



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 24, Number 3

July-August 2007

Pepsi Summer Mix

I hope everyone is having a great Pepsi summer. The Southern California Chapter is busy preparing for this year's Pepsi Celebration in Las Vegas. The dates are October 26-27th. If you have not been to Pepsi Celebration, you are missing a great time. The Celebration combines Pepsi collecting with the excitement of Las Vegas. Registration for Pepsi Celebration are in this newsletter. Make your plans to be with us in Las Vegas this fall.

As mentioned in the last newsletter, Wayne Burgess has been designing a website for the Pepsi-Cola Collectors Club. The public portion of the website is already up and running. We still have a little work to do for the "members only" section of the site. To access the members only portion of the site, you must be a

member of the National Pepsi-Cola Collectors Club. Log on today and visit

www.pepsicolacollectorsclub.com
Register there to gain access to the "members only" section.

I forgot to thank Lewis Carr for providing the photos from Pepsi Fest in the last newsletter. Thanks, Lewis, for the great photos!

We need your help. Every time we mail newsletters we get a handful back. If you have moved, please send us your updated mailing information. You can also email us at bob@pepsicolacollectorsclub.com.

Over the last few years, Pepsi-Cola has introduced a number of new Pepsi-Cola flavored drinks, such as Lemon Pepsi, Vanilla Pepsi, Summer Mix Pepsi, etc. What flavor of Pepsi would you most enjoy drinking?

Email us your fantasy Pepsi drink and we'll include the responses in the next newsletter. Again, you can write us at bob@pepsicolacollectorsclub.com

For those of you who are Jeff Gordon fans, Wide Open Entertainment in association with Pepsi Entertainment, is producing documentary DVD called 24 x 24 Wide Open With Jeff Gordon. The DVD will include 30 minutes of never seen footage and will give fans unparalleled access to Gordon's life as cameras follow him for 24 hours, exposing viewers to all aspects of Gordon's life. It will be available July 10th at participating DVD retailers.

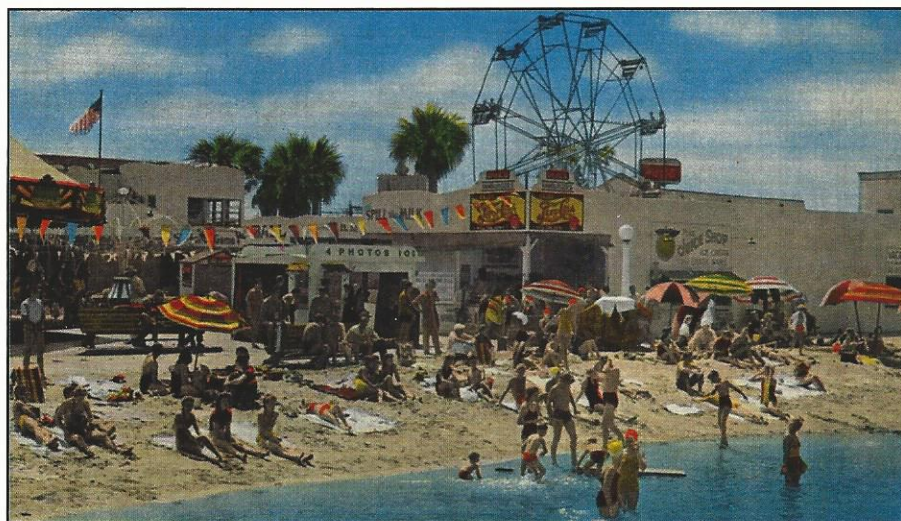
Have a wonderful Pepsi Summer!

In This Issue

Diet Pepsi Makeover

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Pepsi Celebration Las Vegas Info



Pepsi Sign Newport Beach, California 1945

Chapter News

Chapters News

We are entering an exciting period in PCCC chapterdom (yes, I did just make up that word.). Just as with the PCCC as a whole, there are a lot of serious Pepsi collectors in this world that are unaware of the local chapters of our club. With the creation of our new, official PCCC website, we can now inform the world that "We are here!" With more and more people relying on the Internet for their information, it makes sense for us to take advantage of this medium to promote the club and to help grow the chapters.

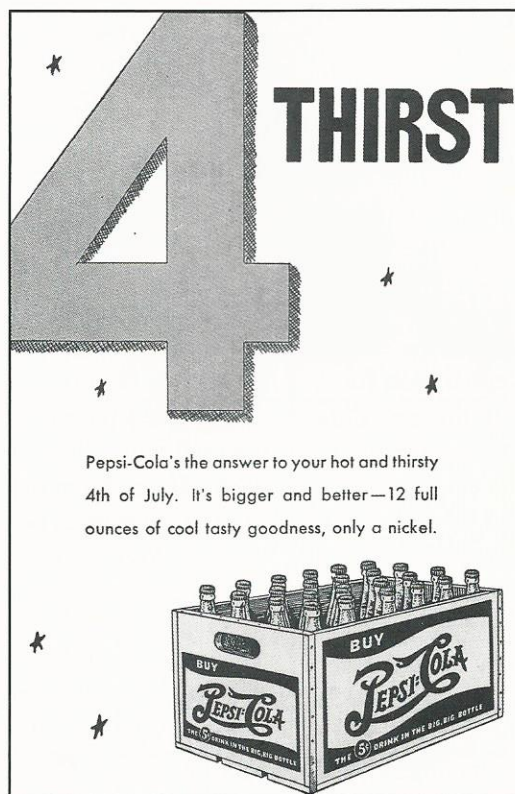
Now that we have this new venue through which to promote the club, this would be the perfect time to tell everyone that you are interested in starting a local chapter of the PCCC in your part of the world. From a literal standpoint, think about how exciting it would be to have some chapters started in other countries throughout the world! Just thinking about it gives me goose bumps!

The warm weather that most of the Pepsi collectors are currently experi-

encing often leads to more time spent on the hobby with trips to garage sales and flea markets along with having chapter picnics. Why not have a "Pepsi Picnic" to help launch a new chapter? C'mon! You can do it! Then

you can contact me at pd62pepsi@sbcglobal.net and tell me how it went. Good luck!

-Phil Dillman



Pepsi-Cola's the answer to your hot and thirsty 4th of July. It's bigger and better—12 full ounces of cool tasty goodness, only a nickel.

www.pepsicolacollectorsclub.com

Email: bob@pepsicolacollectorsclub.com

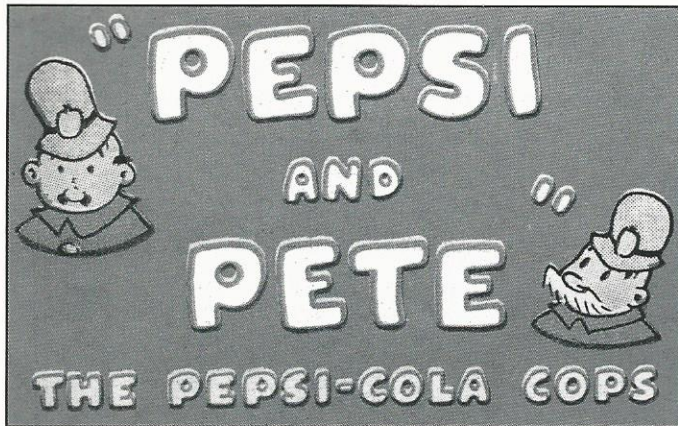
Future Club Events

Pepsi Celebration 2007
Las Vegas, NV
October 26th & 27th, 2007

Pepsi Fest 2008
March 13-15, 2008

Collector Information

ASK



Dear Pepsi & Pete:

Two years ago, my son bought a 2002 Diet Pepsi in a plastic bottle. The label was Diet Pepsi, but the cap was green and the contents were pink. It is still unopened. Does this happen often, and is there any value to the bottle?

Signed,
George

Dear George:

Despite a substantial quality control effort by Pepsi-Cola bottlers, a mistake sometimes does get through. Some of these mistakes are done intentionally by disgruntled employees. Most collectors do not feel that mistakes have significant value. These bottles are more valuable as conversation pieces than as collectibles.

Dear Pepsi & Pete:

I was told that Pepsi & Pete started in 1931. Is that true?

Signed,
Ruth

Dear Ruth,

No, that is not true. Pepsi & Pete first appeared in a newspaper advertisement in September of 1939. Numerous other Pepsi & Pete advertisements were used in 1939, but it wasn't until the 1940's that the bulk of Pepsi & Pete advertisements were created.

Dear Pepsi & Pete:

I recently purchased a Pepsi decal from the 1950's. Unfortunately, you can't really see it until it is mounted on glass, but I was told that if I apply it, it will lose its value. What should I do?

Signed,
Bart

Dear Bart,

From your description, I assume you are talking about a water-transfer decal. This type of decal is very difficult to transfer to glass. If done properly, it will not diminish the value of your decal.

Dear Pepsi & Pete,

I was told I should put plastic around my paper label bottles in order to preserve the labels, Is this correct?

Signed,
Loretta

Dear Loretta:

No, that is not correct. Plastic around your paper label bottles could cause deterioration of the labels. The best way to preserve your labels is to place your bottles in a glass case, where the air can circulate, but the dust can be kept out.

Dear Pepsi & Pete:

What year did the Pepsi-Cola Collectors club begin?

Signed,
Matt

Dear Matt:

The Pepsi-Cola Collectors club began in 1983 at Rick Russell's home in Gardena, California. Bob Stoddard, Rick Russell, and Lee Jackson started the club at this meeting.

Diet Pepsi Makeover

During the difficult economic times brought on by the Great Depression, consumers wanted calories when they purchased a soft drink. These calories were provided

solution to the problem seemed obvious. Don Kendall, President of the Pepsi-Cola Company, decided to change the name of Diet Patio Cola to Diet Pepsi. The plan was simple - he

associate a diet drink with brand name Pepsi. Others felt that adding Diet Pepsi to the trademark Pepsi name would endanger the trademark. Kendall had the lawyers investigate if



Diet Pepsi Cans from 1965-2007

by sugar, the largest ingredient in soft drink besides water. With post-war prosperity came better diets, and a concern for fitness. The results were consumers wanting refreshment, rather than calories. This brought about a need for a sugar-free soft drink.

Although sugar substitutes have been experimented with for decades, it wasn't until the 1960's that a sugar substitute became acceptable. Many companies decided to offer sugar-free products, including the Pepsi-Cola Company. Pepsi's first entrance into the sugar-free market was with a drink called Diet Patio Cola which was introduced in 1963. Diet Patio Cola was introduced with great fanfare, but the sales were dismal. This did not deter Pepsi's desire for a Diet Cola drink to be part of their product line.

To get the public interested in a diet drink, Pepsi decided it would take more money than what Pepsi was able to spend at that time. The

would advertise Diet Pepsi and regular Pepsi together.

This seemed like a good idea, but many argued it would be a mistake to



2007 Diet Pepsi Can

the name Diet Pepsi would in any way devalue or jeopardize the Pepsi trademark. After exhaustive research, the answer came back that Diet Pepsi could be trademarked without hurting the Pepsi-Cola trademark. Thus, the Pepsi-Cola Company became the first soft drink company to use their flagship brand name on a diet drink. It would be 20-plus years before Coca-Cola would do the same.

In 1964, Pepsi and Diet Pepsi were advertised together under the slogan "Pepsi Either Way." Over the next forty years, Diet Pepsi had a tumultuous ride, starting with a cyclamate controversy in the late 1960's. There were aspartame issues in the 1990's. It seems that some people think that artificial sweeteners are not good for you.

At first, Diet Pepsi was targeted towards women. Over the years, researchers have found that men may be a better demographic for Diet Pepsi than women. An example of this is that Diet Pepsi is the official

sponsor of the National Football League.

During Diet Pepsi's existence, there have been eight major graphic re-designs, and numerous other minor changes. "You've Got the Right One Baby" was probably the most successful advertising campaign that Diet Pepsi has ever had. Despite the roller coaster ride Diet Pepsi has had, it has survived and currently is growing market share.

Currently, Diet Pepsi has introduced new graphics on their bottles and cans. There is no doubt that Diet Pepsi is in it for the long run. As always, Pepsi will do everything they can to remain the leader in the soft

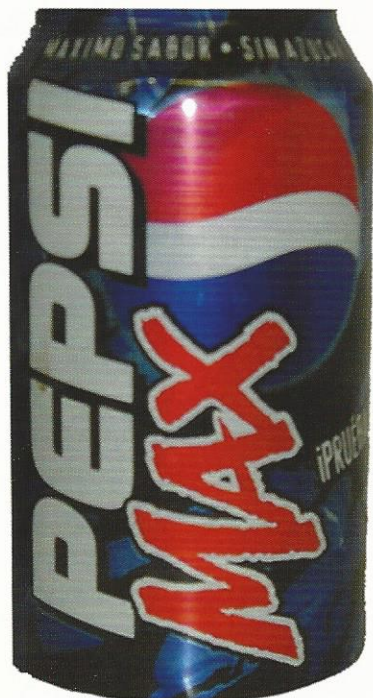


Pepsi Summer Mix

This is a new Pepsi flavor currently being offered through retailers across the country. Summer Mix is a tropical fruit flavor mixed with Pepsi-Cola. This is a limited time offer drink, which means it will only be available throughout the summer. So, if you like it, be sure and stock up! The concept of LTO's (limited time offers) is new in the soft drink business, but has become very popular. Pepsi has already done a number of LTO's - especially in the Mountain Dew brand. Currently, LTO's are seasonal drinks with a flavor being blended for the season. I predict many more LTO's in the future.

Diet Pepsi Max

Most Pepsi collectors know that Pepsi Max has been around for a number of years only in the interna-



tional market. Recently, the Pepsi-Cola Company has introduced Diet Pepsi Max. My understanding is that Diet Pepsi Max is a different drink than Pepsi Max.

Pepsi Max was created as a diet drink for the international market, where men typically will not buy a diet drink. You'll notice on the Pepsi Max can that "diet" is not mentioned anywhere. The sweetener used in Pepsi Max is not currently being used in the United States.

Diet Pepsi Max is marketed as a high caffeine, sugar-free drink with ginseng. The slogan for Diet Pepsi Max is "Wake Up, People!" The advertising campaign is built around the belief that Americans are tired, and Diet Pepsi Max is the answer to the problem. Diet Pepsi Max was designed to invigorate the mind and the body. Try Diet Pepsi Max today and see for yourself if it invigorates you.



PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2007

Friday, October 26th & Saturday, October 27th, 2007

**Held at the PLAZA HOTEL AND CASINO
#1 SOUTH MAIN STREET
LAS VEGAS, NEVADA 89125**

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

MAKE YOUR RESERVATIONS BY SEPTEMBER 28, 2007

Please ask for the Pepsi Celebration Group Rate

Wednesday and Thursday - \$39.00 + tax per night
Friday - \$82.00 + tax per night - Saturday - \$72.00 + tax per night

Single or double occupancy
Check in time is 3:00 PM

PEPSI CELEBRATION 2007 SCHEDULE

FRIDAY, OCTOBER 26TH

2:00 - 4:00 P.M. REGISTRATION
5:30 - 7:00 P.M. BE SOCIABLE PIZZA PARTY &
PEPSI PAJAMA/COSTUME PARTY*
6:00 - 7:00 P.M. WELCOME, SHOW & TELL AND
LATE REGISTRATION

PLEASE BRING YOUR FAVORITE PEPSI PAJAMAS AND/OR COSTUME TO WEAR AT THE PEPSI CELEBRATION PIZZA PARTY

SATURDAY, OCTOBER 27TH

8:00 - 8:45 A.M. ORAL AUCTION CHECK - IN*
8:45 - 9:00 A.M. ORAL AUCTION PREVIEW
9:00 - 11:00 A.M. ORAL AUCTION

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

11:00 A.M. - 12:30 P.M. BREAK FOR LUNCH
12:30 - 1:15 P.M. SWAP MEET SET-UP
1:15 - 3:30 P.M. SWAP MEET

SCHEDULE SUBJECT TO CHANGE

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2007 REGISTRATION
Presented by
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER
October 26TH & 27TH, 2007
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$20.00 per person if registered before September 28th, 2007. Registration after that date and at the door will be \$25.00 per person. Included in that registration packet will be a Pepsi Celebration 2007 lapel pin, a glass bearing the Pepsi Celebration 2007 logo and other Pepsi items. Please complete this form, enclose your check made payable to PCCC and return to Josh Broadwater, 1108 Big Pine Lane, Norco, CA 92860. Any questions please call David Gerger at: 1-951-520-1029 or e-mail him at alwayspepsi@yahoo.com.

Reservations to stay at the Plaza Hotel must be made directly with them. Please call them as soon as possible at 1-800-634-6575 or 1-702-386-2110 and ask for the Pepsi Celebration Group Rate. Please make your reservations with the hotel by September 28, 2007.

PLEASE RETURN THIS FORM BY SEPTEMBER 28th, 2007

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

(3) _____ (4) _____

REGISTRATION FEE ONLY _____ @ \$10.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$20.00 ea \$ _____
(At door registration price will be \$25.00)

BE SOCIABLE PARTY DINNER _____ @ \$10.00 per person \$ _____
(At door price will be \$15.00)

SWAP MEET TABLE (s) # _____ @ \$10.00 ea \$ _____
(See below for info)

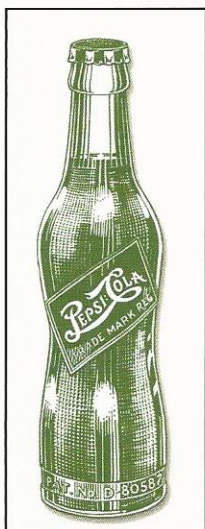
Total Enclosed \$ _____

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 will be given on unclaimed tables. You must be a registered attendee to have a Swap Meet table. Table must be paid in advance in order to reserve them. Swap Meet tables purchased at the door will be \$15.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2007 packet, the cost is \$25.00. Your packet will be mailed after Pepsi Celebration 2007. Please mail _____ packets at \$25.00 each to the above address.

Mystery Bottle

In 1905, Caleb Bradham decided to offer his popular soft drink, Pepsi-Cola, in bottles. At that time, there was no concern for a standard bottle. The only requirement was that the bottle be 6-1/2 ounces, and bear the Pepsi-Cola label. At that time, bottles were made by local glass companies who used standard molds that were popular in their area. This resulted in numerous shapes and styles of bottles. Each local glass maker gave the bottler the opportunity to have his name molded into the bottom of the glass. This was done for identification and



1929

ownership, rather than advertising. Bottle thievery at that time was a major problem confronting the bottle industry. Having your name embossed on the bottom of the bottle helped insure its return.

During the 1920's, advancement in bottling manufacturing resulted in many soft drink companies using standardized bottles. Henceforth, soft drink manufacturers would use unique bottle designs as part of their marketing programs, and as a way of setting

themselves apart from the competition.



1936

The Pepsi-Cola Company made two attempts to standardize their bottles with a unique design in the 1920's. This was the period that Pepsi-Cola headquarters was located in Richmond, Virginia. The first attempt was in 1928, with a bottle that had a design embossed in the glass. In 1929, a bottle that had a unique shape to it was introduced. There is no explanation of why the 1928 bottle design lasted only 1 year. However, we do know that the 1929 design was abandoned due to bankruptcy. It would be over ten years before the Pepsi-Cola Company would again attempt to make a standardized bottle.

In October 1929, the stock market collapsed, resulting in the Great Depression. Within two years of that date, the Pepsi-Cola Company was bankrupt for the second time. Three months after the bankruptcy, Charles Guth, President of Loft Candy Company, purchased the formula and trademark of the Pepsi-Cola

Company. The new Pepsi-Cola Company was created primarily to sell and manufacture fountain syrup. In the first two years of their existence, they had no interest in bottling Pepsi-Cola. But by 1933, it was decided it was time to once again enter the bottling business.

The 1933 Pepsi bottle was a 12-



1939

ounce, generic glass bottle, with a body and neck label. This bottle sold for 10 cents. At that time, it was double the price and twice the quantity of other soft drinks. The 12-ounce bottle for 10 cents was soundly rejected by the public. During these hard economic times, no one was interested in paying ten cents for a soft drink.. In desperation, Guth decided to cut the price to 5 cents, making Pepsi-Cola the first 12-ounce soft drink for a nickel. Almost overnight, Pepsi-Cola was a huge success.

The new popularity of Pepsi-Cola brought about several problems. One of them was where to get enough glass bottles to meet

demand. The second problem, and almost just as important, was where to get these bottles cheaply. Now that Pepsi had positioned themselves as the bargain drink, they had to be very careful about cost.



1936

The solution to the bottle problem was to buy used beer bottles for 2 cents each. The two cents used to purchase the bottles could be recovered with the 2 cents charged for the

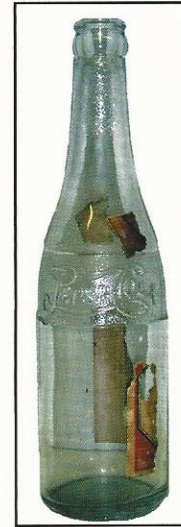
deposit. The only downside to used beer bottles was that they came in three different colors - clear, green, and amber. Color became secondary to having an ample supply of inexpensive bottles.

Throughout the 1930's, beer bottles in different colors were the standard Pepsi bottle used by most Pepsi-Cola bottlers. Not all bottlers used second hand beer bottles. Some bottlers felt it was beneath them to offer their customers Pepsi-Cola in such shabby looking bottles. To remedy this problem, they came up with their own unique Pepsi bottle design. This new bottle was a 12-ounce bottle with Pepsi-Cola molded into the middle of the bottle, leaving room for the Pepsi-Cola labels on the neck and body. These new 12-ounce bottles were used by only a handful of Pepsi bottlers during this time.

Most collectors are not aware of the history of this 12-ounce embossed bottle. Many just refer to it as the mystery bottle. The fact is, this is probably the most unique 12-ounce bottle ever used by the Pepsi-

Cola Company. This bottle was produced between 1934 and 1939.

In 1940, Pepsi-Cola standardized their bottles with a beautiful, new bottle that was used for the next 17



1936

years. The early years of Pepsi-Cola bottlers resulted in many different styles and shapes of bottles. This may not have been good for the Pepsi-Cola business, but it makes Pepsi collecting interesting.



A recent newspaper article suggested that bears are hunting closer to people, but as Pepsi lovers, we know that it is not the people attracting the bears, it's the Pepsi! The picture on the right shows bears going after chips and Pepsi in the 1950's. The picture on the left shows the bear drinking Pepsi in 2007. The moral of the story is bears love Pepsi!



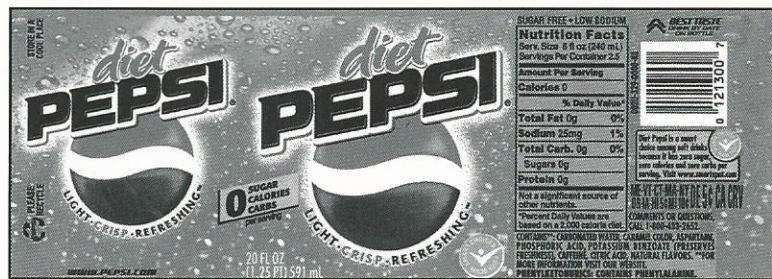
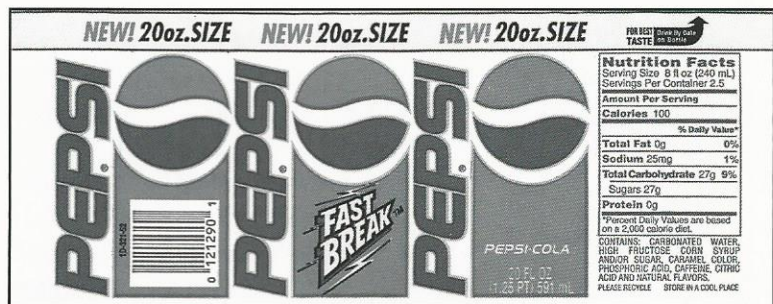
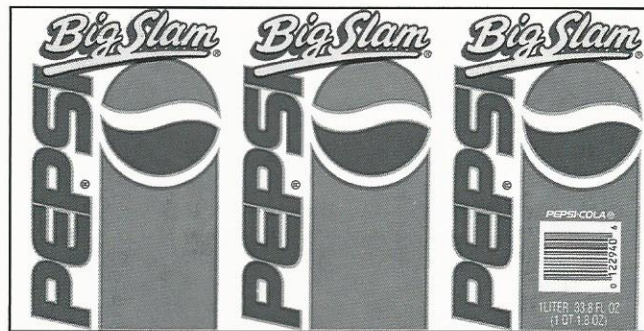
Collector Information

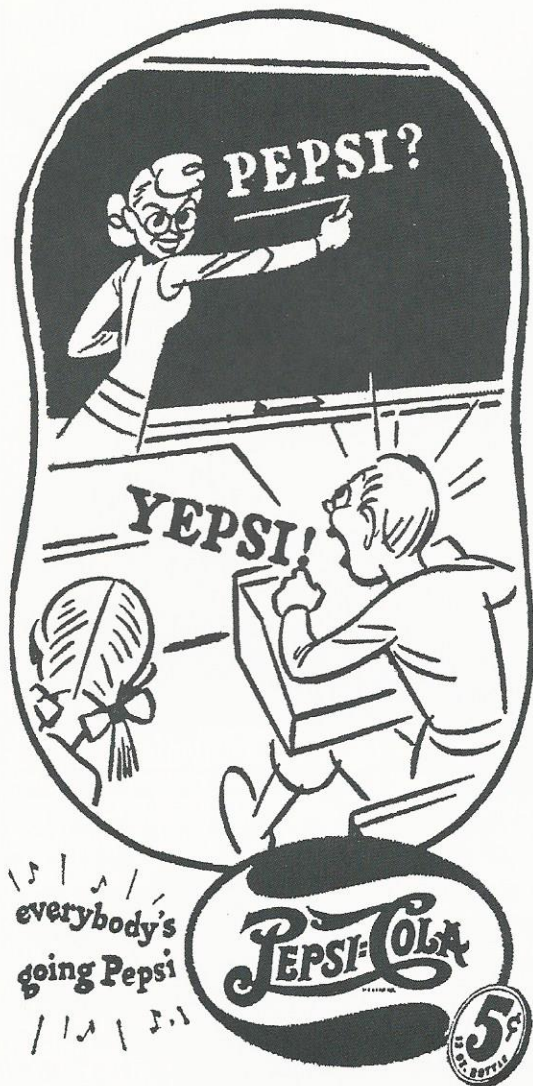


Admit it. Somewhere in your Pepsi collection, you have some old, shriveled up, plastic Pepsi bottles. Maybe they are hidden in the closet or down in the basement, but somewhere, you have some plastic Pepsi bottles. To your great disappointment, these beautiful Pepsi bottles have deteriorated into a hideous image of what they once were. You're not sure if you should even touch them, afraid that they have disintegrated even to the point that they may break.

The problem is, once the carbonation dissipates, and it will over time, the plastic begins to lose its rigidity, and eventually looks defective. There is no way to prevent this, no matter what you do. Eventually, the carbonation will leak out.

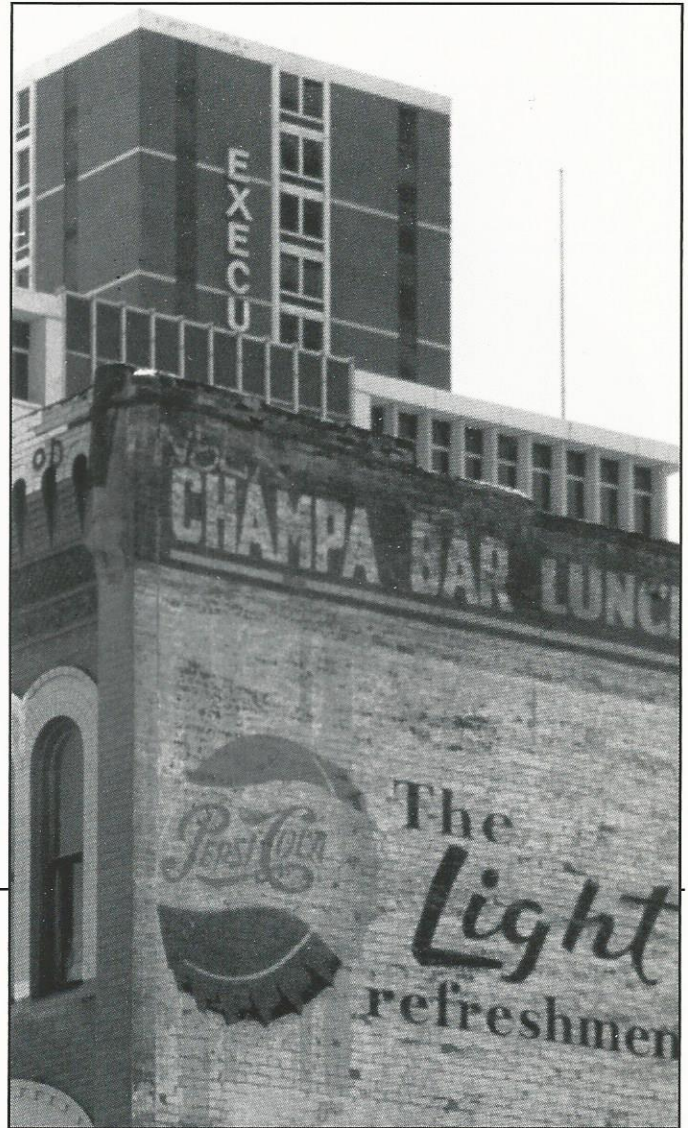
Some collectors have come up with a unique solution to this problem. Rather than collect the bottles, they have decided to collect the labels. In some cases, the labels can easily be peeled off the bottles, or you can use an exacto knife. Either way, they come off very easily. You can keep the labels in a 3 ring binder, which will preserve them.





Pepsi-Cola Company, Long Island City, N. Y.

Franchised Bottler: Pepsi-Cola Bottling Co., Washington, D. C.



Sign in Denver, Colorado

For the finest in Pepsi-Cola gifts and collectibles visit:

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ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new products available now!

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 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 Advertisement 1945

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

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

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 24, Number 4

Sept.-Oct. 2007

Pepsi Legend Dies

It is with deep sadness that we report the death of Alan Pottasch. Pottasch died in his sleep on July 27, 2007, in Los Angeles, California. He was in Los Angeles working on a new Pepsi commercial for television. He was 79 years old at the time of his death. He was with the Pepsi-Cola Company for 50 years.

Pottasch was considered to be the father of the Pepsi Generation advertising in the 1960's. The "Come Alive, You're in the Pepsi Generation" advertising campaign is recognized as one of the best in advertising history. He was among the first to recognize the importance of tying lifestyle to the people who consumed the product. The lifestyle campaign, tied with the growing baby boomers became the Pepsi Generation campaign. When Roger

Enrico wanted to revitalize Pepsi advertising in the 1980's, he turned to Alan Pottasch, who created the "Choice of the New Generation" advertising.

It is said that no one is irreplaceable, but Alan Pottasch may be the exception. He gave Pepsi commercials heart and soul. He once told me that his goal was not only to sell Pepsi, but to also entertain the viewers. Among the Pepsi-Cola Bottlers, Alan Pottasch was recognized as a genius. His ability to make commercials that spoke to people's hearts was unparalleled.

During the 100th anniversary celebration, Pepsi released a video called "Family Album." The video was narrated by Pottasch. If you own this video, it would be a good time to watch it again. If you don't

own it, try to locate it.

In memory of Alan Pottasch, we are reprinting an interview done with him three years ago. It was a great honor to know Alan Pottasch. May he rest in peace.

This is your last opportunity to register for Pepsi Celebration in Las Vegas. Reasonable hotel rates in Las Vegas are difficult to get, so be sure to make your hotel reservations as soon as possible. The room rate on Friday night is \$82 plus tax. At most other places in Las Vegas, the rate is double that on the weekends. If you are looking for a fun weekend, spend it with Pepsi collectors in Las Vegas. See you there!

In This Issue

Alan Pottasch Interview

Other Pepsi

Las Vegas Celebration
Registration



Harry Crisp, Don Kendall, Rosemary Crisp, and Alan Pottasch 2006

Chapter News

Chapters News - Sep/Oct 2007

I could've sworn that the warm summer season had just started and, yet, get ready 'cuz here comes fall! Actually, there's still plenty of time to get out there and hit those flea markets and garage sales (I know this doesn't apply to y'all living in those warmer parts of the country but play along with me). There's also time for picnics and barbeques with fellow Pepsi collectors. In fact, the Chicago Connection Chapter had cookouts for their June and August meetings (with rain each time) and there just might be one at the October meeting (at Jim Petersen's new house in Shorewood. C'mon, Heartland Chapter members!). I know the Southern California Chapter has outside activities often as they have more consistent weather. Actually, I know people living in colder climates that barbeque throughout the winter. However, I'm straying from the main point and that is that there's plenty of time for folks to get together and enjoy the company of fellow collectors or potential

collectors. By that, I mean that perhaps some of your friends or coworkers should be invited to a Pepsi cook-out/meeting so that they might better understand that hobby that you keep talking about and, who knows, you just might convince them that they need to join the PCCC!

Gene Atchinson is still working on getting a chapter going in Northern California. You can contact him at pepsi-pete@sbcglobal.net. We still have a number of other chapters throughout the U. S., some of which are active and some of which are "resting." We all need to help wake them up by joining their chapters (or, rejoining them) and renewing the interest that there once was. I understand that times are changing and there are more activities to draw our interest and eat up even more of our time (I heard a sermon in church recently about that). However, if something is really important to you, I think you can find the time and energy to be there or to make things happen (I'm on my soapbox again, aren't I?). The same is true for Pepsi-Fest and Pepsi Celebration and chap-

ter meetings. If we want these activities to continue, we have to attend them. Give me a shout at pd62pepsi@sbcglobal.net if you are looking for a chapter near you or if you want to start one.

Now that I've been such a "downy-clowny," I'll close out the chapters news with a joke.

What do you get when.....HEY!
WHAT DO YOU MEAN I'M OUT
OF TIME!?

-Phil Dillman

www.pepsicolacollectorsclub.com

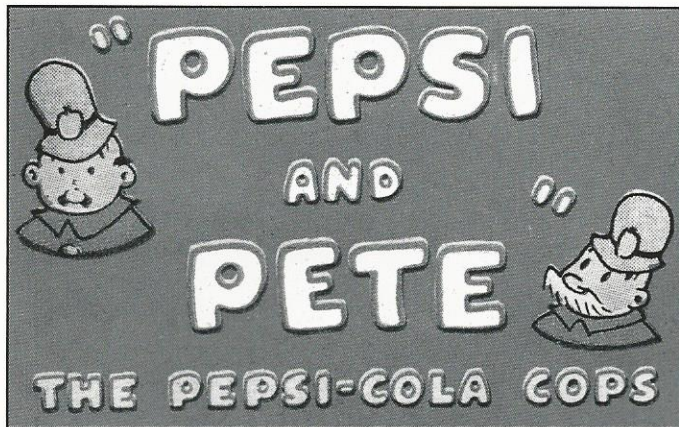
Email: bob@pepsicolacollectorsclub.com

Future Club Events

Pepsi Celebration 2007
Las Vegas, NV
October 26th & 27th, 2007

Pepsi Fest 2008
March 13-15, 2008

Dear Pepsi and Pete



Dear Pepsi & Pete:

Are the paper labels used on Pepsi-Cola bottles from the 1940's being reproduced?

Signed,
Ralph

Dear Ralph:

Yes, they are. With the improved quality of photocopiers and scanners available today, it is relatively easy to reproduce paper labels. The two most commonly reproduced labels are labels from the Pepsi-Cola Bottling Company of Socorro, New Mexico, and Menands, New York. Remember to only buy from people who will guarantee the authenticity of their items.

Dear Pepsi & Pete:

I have a Pepsi-Cola bottle from 1947. It has a red and white label printed on the glass twice. Is this bottle more valuable because of the mistake?

Signed,
Dan

Dear Dan:

No, it is not worth more because it is a mistake. Though double prints and misprints are not common on Pepsi-Cola bottles, it did happen from time to time. The manufacturing of glass bottles was a high speed operation, with little time to do extensive quality inspection. For this reason, a number of misprints were produced over the years. You have a great conversa-

tion piece, but don't expect to sell it for more money because it is a mistake.

Dear Pepsi & Pete:

I read that Pepsi had a 12-ounce bottle for a dime in 1933. Are these bottles still around?

Signed,
Ron



Dear Ron:

Based on all available information, the 12-ounce bottle for a dime was only around for about 6 months. Despite this, a few have survived. In the last thirty years, we have only seen one of these bottles. It was in a private collection.

Dear Pepsi & Pete:

I have a red, white, and blue ACL Pepsi bottle from 1946. It is one of the most attractive bottle I have ever seen. Why did they stop using the red, white, and blue ACL labels?

Signed,
Pat

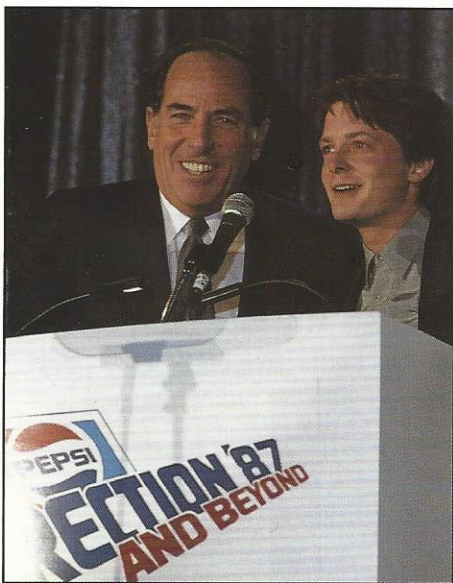
Dear Pat:

The red, white, and blue label prevented bottle inspectors from seeing all the way through the bottle. For safety and sanitary reasons, it was replaced by the red & white label that was easier to inspect.

Alan Pottasch Interview

On a recent visit to New York City, I had the privilege of interviewing Alan Pottasch. Alan is one of the most knowledgeable people on Pepsi advertising, primarily because he created much of that advertising during the past 47 years. Here are some of the excerpts from that interview: Bob Stoddard: When did you first start at Pepsi?

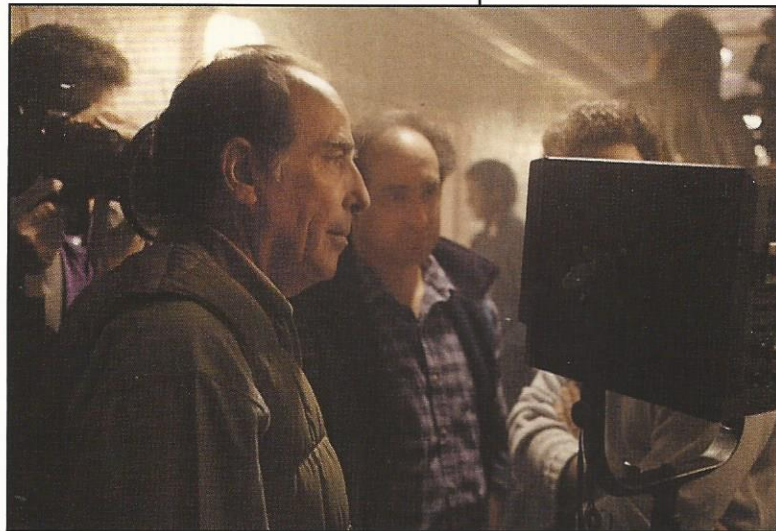
Alan Pottasch: My first involvement with Pepsi was in 1957. Pepsi was looking for someone to go around the world to handle their promotions. But, they wanted that person to work at their advertising agency. Pepsi hired me and put me at Kenyon-Eckhart Advertising Agency of New York. After two years there, I became Vice-President of Kenyon-Eckhart International. In 1959, Don Kendall asked me to come to work at Pepsi. I told him I was flattered and



Alan Pottasch with Michael J. Fox

would like to come over, but I had just been made Vice-President at Kenyon-Eckhart and wanted to enjoy

it for a bit. Don said in his imitable way, "we have vice-presidents too." I said, "Oh great, I'll join you," not realizing that the fact Pepsi had vice-presidents didn't mean I was going to



Alan Pottasch on the set of "Archaeology" Commercial 1985

be one! It took me a couple more years after that to become a vice-president at Pepsi.

Bob Stoddard: In 1959, Pepsi introduced the "Be Sociable, Have a Pepsi" advertising campaign. This didn't seem to fit Pepsi's image. Am I wrong?

Alan Pottasch: While that campaign was not clearly a success, we were pretending to be something we weren't, mostly because we were shooting our arrow a little too high. By the way, Joan Crawford inspired that campaign. We had done such a good job with value advertising (Twice as Much for a Nickel), as the country became more affluent, it wasn't such a good idea to be the bargain basement cola. We had dug ourselves into a hole by being so value conscious. We had a difficult time

because "Twice as Much for a Nickel" was implanted in everyone's mind, even though we had changed the lyrics several times. To get away from that image, we had to do something drastic. One of the Be Sociable commercials showed bottles of Pepsi served in a champagne bucket. This certainly helped people to view Pepsi differently.

Bob Stoddard: What was the significance of the Be Sociable campaign in Pepsi advertising history?

Alan Pottasch: For the first time, we started talking about the user, and stopped talking about the product. Coca-Cola, and other companies at that time, only talked about their product in advertising. "Things Go Better With"... and "The Pause That Refreshes..." talked about the product. It took a lot of courage for Pepsi to start talking about the user. While Be Sociable wasn't very successful, it was a pre-cursor to "Now It's Pepsi for Those Who Think Young."

Bob Stoddard: So you are saying the Be Sociable campaign was actually the beginning of the advertising philosophy used in the Pepsi Generation?

Alan Pottasch: Yes, Be Sociable, just like "Think Young" was user-oriented advertising which was the pre-cursor to Pepsi Generation. With the Pepsi Generation, we not only talked about

and two, we distinguished ourselves from the other guy. Whatever marketing innovation we came up with to that point, whether it be a twist-off cap, whether it be an 8-bottle carrier, whether it be a fluted bottle of some

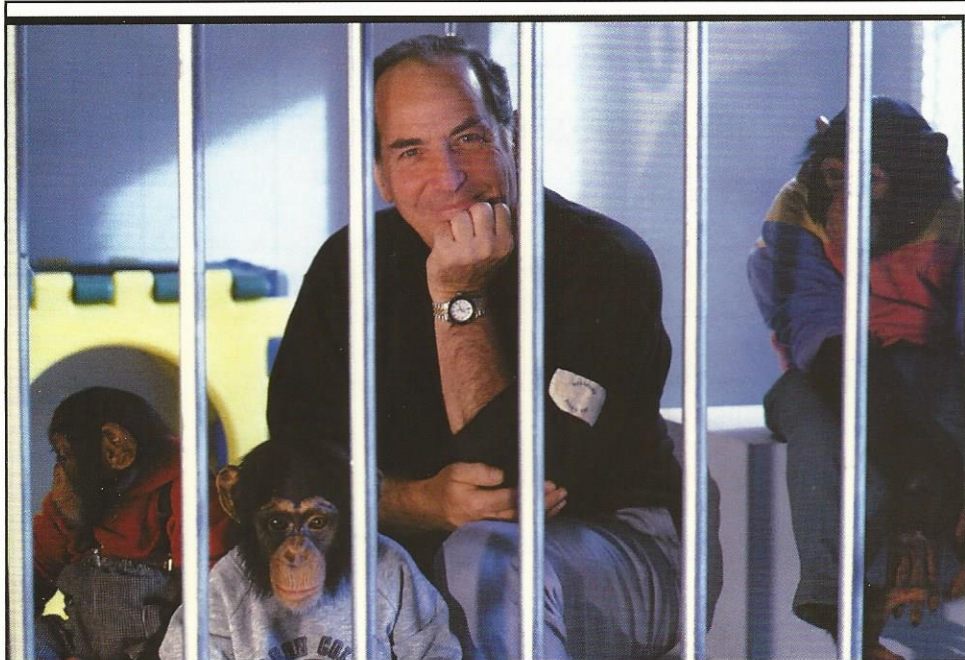
tising. Which do you feel is more effective?

Alan Pottasch: I think if you have something to say, you should say it. For instance, if you are talking about the Pepsi cube, that it is a new way of packaging the product, you've got some news. That is a different commercial altogether. I will tolerate less emotion because I've got a bit of news to attract the viewer's interest. Normally with our product, you don't have news. You are talking about the same things the viewer has heard thousands of times. In those commercials, we emphasize entertainment and imagery. It really comes down to if you've got something to sell, say it.

Bob Stoddard: Of the hundreds of Pepsi commercials you've worked on, do you have a favorite?

Alan Pottasch: No, there really isn't one. There are about ten that are my favorites. I like the kind of commercial that has a real emotional pull. But, it can't be emotion alone - there has to be the product at the center. Take, for example, one of the Budweiser commercials in the recent Super Bowl. There was a commercial where the dog was trained to leap at the guy's private parts. It was funny, but it didn't say anything about the product. Most likely, people can't remember what that commercial was advertising. On the other hand, when Michael J. Fox runs across the street in the rain to get a Diet Pepsi for the beautiful girl next door, and he returns to find the girl's beautiful roommate needing a Diet Pepsi too, Diet Pepsi is the center of that commercial. At one point, the girl says if you don't have a Diet Pepsi, forget it.

(continued on page 8)
(Continued from Page 5)



Alan Pottasch and Chimps 1989 TV Commercial

the user, we gave the user a name. That user we know today as the baby boomer - a term that did not exist at the time. Our advertising gave a name to that bulge in the population. They became the Pepsi Generation. Soon many pundits began to refer to this group as the Pepsi Generation. So we got a lot of spin and publicity in creating that name. It took a lot of courage to claim a whole generation as our own, but it worked.

Bob Stoddard: Why was it important to make that distinction?

Alan Pottasch: With Pepsi Generation, we hit our stride, because that is when we really became two things. One, we became relevant to the audience we were trying to reach,

kind, no matter what, if we were successful, the other guy could have it in a month, and no one would remember who was first. The intelligence of the Pepsi Generation is that it really distinguished us from them. Coke advertising told the world - they're Americana, they're wonderful, they're the cover of Saturday Evening Post, they're Norman Rockwell, they're all the values and virtues of a great America called Americana - but what is Pepsi? Pepsi is much more contemporary, much more modern, much more up-to-date, much more inspirational, and that's why we started to succeed.

Bob Stoddard: Over the years, it seems there is a battle between product advertising and user adver-

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2007

Friday, October 26th & Saturday, October 27th, 2007

**Held at the PLAZA HOTEL AND CASINO
#1 SOUTH MAIN STREET
LAS VEGAS, NEVADA 89125**

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

MAKE YOUR RESERVATIONS BY SEPTEMBER 28, 2007

Please ask for the Pepsi Celebration Group Rate

Wednesday and Thursday - \$39.00 + tax per night
Friday - \$82.00 + tax per night - Saturday - \$72.00 + tax per night

Single or double occupancy
Check in time is 3:00 PM

PEPSI CELEBRATION 2007 SCHEDULE

FRIDAY, OCTOBER 26TH

2:00 - 4:00 P.M. REGISTRATION
5:30 - 7:00 P.M. BE SOCIABLE PIZZA PARTY &
PEPSI PAJAMA/COSTUME PARTY*
6:00 - 7:00 P.M. WELCOME, SHOW & TELL AND
LATE REGISTRATION

PLEASE BRING YOUR FAVORITE PEPSI PAJAMAS AND/OR COSTUME TO WEAR AT THE PEPSI CELEBRATION PIZZA PARTY

SATURDAY, OCTOBER 27TH

8:00 - 8:45 A.M. ORAL AUCTION CHECK - IN*
8:45 - 9:00 A.M. ORAL AUCTION PREVIEW
9:00 - 11:00 A.M. ORAL AUCTION

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

11:00 A.M. - 12:30 P.M. BREAK FOR LUNCH
12:30 - 1:15 P.M. SWAP MEET SET-UP
1:15 - 3:30 P.M. SWAP MEET

SCHEDULE SUBJECT TO CHANGE

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2007 REGISTRATION
Presented by
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER
October 26TH & 27TH, 2007
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$20.00 per person if registered before September 28th, 2007. Registration after that date and at the door will be \$25.00 per person. Included in that registration packet will be a Pepsi Celebration 2007 lapel pin, a glass bearing the Pepsi Celebration 2007 logo and other Pepsi items. Please complete this form, enclose your check made payable to PCCC and return to Josh Broadwater, 1108 Big Pine Lane, Norco, CA 92860. Any questions please call David Gerger at: 1-951-520-1029 or e-mail him at alwayspepsi@yahoo.com.

Reservations to stay at the Plaza Hotel must be made directly with them. Please call them as soon as possible at 1-800-634-6575 or 1-702-386-2110 and ask for the Pepsi Celebration Group Rate. Please make your reservations with the hotel by September 28, 2007.

PLEASE RETURN THIS FORM BY SEPTEMBER 28th, 2007

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

(3) _____ (4) _____

REGISTRATION FEE ONLY _____ @ \$10.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$20.00 ea \$ _____
(At door registration price will be \$25.00)

BE SOCIABLE PARTY DINNER _____ @ \$10.00 per person \$ _____
(At door price will be \$15.00)

SWAP MEET TABLE (s) # _____ @ \$10.00 ea \$ _____
(See below for info)

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 will be given on unclaimed tables. You must be a registered attendee to have a Swap Meet table. Table must be paid in advance in order to reserve them. Swap Meet tables purchased at the door will be \$15.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2007 packet, the cost is \$25.00. Your packet will be mailed after Pepsi Celebration 2007. Please mail _____ packets at \$25.00 each to the above address.

Michael J. Fox runs out into the rain again. If that little piece in the middle hadn't worked out the way it did, if he had just been running out into the rain to get something else for the girl, the



Alan Pottasch with Fred Savage 1990

Diet Pepsi message would not have been as strong. When she said if you don't have a Diet Pepsi, forget it - that made Diet Pepsi the focal point of the whole commercial.

Bob: Do you see a new version of Pepsi Generation advertising in the future?

Alan: It depends what you mean by future. Over the next ten years, which is MY future, the Pepsi Generation will be an overtone to all the commercials in terms of style and attitude of

the commercials. The feeling of the commercial will be Pepsi Generation - it will have a surprise ending, a little humor, and maybe even a little tongue-in-cheek tweaking our competitor. I don't think the words Pepsi Generation will be used, just the style. Right now I think we are on a beautiful path with our advertising.

Bob: What are some of your other favorite Pepsi commercials?

Ala Pottasch: "Sound Truck on the Beach" was a story of a young entrepreneur that goes to the beach on a very hot day. He gets close to the microphone and opens a bottle of Pepsi. He puts ice in the glass & pours the Pepsi in. The sound of the Pepsi being poured reverberates up and down the beach. He drinks the Pepsi - gulp, gulp, gulp.

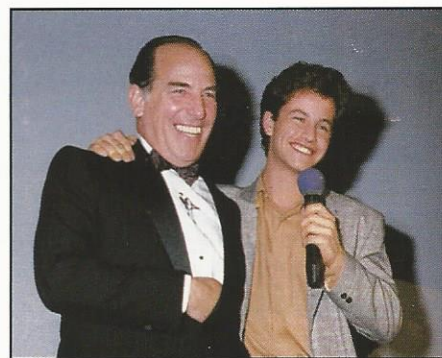
Ummmm.... Ahhh..... Then he gets out of the truck and goes to the back, where he sees a large crowd has formed. He opens the truck, loaded with ice cold Pepsi, and says "Okay, who's first?" The way the kid performed and the way it was done was very entertaining. But what was more important is that it was centered on the refreshment aspect of the product. That's why it is one of my favorites - it told the truth about our product, the product was the centerpiece, and at the same time, it was fun to watch. Sound Truck on the Beach, Apartment 10G (Michael J. Fox) are two of my favorites. Security Camera (when the Coke driver grabs a Pepsi) was wonderful. Michael Jackson on the street when he does the moon walk and bumps into the little boy is high on my list. I happen to love the person Lionel Richie, and like very much the three

minute commercials we made with him. More recently, I like the 5-part commercial with Britney Spears, which highlighted different eras of Pepsi advertising.

Bob Stoddard: Many of my Pepsi friends think that Puppies is one of the best Pepsi commercials ever.

How did that come about?

Alan Pottasch: Of course! Puppies



Alan Pottasch with Kirk Cameron

was the longest running Pepsi commercial. It ran for 4 years. It ran heavily the first year, then we brought it back as a Christmas commercial for the next three years. The most disheartening part of the puppies commercial is that it was probably one of our best, and it happened almost by accident. I would like to say we were clever, but it was only supposed to be about three seconds of the commercial, however, we left the cameras running. The little boy spilled Pepsi on his clothing, and the puppies started to lick the Pepsi on the kid, so he started rolling around and we kept the cameras going. When we looked at it later, we realized this would make a great 30 second spot, and as they say, the rest is history.

Other Pepsi Flavors

Crystal Pepsi - Discontinued clear version of cola; introduced in 1992 and sold until 1993.

Crystal by Pepsi - Discontinued (non-cola) citrus flavored reformulation of Crystal Pepsi.

Pepsi - PepsiCo's signature cola flavor.

Pepsi A-ha - Lemon flavored Pepsi sold in India

Pepsi AM - Contains more caffeine than a regular Pepsi and marketed as a morning drink. No longer produced.

Pepsi Blue - A blue colored fruity soda (non-cola). Given a huge marketing push, often considered a major flop comparable to New Coke. No longer produced.

Pepsi Boom - A caffeine-free Pepsi only sold in Italy and Spain.

Pepsi Carnival - A tropical fruit flavored Pepsi available in Japan for a limited time that debuted in summer 2006.

Pepsi Clear - Clear soda released in Mexico as a limited edition during Christmas 2005, the Mexican equivalent of Crystal Pepsi.

Pepsi Fire - A limited edition, cinnamon flavored variety which is sold in Guam, Saipan, Thailand, Mexico, Malaysia, Singapore, and the Philippines. See also the Pepsi Max cinnamon edition for Christmas 2006.

Pepsi Free - Introduced in 1982 by PepsiCo as the first major brand, caffeine-free cola and is today sold as Caffeine-Free Pepsi and Caffeine-Free Diet Pepsi.

Pepsi Gold - Limited edition gold colored variant as part of a 2006 FIFA World Cup promotion.

Pepsi Gold - Limited edition gold colored variant only sold in Japan (not a part of the FIFA World Cup).

Pepsi Holiday Spice - A limited edition variety which the company began selling November 1, 2004 in the USA and Canada for an eight week period. (no longer produced). It is flavored with a seasonal finish of ginger and cinnamon.

Pepsi Ice - Pepsi with an icy mint flavor. Sold in Guam, Thailand, Malaysia, Singapore, and the Philippines.

Pepsi Lime - With lime flavor added, introduced onto the market in the spring of 2005.

Pepsi Limon - Pepsi with lime flavor released in Mexico in 2002, later returns as Pepsi Twist in 2004, no longer produced.

Pepsi Music - Sold in Argentina.

Pepsi NEX - A zero calorie Pepsi developed by Suntory and sold in Japan.

Pepsi Raging Raspberry

Pepsi Razzleberry

Pepsi Red - A red colored Pepsi from Japan developed by Suntory.

Pepsi Samba - A tropical flavoured cola containing the flavours Mango & Tamarind. Distributed in Australia. It was released in Australia in the 3rd quarter of 2005 and was expected to be in production for a limited time only.

Pepsi Si - The word "si" in its Spanish context (yes) and printed on cans. Used as a marketing gimmick in predominantly Hispanic areas.

Pepsi Strawberry Burst

Pepsi Tropical Chill

Pepsi Twist - a lemon flavored variety.

Pepsi Twistao - Sold during summertime in Brazil, it is Pepsi with a lemon flavor stronger than regular Pepsi Twist. "Twistao" in Portuguese is the augmentative of "twist."

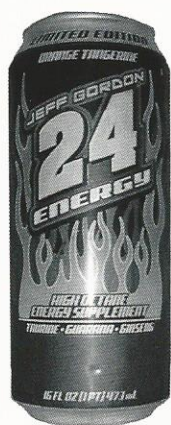
Pepsi Vanilla - Released in the US in 2003 as Pepsi's answer to Vanilla Coke. Contains vanilla extract as well as both natural and artificial flavors.

Pepsi Ice Cream - Sold in Russia

Pepsi Wild Cherry - A cherry flavored variety, introduced in 1988. Originally called "Wild Cherry Pepsi", it's name was changed along with the formula in 2005.

Pepsi X Energy Cola - Contains more caffeine than regular Pepsi and also contains guaranine.

Collector Information



The Pepsi-Cola Company wants to be the total beverage company - that includes energy drinks. Energy drinks are one of the fastest growing categories in the beverage market. Jeff Gordon 24 is Pepsi's newest offering in this field.

Reproduction Tray Set

This 1980 advertisement offers a set of five trays for \$7.95. They identify this tray as 1905, which most collectors know is incorrect. This tray was actually released in 1909. They call it the "Gibson Girl" tray, which is also incorrect. To be a Gibson Girl, the artwork would have to have been done by Charles Dana Gibson. The illustrator of the Pepsi Girl is unknown, but it was not Charles Dana Gibson.

Another interesting on this advertisement is that they call the tip trays "canape coasters." This is a prime example of how misinformation gets started.

Oval
Canape
Trays
4 3/8" x 6 1/8"

An American Classic
Original
1905
PEPSI-COLA
Gibson Girl
Tray & Coaster Set

Magnificently Reproduced
in Glowing Full Color

Original Gibson Girl
Tray (circa 1909)
created by Pepsi-Cola
yours as a complete set
of tray and canape
coasters handsomely
lithographed in full
color on big, 40c steel
with protective finish.
Use as stunning wall
decor or conversation
piece when you serve!

Serving tray
a big 14 1/2" x 11 1/2"

Complete 5 piece set
Only \$7.95

ORDER YOUR PEPSI-COLA TRAY SET HERE

Please send me _____ PEPSI-COLA TRAY SET(S).
 One for only \$7.95 plus \$1.25 post./hdq.
 SAVE, A BEAUTIFUL GIFT. 2 for \$14.95 plus \$1.95 post./hdq.
 New York State residents please add appropriate sales tax \$_____
 Enclosed is \$_____ Please make check or money order payable to Nora Nelson.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____
 Cust. service: (516) 673-5811
 Send to: **NORA NELSON* Dept. ZUAD**
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 New York, N.Y. 10011

Satisfaction Guaranteed

ZUA FK956

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Rick Jackson
Eastlake, CO

Nina Stroud
Huachuca City, AZ

Dave Klette
Union, KY

Jennifer Casteel
Union, KY

**Elaine Pinson &
Deena Harper**
Las Vegas, NV

**Trey Wenger &
Rick Stahl**
Fort Wayne, IN

Theresa Enk
S. Milwaukee, WI

Barbara Schwarz
Marcellus, NY

**Beverly Bottorff-Patton &
Lynne Ragsdale**
Leander, 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:

Pepsi-Cola Collectibles, Over 500 items for sale. Also available is a list of 70+ Pepsi bottles pre-1939. Please send \$1.00 to cover postage/printing to: M.A. Noll

1198 Bald Mt. Dr.
Livermore, CO 80536

For Sale:

V-81 Pepsi machine, excellent condition. I can email pictures. Contact: Bill Field, (712)366-1050. Email: field07@msn.com

For Sale:

1909 Pepsi calendar framed. \$1700. Contact: Pat Crawford @ 260-557-3183.

AUCTION:

The James Kelley Pepsi Collection, Sat. Sept 22, 2007 at 10:00 AM CDT. Theurer Marketing Center - Hwy. 160 East, Wellington, KS. 40+ year accumulation beginning in 1940's. Check website for more information and photos. Live Internet bidding on selected items. United Country-Theurer Auction/Realty, LLC
800-207-6830
www.Theurer.net

For the finest in Pepsi-Cola gifts and collectibles visit:

www.pepsigifts.com

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ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new products available now!

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 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 Diner Circa 1970

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