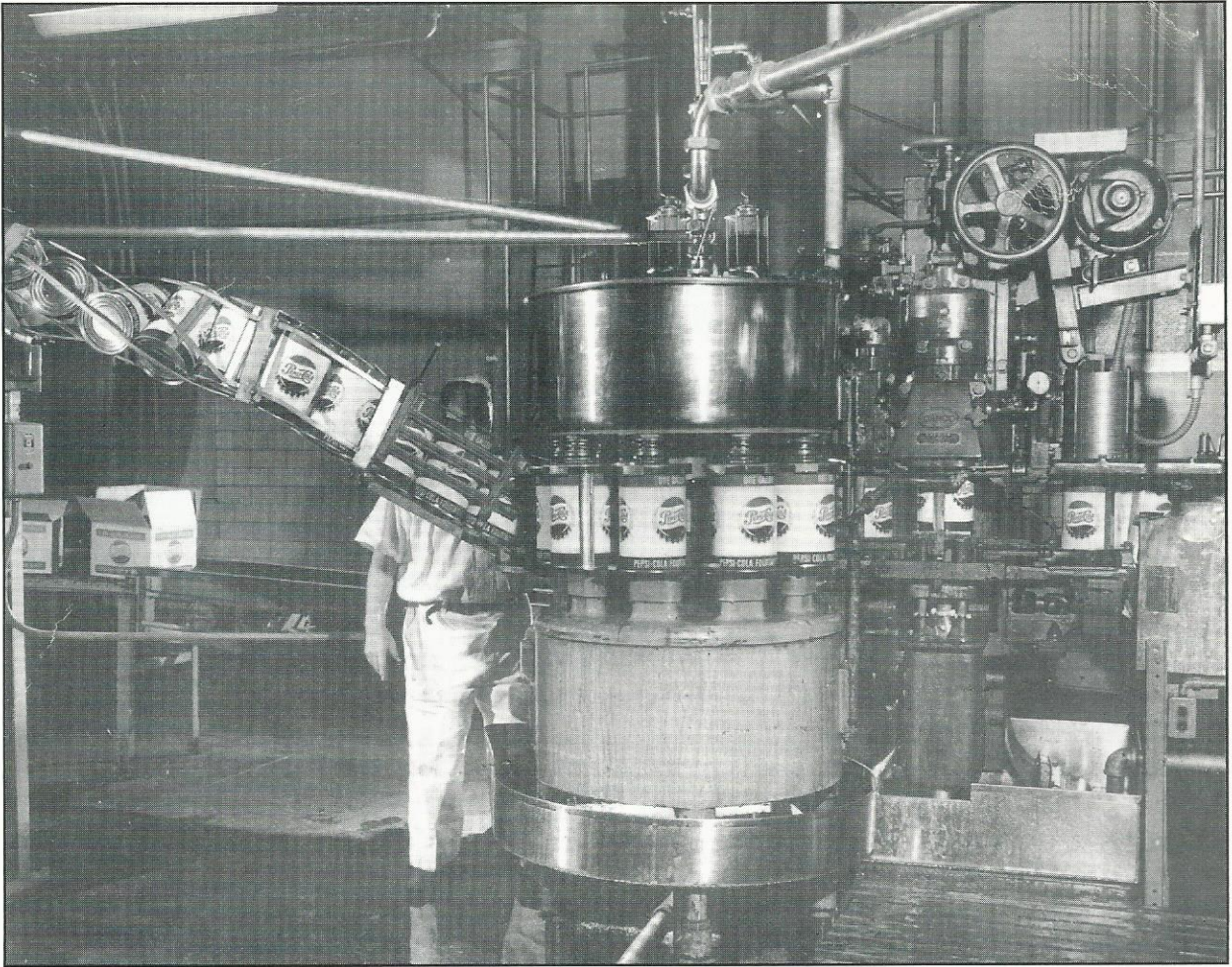
Pepsi-Cola cone top cans. Contact Terry Holtsberry @ (937)879-3671.

Wanted: 2003 Mt. Dew and Sierra Mist Columbus Blue Jacket Memorable Moments series cans or complete set of ten. Will buy or trade. Also seeking new design Slice Fruit Punch can and other locally issued Pepsi commemorative cans. Contact: John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962 or USASODA@aol.com. Pepsi and

Pepsi product information at www.usasoda.com

Wanted: Pfaltzgraff Pepsi Christmas 1990, salt and pepper set, as shown on page 82 of Pepsi Memorabilia Then and Now, and matching dip tray. Contact: Doris Evens at wbillyanddee@aol.com, 610-367-6195 or write P.O. Box 255, New Berlinville, PA 19545

Wanted: Pepsi-Cola cone top cans. Contact Harold Rosentreter @ (217)942-3768.



Pepsi-Cola Syrup Line Circa 1951

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 6

Jan. - Feb. 2004

PEPSI. IT'S THE COLA

Happy New Year! I hope everyone had a happy and safe holiday. It looks as if 2004 will be a very exciting year for Pepsi drinkers and collectors alike. First of all, Pepsi has introduced a new advertising slogan - Pepsi. It's the Cola. This new slogan replaces Joy of Pepsi, which has been used since 2001. Over the next few months, some of the biggest culture events of the year will occur, such as the Super Bowl, Grammys, and the Academy Awards. Look for Pepsi commercials to be featured during these events. In the past, Pepsi commercials have dominated the Super Bowl broadcasts in viewer popularity. Let's hope that 2004 Super Bowl has some great commercials.

This time of year, preparations for Pepsi Fest 2004 become our first priority. Judging by the number of club members that have already registered,

it looks as if the hotel will once again be sold out. If you have not made your hotel reservations, we urge you to do so as soon as possible.

Pepsi Fest 2004 will be held at the Marriott East, 7202 E. 21st St., Indianapolis, Indiana. The room rate will be \$82 per night. The event begins Thursday, March 18th, and runs through Saturday, March 20th. The phone number for hotel reservations is (317)352-1231. It is our belief that the best way to enjoy Pepsi Fest is to stay at the hotel. The energy and excitement level during Pepsi Fest is an unbelievable experience that is enhanced by staying at the hotel.

Recently I purchased a number of old Pepsi photographs. Included with the pictures were a number of old Pepsi-Cola advertising brochures and some Pepsi-World magazines.

These items were all part of an estate of an old Pepsi employee. It amazes me how much memorabilia is still out there, waiting to be discovered. Especially items that have been tucked away by Pepsi employees over the years. You never know where your next great Pepsi find will come from. That is why it is important to let everyone you know that you are a Pepsi collector.

It is with deepest regret that we inform you that Teresa Cline, long-time Pepsi club member, passed away. Many of you purchased items from the Cline collection that was auctioned off several years ago.

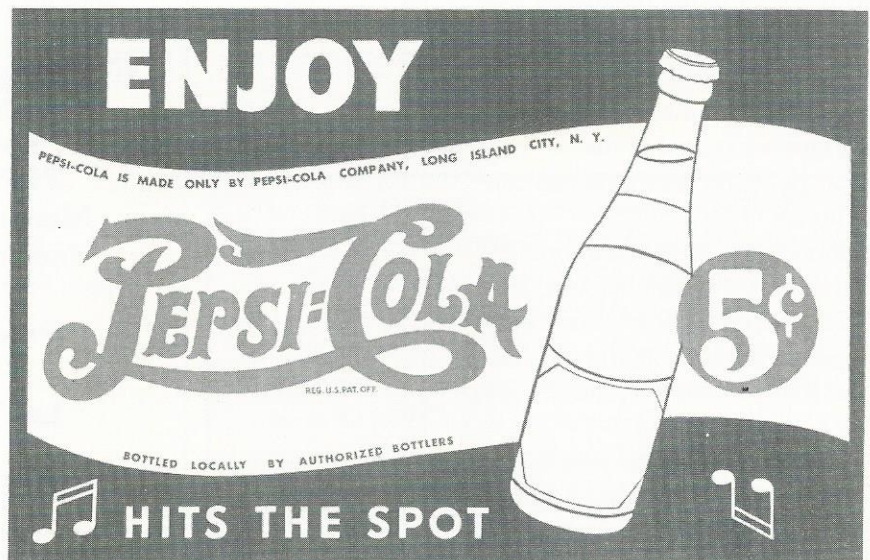
Let's make 2004 a great Pepsi year! Happy New Year!

In This Issue

New Pepsi Slogan

Signs of the Times

Pepsi Fest Info



Chapter News

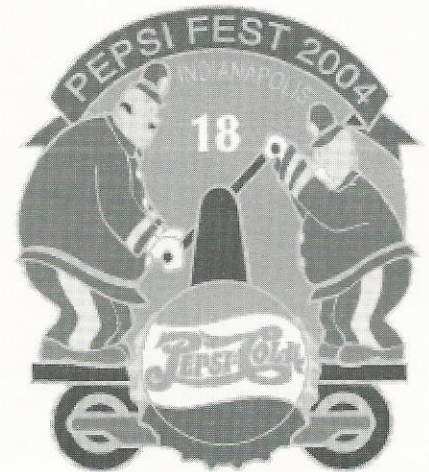
So, what's the big deal about belonging to a chapter, anyway? I mean, the only benefits that I can think of might be the fact that you might become friends with some other Pepsi collectors with which to buy, sell, or trade with and you might find additional sources for Pepsi collectibles and you might be exposed to collections containing Pepsi items that you'd never seen before and you might be able to meet with those collectors on a regular basis throughout the year to help pacify your yearning for Pepsi-Fest or Pepsi Celebration and you might learn some things or be able to share your knowledge with those other collectors and you just might have fun...HEY, WAIT A MINUTE! Belonging to a chapter just might be a big deal, after all! Maybe this is the year for some of you to join a chapter or, perhaps, to start one. Yes? No? Maybe so? Now that I'm off of my soapbox, I am pleased to tell you that there are a few of our fellow PCCC members exploring the feasibility of starting chapters at this very moment! Depending on when this newsletter was sent, a meeting was slated for Jan. 17, 2004 in the Las Vegas area to discuss starting a chapter. Give me a shout if you need more info. Meanwhile, Brian Martin is trying to get a chapter started in the Indianapolis, IN area. You can contact him at PrudhommeFan@aol.com, or 2007 N. Somerset Av., Indianapolis, IN 46222. There was also some discussion about possibly starting a chapter in the Rensselaer/Lafayette, IN area. We'll keep you posted. One change to make to your list of current chapters is to remove contact Jim Overmier from the Buckeye

Chapter.

There are a couple of chapters that I haven't heard from in a while and would like to know if you are still active? If not, please, give me a shout at PD62Pepsi@aol.com and we'll decide from there what we should do. The Chicago Connection Chapter has their Feb, April, and June meetings on the calendar. If you would like the dates and locations, give me a shout. We also discussed the content of our scrapbook that we will have on display at the chapters meeting at Pepsi-Fest. I am truly hoping that all of the chapters that have members at Fest will bring a scrapbook reflecting their chapter's history and interests. Even if you can't be at the chapters meeting, you could set it out in your room for people to see (including me). There is no exact way to set up the scrapbook. Be creative and include whatever you want such as photos, flyers, etc. Anything that pertains to your chapter and its members would be perfect. That might be all for now.

REMINDER

If you want to participate in the amateur Pepsi commercial contest at Pepsi Fest, you only have a short time left to make your commercial. It must be about a Pepsi product and on VHS tape. The commercial must be between 30 and 90 seconds long. See you at Pepsi Fest!



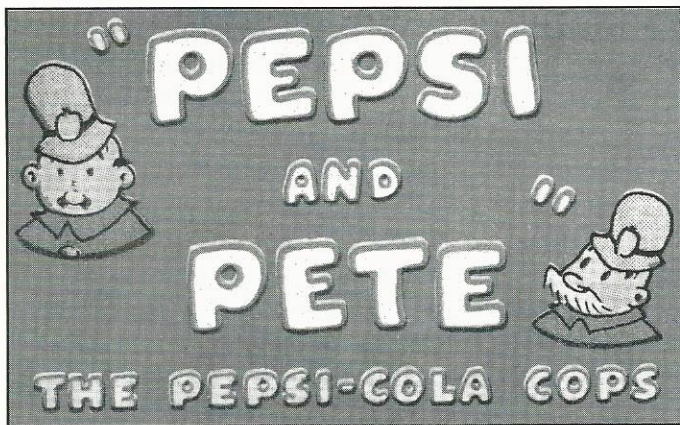
Future Club Events

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

Pepsi Celebration
Fall 2004
Las Vegas, Nevada

Collector Information

ASK



Dear Pepsi & Pete:

Is there a list that I can get that shows everything Pepsi ever made?

Signed,
Ron

Dear Ron:

We are sorry to report that there is not a list to show all that Pepsi produced through the years. One reason for this is that from the time Pepsi first began until 1932, they had gone through two bankruptcies. During this period, most of the documents and records of what was produced were either destroyed or lost. After Pepsi's reemergence in New York in 1932, better records were kept. These include brochures and flyers of what promotional items were being released. I don't know of anyone that has all of the promotional flyers that were produced, but they can be found. For the most part, that's where we get our records of what was produced. In short, that is the excitement of collecting Pepsi memorabilia - nobody really knows what is out there.

Dear Pepsi & Pete:

Why doesn't Pepsi make toy trucks the way they used to?

Signed,
Joe

Dear Joe:

Pepsi has never been in the business of making toy trucks. The manufacturers of toy trucks believed that by

placing the Pepsi-Cola trademark on their vehicles, that this would make them more realistic and have more appeal to kids. In most cases, the production of Pepsi toy trucks is initiated by the manufacturers and not the Pepsi Company. In a few cases, Pepsi-Cola has done joint promotional ventures with some of the toy manufacturers. In these cases, the toys could be bought at a toy store or obtained through a Pepsi incentive program.

Dear Pepsi & Pete:

Can you tell me about this Pepsi sign I recently purchased?

Signed,
Barney



Dear Barney:

Your sign is a reproduction that was reproduced in the 1980's. The picture used on the sign is a colorized newspaper advertisement from the early 1900's.

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 Introduces New Slogan

Since the very creation of Pepsi-Cola, the slogans and tag lines have been an essential part of the advertising. A good slogan can help generate sales, and conversely, a bad slogan can hurt sales. Over the years, Pepsi has had some great slogans such as "Bigger, Better," "The Light Refreshment," "Have a Pepsi Day," and "Gotta Have It!" A few of these have become part of American pop culture, including "Come Alive, You're in the Pepsi Generation," and "You've Got the Right One Baby, Uh-Huh!"

Coming up with a good slogan is harder than you might think. The most difficult part may be thinking of something original, or something that has not been used by your competitor. At the same time, the slogan must be catchy and consumer-friendly. If you can meet this criteria, the chances are that you may come up with a slogan just as good. If you are very lucky, you might come up with a great slogan.

The age old debate in creating an advertising slogan is - should the slogan reflect the product, or the image of the product? Product slogans refer to the quality or benefits of the product. Image slogans refer to the type of people who use the product. As an example, the "More Bounce" slogan is about the product, while "Be Sociable, Have a Pepsi" is about the image of the product. There is not any clear evidence as to which is better. At times, both ways have been effective for Pepsi.

On November 19th, 2003, the Pepsi-Cola Company announced that they would once again introduce a new slogan for use in their advertising. The new slogan is "Pepsi. It's the Cola." This new slogan replaces "Joy of Pepsi" that was adopted in 2001. The new advertising slogan focuses attention on the quality of the product.. it's the cola. Judging by the commercials I have seen using the new slogan, Pepsi has once again done a good job in reaching out to consumers.

Pepsi Slogans Through the Years

1903: Exhilarating, Invigorating, Aids Digestion

1907: Original Pure Food Drink

1908: Delicious and Healthful

1915: For All Thirsts - Pepsi-Cola

1919: Pepsi-Cola - It Makes You Scintillate

1920: Drink Pepsi-Cola - It Will Satisfy You

1928: Peps You Up!

1929: Here's Health!

1932: Sparkling, Delicious

1933: It's the Best Cola Drink

1934: Double Size

1934: Refreshing and Healthful

1938: Join the Swing to Pepsi-Cola

1939 Twice as Much for a Nickel

1943: Bigger Drink, Better Taste

1947: It's a Great American Custom

1949: Why Take Less When Pepsi's Best

1950: More Bounce to the Ounce

- 1954: The Light Refreshment
- 1958: Be Sociable, Have a Pepsi
- 1961: Now It's Pepsi for Those Who Think Young
- 1963: Come Alive! You're in the Pepsi Generation
- 1967: Taste that Beats the Others Cold. Pepsi Pours It On
- 1969: You've Got a Lot to Live. Pepsi's Got a Lot to Give
- 1973: Join the Pepsi People Feelin' Free
- 1976: Have a Pepsi Day
- 1979: Catch that Pepsi Spirit
- 1981: Pepsi's Got Your Taste for Life
- 1983: Pepsi Now!
- 1984: The Choice of a New Generation
- 1992: Gotta Have It
- 1993: Be Young, Have Fun, Drink Pepsi
- 1995: Nothing Else is a Pepsi
- 1997: Generation Next
- 1999: The Joy of Cola
- 2001: The Joy of Pepsi
- 2003: Pepsi. It's the Cola



This cardboard sign, measuring 14" x 24", was used in Pepsi advertising overseas. From every indication, it seems as if this sign was primarily used in the Latin American market. It was printed in multi-color and shipped to international Pepsi bottlers. This sign was first available in 1947. It is very likely that it was used for many years after that.

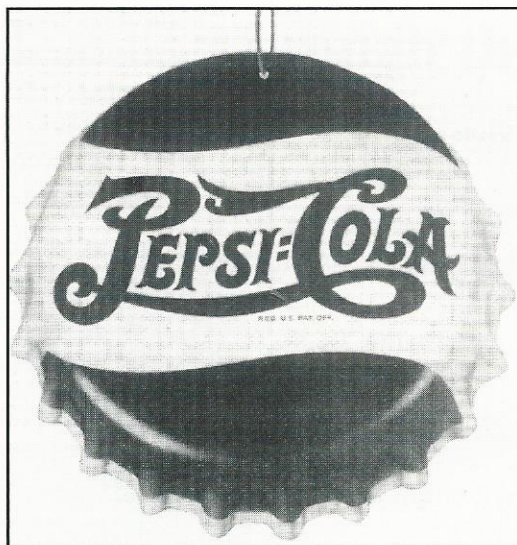


For those of you still wondering about what this picture has to do with Pepsi-Cola, right below the Mickey Mouse balloon is Loft Candy Store. Loft Company bought Pepsi-Cola out of bankruptcy in 1931. The Loft Candy stores were the first place in New York that sold Pepsi-Cola at their fountains. For those of you who figured it out - congratulations! You know your Pepsi history!

Pepsi Collectible Information



Reproductions created to trick and deceive collectors have been the scourge of Pepsi collectors for years. Perhaps the worst of these bogus collectibles are the metal items, which are the most difficult to ascertain their legitimacy. Of these metal items, the bronze bottle opener has been reproduced several times. Some of the reproductions are easily recognized as phonies by their poor quality. But, others are very well made and difficult to recognize as reproductions. Don't despair! There is a way to recognize reproduction bottle openers quite easily. Size, yes, size matters. To reproduce this bottle opener, a mold has to be made from the original bottle opener. Consequently, the reproduction is slightly smaller than the original. The exact size of an original bronze bottle opener is 2-5/8" wide, 5-1/2" long, and 7/8" deep overall. This bottle opener was primarily used by the Pepsi-Cola Company in the 1940's. The value of the original usually runs anywhere from \$35 to \$50. It is possible that the quantity of reproductions out there has hurt the price of this bottle opener.



Throughout your Pepsi collecting travels, you may have come across this little 4" x 4" die-cut, cardboard Pepsi sign and wondered what it is. Technically, it is called a pendant. It was used for an in-store Pepsi advertising sign. During the 1940's, the mom-and-pop grocery stores were inundated with point-of-purchase advertising materials. Because of this, only the most clever and most attractive signs were used. To insure the usage of this little sign, Pepsi provided the merchants with instructions on how to use it. Here is a list of some of the ideas on how to use this sign: Light cords, windows, walls, moldings, shelf edges, ledges, back-bar valances, shade cords - these and many other locations are all fair game for this great little display. A neat trick for windows, and back-bar valances - tie a series of pendants on a string, stretched loosely across the window or valance.

The next time you run across this nifty little Pepsi sign, you'll know that it has multiple uses. In fact, you may implement one of these uses to hang your sign with your collection.

ABSOLUTE AUCTION OF
"The Harold Rosentreter Pepsi Collection"
 SALE TO BE HELD AT SULLIVAN AUCTION SITE, HWY. 136 EAST, HAMILTON, IL.

MONDAY,
March 15, '04
 AT 8:00 A.M.



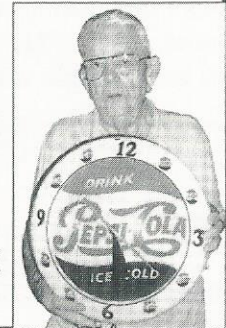
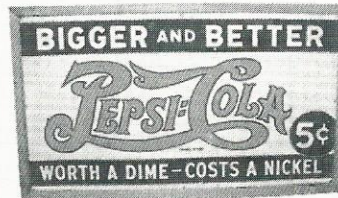
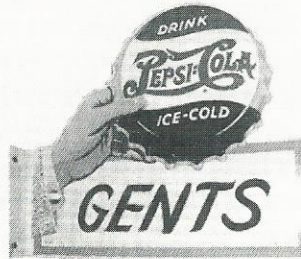
This is a once in a lifetime opportunity to purchase some of the nicest & rarest Pepsi items you'll ever see sell! This auction will feature a 1904 ceramic soda dispenser (there are only 4 known in existence & this one is undoubtedly the best). Other featured items will be 1 of every clock made, a collection of signs that are second to none with every sign being different (no duplicates!), early chalk lady with Pepsi-Cola bottle, die cut signs, motion advertising items, rare & unusual musical syrup dispenser, early & very fragile hand fan, plus nearly every item imaginable to the serious Pepsi Collector.

As stated above, this is a private collection of BARE & hard-to-find items. For a colorful detailed brochure contact the auction company or visit us online at: www.sullivanauctioneers.com

Motel accommodations nearby in Keokuk, IA: Fairfield Inn 319.524.9000 or Holiday Inn 319.524.8000

AUCTION PREVIEW: Sunday, March 14th
 from 12:00 noon to 6:00 p.m.!

HAROLD ROSENTERTER
217.942.3768



SULLIVAN AUCTIONEERS, LLC
 PHONE 217.847.2160 • IL LIC. #44000107

Double Dot Enterprises presents:

2004 Minges Pepsi Memorabilia Auction

This is one of the largest and most important Pepsi collections in the country. The collection was originally started by Tom Avery, who began collecting Pepsi memorabilia in 1975. The Minges family purchased the collection several years ago to put on display for the 100th anniversary celebration in 1998. Since then, the collection has been in storage. Now, they think it is time for others to enjoy owning these premium artifacts. The auction will be a mail-order auction. A catalog of items available, along with auction rules will be available after February 1, 2004 from Double Dot Enterprises. Send \$5.00 for your full color catalog to: Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. Mail-in bids can be sent in as soon as you obtain your catalog. Phone bids will be taken beginning May 3rd through the closing date of the auction - Wednesday, May 12th.

PEPSI FEST 2004 REGISTRATION

March 18 - 20th, 2004

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2004, March 18 - 20, 2004, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$23.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2004 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 7.00 each \$ _____

Children under 10 free

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

FAREWELL DINNER 3/20/04 # _____ @ \$25 each \$ _____

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

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

3/20/04

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2004.

of Packets _____ @ \$25.00 each = \$ _____

PEPSI FEST 2004 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2004 SCHEDULE

Schedule Subject to Change

Thursday, March 18th, 2004

12:00 Noon	Registration
2:00 P.M.	Pepsi Fest Kick-Off Meeting
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

Friday, March 19th, 2004

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

Saturday, March 20th, 2004

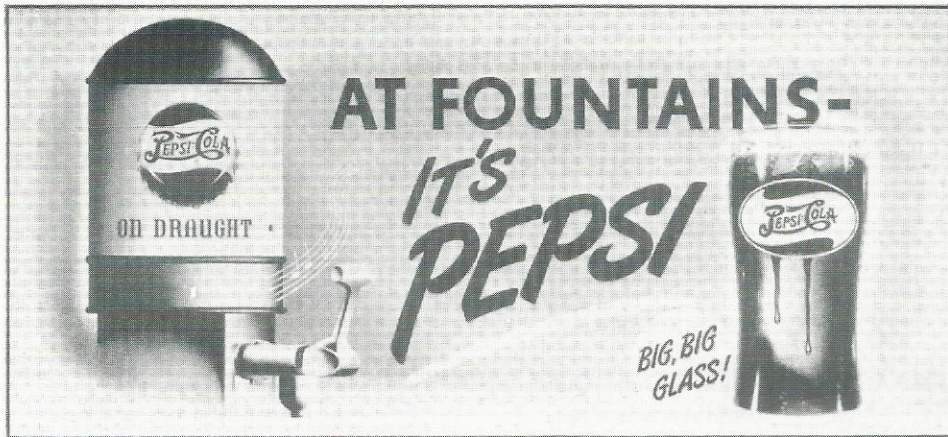
8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
11:45 A.M.	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
6:00 P.M.	Farewell Dinner

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

Pepsi Fest 2004 will be held at the Indianapolis Marriott. The room rate is \$82 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

Pepsi Signs of the Times



This cardboard sign, called "At Fountains," was used in July of 1948. The sign was primarily used as an in-store advertisement, where Pepsi fountain service was available. The sign was either tacked on the wall or inserted into a wood frame. It measures 11" x 28."

In recent years, Pepsi has used numerous animals in their advertising - everything from flying geese to dancing bears. Although currently very popular, the concept of animals in Pepsi advertising is nothing new. This 1946 advertising sign features a puppy. The sign is entitled "Gee, People Are Lucky!" The graphics for this sign were also used on road-side billboards, and 11" x 28" cardboard signs.



Today, most advertising is targeted toward younger drinkers. As you can see by this 1946 advertisement, the target audience for Pepsi was a little broader at that time. This cardboard sign, entitled "See What I Mean, Mother?" measures 11" x 28." Besides being used as a cardboard sign, these graphics were also used on billboards.

WELCOME NEW MEMBERS

Carl & Ashley Keith
St. Joseph, MO

Brent & Lisa Bassett
Kalamazoo, MI

Jessy McChinnes
Sugar Grove, NC

David Shaver
Nelsonville, OH

Alan Baxter
Acworth, GA

John Montgomery
Cedar Rapids, IA

Ellis Hoyle
Apex, NC

Stanley Vick
Farmville, NC

Patrick Hope
Arlington, VA

Jane Thurmes
Hampton, MN

Phyllis Griffith
Garden City, MI

Gary Kradel
Butler, PA

William Edgett
Winthrop, MA

The Pepsi Trading Spot

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

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

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

WANTED

Want to trade? I have some local bottom-opened cans (full, if you catch me before I drink 'em). New England Patriots home-schedule cans, and Lewiston "Maine-iacs" cans. Will trade even for your local cans. Please contact George Weber at docweber@msn.com

Wanted: Older cardboard Pepsi-Cola, Coca-Cola, etc. coupons, bottle hangers, other smaller paper items. Indiana driver's license holder. Send pricelist or priced photocopies. Contact: Scott A. McClung, 8381-H Montgomery Run Road, Ellicott City, MD 20143.



#9504

Pepsi Trivia 2004 Calendar

\$11.95

For over 100 years, the Pepsi-Cola Company has been a leader and innovator in the soft drink industry. To salute this fascinating history, we present the 2004 Pepsi trivia calendar.

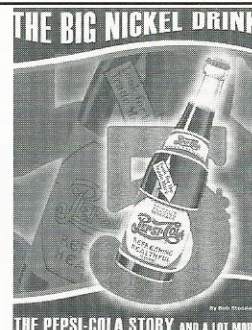
#1009

Big Nickel Drink Booklet

\$9.95

This 48-page booklet written by Bob Stoddard tells the story of Pepsi-Cola and a lot more. Soft cover.

To order one or both of these items, send check or money order including \$5.00 for shipping to: Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. We also accept all major credit cards.





Painted Wall Advertisement in Chicago, Illinois

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