



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 17, Number 3

July-August 2000

100 Years of Pepsi Logos

Summer is here at last! For most Pepsi collectors, Pepsi is the drink of summer. Nothing refreshes on a hot day like an ice-cold Pepsi-Cola. I hope everyone is having a great summer finding new Pepsi stuff and drinking a lot of Pepsi.

I've seen reports that Pepsi Twist Lemon Cola should be in test markets soon. Pepsi will also be test marketing a new lemon-lime drink - Sierra Mist. Unlike Storm, it is caffeine free. If either of these products is test marketed in your area, please let us know.

In other Pepsi news, Tricon Global Restaurants, also known as KFC, Pizza Hut, and Taco Bell, has signed a multi-year renewal of their previous contract with Pepsi-Cola. For those of you who frequent these fast food restaurants, take heart! Pepsi will remain the predominant beverage served at these fine establishments.

Additionally, some of these restaurants will offer Pepsi One at their fountains.

Kudos to Pepsi! Once again, Pepsi-Cola has distinguished themselves as being a first class organization. On May 24th, the last episode of "Spin City," starring Michael J. Fox, was aired. Fox, a veteran of many Pepsi commercials, is leaving Spin City to wage a full-time battle against Parkinson's disease. In what was one of the classiest gestures by any corporation, Pepsi re-aired 1987's "Apartment 10G" commercial, starring Fox. At the end of the commercial, Pepsi simply said, "Thank you, Michael." I know that the members of the Pepsi-Cola Collectors Club echo those sentiments - "Thank you, Michael!" Together we have all enjoyed watching many of Michael J. Fox's Pepsi and Diet Pepsi commer-

cial at Pepsi Fest. Our best thoughts are with Michael as he battles Parkinson's disease.

Included in this newsletter is the information for Summer in New Bern. If you have never attended a Pepsi event, this is a great place to start! The city of New Bern is not only a charming place, but also the birthplace of Pepsi-Cola. There are numerous sites throughout the city that denote the beginnings of Pepsi-Cola.

Has the Pepsi challenge come to your town yet? If the new Pepsi challenge has been conducted in your town, please send us your observations and comments. Tell us how the challenge did in your area.

Hope you all have a great summer. Remember, be young, have fun, and drink Pepsi!

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1939 Roadside Billboard

Chapter News

from Phil Dillman

NOTICE

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

Barring any problems, the long-awaited membership directory should have been included with this newsletter. Have you looked through it, yet? Have you seen other club members that live in your area that you haven't met previously?

I see great potential for the start up of many new chapters through the use of this directory. In many cases, there are names and addresses listed. How much easier can it be to start a chapter when you have access to all of this information? Now, all you have to do is contact some of those people and see if they want to get together some evening and talk

MOVING?

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

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

Local Chapter News

about Pepsi. Once you've taken that first step, there's a good chance that the group will become a chapter. Other members in the directory have only included their names. If they included a town or state where they live, they might or might not want to be contacted. That would be up to you folks to decide whether or not you want to try and locate them. I've had mixed results in doing so. If you succeed in getting a chapter started, the things your group can do together is never-ending. We will be promoting the Chicago Connection Chapter this year by selling hot dogs and Pepsi, and having a Pepsi memorabilia display at a car show. We will also be entering the 4th of July parade again this year in Homewood, IL (a suburb of Chicago).

We only meet six times a year, but those six times are always lots of fun. We swap information about Pepsi's history, past and present. We have show-and-tell for our latest additions to our collections. We always eat! We discuss upcoming events, such as New Bern, or Las Vegas, Pepsi-Fest, local shows where we might find some Pepsi

collectibles, etc. We also attend some of the events sponsored by Pepsi, such as races, hot air balloon fiestas, any place where we can photograph items with the Pepsi-Cola logo and, naturally, try to obtain more items for our collections!

The bottom line is, collecting Pepsi items is far more fun if you have someone to share in that interest, to share in your enthusiasm. Here is my prescription to you. Look through the directory, make two phone calls and call me in the morning. Here's Health!

Future Club Events

Summer in New Bern
New Bern, North Carolina
August 10th-12th, 2000

Pepsi Celebration
Las Vegas, Nevada
November, 2000

Evolution of the Pepsi Trademark



1898 - This is considered by most to be the first Pepsi-Cola trademark. Unfortunately, there is no evidence that this trademark was ever used by Caleb Bradham. It is alleged that this logo was designed by a local artist. My guess is that this design was the model for the Pepsi trademark that was eventually used.



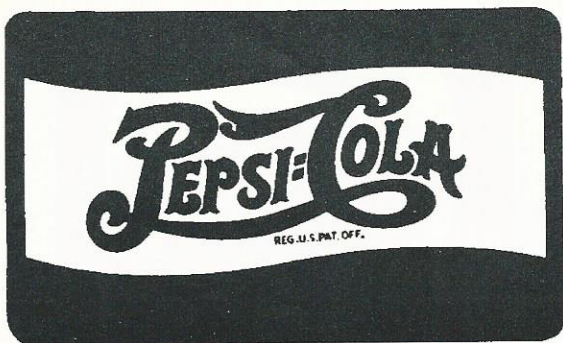
1903 - Similar to the first logo, this trademark was actually used in a newspaper advertisement in 1903. This logo was the first to incorporate advertising information into the design. Some characteristics were adopted from the 1898 logo, but overall this was a new design.



1906 - This trademark was registered with the United States Patent Office on August 7, 1906. This logo appears to be the 1903 logo streamlined and modernized. We now see a logo that is similar to the double dot script used for most of Pepsi-Cola's first fifty years.



1909 - By this time, the trademark had evolved into a logo that symbolized a modern, professional company. This logo, with minor variations, was used by Pepsi-Cola from 1909 through 1950.



1940 - This trademark, introduced in 1940, was nicknamed the flag logo for obvious reasons. Essentially, it incorporated the standard script logo into a flag background. It is important to notice that the script logo is balanced by the wave design in the flag. This was the beginning of making the trademark more than just the script logo.



1943 - The flag logo evolved into an oval logo, giving the white wave background a more dynamic look. This is an important transition, because this design would become the genesis of the crown logo.



1945 - The crown logo, taken from the Pepsi-Cola bottle cap, replaced the oval as Pepsi's primary icon. Looking at the center of the bottle cap, you can see remnants of the flag as well as the oval logo. Also, at this time, red, white and blue became the corporate colors of the Pepsi-Cola Company.



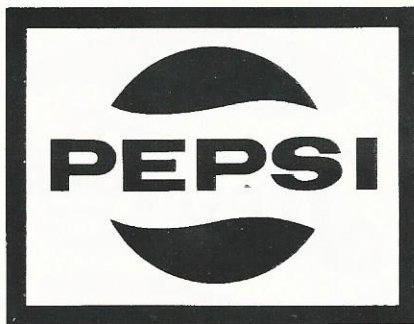
1951 - In the 1950's, Pepsi decided to modernize their image. One step in doing this was to give the trademark a face-lift. Therefore, in 1951, Pepsi made one of the biggest changes in their logo since the days of Caleb Bradham. The double dot script was replaced by a sleek, more modern-looking single dot script.



1951 -At the same time, the crown logo was redesigned to incorporate the new single dot script. The new crown trademark tilted slightly to the right, but was definitely the descendant of the 1945 crown. The single dot crown logo became the predominant Pepsi symbol in the 1950's.



1963 - A new decade began with many changes going on in our society. To reflect this new era, the Pepsi logo was once again updated. The image of the crown was less defined, and the familiar Pepsi-Cola script was replaced with block letters.



1965 - The 1963 logo update turned out to be short-lived. By 1965, the trademark was once again changed. The crown part of the logo completely disappeared. Only the wave, first developed in 1943, remained. The emphasis on Pepsi-Cola's name had changed to just "Pepsi."



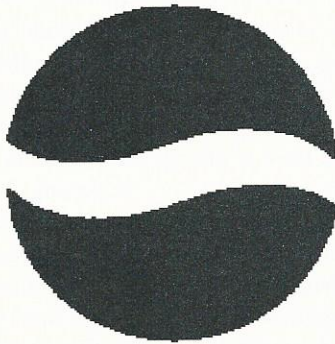
1971 - In time for Pepsi's 75th anniversary, a new trademark was introduced. The logo featured Pepsi framed by the wave on the top and bottom, with what appears to be bookends on each side. This logo became known as the "bookend" logo. The logo consisted of the red, white, and blue look that Pepsi had first adopted in 1945. Additionally, a lighter shade of blue was included.



1987 - A variation of the bookend logo with new block print. The block print used since 1963 was replaced by a new style- most notably the rounded "E."

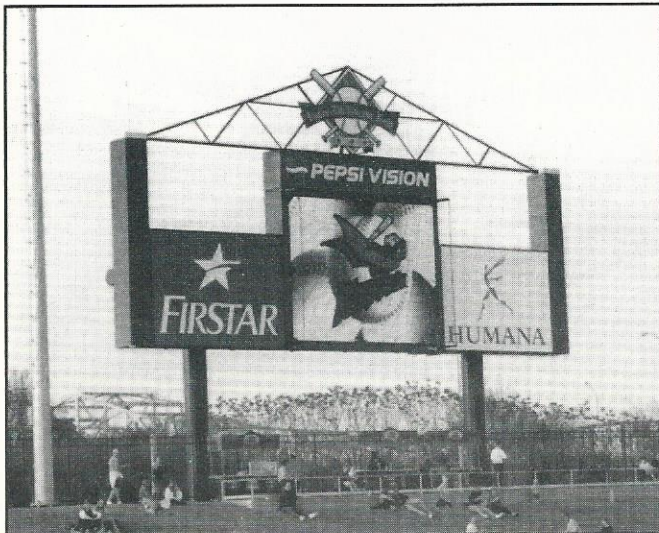


1991 - The modified crown logo becomes secondary in the trademark to the block print. The name Pepsi is the featured part of this 90's logo.



1996 - The circle is complete. The crown logo is once again the predominant Pepsi trademark, modernized and named the "globe," but still bearing the essential characteristics that were first created in 1940. If you go back and look at the 1940 flag logo, you can see the roots of the globe logo.

Over the past 100 years, the Pepsi-Cola trademark has appeared in dozens of variations. I've illustrated the most important transformations, from the ornate script to the globe. The metamorphosis of the logo has occurred simultaneously with the emerging of Pepsi as a trademark recognized world-wide. It is interesting to note that most people do not recognize the globe logo as the descendant of the crown, also known as the Pepsi bottle cap. But, as you can see from the diagrams, that is exactly what inspired the creation of the globe. The more things change, the more they stay the same. This guide should be an aid to all collectors to help identify the age and era of Pepsi-Cola memorabilia.



Louisville Slugger Park

Baseball Fever! Catch It! Pepsi - Gotta Have It! The fusion of two great American past times, baseball and drinking Pepsi, is happening all over the country. From little league to major league, Pepsi is quickly becoming the drink of baseball. Louisville Slugger Park in Louisville, Kentucky is the home of the River Bats, a triple A team. It is also the home of Pepsi Vision - the sponsor of the video scoreboard.

A few years ago, it was unheard of to find Pepsi at most ballparks. Today it is becoming more common. The latest major league field of dreams to become affiliated with Pepsi is the new ballpark in Detroit, Michigan. Pepsi will be the official drink of the Detroit Tigers. As part of the agreement to sell Pepsi in the ballpark, Pepsi will also sponsor a number of local promotions. Be on the lookout for some nice Pepsi/baseball memorabilia in the future.

IMITATOR OR INNOVATOR?

Recently, I watched a documentary called "Cola Conquest." In this documentary, a number of experts were asked various questions about Coke history and the "cola wars." Without exception, the loyal Coke participants referred to Pepsi as the "imitator." I was not surprised to hear this expression. It has been part of Coke's tenets since the early days. But, it did make me wonder who really was the imitator and who was the innovator.

Pepsi-Cola and Coca-Cola were both invented by pharmacists. Caleb Bradham invented Pepsi, and Dr. John Styth Pemberton (who some claim was addicted to morphine) invented Coca-Cola. The difference between the two men is their methods and motivation. Pemberton was trying to create a popular drink using the coca leaf. He believed the cocaine had great medicinal qualities. Bradham, on the other hand, was trying to create a refreshing and safe drink.

Before Coke, Pemberton had created a drink called French Wine Cola. It combined the affects of alcohol and cocaine to give the consumer relief from numerous ailments. Who wouldn't feel better with a shot of alcohol mixed with cocaine? Fortunately for Pemberton, his timing wasn't all bad. The temperance movement had hit Atlanta about the same time he came up with his new drink. This necessitated the removal of the alcohol from his cocaine-laced drink. Many pharmacists had been experimenting with the kola nut as a health remedy. Pemberton, aware of the research on the kola nut, decided to use this new ingredient in place of alcohol. As they say, the rest is history. On the other hand, Bradham, who had studied

medicine before becoming a druggist, was chiefly concerned with the healing properties of his drink. He did not believe that it was prudent to cause a person physical harm in order to give them temporary relief. Many of the tonics and refreshing elixirs of the day contained harmful and addictive ingredients. This was not acceptable to Bradham.

One can clearly see that the motivation of both of these inventors was completely different. Therefore, it would be difficult for one to conclude that Bradham was imitating Pemberton. Bradham was simply experimenting with the popular ingredients of that time in order to create a healthy, refreshing drink. Pemberton was experimenting with alcohol and cocaine, like many others were, to create a popular drink.

If this isn't enough proof, we can take it one step further. In 1906, the United States Government implemented the Pure Food and Drug Act, which precluded manufacturers from using harmful ingredients and narcotics in their products. Many companies had to change their formulas to remove these dangerous ingredients. Coca-Cola was one of the companies required to change their formula. Pepsi-Cola, who was accused of being the imitator, did not have to change their formula. Pepsi-Cola was a pure food drink from the very beginning.

In summation, Caleb Bradham was an innovator. Using ingredients available to other pharmacists, he created a refreshing and healthful drink. Pemberton was the imitator, concerned only with using ingredients in similar ways that others had already done, creating a drink the government eventually declared illegal.

GET HEP

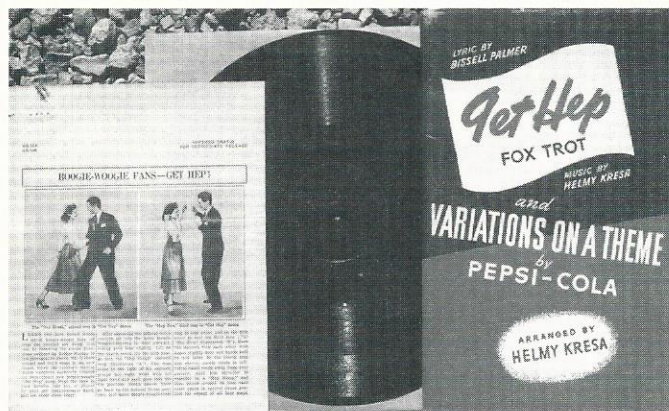
by Phil Dillman

"Get Hep" - it was a popular phrase during the 1940's. It meant "Be Hip," "Get with it," or "get with the times." It was a phrase that instructed everyone to join the more modern attitude of the younger generation. In fact, it could very well have been the predecessor of the "Pepsi Generation."

Most Pepsi collectors are familiar with the Pepsi-Cola jingle. "Pepsi-Cola hits the spot. Twelve full ounces, that's a lot. Twice as much for a nickel, too. Pepsi-Cola is the drink for you." It was a catchy, musical radio song to advertise Pepsi. It was so popular that a couple of big band dance songs were written about the jingle. The main song was called "Get Hep" and was released on a 78 rpm record along with the song "Swinging the Jingle." Two different orchestras were listed as the performers on both songs - Harry Sosnik and his Orchestra, and Johnny Fosdick and his Orchestra. The vocals in both cases were done by Anita Boyer. The record was released on the Nocturne label and was typically found in jukeboxes throughout the U.S.

Paper flyers were given out in nightclubs and dance halls. These flyers included two photographs that showed Arthur Murray and a partner demonstrating the different steps for the "Get Hep" dance. The flyers even refer to Pepsi-Cola's new boogie-woogie "Get Hep" song.

Another related item was a folder containing sheet music for both "Get Hep" and the Pepsi-Cola jingle. The folder refers to the "Get Hep" foxtrot and includes music for a piano, violin, guitar, trumpet, trombone, drums, saxophone, and bass.



Summer In New Bern 2000

Schedule of Events

Thursday August 10th

6pm To? Welcome Party Pizza, Drinks, Cake
Bring your Pepsi videos to share with friends
Room Hopping

Friday August 11th

9am to 10am Silent Auction Check in
11am to 12noon Show and Tell
12noon to 1pm Buffet lunch
1pm Silent Auction Begins
Room Hopping

Saturday August 12th

Swap Meet dealer set up 10:30am to 12noon
Swap Meet opens 12noon
Swap Meet will run 2 fi hours closes as 2:30pm
Dinner Buffet at The Chelsea 6pm

Schedule subject to change.

Ramada Inn Bridgepoint 101 Howell Rd. New Bern, North Carolina 28562
Phone: 252-636-3637

SUMMER IN NEW BERN
AUGUST 10TH, 11TH, 12TH 2000

Name(s): _____
(please include names of all people who will be attending)

Address: _____

Phone #: _____ E-mail: _____

In order to keep our group together please do not make your reservations directly with the Ramada. Complete the reservation information and return it along with registration information. You will receive a confirmation.

RESERVATION INFORMATION: (Nightly room rate \$58.00 + N.C. tax 7.5% = total \$62.35).

Arrival date: _____ Departure date: _____ Number of Rooms: _____
Type of room(s) (circle one) 2 double beds 1 king bed smoking non-smoking
Selling from room (circle one) Yes No

PAYMENT TYPE: I would like to reserve my room with one of the following methods.

Credit Card Hold: For hotel use ONLY. Type of card: _____ Card #: _____
Expiration date: _____

Personal Check: A check for one nights stay per room made payable to the RAMADA INN (\$62.35 per room including tax).

4 PM Hold: Rooms will be held until 4PM with NO DEPOSIT.

NOTE: All 1st and 2nd floor rooms have two double beds--3rd and 4th floor rooms are king size beds only--non smoking rooms are limited--the RAMADA will not be able to supply tables for room set up due to limited availability.

REGISTRATION FEE: Registration fee \$15.00 each (registration fee includes pizza party, lunch buffet, hospitality room and convention related expenses...no registration fee required for children under 12yrs of age).

Number of persons you are registering _____ X \$15.00 = total \$ _____

CONVENTION PACKETS: \$11.00 each (packets include 1 tote bag, 1 shot glass, 1 lapel pin)

Number of packets you are purchasing _____ X \$11.00 = total \$ _____

SWAP MEET TABLES: \$10.00 each (Limit one table per registered participant).

I have included \$ _____ for _____ # of tables.

DINNER BUFFET AT THE CHELSEA: \$18.00 each

Number of people attending _____ X \$18.00 = total \$ _____

Please make check or money order for all fees (except hotel) payable to Kim Kinzie and send completed registration and reservation information form no later than July 15, 2000

to: Kim Kinzie, 3510 Hemlock Rd. Chester, Va. 23831, Phone: # 804-748-5769, E-mail: msdoubledot@prodigy.net

If you are not attending Summer In New Bern but would like to purchase a packet, please send check or money order for \$16.00 per packet to Kim Kinzie at above address. Price includes shipping. Packets will be mailed after Summer In New Bern.

WELCOME NEW MEMBERS

Maurice & Ann Peele
Greenville, SC

Richard & Marianna Elliott
Big Bear Lake, CA

The Roy Bosbach Family
Dublin, CA

C.B. Cooper
Oklahoma City, OK

Ernest & Cecelia Marit
Dekalb, MO

John Eckman
Statesville, NC

Christine McMartin
Sidney, OH

Freda Richie
Chattanooga, TN

E. Lavonne Bazemore
Columbia, SC

Isriya Kendrick
Las Vegas, NV

B. Carol Deloach
Ellijay, GA

Marc L. Long
Champaign, IL

Darlene Welsh
Burgettstown, PA

Barbara Seidman
Sagamore Hills, OH

Jim Du Rose
Fridley, MN

Karen Hunger
Danvers, MA

Linda Sznaider
Bristol, PA

William Tolley
Canton, OH

Bill Summay
Louisville, NC

Steve Morgan
Centerville, IA

Rita & Stephanie
Hendrickson
Torrington, WY

James Hyslip
Wilmington, OH

Gene Boblits
Hampstead, MD

Marshall Cooper
Decatur, GA

Thomas Engel
Newport Beach, CA

Jim Cridge
Zionsville, IN

GET PLENTY OF PEPSI



FOR THE HOLIDAY

HAPPY FOURTH OF JULY

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:

Have lots of P.C. cartoon glasses, world glasses, fountain glasses, pitchers. Also lots of commemorative bottles. If interested write to: T.M. Cline, P.O. Box 8503, Coburg, OR 97408.

Drinking glass shows and sales every Monday morning at outdoor swap meet. 4 x 10 table \$10. 6 A.M. - ? Buy, sell, trade. Table fee must be paid prior Friday to sale. Write: California Pepsi for map of location. P.O. Box 2231, Hanford, CA 93232-2231. Wally Willems, Promoter.

For Sale: Chest type Pepsi-Cola machine, approximately 37" tall, 32" across, 17" deep, says "Have a Pepsi" on front. Works great, inside rack missing. (651)487-7873 - St. Paul/Minneapolis area.

For Sale: ATTENTION! We have a limited number of Pepsi-Cola Collector Club event glasses for sale. We are offering them to club members at the reduced price of 3 for \$10, including shipping. Available are glasses from Pepsi Fest '97, Pepsi Fest '99, Pepsi Fest West '97, Pepsi Fest East 5th Anniversary, Pepsi Collectors Club 10th Anniversary. Order as many as you would like. Supplies are limited. Order the glasses you want, but give us an alternative in case the glasses you desire are sold out. Make checks payable to PCCC and send to P.O. Box 817, Claremont, CA 91711.

WANTED:

Wanted: Buy/Sell/Trade all PepsiCo product cans. One of the hottest and most affordable Pepsi collectibles is now promo cans. I guess Star Wars got it started. Don't pay those high eBay prices. I have hundred of cans available under \$2. Send \$3 for my 30 page list. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA, 15017-2935 - E-Mail> jopepsiko@webtv.net>

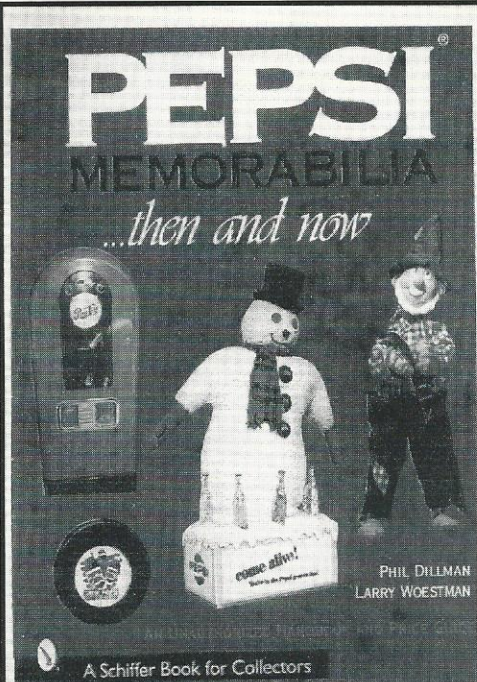
Want to buy: Old Pepsi calendars and cardboards. Contact Cecil Buchanan @ (336-288-3780 or email Cecilmb@aol.com

Wanted: Tab Soda items. Anything with Tab on it. Contact: Paul Schier, 2203 Cornwallis Pkwy., Cape Coral, FL 33904. EMail>CPOBEST@AOL.COM or call (941)540-8445

For Sale

1926 Pepsi Ford Model TT Delivery Truck

Pepsi of Canton/Mansfield, Ohio has a 1926 Pepsi Ford Model TT oak-paneled delivery truck with the trailer and product/cases for sale. Bids are now being accepted with a minimum of \$15,000. If interested, please contact Diane at (419)529-2220, Ext. 1570.



A new, comprehensive guide to Pepsi-Cola memorabilia from times gone by to the 100th anniversary celebration in 1998.

Included are over 600 full color photos and their approximate values.

The majority of the items in this book are not in any of the other price guides on the market.

A "must have" for all Pepsi, soda, advertising collectors and antique dealers.

Order on line from Larry at PEPCCONN@AOL.COM or Phil at PD62PEPSI@AOL.COM, or mail this form and a money order for \$29.95 plus \$3.95 shipping, per book. Call 708-798-0404 for additional info. Please print.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (____) _____ E-MAIL _____

I would like _____ book(s) at \$29.95 plus \$3.95 shipping and handling, per book. Send to Larry Woestman, 14750 Karlov Ave, Midlothian, ILL, 60445 Total enclosed _____

NEW! PEPSI LAPEL PINS

These Pepsi Cloisonne Lapel Pins are limited edition pins available only through Double Dot Enterprises. Pepsi-Cola Club members can receive these lapel pins through this exclusive offer. For club members only, shipping will be \$4.00 (U.S. only), regardless of quantity ordered. You can order by mail or by fax. We do accept all major credit cards. Be sure to note quantity and item number when ordering.

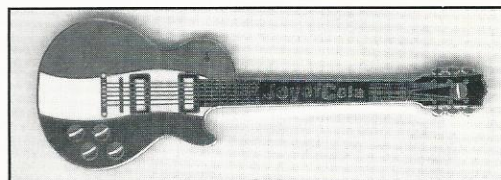
Double Dot Enterprises
 P.O. Box 817
 Claremont, CA 91711

FAX: (909)946-4786
 Questions? Call (909)946-6026

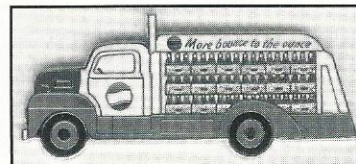
Order today for immediate delivery!



#9842 Pepsi Guitar Pin \$8.95



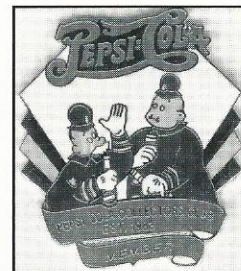
#9841 Joy of Cola Guitar Pin \$8.95



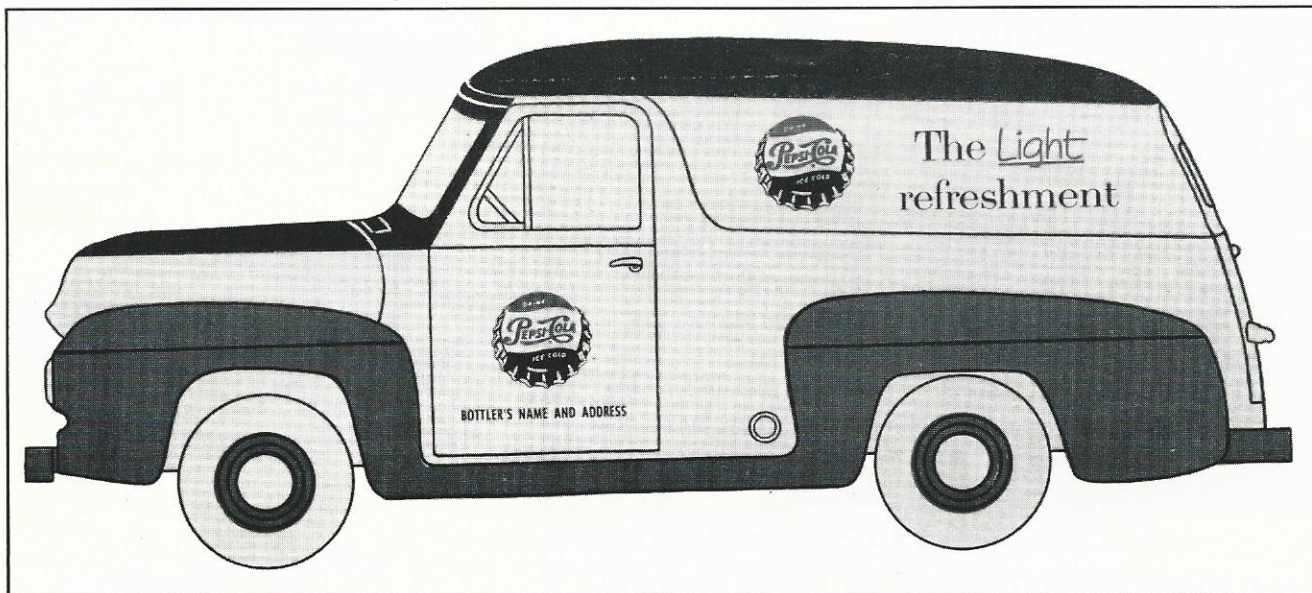
#9843 Delivery Truck Pin \$4.95



#9844 6-Pack Truck Pin \$4.95



#9845 Club Member Pin \$4.95



An Example of Graphics Used on Pepsi Trucks in 1954

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

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



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 17, Number 4

Sept. - Oct. 2000

PEPSI WINS CHALLENGE AGAIN

I've just returned from Summer in New Bern. It's always exciting to go back to the birthplace of Pepsi. Being there with people who share your passion for Pepsi-Cola makes it even better. Combining the fun of Pepsi collecting with the history of Pepsi makes it a special time. If you haven't visited New Bern, North Carolina, you should make it a point to do so. The obvious best time to visit is during Summer in New Bern. Congratulations to Scott and Kim Kinzie, who with Jody and Jodi Knauft, organized Summer in New Bern. Everyone seemed to have a good time, and felt that the event was very successful.

We have received word from a collector that the new Pepsi Twist is being test-marketed in Minnesota. He said that he found it in the Twin Cities, which, for those of you not from

Minnesota, is Minneapolis/St. Paul. I have not tried it yet, but am looking forward to trying Pepsi Twist soon.

Reproductions! The problem of reproductions is becoming more acute each day. I am constantly getting letters, or hearing from people who were taken advantage of by someone selling them a reproduction as an original. We have talked about this many times. You must be always on guard when buying what appears to be older Pepsi items - especially when the price is too good to be true! The problem with reproductions being sold as originals is most common on on-line auctions. My rule for buying anything is to buy from dealers that you know. If you don't know the dealers, ask them to give you a guarantee, in writing, that the item they are selling you is of the era that they advertise. If they back away from guaranteeing the

authenticity of the item, the chances are that it is a reproduction. There is nothing wrong with buying a reproduction, as long as you know that is what it is.

The next club event will be Pepsi Celebration in Las Vegas, Nevada. The dates are November 3rd and 4th, 1999. I plan to be there, and I hope to see you there.

We are currently making plans for Pepsi Fest 2001. This will be the 15th anniversary of Pepsi Fest. We hope to make this the best Fest ever. Registration information, as well as the agenda will be in the November newsletter. The dates are March 15-17th, 2001.

Have a Pepsi Day!

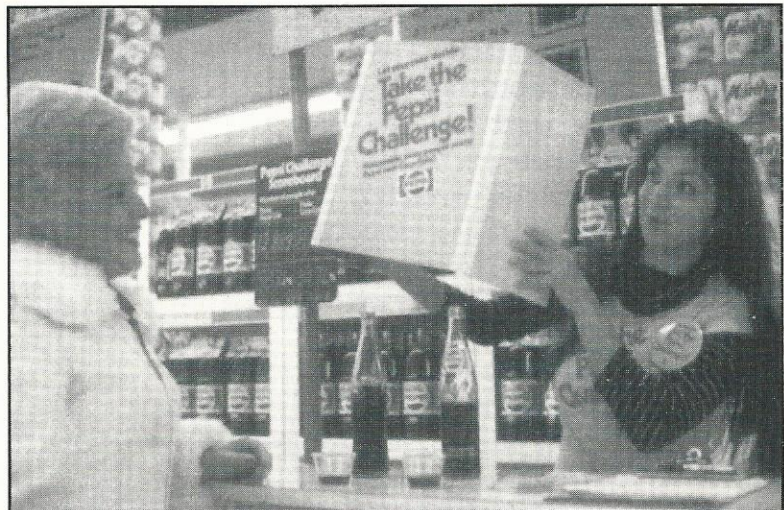
Inside This Issue

Cartoon Glasses

The Way it Was

Pepsi Challenge

Summer in New Bern
Report



The Pepsi Challenge Returns

Chapter News

from Phil Dillman

NOTICE

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

I don't think there are any club members that are sorry that they became "involved" with their local chapter. I can think of several benefits that some of our Chicago Connection Chapter members have enjoyed because of their involvement.

First, and foremost, is friendship. There have been many ^{times} ~~items~~ that our members have gotten together to go to flea markets and collectibles shows, Pepsi-sponsored auto races, Pepsi-Fests East and West, and so on, not to mention all of the non-Pepsi events and places like music concerts, family picnics and such.

MOVING?

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

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

Local Chapter News

As I've said before, hobbies and interests are more enjoyable when there is someone else to share them with.

Another benefit to belonging to our chapter is the way we help each other in our collecting. While we all like to collect anything to do with Pepsi, we each have our our favorite Pepsi categories. Some of us like trays, some like plant opening glasses, some like 75th anniversary items, some like magazine and newspaper ads... I think most of you can relate to that. Therefore, we all keep an eye out for these and other "favorite" items for each other when we're checking eBay, out at antique shops, wherever. Of course, there is the occasional piece that we end up "battling" for, but more often than not, the extra eyes help us find more of the things we might otherwise miss. Also in the "helping each other" category would be the times when you just can't move that Pepsi vending machine by yourself.

One more benefit to belonging to a Chapter, at least in our case, is carpooling. I can't count the number of times we've been able to save on gas, reduce vehicle wear, and just

socialize with some of the other members while riding to our meetings.

I could go on, but you'd probably quit reading. Besides, I'm all out of quote marks. The bottom line is, even if you could think of any negative aspects to belonging to a Chapter (or starting one, for that matter), they would be completely overshadowed by the positive.

Future Club Events

Pepsi Celebration
Las Vegas, Nevada
November 3 - 4, 2000

Pepsi Fest
Indianapolis, Indiana
March 15th-17th, 2000

Pepsi-Cola Cartoon Glasses



One of the most common and popular Pepsi collectibles is the cartoon glasses produced in the 1970's. The glasses were part of a promotion offered by Pepsi-Cola bottlers in the 1970's. The glasses featured Warner Brothers cartoon characters like Bugs Bunny and Tweety Bird. These glasses were distributed by the fountain customers of Pepsi-Cola. The glasses were free with the purchase of a 16-ounce Pepsi, which at the that time sold for around 39 cents.

A fast food chain in Birmingham, Alabama gave away over 500,000 of these glasses in just 100 days. If you start adding up the numbers like this from all over the United States, you can see that millions of these glasses were given away during the promotion. This is why, for the most part, these glasses have never really obtained any significant value. Normally, you can find these glasses for one or two dollars.

That is not to say that these cartoon glasses aren't valuable. Like every other collectible, there are some exceptions. There are some prototype, limited editions, and mistakes that have become quite desirable and valuable. If you like cartoon glasses, you should collect them, but don't expect them to have any significant appreciation in value.

The following is our current list of Warner Brothers cartoon glasses. If you have any other Warner Brothers glasses, or Pepsi Collectors Series glasses, please let us know!

Pepsi Collector Series 1973 Warner Brothers

Beaky Buzzard
 Bugs Bunny
 Cool Cat
 Daffy Duck
 Elmer Fudd
 Foghorn Leghorn
 Henery Hawk
 Pepe Le Pew
 Petunia Pig
 Porky Pig
 Road Runner
 Slow Poke Rodriguez
 Sylvester
 Speedy Gonzales
 Tasmanian Devil
 Tweety
 Wile E Coyote
 Yosemite Sam

Pepsi Collector Series 1976 Warner Brothers Action

Beaky/Cool Cat/Kite
 Bugs/Mirror/Ray Gun/Martian
 Cool Cat/Coconut/Hunter
 Daffy/Elmer/Bugs/Sign
 Elmer/Bugs/Gun/Carrots
 Foghorn/Dog/Dog House/Bomb
 Hoppy/Sylvester Jr./Sylvester/Boxing
 Pepe/Cat/Perfume
 Pepe/Hose/Daffy/Kink
 Petunia/Painting/Porky/Mowing
 Porky/Fishing/Tasmanian Devil/Fish
 Porky/Pot/Daffy/Ladle
 Road Runner/Catapult/Coyote/Rock
 Slow Poke/Speedy/Sylvester/Hammer
 Sylvester/Granny/Tweety/Birdbath
 Sylvester/Limb/Tweety/Sawing
 Sylvester/Tweety/Net/Bulldog
 Wile/Sheep/Sheepdog/Rope
 Wile/Skateboard & Sail/Road Runner
 Yosemite/Goldpan/Speedy/Gold
 Yosemite/Pirate/Bugs/Cannon

The Way It Was

In the last twenty years, Pepsi collecting has become so popular, that finding Pepsi memorabilia is not difficult at all. A collector can go almost anywhere and find something Pepsi. That has not always been the case. There was once a time when finding Pepsi stuff was rare and unusual. I could spend a whole day at the swap meet and not find one Pepsi item. When I did find something, I usually already owned it. The picture on the right is a great example of the state of Pepsi collecting in the mid-1970's. Plastic lamps, plastic belts, knit caps, and lots of cartoon glasses. So be thankful for all the great Pepsi stuff that is out there today!



TAKE THE PEPSI CHALLENGE

“Take the Pepsi Challenge. Let Your Taste Decide.” This has long been Pepsi’s battle cry in the cola wars. First introduced in 1975, the Pepsi Challenge has become the ultimate weapon in the war with Coke. Nothing that Pepsi has ever done is as feared by Coca-Cola as the Pepsi Challenge. Every time the Challenge has been used, the results have been amazing.

The reason why the Pepsi Challenge has done so well is because Pepsi does taste better than Coke. There is no doubt about it, Pepsi is the best-tasting cola ever created. For over 100 years, Coke has used every trick in the book to eliminate Pepsi, but somehow Pepsi has survived. The main reason is the good taste of Caleb Bradham’s drink. The Pepsi Challenge has been so effective, that some people believed that it was the reason why Coke introduced “new Coke.”

The current Pepsi Challenge is a little different than the previous taste test. In addition to Pepsi competing with Coke, Pepsi One is competing with Diet Coke. I know none of us need to take a taste test to know Pepsi is best, but it is fun watching Pepsi kick Coke’s “can.”





SUMMER IN NEW BERN 2000

submitted by Kim Kinzie

The local residents of New Bern, North Carolina took quite an interest in the PCCC presence there this year. Summer in New Bern turned into surprises in New Bern for quite a few club members. The first surprise was the local newspaper, the Sun Journal, stopping by the hotel to interview club members about their interest in Pepsi-Cola and how they felt about visiting Pepsi's birthplace. It was the first visit to New Bern for some, as was the case for Chuck and Heidi Harness who flew in from California. Heidi was quoted several times and elaborated on the feeling of the trip being a kind of homecoming. Red Gano of Florida, a regular to New Bern and the March convention in Indiana, was pleasantly surprised to see his picture on the front page of the paper the next morning. The second surprise was a local television station stopping in to interview as well as film club members shopping for treasures to take home. Many of us, already tired from the day's activities, stayed up late to see ourselves on the late night news. It was a surprise as well as a treat for everyone.

A reproduction display presented by Larry Woestman and Scott Kinzie was well received and informative. Phillip Dillman was our host for Show and Tell. Several members brought prized possessions to show, as well as share their entertaining stories behind finding the items. Over 200 items were consigned to the Silent Auction. It was a busy and fun activity for all in attendance. Winding down the weekend activities a dinner buffet Saturday night at The Chelsea Restaurant gave everyone one last chance to visit and relax before the next day's journey home. The Phil and Larry comedy team provided entertainment. Thanks guys!

Special thanks go out to Ted and Mona Haynes of New Bern for all their help and support. Thanks also to Wade Cline and Chip Barnes of the New Bern bottler and Larry from the Pepsi Store for their generous donations to support the event. Last but not least thanks to our co-hosts Jody and Jodi Knauf and everyone else that helped and kept things running smoothly. If you couldn't make it this year we missed you. Plan ahead and join us next year August 9th, 10th, and 11th for Summer in New Bern 2001.

Look for the Trademark

The Pepsi bottle is one of the most important icons of Pepsi history. Yet, it is not fully appreciated for its contribution to the success of Pepsi-Cola and the soft drink industry.

In the late 19th century, many drug stores began offering new beverages that were created by mixing various



1905

flavors with carbonated water. These new drinks became instantly popular with the public. Practically overnight, drug stores became the meeting place where townspeople would discuss local affairs while sipping on these new refreshing beverages. While drug stores were marvelous places to consume soft drinks, they were not very convenient for everyone. Many people lived too far away from town to make regular visits to the drug store. When you did get to the drug store, you would partake of your favorite beverage while you were there, but there was no way to take your drink home.

To solve this problem, and expand the market for these new, carbonated drinks, glass makers began producing

bottles that would hold these popular creations. Unfortunately, the sealing



1928

mechanism on many of these bottles was unreliable, causing the product to spoil before it was consumed.

Around the turn of the century, William Painter invented a better system to seal bottles. This new device is more commonly known as a bottle cap. Once the integrity of the soft drink was insured by this new sealing system, the public was anxious to get their favorite drinks in bottles.

Almost immediately, a whole new system of bottling and distributing carbonated beverages was created. Most towns of any significant size had at least one bottling operation. These bottlers were anxious to offer the most popular drinks of the day. Many of these bottlers signed up as Pepsi-Cola bottlers. This was the beginning of Pepsi-Cola being offered in bottles.

Pepsi-Cola in bottles was a monumental achievement for the Pepsi-Cola Company. Unfortunately, it brought with it a new set of problems.

These new problems consisted of imitators - unauthorized bottlers using the Pepsi-Cola trademark on cola that was not Pepsi. The other problem was stolen bottles. During this period, deposit was not charged on bottles. So, unscrupulous people would



1936

travel from town to town, picking up bottles and selling them to bottlers in other areas.

These problems led to several innovations in the soft drink industry. Bottles were embossed with the bottler's name to help prevent theft. Printed bottle caps and labels were used to identify the contents in the bottle. These innovations to prevent theft and stop imitators resulted in an abundance of Pepsi-Cola collectibles. There are now hundreds of different bottles from various Pepsi bottlers. Additionally, many collectors pursue various bottle caps and old paper labels. So, the next time you are looking at an old Pepsi bottle, label, or bottle cap, you now know why these items had to have these forms of identification.

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2000 REGISTRATION
PRESENTED BY
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER

November 3rd and 4th, 2000
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$15.00 per person. Included in the registration packet will be a Pepsi Celebration 2000 lapel pin, a glass bearing the Pepsi Celebration 2000 logo and other Pepsi items. Please complete the bottom half of this form, enclose your check and return to: John Arbenz, 9239 Bellagio Road, Santee, CA. 92071. Any questions, please call John at (619) 448-0566 or email arbenz@flash.net.

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

Reservations to stay at the Vacation Village must be made directly with them. Please call them as soon as possible at 1-800-658-5000 and refer to GROUP # 263. Please keep in mind, the earlier you reserve, the better your chances are at getting the kind of room you request.

PLEASE RETURN THIS FORM BY October 15, 2000.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

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

PACKET W/REGISTRATION FEE _____ @ \$15.00 ea \$ _____

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

Total Enclosed \$ _____

SWAP MEET TABLES: \$9.00 for the first table and \$8.00 for each additional table - ONLY IF STAYING AT THE VACATION VILLAGE. If you are not registered the cost will be \$25.00 for the first table and \$15.00 for each additional table. Table must be paid for now in order to reserve them. The hotel will not tolerate members setting up tables in the parking lot.

If you cannot attend but you wish to order a packet, the cost is \$15.00. Your packet will be mailed immediately after Pepsi Celebration 2000. Please mail _____ Packets @ \$15.00 each.

PEPSI-COLA COLLECTORS CLUB EXPRESS

VACATION VILLAGE HOTEL / CASINO

6711 LAS VEGAS BOULEVARD SOUTH, LAS VEGAS, NV 89119

MAKE RESERVATIONS AS SOON AS POSSIBLE

CALL 800-658-5000 TO MAKE YOUR RESERVATIONS

PLEASE USE GROUP CODE

263

NOV 3rd - NOV 4th

RATE \$39.00 + Tax Per Room Per Night
Single or Double Occupancy

Check in time is 3:00 P.M.

PEPSI CELEBRATION 2000 SCHEDULE

Friday November 3rd

1:00 P.M.	3:00 P.M.	Registration
5:30 P.M.	6:00 P.M.	Welcome
6:00 P.M.	7:00 P.M.	Pizza Party / Show & Tell
7:00 P.M.		Room Hopping

Saturday November 4th

8:00 A.M.	8:45 A.M.	Oral Auction Check In *
8:45 A.M.	9:15 A.M.	Oral Auction Preview
9:15 A.M.	12:00 P.M.	Oral Auction
12:00 P.M.	2:00 P.M.	BREAK FOR LUNCH
2:00 P.M.	2:30 P.M.	Swap meet Set up
2:30 P.M.	5:00 P.M.	Swap Meet

* Please note: Only 2 items per registered member will be accepted for the oral auction.

WELCOME NEW MEMBERS

Thomas Engel
Newport Beach, CA

A. Gayle Harkey
Lincolnton, NC

Marshall & Pat Cooper
Decatur, GA

Robert Warren
Burbank, CA

Sheryl Requa
Buena Park, CA

Robert Baumlein
Findlay, OH

Becky Smith
DeKalb, IL

Art & Carol Koral Jr.
Oxford, MI

Dale & Kim Lassahn
Baltimore, MD

Carol Oliver
Washington, IL

Evelyn & Larry Johnston
Cincinnati, OH

Nancy Callis
Madison, IN

Kenneth Campbell
Jerseyville, IL

Patricia Cartwright
Ontario, CA

Mark & Kim Hammack
Greenville, TX



Pictures from the Pepsi Room of Martha Geolfos of Boulder, Colorado

The Pepsi Trading Spot

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

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein.

The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

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

FOR SALE

For Sale: Cone Top Pepsi-Cola Cans.
Contact: Harold Rosentreter, RR1,
Box 157, Carrollton, IL 62016
(217)942-3768

For Sale: OVER 1,000 Glasses - in
mail phone auction. Send \$3.50 for
illustrated booklet mailed around Oct.
15 to Tom Hoder, 444 S. Cherry,
Itasca, IL 60143. Also Tomarts 3rd
Edition Price Guide to Character and
Promotional Glasses for \$31.50
postage and packing included from
author T. Hodor at the above address.
(Outstanding Pepsi listings in new
Tomart's book).

For Sale: Pepsi-Cola Collectibles:
"Neon Clocks" New! Replica Lima
octagonal clocks, licensed. "Bottle &
Cap" or "Double-Dot", spinner \$309

includes S.H.I. (in the 48 contigu-
ous states). Ten units left. My
personal stock. Call Ed (810)773-
5000 or send SASE .77 cents to:
19807 Sussex, St. Clair Shores, MI
48081.

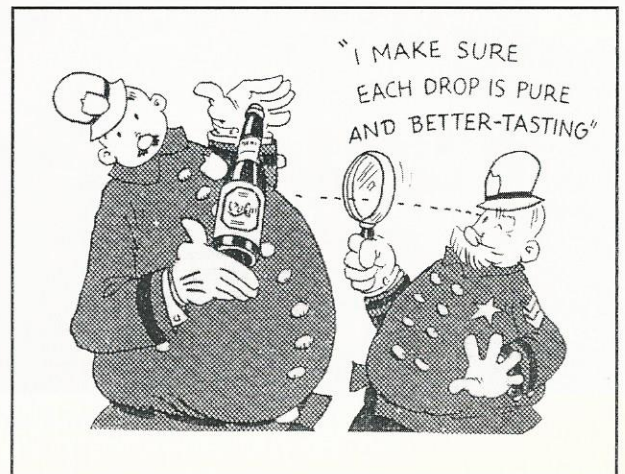
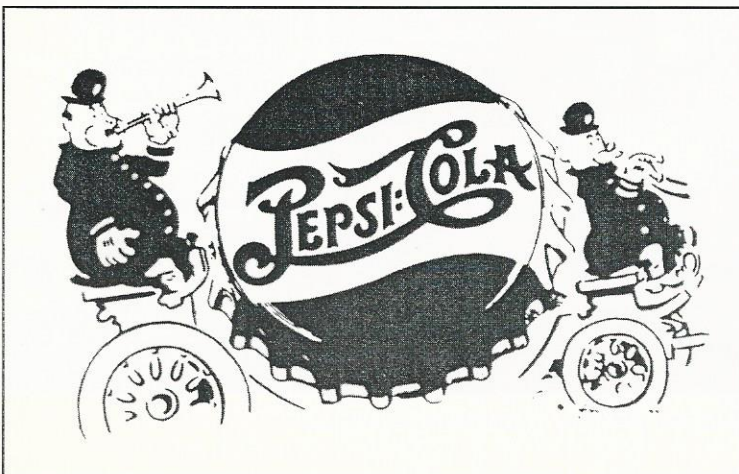
WANTED:

Wanted: Parts for "S & S" 1400
WD2 Pepsi Vending Machine,
(shown on page 124 of book
Classic Soda Machines by Jeff
Walters). I need the bottle opener
and cap catcher. There are 2
wholes approximately 2.5" apart.
Directly below those are 2 studs
approximately 4.5" apart. These
are all right side, front. On left side
near bottom of top panel - the
name plate is missing - would like
that also. Perhaps someone has a
machine too far gone to restore but

has these 3 pcs. I need. Mine is
beautifully restored, just need these
to complete! Contact: LaVern
Anderson, 15122 Elm St. E.,
Sumner, WA 98390. (253)863-
5044.

Wanted: Pepsi-Cola Cross stitch pat-
terns. I also am looking for a
Mountain Dew Paper weight.
Contact: Sam Lyons, 110 N.
Jonesville Blvd., Jonesville, NC
28642.

Wanted: "Have a Pepsi Day" puz-
zles. Trying to find out how many
different ones were made. Is there a
list of them? Let me know. Contact:
Phil Dillman - PD62Pepsi@aol.com
or (708)798-0404.



PEPSI-COLA COLLECTORS CLUB EXPRESS

The PCCC directory is not a complete list of club members. In the January newsletter, a form was included to be completed and returned for those club members wishing to be included in the directory. Everyone was given the opportunity to participate. Please add the following club members to your directories:

Jean J. Pillar
Ron P. Pillar
2001 Ruffs Mill Rd.
Bel Air, MD 21015
General (410)836-7885
crewcut@erols.com

Jimmy McLaney
310 Huckleberry Rd. - Box 403
Homerville, GA 31634
General (912)487-5716
Jmclaney@planttel.net

Martha M. Geolfos
951 Rainbow Way
Boulder, CO 80303
General (303)554-1563
geolfos@spot.colorado.edu

Robert Moring
1556 S. Genesee Ave.
Los Angeles, CA 90019
Glasses (323)938-7344

Terry "K" Lunt
P.O. Box 2
Riverbank, CA 95367-0002
Glasses, Pepsi & Pete, Sports & Non-Sport Trading Cards, Playing Cards
(209)869-5024
tklunt@inreach.com

Mike Cassidy
4336 West Laskey Road
Toledo, OH 43623
ncassid@pop3.utoledo.edu
Blair Phillips
Scales Mound, IL
Pepsip@aeroinc.net

Ronald E. Weimer
13629 Garden Plain Road
Morrison, IL 61270
General (815)772-4495
weimer@sanasys.com

Shelly Taylor
305 Woodland Rd.
Montezuma, IA 50171
General (641)623-3287
foodsrus@netins.net

Lance Picore
1660 Sesame Street
Worland, WY 82401
lancep@trib.com

David Wadding
Denise Wadding
625 West Park Ave.
Chandler, AZ 85224
(480)899-9309
momofsr@aol.com
dadofrs@aol.com



Pepsi Fest 2000 Group Photo. Send \$6.50 PPD for 8" x 10" photograph to PCCC.

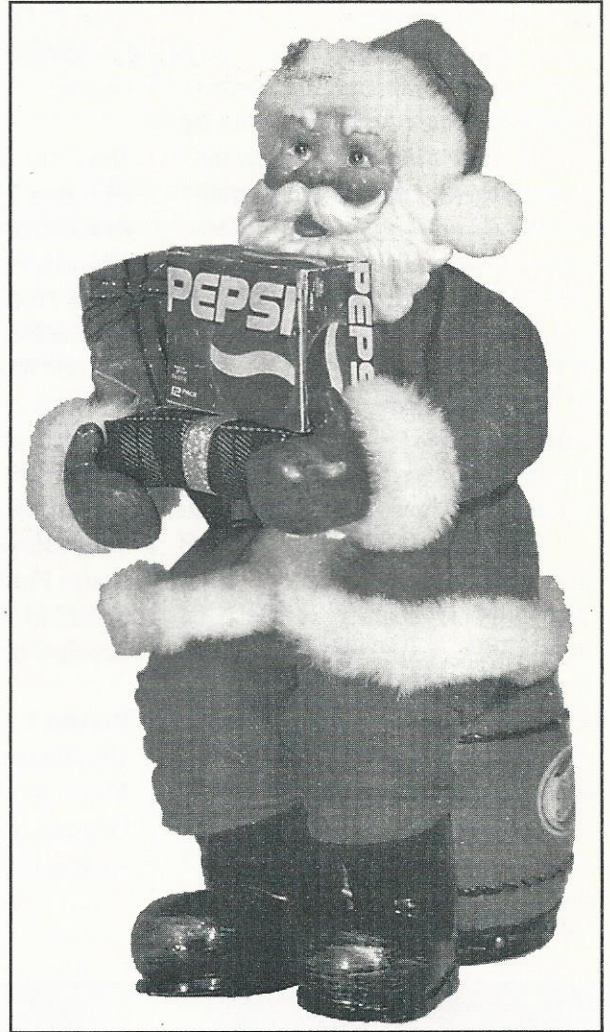
#9006 NEW! Jolly St. Nick Musical Santa
Limited Edition

To continue the Pepsi Christmas tradition, we are introducing our new, cloth-style Santa. This limited edition Jolly St. Nick is crafted to capture masterful detailing and colorful artistry. Each Santa comes with an individually numbered tag. Only 1200 made. Music played is "Santa Claus is Coming to Town." Stands 10" high. **\$64.95**

To order, send \$64.95 + \$8.00 for shipping with check or money order to :

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711.

Call or fax to order with credit card.
Phone: (909)946-6026
FAX: (909)946-4786.



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

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

Phillip Dillman
17733 Highland Ave.
Homewood, IL 60430-1319
USA