



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 26, Number 3

July-September 2009

Be a Pepsi Rock Star

Avoid the summertime blues. Go on a Pepsi hunt. Load up your cooler with ice cold Pepsi, jump in your car, hit some flea markets and antique malls, and find those many Pepsi treasures that are still out there waiting to be discovered. I hear stories all the time of someone finding unusual Pepsi items. Remember, half the fun of Pepsi collecting is the hunt.

Speaking of getting into your car... if you have no plans for the end of July, you might want to head down to Charlottesville, Virginia for the East Coast Pepsi Connection 2009. Besides great Pepsi times, Charlottesville is a very beautiful and historic city.

Today, the need to communicate is more important than ever. To help us reach you faster, we need your email address. Please go to the Pepsi-Cola

Collectors website and register with the club. While you are there, please explore the website. It is a great tool in the world of Pepsi collecting. The website is www.pepsicolacollectorsclub.com.

Many of you have been asking for the dates for Pepsi Celebration in Las Vegas. It will be held November 13-14th 2009. This year the event has been moved to the Palace Station Hotel and Casino. The Palace Station is much closer to the strip, which makes it a lot more convenient to get to the casinos on the strip. The registration information for Pepsi Celebration is included in this newsletter.

If you haven't heard about Pepsi's new summer promotion, it is called "Rock Band." The promotion is based on the popular video game of

the same name. Under specially marked bottle caps of Pepsi and Diet Pepsi are codes that can be entered on line. One of the prizes is the Rock Band set - including a guitar, drum set, and microphone. When hooked up to the video game, you too can be a rock star. If you are into this sort of thing you can go to www.pepsirockband.com The motto for this summer is "drink up, rock out!"

In This Issue

Las Vegas Celebration

Rack 'Em Up

Bradham The Visionary



1910 Pepsi Ad on Wall

Chapter News

Chaps News - 2009-3

Weather-wise, summer has been slow to arrive for most of us. However, "Any weather's Pepsi weather!"

I was informed that, due to Bob Boggs' deteriorating health, he has been removed as the Arizona Chapter's contact and that their chapter has been inactive for a while. If there are any changes in this regard, please let me know.

If you have the opportunity and the cash, be sure to attend "Pepsi Celebration" in Las Vegas, NV this November. You can find more information through the PCCC or through the Website created by the Southern California Chapter for the "Celebration." If you're lucky, a few turns on the slots or the game tables just might pay for your trip! Another fun trip would be the East Coast Pepsi Gathering in Charlottesville, VA. That is a part of the country that really needs a chapter of the PCCC!

Just as a heads up, Bob mentioned that he would like to have an evening at Pepsi-Fest that focuses on the

chapters. Details will be forthcoming as we get closer to the event.

The PCCC Website has a section on the member's page which features links to the chapters for their contact info and, if they have one, their newsletter. The site is still being updated so, if you haven't sent your chapter's info to Wayne Burgess yet, now's the time! The sooner you can send it to him, the better. He's also looking for chapter group photos as well as stories about anything Pepsi or Dew or any other Pepsi flavor or topic.

The Chicago Connection Chapter will be meeting August 15th, October 17th, and December 5th. If you would like to attend any of these meetings/fun gatherings, please feel free and let me know a couple of days in advance. Phil - pd62pepsi@sbcglobal.net.

"Thank You" to the So Cal Chapter for including me in their e-mailing so that I know what they're up to.

"Thank You" also to the Iowa Pepsi Club Chapter for the same. If your chapter is meeting in the near future, please let me know about it so that

we can include the info in the newsletters and on the Website.

This installment of the Chapters News was composed very quickly under the influence of Mountain Dew Game Fuel. Now...if you'll excuse me, I need to run around the house a few times!!!

-Phil Dillman

www.pepsicolacollectorsclub.com

Email: bob@www.pepsicolacollectorsclub.com

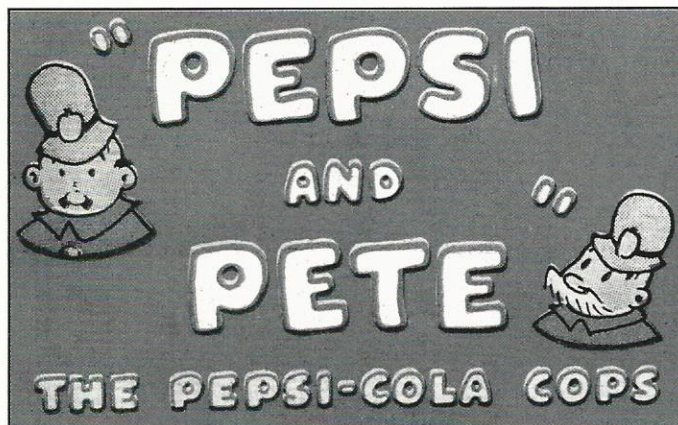
Future Club Events

East Coast Pepsi Connection
Charlottesville, VA
July 23-25, 2009

Pepsi Celebration
Las Vegas, NV
November 13-14, 2009

Pepsi Fest 2010
Indianapolis, Indiana
March 18-20, 2010

Dear Pepsi and Pete



Dear Pepsi & Pete:

Why is it so hard to find quart sized Pepsi bottles?

Signed,
Carol

Dear Carol:

The reason it is so hard to find these bottles is because Pepsi did not have a quart bottle (or any close to that size) until 1955. At that time, they introduced a 26-ounce bottle called the "hostess" size. Prior to that time, some bottlers produced quart-sized bottles within their operations. As an example, in Baltimore, the Pepsi bottler there bottled a flavor called Suburban Club. He used the same quart bottle to bottle Pepsi-Cola. Anytime you find quart-sized bottles prior to 1955, you have found a rarity!

Dear Pepsi & Pete:

Why did Pepsi switch to a 10-ounce bottle when all the advertising mentioned a 12-ounce bottle for a nickel?

Signed,
Walt

Dear Walt:

Post World-War II inflation eroded the profit Pepsi-Cola Bottlers were making on the 12-ounce bottle for a nickel. They had to either raise the price of the 12-ounce bottle, or introduce a new 10-ounce size for 5 cents. Many bottlers stayed with the 12-ounce bottle and raised the price to 6 cents, while others began offering a 10-ounce bottle for 5 cents.

Dear Pepsi & Pete:

I have a framed picture of a woman that was done by Rolf Armstrong. Below it says "The Pepsi-Cola Girl." Was she the only Pepsi-Cola Girl?

Signed,
Les



Dear Les:

No, she was not the only Pepsi-Cola Girl. We find that throughout the New Bern era of Pepsi-Cola, there were a number of women referred to as "The Pepsi-Cola Girl."

Dear Pepsi & Pete:

What year was Pepsi first sold in 12-ounce bottles?

I've heard both 1933 and 1934.

Signed,
Bill

Dear Bill:

Pepsi was first sold in 12-ounce bottles for 10 cents in 1933. In 1934, the price was reduced to 5 cents for a 12-ounce bottle.

Rack 'Em Up

Stand-alone racks, properly known as carton display stands, became an important tool for market-



ing Pepsi six-packs in the late 1930's. It was at this time that many American households were trading in their antiquated ice coolers for modern, electric refrigerators. To take advantage of this consumer trend, Pepsi began marketing the value and



convenience of buying Pepsi-Cola in the 6-bottle carton. The take-home market was of highest importance to Pepsi because their business model was based on volume. When you sell your product for half the price of your competitor, you need an enormous amount of volume to make a profit.

When this new take-home market began to emerge, Pepsi made an all-out effort to dominate this segment of the the cola market. Their efforts

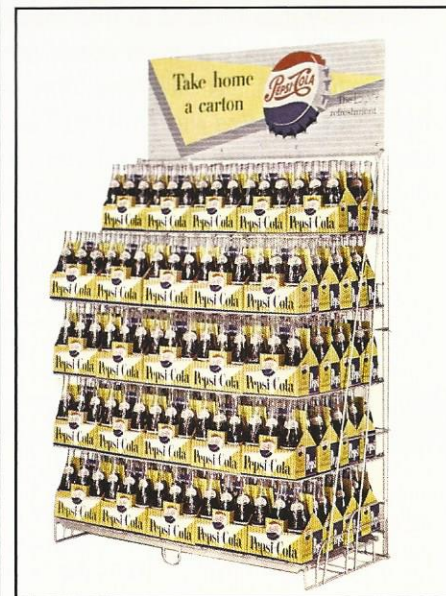


included multiple take-home packages including 6, 12, and 24 bottle carriers. To boost in-store sales, they created a number of stand-alone racks that were placed strategically throughout retail stores to make taking home a 6-pack of Pepsi as easy as possible.

The golden era of display racks was from 1939 through 1960. As supermarkets began to replace Mom and Pop stores, the need for stand-

alone display racks began to decline. Today it is very rare to see a Pepsi display rack, and if you do, it is usually made of plastic and not made to last.

For collectors, the signs on top of the racks have become more popular than the racks themselves. The main reason for this is that the racks take up a lot of space, and in most cases, are kind of ugly! However, there are some very nice racks that are very



much sought after by collectors. If you don't own a Pepsi rack, you really should. Some can be very useful as a way to display bottles in your collection.

Xanadu Delayed



Artist Rendition of the Xanadu Ferris Wheel

We reported in a previous newsletter that Pepsi was going to be a major sponsor of the new mega retail entertainment complex called "Xanadu" in New Jersey. It is still happening, but with a minor delay. Because of the recession and some other minor problems, the ferris wheel and some of the retail establishments be developed on a slower schedule. At this point, it looks like construction on the ferris wheel will begin sometime in the spring of 2010.

Although the mall itself is of mammoth proportions, the real attention getter will be the 286 ft. ferris wheel. Because of the proximity to Manhattan, the ferris wheel will be visible from all over the metropolitan New York area. This will make the Pepsi globe in the middle of the ferris wheel one of the most visible icons in the area. The Pepsi globe will illuminate the center of the ferris wheel. At 286 ft., this icon will become part of the New York skyline. If you are a football fan and are familiar with the area, it is called the Meadowlands. This means that the Pepsi globe will be visible in a lot of area shots during Giants and Jets football games.

This information was provided by Joe and Ann Donofrio, who are anxiously awaiting the completion of Xanadu.

PEPSI CELEBRATION 2009

Friday, November 13th & Saturday, November 14th, 2009

Held at the **PALACE STATION HOTEL AND CASINO**
2411 W. SAHARA AVENUE
LAS VEGAS, NEVADA 89102
1-800-634-3101

MAKE YOUR RESERVATIONS BY OCTOBER 2nd, 2009

Reservations to stay at the Palace Station Hotel must be made directly with them. Please call them as soon as possible at 1-800-634-3101 and ask for the Pepsi Cola Collectors Group Rate ID# PCICOLA. Please make your reservations with the hotel by October 2nd, 2009

Courtyard Room Rates

Tuesday through Thursday - \$39.00 + Hotel fee* & tax per night

Friday and Saturday - \$59.00 + Hotel fee* & tax per night

Sunday - \$39.00 + Hotel fee* & tax per night

Tower Room Rates

Tuesday through Thursday - \$59.00 + Hotel fee* & tax per night

Friday and Saturday - \$79.00 + Hotel fee* & tax per night

Sunday - \$59.00 + Hotel fee* & tax per night

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

*Hotel fee includes high speed internet access, scheduled airport shuttle service, scheduled shuttle service to the Las Vegas Strip, unlimited use of fitness facility, line pass to Feast Buffet, in-coming faxes, 10% off gift shop merchandise (excluding sundries, tobacco & all beverages, candy, gum, mints) and valuable coupons.

PEPSI CELEBRATION 2009 SCHEDULE

FRIDAY, NOVEMBER 13TH

3:00 - 5:00 P.M.

REGISTRATION

6:00 - 8:00 P.M.

BE SOCIABLE DINNER PARTY

8:00 - ??? P.M.

LATE REGISTRATION & ROOM HOPPING

SATURDAY, NOVEMBER 14TH

9:00 - 9:45 A.M.

ORAL AUCTION CHECK - IN**

9:45 - 10:00 A.M.

ORAL AUCTION PREVIEW

10:00 - 12:00 P.M.

ORAL AUCTION

**Please note 6 Pepsi items per registered member will be accepted for the oral auction.

12:00 p.m. - 1:30 p.m. BREAK FOR LUNCH

1:30 - 2:15 P.M.

SWAP MEET SET-UP

2:15 - 4:00 P.M.

SWAP MEET

SCHEDULE SUBJECT TO CHANGE

To register, please complete and return this form as soon as possible. Registration fee is \$24.00 per person if registered before October 2nd, 2009. Registration after that date and at the door will be \$30.00 per person. Included in the registration packet will be a Pepsi Celebration 2009 lapel pin, a glass bearing the Pepsi Celebration 2009 logo and other Pepsi items. Please complete this form, enclose your check or money order 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.

PEPSI CELEBRATION 2009 REGISTRATION

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail address _____

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

(3) _____ (4) _____

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 30 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 \$18.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2009 packet, the cost is \$30.00. Your packet will be mailed after Pepsi Celebration 2009. Please mail _____ packets at \$30.00 each to the above address.

This year we need to order 2009 Pepsi Celebration T- shirts prior to our gathering in Las Vegas. Due to circumstances beyond our control, we will not be selling shirts at this year's event. I am hoping everyone will order at least one t-shirt, if not more, to help support our annual Pepsi Celebration. Your t-shirts will be available for pick up at Pepsi Celebration. Price per shirt is only \$12.00. If you need one of the larger sizes (see the list below) you will need to add \$2.00 for each XXL or XXXL.

However, if we do not meet the minimum required number of t-shirts, then we will not be able to order the t-shirts at all. Sadly, if this occurs, I will notify you and your money will be refunded in full.

REGISTRATION FEE ONLY _____ @ \$12.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$24.00 ea \$ _____
(At door registration price will be \$30.00)

BE SOCIABLE PARTY DINNER _____ @ \$12.00 per person \$ _____

SWAP MEET TABLE (s) # _____ @ \$12.00 ea \$ _____
(See above for info)

T-SHIRT S, M, L, XL _____ @ \$12.00 ea. \$ _____
(Circle Size)

T-SHIRT XXL, XXXL _____ @ \$14.00 ea \$ _____
(Circle Size)

Total Enclosed \$ _____

If you cannot attend but you wish to order a Pepsi Celebration 2009 t-shirt, the cost is \$15.00 (Small through X-Large, XX-Large and XXX-Large add an additional \$2.00 for each t-shirt) plus \$5.00 for shipping. Your t-shirt will be mailed after Pepsi Celebration 2009. Please mail this form back together with your registration form.

Bradham The Visionary

The Pepsi-Cola Company has always had a reputation as an innovative company - always willing to try new things. This has resulted in Pepsi being the leader in many areas like multiple package sizes, advertising, and choice of flavors. Trying new ideas is at the core of Pepsi's success.

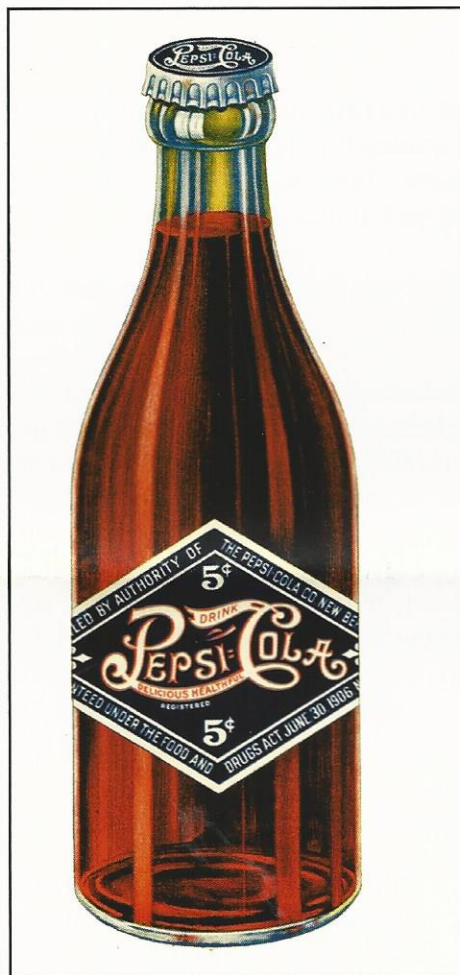
One of Pepsi's biggest innovations was the decision to get into the bottling business. In 1904, the Pepsi-Cola Company was like most other soft drink companies that produced syrup to sell to drug stores and other soda fountain outlets. The use of bottles at this time was very limited. In fact, Pepsi-Cola's chief competitor in Atlanta was so sure that those bottles would not be very important, that they gave away the rights to bottle their product.

Caleb Bradham, the inventor of Pepsi-Cola and the founder of the Pepsi-Cola Company, did just the opposite. He began bottling Pepsi-Cola from the company headquarters in 1905. Bradham's decision was monumental. Besides offering Pepsi-Cola in bottles, he also set up a Pepsi-Cola bottlers network. This bottler system was essential to keeping the Pepsi-Cola brand alive during the difficult years of the Pepsi-Cola Company.

Pepsi advertising during this period featured newspaper and magazine ads that not only mentioned Pepsi at the fountain, but Pepsi in bottles too. The popular cardboard sign featuring the Pepsi girl standing in front of a soda fountain with a Pepsi tray and bottle shows just how important the bottle part of the business was to Pepsi.

The first time Pepsi-Cola was sold in a bottle was 1905 in New Bern, North Carolina. The bottle used at

that time was a 6-ounce amber bottle, decorated with a blue label and a blue crown. Over the years, and with scores of new Pepsi bottlers through-



out the country, there was a gradual migration to different styles of Pepsi bottles - but the label and crown remained the same until the bankruptcy of 1923.

Today, collecting various styles of Pepsi bottles is an important segment of Pepsi-Cola collecting. No matter what type of bottles you collect, having an amber bottle in your collection is a must.

Unfortunately, there are very few amber bottles out there that still have the label and crown on them. If someone tries to sell you an amber bottle with the label and crown still on it, I would be very skeptical. There are some original labels and crowns around, but most of the time these are sold separately and not on



the bottles. The 75th anniversary amber bottle produced in 1975 is often thought to be the original.

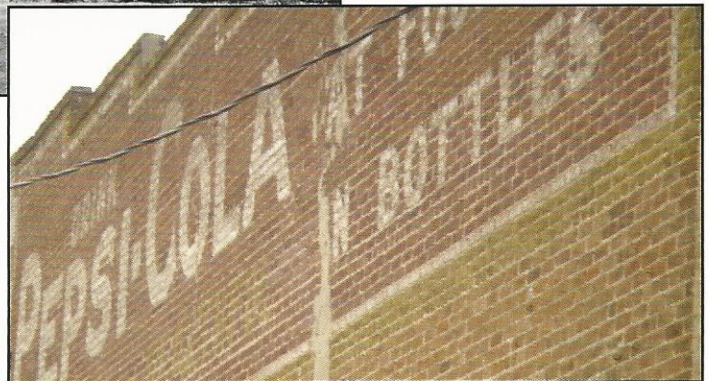
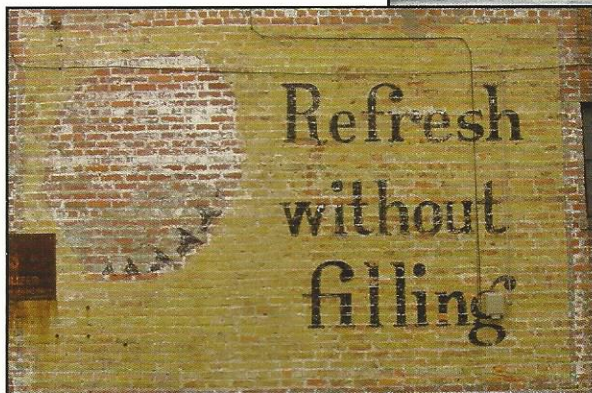
The Walls Are Tumbling Down

Pepsi wall art is on the verge of extinction. With urban sprawl and community redevelopment, many of the walls painted with Pepsi advertising during the first half of the 20th century are being destroyed.

There was a time when signs on walls, buildings, and fences were a big part of the Pepsi-Cola advertising budget. Pepsi hired crews to go around bottling territories to paint signs on walls, etc. Naturally, this was only done on walls that were rented to Pepsi for that purpose. In prime locations, the signs were painted yearly.

Eventually, radio and television began to take the majority of advertising dollars, and wall advertising was all but abandoned.

Some of the old walls have been discovered in recent years and restored, while others have been knocked down by the wrecking ball. If you come across some of these old walls, take a picture, because you don't know how much longer they will be there.



**East Coast Pepsi Connection
2009
July 23 - 25th 2009
Charlottesville, Virginia**



Come join us for Pepsi fun!*

Thursday, July 23

- 2:00 - Welcome meeting - TBA
- 3:00 - tour of Charlottesville Pepsi-Cola Bottling plant
- 4:00 - post tour discussion & planning for dinner! TBA

Friday, July 24

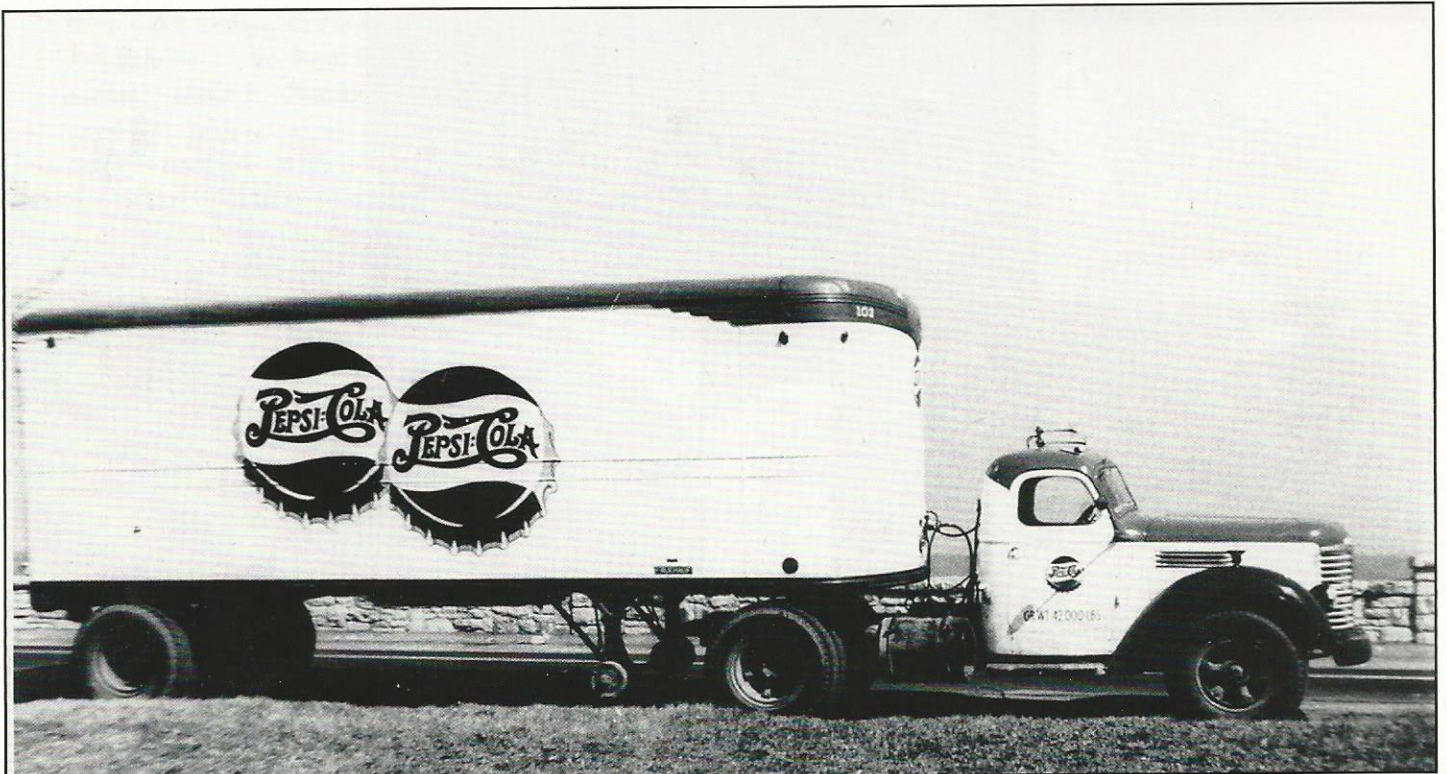
- 10 AM - meet to plan 'attack' on local antique shops and malls
- 4 PM - Show and Tell
- 6 PM - off to dinner at local Pizza parlor
- 7 PM-ish - discussion on identifying reproductions & fantasy items evening left for visiting and 'room hopping'

Saturday, July 25

- AM - on your own
- Noon - Pepsi picnic TBA

Get on mailing list at EastCoastPepsiConnection@live.com
OR mail form to: June Frost, PO Box 5616, Endicott, NY 13763

*Schedule subject to change



1947 Pepsi Truck

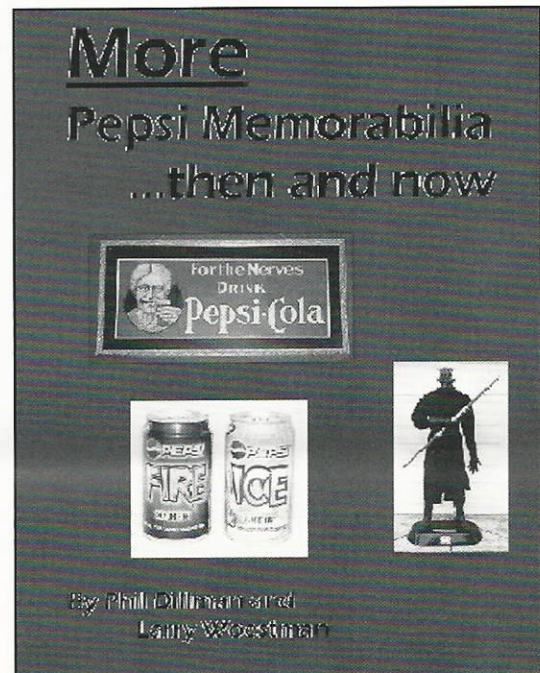
The Pepsi Trading Spot

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.

Phil and Larry have found a source to print their second book, "More Pepsi Memorabilia...then and now." This book follows the same formula as the first book, "Pepsi Memorabilia ... then and now", originally printed in 2000, with a mix of recently discovered older pieces and many newer items and flavors. Also included is a list of books containing various aspects of Pepsi's history. If you are serious about Pepsi collecting, this is a "must have" book. The book will be available this fall for a cost of \$30.00 each plus shipping. The sooner you can pre-order and pre-pay for your copy of the book, the sooner we can place the order. This will be a VERY limited run of either 100 or 200 books, depending on the number of pre-orders.



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.

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

www.pepsigifts.com

ALL NEW!

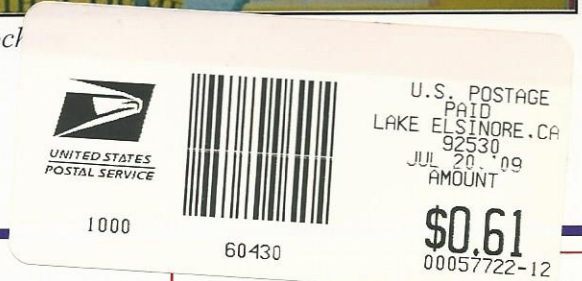
Official Website of Double Dot Enterprises

ON-LINE ORDERING NOW AVAILABLE!

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



1936 Convention Brocl



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

RETURN SERVICE REQUESTED

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

Philip Dillman
 18351 Cowing Ct.
 Homewood IL 60430





THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 26, Number 4

October-Dec. 2009

Pepsi Refreshes the World

Congratulations to June Frost and the East Coast Pepsi Connection on a successful event in Charlottesville, Virginia this past July. Now it is time to focus attention on the west, with Pepsi Celebration in Las Vegas, Nevada. Registration information was made available in the last PCCC newsletter. The Pepsi Celebration event is a lot of fun, and the Las Vegas backdrop makes it a unique club event. The dates are November 13th through the 14th at the Palace Station Hotel and Casino.

Included in this newsletter is the registration for Pepsi Fest 2010. This is the 24th year of this event. Despite our late-night room-hopping, the Marriott East has asked us to continue to hold our event at their facility. To make your reservations, contact the Marriott East in Indianapolis at

(317)322-3716. Make sure you tell the reservation clerk you are with the PCCC. The dates for Pepsi Fest 2010 are March 18th - 20th.

The annual meeting of the Pepsi-Cola Bottlers was held September 21st-23rd 2009 in Century City, CA. In attendance were Pepsi-Cola bottlers from North America, along with key executives from the Pepsi-Cola Company. The theme of this year's meeting was "recommit-reconnect." At the meeting, Pepsi unveiled their marketing plans for 2010. The major theme for 2010 marketing will be "refresh the world." The program will consist of Pepsi and consumers working together to make the world a better place. Consumers will have the opportunity to select charitable organizations they want Pepsi to give grants to. Besides refreshing the

world, there are a number of other things Pepsi plans to do in 2010. More details are inside this newsletter.

We regret to inform you that Wayne Burgess has resigned as the webmaster of the PCCC website. We are in desperate need of a qualified person to fill this position. This person must have working knowledge of HTML and FTP, as well as JAVA experience. This is a voluntary position. If you are interested in this, please contact Bob Stoddard at 909-946-6026 to discuss in more detail.

Wayne did a great job creating and maintaining our website, and we want to thank him for all his help.

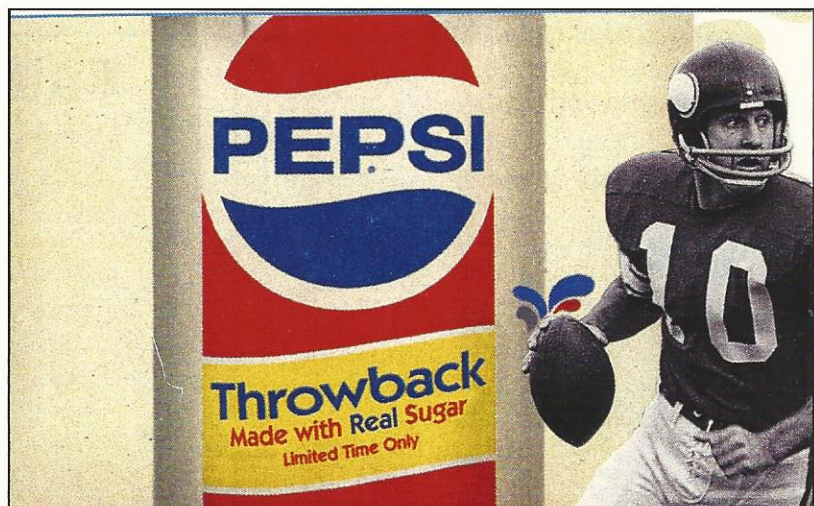
We are looking forward to seeing you all at Pepsi Celebration in Las Vegas.

In This Issue

**Pepsi Fest 2010
Registration**

Throwback is Back

Diet Patio Cola on TV



Advertisement for 2010 throwback can

Chapter News

Chapters News 2009-4

With the summer travel and picnics and hobbies and trips to the pool being traded in for school and work and indoor recreation, there is still one constant for us in every season...we're all getting older! No, no! Scratch that! The constant is that there is always a nice, cold Pepsi product nearby to quench our thirst! I say Pepsi product because I also enjoy Mtn Dew, Mug Root Beer, Dew Game Fuel, etc. And, because I like the various Pepsi products and collect items from each flavor, I rely on the news from the different club members in different chapters to keep me up to date on the latest collectibles in their part of the country. Members of the PCCC that don't have a chapter in their part of the world also help out in that same way. In fact, I've heard of enough instances of that sort of enthusiasm happening that I'd like to see those same enthusiastic PCCC members start a local chapter by stopping in at the Pepsi distributor nearest to them and talking up your passion for collecting Pepsi with

everyone there and the possibilities that a chapter can provide. Bring photos of your collection and talk about Pepsi-Fest or Pepsi Celebration or East Coast Pepsi Gathering. Get them excited about Pepsi history and of all the previously unknown Pepsi collectibles that are constantly being discovered. They might even be able to provide information about those other flavors and new products that keep being released with regularity. It's the "strength in numbers" aspect that local chapters provide. You have more eyes and ears tuned to everything Pepsi-related in your neck of the woods. There are more bodies doing more legwork. It's a good situation, hands down. I don't want to split hairs or give anyone a headache. I just think that having a chapter makes collecting easier than trying to do it on your own.

The Chicago Connection Chapter will be meeting on October 24th in Midlothian, IL and on December 5th in the far Western edge of Chicago, IL. If you would like to attend any of these meetings/parties and want more details, contact me at

pd62pepsi@sbcglobal.net.

The Keystone Chapter and Buckeye Chapter members have been holding combined get-togethers, with their latest one on August 1st near Pittsburgh, PA. For more info, contact Tom and Diane Gabriel at pepsiwaytag@comcast.net.

The Iowa Pepsi Club meets regularly. For information on their meetings and locations, contact Terry Brennan at pepzione@q.com.

The SoCal Chapter meets regularly, as well. For more information, contact Pat Cartwright at pepsilady1951@yahoo.com.

I haven't heard from the other chapters for a while so, if you want to be included, please contact me.

-Phil Dillman

www.pepsicolacollectorsclub.com

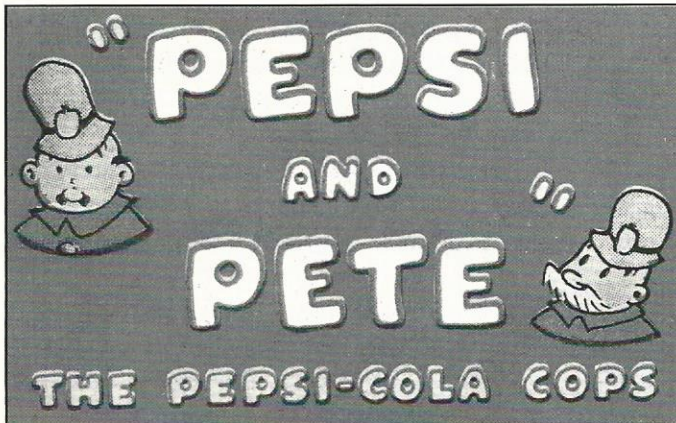
Email: bob@www.pepsicolacollectorsclub.com

Future Club Events

Pepsi Celebration
Las Vegas, NV
November 13-14, 2009

Pepsi Fest 2010
Indianapolis, Indiana
March 18-20, 2010

Dear Pepsi and Pete



Dear Pepsi & Pete:

Is it true that James Dean starred in a Pepsi television commercial?

Signed,
Margaret

Dear Margaret:

Yes and no. He was in a Pepsi commercial in 1950. He was not the star of the commercial - just one of several actors. This commercial was significant to his career because it was his first paid acting job. The commercial featured young people around the piano, singing and dancing with the Pepsi jingle playing.

Dear Pepsi & Pete:

I have the Pepsi bottle-shaped radio from the 1940's. It works, but I was told not to use it. Is there a reason for this?

Signed,
Anne

Dear Anne:

The reason you don't want to turn the radio on is that the heat from the old vacuum tubes inside the radio will cause the Pepsi label on the outside to deteriorate. That is the reason why so many of these radios have cracking on the labels.

Dear Pepsi & Pete:

Are the Pepsi matchbooks with the Disney art Disney collectibles, or Pepsi collectibles?

Signed,
Henry

Dear Henry:

They are both. Although Walt Disney did the artwork as a patriotic gesture to our military, the matchbooks were actually produced and distributed by Pepsi-Cola.

Dear Pepsi and Pete:

I heard there is a record with old Pepsi jingles on it. Where can I find this record?

Signed,
Joel

Dear Joel:

There are a number of old records with Pepsi jingles on them. There was one produced in the early 1970's that has five jingles on it. Finding these records is a bit of a challenge, however. The obvious place to start looking is on ebay. These records do become available from time to time - just keep your eyes open and you'll eventually find one.

Dear Pepsi & Pete:

I have a Pepsi bottle from the 1950's that has the original Pepsi in it and crown on top. Someone told me that even with the correct crown on top, there is no guarantee that the Pepsi inside is original. Is that true?

Signed,
Jeff

Dear Jeff:

That is true. Many dealers have bottle cappers and have been known to put new Pepsi into the bottles and seal them. As long as your crown is from the same era as the bottle, I would not worry whether or not the "Pepsi" inside is original.

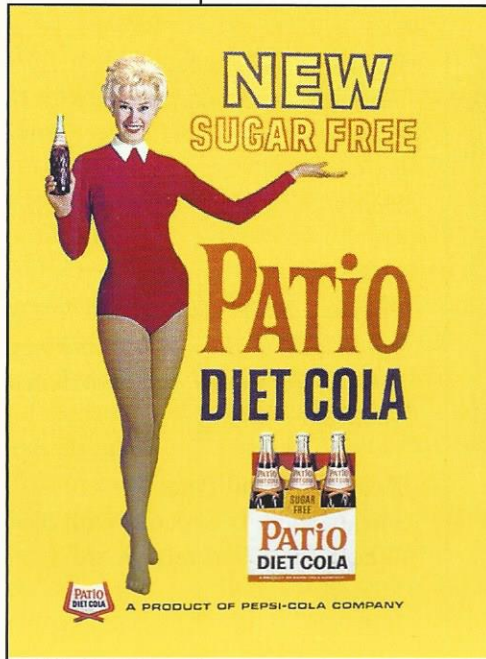
Patio Diet Cola on TV

Last month, Diet Patio cola made a cameo appearance on cable television. There is a series on AMC called "Mad Men." The show portrays an advertising agency in the early 1960's. On a recent episode, the fictitious agency was creating an advertising campaign for Diet Patio Cola. The agency believed that if they made a great presentation to the Pepsi-Cola Company, this would give them an opportunity to go after the Pepsi-Cola account. Diet Patio Cola was included in two episodes. There is no indi-

cation whether or not Diet Patio will be used in any other episodes this season.

For those that do not know about Diet Patio Cola, here is a short history. In 1963, Pepsi decided to get into the diet cola business with a new drink called Diet Patio Cola. Throughout 1963, they made a valiant

success. After a year-long struggle, Pepsi decided they could not get the public aware of Diet Patio Cola with the limited funds they had available. In desperation, they decided to change the name and the formula of Diet Patio Cola to Diet Pepsi Cola. This gave them the opportunity to advertise Diet Pepsi alongside Pepsi-Cola. The gamble worked, and Diet Pepsi went on to become one of Pepsi's biggest selling soft drinks. The advertising at that time was "Pepsi Either Way." This was a monumental event because this was the first time that a soft-drink company used a flagship brand name for a diet drink.



1963 Diet Patio Cola Cardboard Sign

effort to get a foothold in the emerging diet drink business without much



Pepsi, Diet Pepsi, and Pepsi Max are Pepsi's primary cola flavored drinks. Pepsi believes that these drinks cover all categories of cola drinkers. Pepsi is for those drinkers that do not worry about calories. Diet Pepsi is for the calorie-conscious consumer. Pepsi Max targets young men as they switch from Pepsi to a calorie-free drink. Pepsi is hoping that these three drinks will continue making Pepsi the best cola drink in the world.

PEPSI FEST 2010 REGISTRATION

March 18th - 20th, 2010

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2010, March 18-20, 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 \$25.00 per person will include a button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, glass, and several other items bearing the Pepsi Fest 2010 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 NO PACKET # _____ @ \$ 12.00 each \$ _____

Children under 10 free

REGISTRATION FEE WITH PACKET # _____ @ \$25 each \$ _____

TACO FIESTA 3/18/2010 # _____ @ \$15.00 each \$ _____

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

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

3/21/2009

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 \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2010.

of Packets _____ @ \$30.00 each = \$ _____

PEPSI FEST 2010 REGISTRATION

PEPSI FEST 2010 SCHEDULE

Schedule Subject to Change

Thursday, March 18th, 2010

- | | |
|------------|--|
| 10:00 A.M. | Registration |
| 11:00 A.M. | Pepsi Fest Kick-Off Meeting |
| 1:00 P.M. | Chapters Meeting |
| 2:00 P.M. | Silent Auction Check-In |
| 3:00 P.M. | Silent Auction Begins |
| 6:00 P.M. | Pepsi Taco Fiesta (\$15.00 per person) |
| 7:00 P.M. | Room Hopping |

Friday, March 19th, 2010

- | | |
|------------|-----------------------------|
| 9:00 A.M. | Reproduction Seminar |
| 10:00 A.M. | Show & Tell - Questions |
| 11:00 A.M. | Oral Auction Check-In |
| 12:30 P.M. | Oral Auction Begins |
| 5:30 P.M. | Group Picture |
| 6:00 P.M. | Be Sociable Party & Meeting |
| 7:30 P.M. | Room Hopping |

Saturday, March 20th, 2010

- | | |
|------------|---|
| 9:00 A.M. | Dealer Set-Up for Swap Meet |
| 10:00 A.M. | Swap Meet Begins - Will Run 2-1/2 Hours |

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

Pepsi Fest 2010 will be held at the Indianapolis Marriott. The room rate is \$99 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

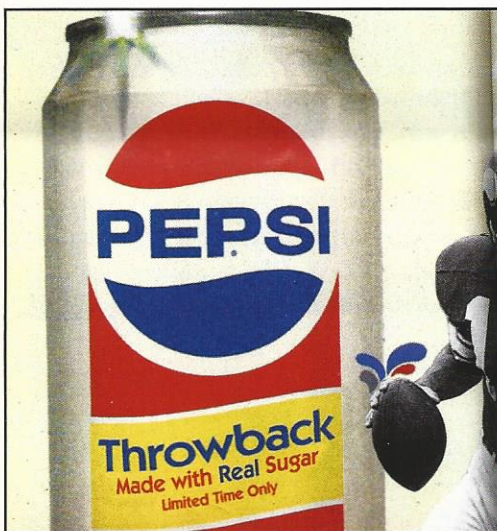
Directions: From I-70, (either way) - Get off at Shadeland Avenue (Exit 89), turn right onto Shadeland & left at the first intersection (21st). The Marriott is the 3rd building on the left.

Collector Information



This summer, Pepsi introduced a series of aluminum bottles, featuring word play. Word play uses the Pepsi-Cola logo in place of the letter "o." There are six bottles in the series. A green "Joy" bottle is missing from the set pictured here. For those of you without teenagers in your house, LOL stands for laugh out loud. I have not heard of any other plans for more of these bottles to be produced, but if I hear of any, I'll let you know.

There are plans, however, for more of the green-label mountain dew aluminum bottles to be produced sometime in 2010.



With the success of the throwback Pepsi can earlier this year, Pepsi will introduce a throwback can in 2010, featuring graphics from the 1970's. This can will be promoted during NFL games in January 2010. Part of the throwback program is to use sugar as the sweetener, rather than corn syrup.

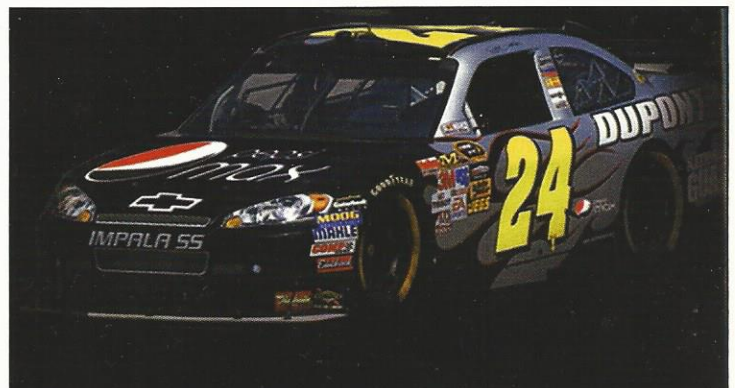
16 Ounce Can

If you haven't seen the 16-ounce can yet, it is available at some convenience stores across the country. It is available for a limited time and is available in Pepsi and Diet Pepsi. This is definitely a future collectible.



During the summer of 2010, a Diet Pepsi Cherry Vanilla will be offered for a limited time only.

In 2010, Jeff Gordon's No. 24 car will get a makeover. It will now feature the Pepsi Max graphics. It will debut at the Las Vegas Motor Speedway in the 3rd race of the Nascar season.



ECPC Parties in Charlottesville

Ho-Hum Summer? Not in Charlottesville!

Say it out loud, East Coast Rocks!

Your East Coast Pepsi Connection (ECPC) hosted a gathering in Charlottesville Virginia July 23-25. C-ville (as the locals call it) had a lot more drawing power than we anticipated. Historic sites were everywhere, pedestrian walks with local food and stores, lots of Flea

Markets/Antique Malls and of course the Pepsi-Cola Bottling Company of Central Virginia.

The folks at Pepsi-Cola were happy to show us around. Amazing how fast the bottling line runs. We drooled over the pallets of plastic bottles waiting to be filled. After the tour they showed us their collection of Pepsi-Cola Stuff, lots of bottles, cans, vending machine, syrup containers and even 2 life-sized Yodas (didn't we have a life-sized Yoda at the last East Coast gathering?). They also have an old fashioned bike painted up in Pepsi blue and two Pepsi-Cola "train crates", very nice! An historical video about the Jessup family, their Pepsi-Cola franchise and their Pepsi "family of employees" was shown and each of us added a 100th Anniversary item to our collections.

Speaking of our collections, back at the hotel, we had a lot of collectors "Show & Tell" us about highlight items of their own. Several of the items were purchased earlier in the day at local antique malls, so the shopping must have been good. Just as we finished up with Show & Tell, the pizza arrived. Pizza was yummy and we were almost ready to room hop.



Registration in Charlottesville

Almost? Yes, because Scott Kinzie shared his knowledge of Pepsi-Cola reproductions and fantasy items with us. Good to see these items side by side, it makes us better collectors. We talked and asked questions until



East Coast Pepsi Connection Group Picture

the hotel kicked us out of the dining room. Great job Scott!

We closed out our gathering with a Picnic at Pen Park. The road before

the park was named Pen Park "Lane", so, most of us got to tour the housing area adjacent to the park on our way to the picnic. Hilarious as each group that arrived related the exact same story of the detour and the



Plant Tour

strange looks from the locals as we all zipped down and then back up their street. By the time the last car showed up it was a laugh riot!

Other highlights of the weekend included: The group taking over a small Italian eatery after the plant tour, (it seated 50 and there were more than 30 of us) eating and talking Pepsi-Cola. Some took the opportunity to tour Monticello, President Thomas Jefferson's home, fascinating stuff. Local shopping was high on the list for most of us. One or two were even spotted lounging around the pool.

A good time was had by all. Especially the folks that had never been to a Pepsi-Cola Collectors Club event before! Like

Fred & Wanda who have now joined the PCCC - welcome to you both! The consensus is - ECPC 2010 is a MUST! Hope you can join us next year!

EVERY PEPSI REFRESHES THE WORLD

These are difficult times, as everyone knows. To help make things a little easier, Pepsi will give grants to various charities involved in health and fitness, art and culture, hunger, environment, communities, and education. Those selected to receive the grants will be voted on by consumers on line. The amount donated will correspond with the amount of Pepsi sold in 2010. Therefore, every Pepsi you drink refreshes the world. For more information, go to refresheverything.com

TO THE
max GREAT-TASTING,
6 CALORIE COLA

peel and play

"Check out my only worthy competition: the first ever video-in-print player. This is going to be legendary."

video menu

how i met your mother
"the bro code" push

2 1/2 minutes of two and a half men
+ the big bang theory "talk nerdy to me" push

"i'm good" by pepsi max push

In the September 18th issue of Entertainment Weekly, Pepsi has a ground-breaking ad for Pepsi Max. They have the first-ever video-in-print player. The video player promotes the CBS Monday night line-up with one button promoting Pepsi Max. If you press the Pepsi identified button, you will see a Pepsi commercial that has played on TV. This is amazing technology. If you have the opportunity you should view it.

Welcome New Members

Peter & Louis Obelnicki
Fisher Branch, Manitoba

Victor Ramirez
Dos Palos, CA

Robert Simpson
New Kensington, PA

Donald Johnson
Oshkosh, WI

Jeannot Gagnon
Sept-Iles, Quebec

Jay Curtis
Toledo, OH

Jack Patterson
Oviedo, FL

Paul Lucas
Pittsburgh, PA

Charles Gantz
Bowie, MD

Michael Vernon
Mt. Orab, OH

Cameron Kennedy
Stevensons Ranch, CA

Michael Hochman
Indian Trail, NC

Adds good taste
to any scene

Lon Chaney, Jr., Evelyn Ankers and
Brod Crawford between scenes of
Universal's "North of the Klondike."

PEPSI-COLA is the rage in Hollywood
for three big reasons . . . taste, size
and quality. Between scenes on every
lot, the stars enjoy its finer flavor . . . they
welcome those extra sips . . . and they
know that every drop is quality at its best.
Swap a nickel today for a frosty Pepsi-
Cola. 12 full ounces of long, long sips.
Purity . . . in the big, big bottle
—that's Pepsi-Cola!



The Pepsi Trading Spot

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

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

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

For Sale:

Offering 45 years of Pepsi related collectibles for auction on ebay. All categories of Pepsi-Cola products will eventually be listed. Extensive collection of bottles, cans, signs, clocks, carriers, advertising, bottle molds, original bottle design drawings, etc. Other brands of soda products also. If interested, please add pepsipop318 to your "favorite sellers" list to be notified as items are listed. Email contact: pepsipop318@att.net or mail: Ed Protin, P.O. Box 318, Milford, DE 19963.

For Sale:

Pepsi cooler with blue/red/white single dot. S.S. trim, dbl. top door cooler, unit works. Nice condition. Unit is in Cal. Ky. \$300. Call me for info: Larry @765-404-9177 cell or email dlgiroux@frontiernet.net

For Sale:

My husband was a member of the Pepsi Cola Collector's Club. He passed away on July 10, 2009. He has a collection of Pepsi-Cola memorabilia that is about 250 pieces, including cars, trucks, trains, planes, toys, puzzles, phones, bears, plates, glasses, signs, etc. If interested in buying the whole collection, please contact me: barbjwells@yahoo.com

Wanted:

Playing cards before 1970. Contact: Rodney & Paula Neat
3527 Hanover Rd.
Louisville, KY 40207

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.

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

www.pepsigifts.com

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Pepsi-Cola Company Airplane, Circa 1970