



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 19, Number 3

July-Aug. 2002

PEPSI BLUE COMING TO YOU !

Summer has arrived. The days are longer and hotter. It is the best time of the year to be a Pepsi collector. With plenty of daylight and ice-cold Pepsi in hand, it's time to find that special Pepsi item you have been dreaming about all winter. With all due respect to on-line auctions, they don't compare to the excitement of going out on a Pepsi hunt. Getting up early in the morning, driving several hours to explore a new flea market is always a thrilling event. Running into fellow Pepsi collectors, enjoying a Pepsi, going home with your new Pepsi prize - yes, it's Pepsi hunting season again. Please let us know what you find this summer as you go on the endless hunt for the perfect Pepsi collectible. Send us a picture and location where you find that great Pepsi piece.

Speaking of hot, Pepsi's got a great new product being introduced this

summer. It's called Pepsi Blue, designed to cool off those hot August days and nights. Pepsi Blue is a fusion of berry and cola. Yes, it will be the color blue. With the success of Mountain Dew Code Red and Pepsi Twist, Pepsi-Cola has decided to introduce yet another unique product to the beverage world. Pepsi Blue will be launched nationally in a 20 ounce bottle this August. We will be looking forward to hearing from our club members around the country with their impressions of this new product.

In other news from the Pepsi-Cola Company, they have announced that President Gary Rodkin has been promoted to a new position - President of of PepsiCo Beverages and Foods North America. The new division will include Pepsi, Tropicana, and Gatorade. Dawn Hudson, formerly

Vice-President of Marketing, will become the new President of Pepsi-Cola North America.

A big welcome to the Buckeye Chapter of the Pepsi-Cola Collectors Club. Local chapters add a lot to your collecting. So we are very happy that the members in Ohio now have a local chapter. Remember that the success of local chapters is based on your participation. Get involved, attend your local meetings, and your collection and you will both benefit.

Have a great summer, and while you are enjoying summer - don't forget about the Make Your Own Pepsi Commercial contest for Pepsi Fest 2003! The long summer days give you plenty of light to shoot your commercial.

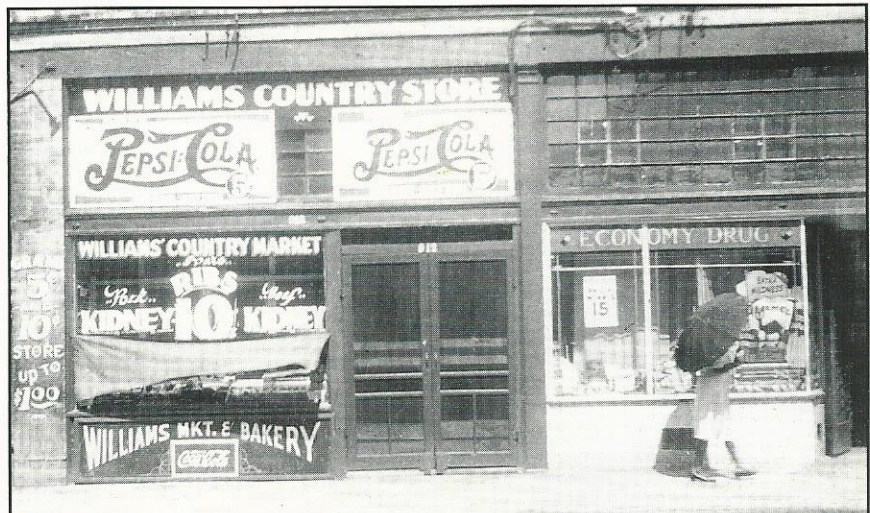
In This Issue

Pepsi and Baseball

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1940 Country Store Advertising Pepsi

Chapter News

from Phil Dillman

While the world of technology does create headaches for some people, it certainly has a lot of benefits, as well. Not only can you keep in touch with others via e-mail or find a great Pepsi or Dew item in an internet auction, now, you can keep up with the latest news from some of the local chapters of the PCCC. In addition to "Pepsi Joe" Knutson's Pepsi web site, Bruce Zafft of the Minnesota Chapter has created a web site where you can read newsletters from several of our chapters. The address is www.pepsi-central.com and the name is, obviously, "Pepsi-Central.com." This is the place to visit if you would like to see what the other chapters are doing, whether you belong to a chapter or are considering joining one. Check out both of the websites and all of the chapters that are submitting a newsletter and let them know what you think.

The Chicago Connection Chapter will be having their meeting this August at the home of Jim Petersen in Shorewood, Il., near Joliet. We can arrive as early as 4:00 PM as there is a pool, hot tub, food from the grill, and a basement recreation room filled with Pepsi collectibles!

As is our new practice, please, call Jim and let him know if you will be there and how many will be in your group, or, let him know if you cannot be there.

The Buckeye Chapter is up and running! Check out their report in this column.

Anyone living near the center of Tennessee that is interested in helping to start a chapter, give Greg

McAnally a call at 931-393-2607 or e-mail him at everythingpepsi@charter.net or by mail - 307 Lee Street, Tullahoma, TN. 37388.

Do you want to join or start a chapter in the area where you live? Do you have questions or comments about the "Chapter News?" Do you have large sums of money you can give me? JUST KIDDING! Give me a shout at PD62Pepsi@aol.com or 708-957-4269. Thanks!

Hello all,
The Buckeye Chapter of the Pepsi-Cola Collectors Club is now officially started!!! Members gathered this past Saturday night and had a wonderful time. There were many topics of conversation. We:
Introduced ourselves
Talked about how we got started collecting Pepsi memorabilia
Discussed our particular areas of interest: bottles, cans, general
Toured my collection of hundreds of Pepsi bottles
Drank Pepsi
Will hold "Best ..." contests at meeting (see below)
Will have "Show and Tell"

Vowed to hold a Holiday Pizza Party in December

We will hold a contest at the next meeting, with the category being: "Best Foreign Pepsi Item". Prizes will be awarded (nothing fancy, I assure you!), so bring your best item with you next time!

Many thanks to Brent Clutter, who created some very impressive Pepsi car window appliques. Brent gave one to each of us at the meeting.

Mine looks good in the back window of my "Pepsi-mobile".

As a reminder, the meeting schedule for the rest of the year is:

August 10th
October 12th
December 14th

Please mark your calenders now. For more information about the Pepsi-Cola Collectors Club: Buckeye Chapter, please contact me at the phone number or email address below.

Thanks and have a Pepsi Day!
Jim Overmier
614-751-0553
jovermier@yahoo.com

Future Club Events

PEPSI CELEBRATION
November 1-2, 2002
Las Vegas, Nevada

PEPSI FEST 2003
March 13th-15th, 2003
Indianapolis, Indiana

Beware of Reproductions

Reproduction, fantasy, and replica Pepsi items are still the biggest problems facing the Pepsi-Cola collecting community. None of these items in themselves is a problem. They are valid forms of collecting and decorating for Pepsi enthusiasts. The problem lies in unscrupulous individuals and so called legitimate dealers who pass them off as original Pepsi items. Besides the financial loss to the individual, it also creates a bad taste for collecting.

The advances in reproduction technology, such as scanners, ink-jet printers, and color copiers, have aided these individuals in making it very easy to reproduce old Pepsi signage. Another way of creating phony Pepsi collectibles is the use of decals. There are an assortment of old-looking Pepsi logo decals being distributed from various sources. These unauthorized decals are being affixed to an assortment of items, such as mirrors, cash registers, trash cans, etc. The decals are not old, and they do not make the items they are placed on Pepsi collectibles.

One of the more popular ways to sell these phony Pepsi items is via the internet. On-line auctions have become the ideal choice of many dishonest purveyors of counterfeit items. Not having to lie to someone face to face seems to be easier for these individuals. This is not to say that all the dishonest dealers are on the internet. You will find plenty of them at flea markets and antique shows.

Here are a few suggestions that will help prevent you from becoming the next victim of these unscrupulous individuals:



This original 1943 Pepsi cardboard sign has been reproduced.

Buy the item, not the story. The bigger the story, the greater the chances are that the item being sold is phony.

Do business with people you know. If they own a local antique store, there is a better chance they will stand behind their merchandise. They want your return business.

Get a guarantee in writing. If the seller will not guarantee that what he is selling is original, there is a better than even chance he knows his item is not authentic.

Anyone who has been collecting for any length of time, has probably been taken advantage of and ended up with a reproduction unknowingly. We all make mistakes, but we must learn from these mistakes and help each other. If you see a bogus Pepsi item being offered, let us know so that we can warn other collectors.

Many of these warnings have been issued before. But it is worth mentioning again, because the reproduction problem is growing. This problem affects Pepsi collecting, and in fact could hurt the value of your collection and the future of Pepsi collecting.

TO BUY OR NOT

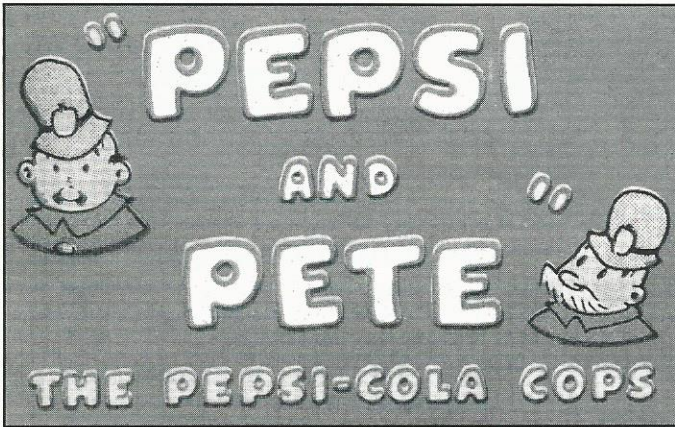
One of the hardest decisions in collecting is whether or not you should buy an item that is in rough condition. The initial thought is, I can upgrade later, and sell the rough item. This is not the correct way to make your decision. The questions you need to ask yourself are, can I live with this item in this condition? Is the price of the item equal to the condition of the item? If the answer is yes to both of these questions, then you should buy the item. Remember, there is no guarantee that you will be able to upgrade, or that once you do upgrade you will be able to sell the original sign. So above all else, make sure you can live with this sign and the price you pay for it.



Building in Grants Pass, Oregon

Collector Information

ASK



If you have any questions for Pepsi & Pete, contact them by sending your questions to the PCCC.

Dear Pepsi & Pete:

I have a throw-away Pepsi bottle with the old double-dot script on it. My friend says that throw-away bottles did not exist until the 1960's.

Signed,
Confused

Dear Confused:

You're both right. In the late 1940's and 1950's, Pepsi-Cola did test market some non-returnable bottles. These were done on a very limited scale. It wasn't until the 1960's that non-returnable bottles became available nationwide. They have been a regular part of Pepsi-Cola packaging since that time.

Dear Pepsi & Pete:

Recently, I was bidding on a Pepsi & Pete glass, but when the price got too high, I was concerned about it's authenticity. Can you please tell me how to tell the difference between the reproduction and the original Pepsi & Pete glass?

Signed,
Charles

Dear Charles:

You are right to be concerned. The original glass sells for several hundred dollars, and the reproduction sells

for just a few dollars. The best way to tell the difference is - the original has the letter "L" in a circle on the bottom. This stands for Libby Glass, who manufactured the original glass. The reproduction has an anchor on the bottom, which is the mark of the Anchor Hocking Glass Company.

Dear Pepsi & Pete:

I notice in the Britney Spears commercial they are using the "Now It's Pepsi for Those Who Think Young" theme. Was this the beginning of the Pepsi Generation advertising?

Signed,
Kevin

Dear Kevin:

The Think Young advertising campaign began in 1961. It was not called the Pepsi Generation advertising at that time. Although, it did specifically market to people who had a young attitude, which was the primary philosophy behind the Pepsi Generation advertising. The Pepsi Generation advertising campaign began in 1963 with "Come Alive, You're in the Pepsi Generation."

Dear Pepsi & Pete:

I was told that Pepsi once had their headquarters in Baltimore, Maryland. Is this true?

Signed,
Robin

Dear Robin:

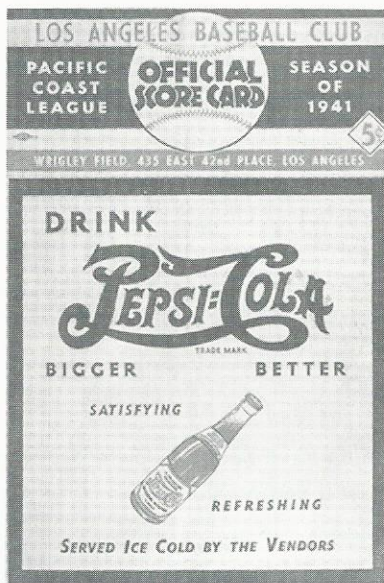
No, that is incorrect information. During the early 1930's, Pepsi-Cola syrup was prepared and distributed from Baltimore, but at no time was the headquarters for Pepsi-Cola Company located in Baltimore. Charles Guth, who was President of the Pepsi-Cola Company, also owned a company called The Grace Company, that was headquartered in Baltimore Maryland. The Grace Company was used to produce Pepsi-Cola syrup.

Pepsi Plays Ball

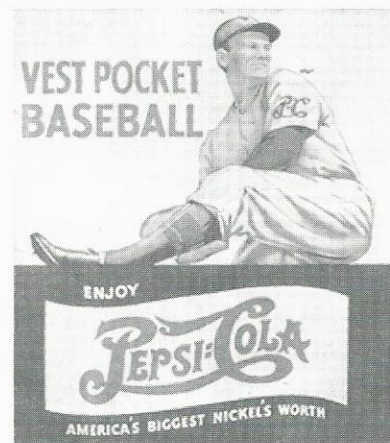
The Pepsi-Cola Company has been a fan of baseball almost since its inception. In a 1908 advertisement, Pepsi-Cola is consumed as the spectators watch a baseball game. In the 1940's, Pepsi was advertised on many items associated with baseball. This included score cards, programs, and outdoor signage. Pepsi even sponsored a softball tournament. Additionally, there were baseball promotional items created bearing the Pepsi logo. This included a baseball pocket game and a baseball board game. In the 1970's, a number of major league baseball teams were affiliated with the Pepsi-Cola Company. This includes the Cincinnati Reds and the Los Angeles Dodgers. During this period, a number of collectibles were created. Pepsi memorabilia that was produced featuring the Cincinnati Reds logo included bottles, decks of cards, and many other souvenirs. Similar items were created for other major league teams. During the 1990's, Pepsi advanced their association with Major League Baseball, including pouring rights at a number of major league ballparks. Currently, Pepsi is the drink of Major League Baseball, and is the sponsor of the All-Star ballot. Many items are created in response to this relationship between Pepsi and Major League Baseball. Some of these items will become very important collectibles. Keep on the lookout for any interesting Pepsi/baseball collectibles.



1908 Pepsi Advertisement



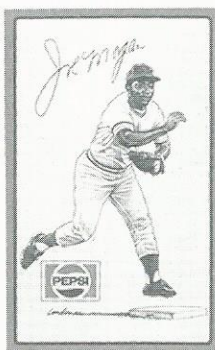
1940 Scorecard



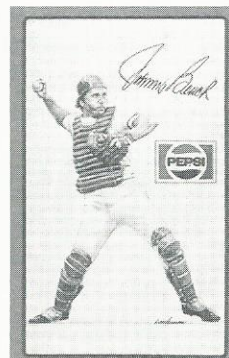
1940 Vest Pocket Game



1976 Playing Cards



1976 Playing Cards



1976 Playing Cards

Pepsi Helps Ease the Cold War

The year was 1959. The tension between the United States and the Soviet Union was at an all-time high. School children in the United States practiced atomic bomb drills. The Russians did not trust anything American. This was the backdrop behind the now historic encounter between Nikita Khrushchev and Pepsi-Cola. The encounter occurred at the Moscow Trade Expo, where Pepsi was one of the exhibitors. The night before



the Trade Expo was opened, there was a reception held at the American Embassy, where Don Kendall, President of Pepsi International had a chance meeting with then Vice-President Richard Nixon. Kendall asked Nixon if he could arrange to bring the Soviet Premier by the Pepsi exhibit. And that is exactly what the Vice-President did. The next day, they both showed up, along with a mob of journalists. Kendall took this opportunity to get Khrushchev to try Pepsi-Cola. After tasting Pepsi, Khrushchev smiled. At that same moment, photographers from around the world took his picture. The next day, the headlines read, "Khrushchev Gets Sociable," which was part of the Pepsi slogan at that time. "Be Sociable, Have a Pepsi."

PEPSI IN THE MOVIES

Below are the summer movies that Pepsi products have been placed in. If all goes well in the editing room, you can expect to see some Pepsi representation in these movies:

- 6/21 Minority Report
- 6/28 Mr. Deeds
- 7/3 MIB 2
- 7/19 Eight Legged Freaks
- Halloween: Resurrection
- 7/26 Austin Powers in Goldmember
- 8/2 Master of Disguise
- 8/9 Blood Work
- Spy Kids 2
- XXX
- 8/16 The Adventures of Pluto Nash
- Blue Crush
- 8/23 Serving Sara



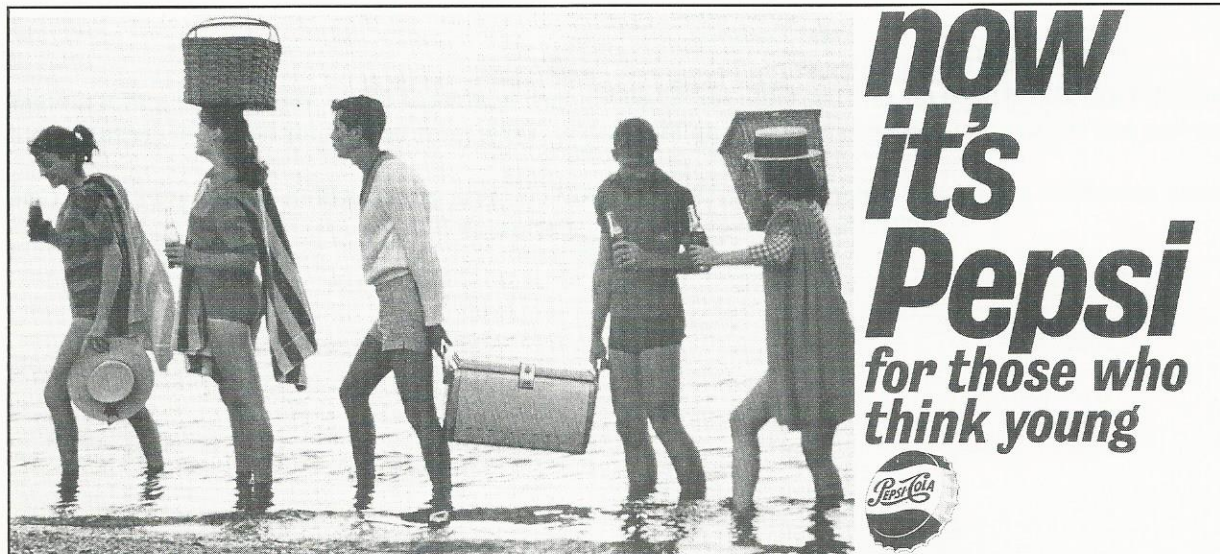
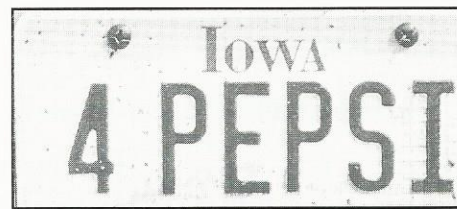
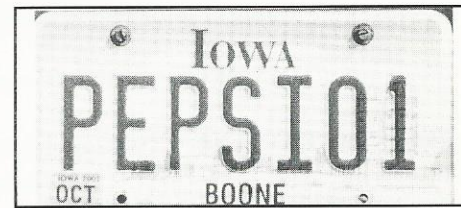
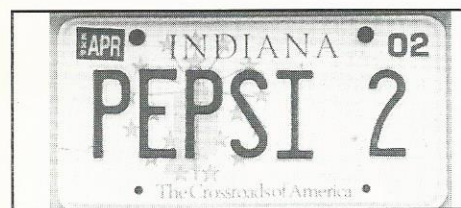
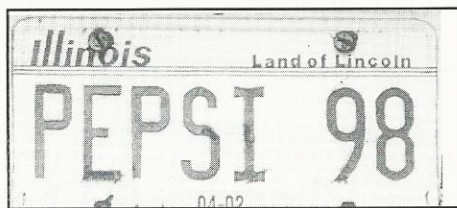
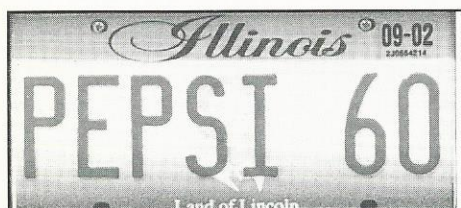
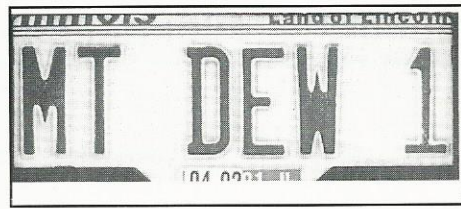
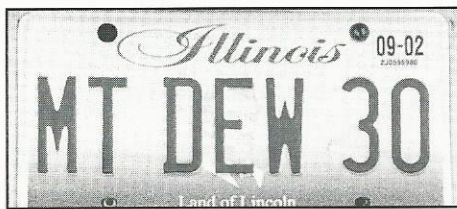
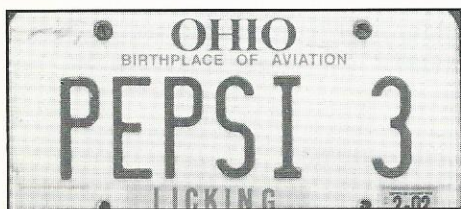
Pepsi-Cola's the answer to your hot and thirsty 4th of July. It's bigger and better—12 full ounces of cool tasty goodness, only a nickel.



Pepsi-Cola Company, Long Island City, N. Y. Franchised Bottler. (Name of local bottler to be inserted here)

Get Your Pepsi Plates

Vanity license plates are quite popular throughout the United States. Most states offer vehicle owners the opportunity to make a statement on their license plates. Most people express their interests or occupation on their plates. Pepsi collectors not only state their interest, but also their favorite beverage. Below is an assortment of license plates that were on vehicles attending Pepsi Fest 2002. If you like the idea of having a Pepsi license plate and don't already have one, contact your state Department of Motor Vehicles, and for a fee, you too can have your personalized license plates.



PEPSI-COLA COLLECTORS CLUB EXPRESS

**PEPSI CELEBRATION 2002 REGISTRATION
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER**

November 1st and 2nd , 2002
Las Vegas, Nevada

Please complete the bottom half of this form, enclose your check made payable to PCCC and return to: John Arbenz, 9239 Bellagio Road, Santee, CA. 92071. Any questions, please call John at (619) 448-0566 or email jnk14@cox.net. Included in the registration packet will be a Pepsi Celebration 2002 lapel pin, a glass bearing the Pepsi Celebration 2002 logo and other Pepsi items.

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 Fitzgeralds Hotel must be made directly with them.

PLEASE RETURN THIS FORM BY October 15, 2002.

Member's Name _____ Phone _____

Address _____ email address _____

City _____ State _____ Zip Code _____

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

If you need more room, please use a blank sheet of paper and attach when you mail in.

REGISTRATION FEE ONLY _____ @ \$8.00 ea. \$ _____

Children under 10 free

PACKET W/REGISTRATION FEE _____ @ \$18.00 ea \$ _____

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

Fitzgeralds Buffet Discount Tickets -

Breakfast (reg. 12.95) _____ @ \$ 5.49 \$ _____

Lunch (reg. 14.95) _____ @ \$ 5.99 \$ _____

Dinner (reg. 21.95) _____ @ \$ 10.99 \$ _____

Total Enclosed \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$9.00 for each additional table. You must be a PCCC member in good standing and registered attendee to have a Swap Meet table. Table must be paid for now in order to reserve them.

If you cannot attend but you wish to order a packet, the cost is \$23.00. Your packet will be mailed after Pepsi Celebration 2002. Please mail _____ Packets @ \$23.00 each.

PEPSI-COLA COLLECTORS CLUB EXPRESS

FITZGERALDS HOTEL / CASINO

301 FREMONT STREET, LAS VEGAS, NV 89119

800-274-5825 or 702-388-2400

MAKE RESERVATIONS BY SEPTEMBER 28TH

PLEASE USE GROUP CODE 231573 - Pepsi Cola Collectors Club

NOV 1ST - NOV 2ND

Monday through Thursday \$39.00 + Tax per night

Friday & Saturday \$69.00 + Tax per night

Single or Double Occupancy

Check in time is 3:00 P.M.

PEPSI CELEBRATION 2002 SCHEDULE

Friday November 1st

2:00 P.M.	4:00 P.M.	Registration
5:30 P.M.	6:00 P.M.	Welcome & Late Registration
6:00 P.M.	7:00 P.M.	Pizza Party / Show & Tell
7:00 P.M.		Room Hopping

Saturday November 2nd

8:00 A.M.	8:45 A.M.	Oral Auction Check In *
8:45 A.M.	9:00 A.M.	Oral Auction Preview
9:00 A.M.	12:00 P.M.	Oral Auction
12:00 P.M.	1:30 P.M.	BREAK FOR LUNCH
1:30 P.M.	2:15 P.M.	Swap meet Set up
2:15 P.M.	4:30 P.M.	Swap Meet

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

WELCOME NEW MEMBERS

Terri-Lynn Selby
El Paso, TX

Bruce & Tina Zafft
Eden Prairie, MN

Vicki Dueno
Boise, ID

Andrew Schultz Jr.
Elloree, SC

Nancy Harris
Boca Raton, FL

Edgar Hunt
Huntsville, MO

Dale & Katie Swarthout
Akron, NY

Beverly Compton
Shelbyville, IN

Barney Davis
St. Joseph, MO

Robert Walsmith
Santa Maria, CA

Sheila Berrier
Cana, VA

Wayne & Jenniver Burnham
San Bernardino, CA

Wayne Offerman
Kankakee, IL

Leslie Heinz
Franklin Park, IL

Lisa Maley
Suffolk, VA

Kathy McKim
Halfway, OR

Barbara & Rick Pinder
Rocky Mtn. House, Alberta

Debbie Theil
Davenport, IA

Christopher Shields
Bloomington, IL

Bonnie Paul
Los Angeles, CA

Larry Smith
Caldwell, ID

Allen Pokorny
Axtell, KS

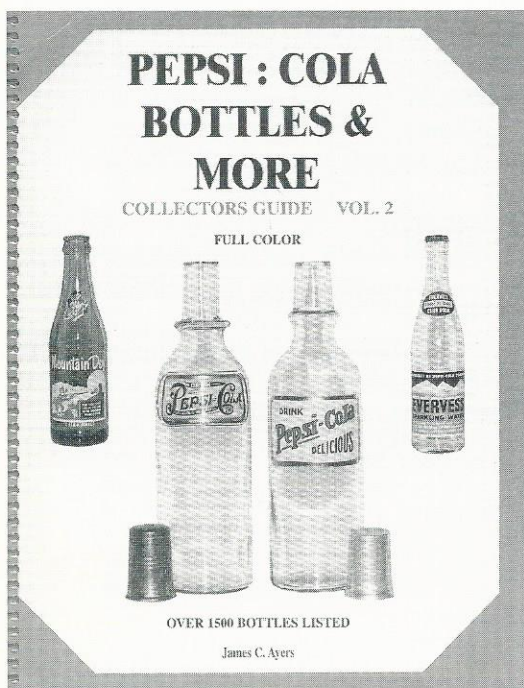
Larry McEowen
Cedar Rapids, IA

David Mayer
Fleetwood, PA

Christian Cavaletti
Italy

Delores & Ralph Schawo
Federal Way, WA

Joanne David
Klamath Falls, OR



Pepsi-Cola Bottles and More Collectors Guide Volume 2

by James Ayers

Now available through RJM Enterprises. Send check, money order, Visa or Master card for \$35.00 plus \$3.95 (Virginia residents add 4.5%)

RJM Enterprises
5186 Claudville Hwy.
Claudville, VA 24076

For more information, call (276)251-8015
Fax: (276)251-1774

The Pepsi Trading Spot

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

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

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

FOR SALE

Pepsi & Pete cartoons from the 1940's (Sunday sections). Unframed \$35 each + postage. Other b/w daily newspaper Pepsi (& Coke) ads for sale also. Call Merritt Russell @ (607)843-6647

For Sale: Pepsi cans from other lands. Box of 48 assorted Pepsi product cans from around the world. Many flavors, sizes, and designs different from U.S. cans. Makes great display. Only \$48 + \$12 Priority Mail shipping in USA. Contact: JOPEPSIKO@WebTV.net Joe Allen 610 Vanadium Road, Bridgeville, PA 15017-2935.

For Sale: Mountain Dew collector cans. Box of 48 promotional cans from across the USA. Were \$1 each, now all for \$36 and no shipping charge to USA! Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935. email: JOPEPSIKO@webtv.net

For Sale: A 900 plus piece Pepsi collection, a 110-page picture catalog is available with item descriptions, condition, and approximate values. Collection is from a long time collector, all areas of items, no large signs. If interested in a sale catalog contact: Danne Wright (727)547-4680 or (pepcinut@tampabay.rr.com) Saint Petersburg, FL.

WANTED

Still buying commemorative Pepsi cans from the 1980's and 1990's. If you have cans for sale, please contact Rich Lenger, 3 St. Dymphna Ct., O'Fallon, MO 63366 (636)379-2831 or email: packrat@juno.com

Wanted: Old or unusual Pepsi product cans only. Looking for Devil Shake, Diet Strawberry Burst, Lionel Richie #5, and Star Wars bank or NY rim cans. Also Seattle All STars and Memphis Speedway. Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935 or email:

JOPEPSIKO@WebTV.net



Available in better bookstores everywhere

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$18 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.



Pepsi Bottling Company, Louisville, KY

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
1928 Hickory Rd. Apt. 2 N
Homewood, IL 60430 USA



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 19, Number 4

Sept.-Oct. 2002

PCCC Celebrates in Las Vegas

With the end of the summer comes the Pepsi Celebration in Las Vegas. If you haven't been to this event sponsored by the Southern California Chapter of the PCCC, you are missing a lot of fun. Unlike Pepsi Fest, this event allows you a lot of free time to see and experience the attractions of Las Vegas. Not to worry, there are still plenty of opportunities to buy Pepsi Stuff and hang out with Pepsi people. See inside this newsletter for details regarding Pepsi Celebration.

Speaking of Pepsi Fest, the registration information for Pepsi Fest 2003 will be included in the next newsletter. For those of you who have never been to a Pepsi Fest, now is the time to start! After 16 years of putting on the event, we think we finally have it right. Just a reminder - we will once again be holding our annual amateur Pepsi commercial contest. If you

haven't made your commercial yet, get busy!

We are sorry to report that Melissa Hansen has lost her battle with cancer. She passed away on August 17th. Our condolences to Michael Noll and Melissa's family.

Move over Brittany, here comes Shakira! That's right - Pepsi has two of the hottest singers in the music world singing the Pepsi song! Shakira, already a superstar in Latin America, has recently reached that status in North America. In the latest commercial for Pepsi, called "Sound Check," Shakira sings the Joy of Pepsi song in her unique style. Later this year, Pepsi will sponsor Shakira's world tour. For those who collect rock star Pepsi memorabilia, Shakira definitely is the new girl on the block.

We need your help! It is taking many members several months to

renew their membership. The way the renewals work is that you will receive a post card in the mail prior to your expiration month. We would appreciate it if you would appreciate everyone returning these cards with renewal payment as soon as possible. You do not need to write us to find out if you have expired. If you don't respond to your renewal notice, your newsletter will stop coming. For those who have expired memberships and are borrowing friend's newsletters, you need to renew or rejoin before Pepsi Fest! You cannot register if you are not a current member. Remember, it is not fair to those who pay their dues to carry the financial burden for club events.

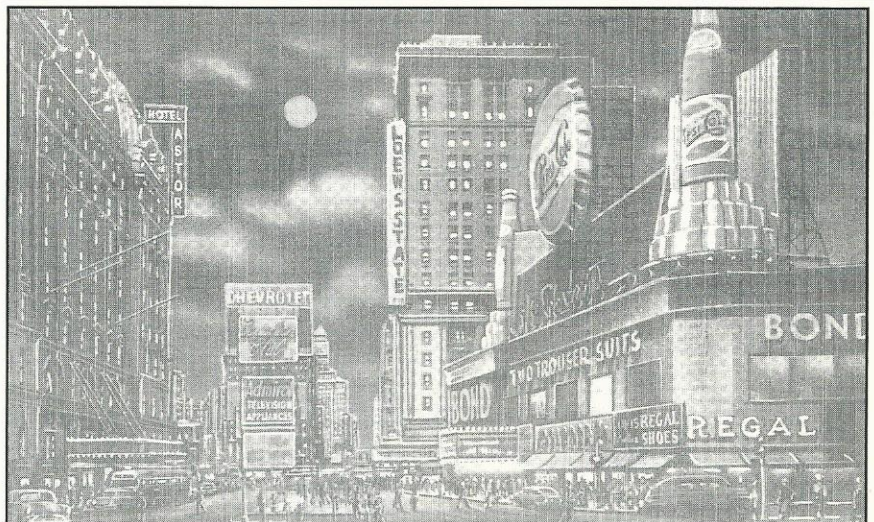
At this one year anniversary of the September 11th tragedy, we send our thoughts and prayers to those affected by this horrible event.

In This Issue

**Pepsi Celebration
Registration**

**Pepsi Fountain Syrup
Bottle**

Marion, Virginia History



Pepsi Display in Times Square, Circa 1950's

Chapter News

I hope everyone has been enjoying the freedoms that the summer typically brings and that you've been searching the garage sales and flea markets for those new(or used) Pepsi collectibles. I know that I enjoy bringing my "finds" to our chapter meetings for show-and-tell, both for learning from others and for teaching what I might know about the items. I learn alot each time I attend Pepsi-Fest but I also learn and share information with the members of the Chicago Chapter every time we get together, as well. The more members you can "recruit," the more knowledge you have access to. In fact, if the whole idea of belonging to a chapter sounds exciting to you but you don't have a chapter near you, that's the perfect reason for you to start a chapter. Leave some flyers or business cards at those various sales and flea markets where you see soda collectibles (that seller might not have any Pepsi collectibles for sale but they might still have an interest in it or know of someone that does). Every attempt to meet other Pepsi collectors is worthwhile even though you might not see immediate results. C'mon! Give it a try!

-Phil Dillman, Director of Chapters

Southern California Chapter

The Southern California chapter of the Pepsi Cola Collectors Club lost one of our members this month. Melissa Hansen passed away on August 17th after a long courageous battle with cancer. She was always happy, eager to help out whenever she could. Her proudest moment was when she became a grandmother. We will all miss Melissa very much. Our sympathy goes to her family and especially to our beloved Mike Noll. Mike has had a stressful couple of years and now more than ever he needs the support of all his friends in the Pepsi collecting world.

The club has been moving right along with the celebration in Las Vegas. We are very excited about the number of people who have already registered! We hope you have already registered, this will be our best year yet. And will have a great hotel.

Our last meeting was at the home of Tony Llamas. It was a great day and everyone had a great time. Lots of cool Pepsi items, great food and Pepsi!

John Arbenz
jnk14@cox.net

Show Me Chapter

The Show Me Pepsi Chapter will be celebrating our 10th anniversary on October 12, 2002, at the annual picnic in St. Louis. Come join us in the fun. There will be games, bingo, and raffle. We welcome all who want to help us celebrate. For more information, call Joe or Penny Sheahan at (314)838-0683, or email at JoePenPepsi12@msn.com. Until then, Have a Pepsi Day!

-Joe Sheahan

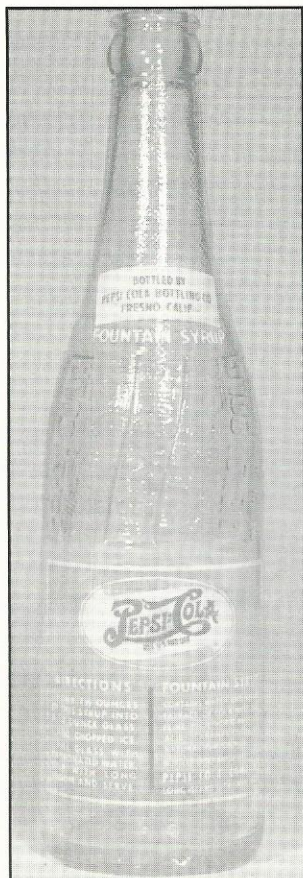
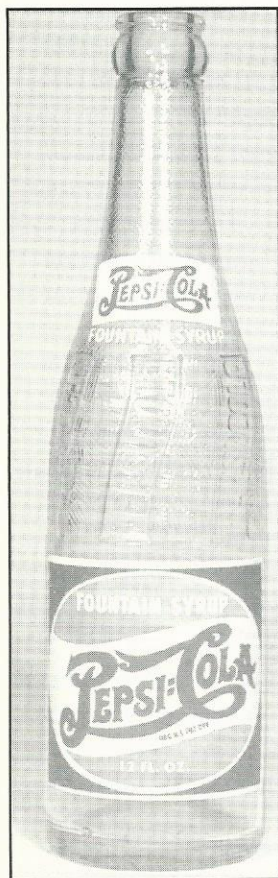
Future Club Events

PEPSI CELEBRATION
November 1-2, 2002
Las Vegas, Nevada

PEPSI FEST 2003
March 13th-15th, 2003
Indianapolis, Indiana



The Fountain Pepsi-Cola Bottle



Bottles are, without a doubt, the most universally collected of any Pepsi memorabilia. With very few exceptions, every collector, regardless of their primary field of collecting, has some Pepsi bottles in their collection.

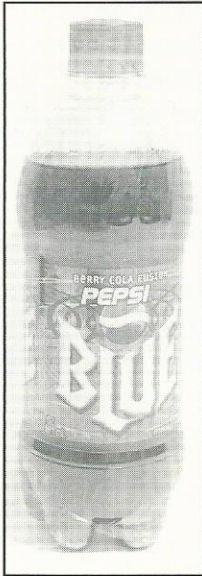
The reasons why bottles are so popular are many, including the fact that bottles, more than anything else, follow the development of the Pepsi-Cola Company. The 12-ounce fountain syrup bottle is one of those bottles that is an important icon in the Pepsi-Cola story. During World War II, when Pepsi wanted to return to the fountain business, they could not get any equipment to dispense Pepsi fountain syrup. The competition from Atlanta refused to allow any other syrup to be dispensed through their equipment. To solve this problem, Pepsi came out with the 12-ounce syrup bottle, complete with mixing instructions on the back of each bottle. Owning this bottle not only gives you a great Pepsi collectible, but also a piece of Pepsi history.

This bottle ranges in value from \$25 to \$45. It is slightly difficult to find. Occasionally it can be found with syrup still in the bottle. Originally, these bottles were sealed with a paper insert rather than a Pepsi bottle cap. The reason they used paper inserts was that during World War II there was a metal shortage. Since there was no carbonation to seal into the bottle, the paper inserts worked just fine.

Information from the Back of Fountain Syrup Bottle

Directions: Pour 1-1/2 ounces of syrup into a 10 ounce glass. Add chopped ice. Fill glass with carbonated water. Stir with long spoon and serve.

Fountain Syrup: Contains water and sugar, extract of cola nuts, caffeine, phosphoric and citric acids, caramel coloring and natural flavorings.



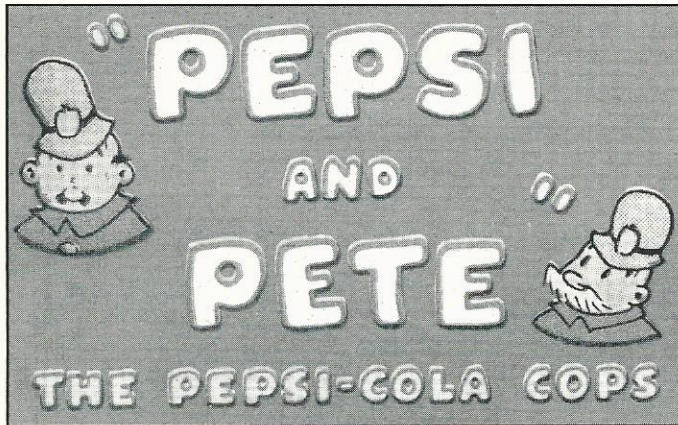
Pepsi Blue

This past August, Pepsi introduced their latest offering - Pepsi Blue. This new drink primarily targets the youth market. It is the first blue cola drink on the market.

Collectors might want to keep their eye out for Pepsi Blue point of purchase material. One very attractive point of purchase item is a light-up display featuring the Pepsi Blue bottle. Whether or not Pepsi Blue becomes permanent, this is a good time to collect Pepsi Blue items.

Collector Information

ASK



If you have any questions for Pepsi & Pete, contact them by sending your questions to the PCCC.

Dear Pepsi & Pete:

I recently purchased a can that I was told was made for the space shuttle. It looks more like a whipped cream can. Can you tell me anything about it?

Signed,
Katherine

Dear Katherine:

The can you are referring to is a replica of a prototype can that was used on the space shuttle. The can was just an experiment and never actually a part of the NASA space program, other than the one-time experiment with this prototype can. The replica cans were offered by Pepsi-Cola to consumers through a newspaper ad in 1985. Currently, this can sells for about \$25.

Dear Pepsi & Pete:

I was out at the local flea market and one of the vendors was selling a wooden menu board. It was from 1940 and was painted gold. I have not seen any other wooden signs done by Pepsi. Did they make other wooden signs?

Signed,
Brian

Dear Brian:

You have made a correct observation. There were not

very many wooden signs made. There were two wooden menu boards and a few other wooden signs produced. Overall, metal and cardboard signs were the primary choices for Pepsi-Cola advertising. Therefore, when you find wooden signage advertising Pepsi-Cola, you can expect to pay top dollar.

Dear Pepsi & Pete:

I noticed that the 1909 strawholder is only 6" tall. I have a box of straws that are 10" tall. Isn't that a small size for a strawholder?

Signed,
Lee

Dear Lee:

The 6" tall strawholder was produced at a time when a normal serving of Pepsi-Cola was 6 ounces. Therefore, the glass the straw was used for was fairly small. The 10" tall straws were made for the 12-ounce Pepsi bottle used in the 1930's and 1940's.

Dear Pepsi & Pete:

I was lucky enough to find the 20" tall swirl bottle at antique co-op near my home. I was told that it was used as a display bottle. But, a friend of mine told me that Pepsi was actually served in that bottle. Is that true?

Signed,
Jim

Dear Jim:

The 20" swirl bottle was made as a display bottle. Included with the bottle was a plastic cap. In some cases, Pepsi bottlers did fill them with colored water to make it appear as if Pepsi was actually inside. But, at no time was Pepsi actually sold to the consumers in these bottles.

The Story of the Marion, Virginia Pepsi Franchise

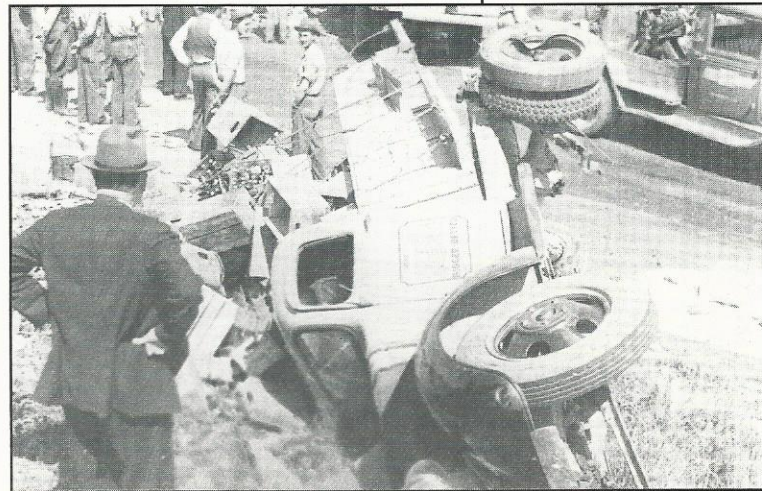
The history of Pepsi-Cola is replete with stories of rags to riches. Bottlers who started out with a belief in Pepsi-Cola, a tremendous work ethic, and not much else, have become millionaires. This is the story of many bottlers who have built their businesses from nothing into extremely successful operations. Wythe Hull is one of those Pepsi pioneers who took a small bottling operation and turned it into a huge success.

After purchasing the Orange Crush Bottling Company of Marion, Virginia in 1929, Mr. Hull and his partner, Mr. Shanklin, decided they needed a cola drink in order to grow their business. After considerable research of the various cola drinks available, they settled on Pepsi-Cola - primarily because they felt the name Pepsi-Cola would be a helpful sales advantage.

On February 14, 1929, they became bottlers of Pepsi-Cola for the Marion, Virginia region. Their franchise agreement was signed with the National Pepsi-Cola Corporation of Richmond, Virginia. Unfortunately, in just over a year, the National Pepsi-Cola Corporation filed bankruptcy. This untimely event left Hull without a cola drink.

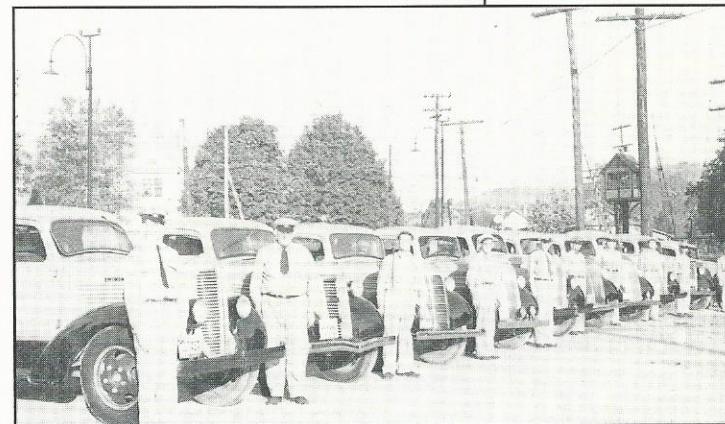
Numerous attempts to find a cola they could compete with in this highly competitive markets had failed. Meanwhile, word had reached Hull that Pepsi-Cola was back in business. This time, it was operated by Loft Candy Company in New York City, New York. Soon after this, Joseph LaPides, the territorial representative for the Pepsi-Cola Company, called upon Mr. Hull, and offered him the opportunity to once again become a Pepsi-Cola bottler. This time, Hull

turned down Pepsi-Cola, believing that there was no money to be made selling a 12-ounce bottle for 5 cents.



A Rough Patch on the Road to Success

Sometime after his meeting with LaPides, Hull attended the American Bottlers of Carbonated Beverage Convention. At that event, he learned that a number of other Orange Crush Bottlers were doing very well with Pepsi-Cola. Upon his return home,



Marion Pepsi-Cola Drivers Line Up for Duty

he swallowed his pride and contacted LaPides, asking him for the Pepsi-Cola franchise in Marion. LaPides explained to Hull that he could no

longer issue franchises, and that Hull would have to go to New York and meet with Charles Guth, president of the Pepsi-Cola Company.

Guth had earlier decided that he would personally oversee the issuing of Pepsi-Cola franchises. So, on December 8th, 1935, Hull met with Guth at

the Long

Island City office of the Pepsi-Cola Company. The meeting got off to a very rocky start when Guth kept Hull waiting for hours. When Hull finally got in to see Guth, Guth demanded that Hull stop bottling the other "junk," (a reference to Orange Crush and the other soft drinks bottled at the

Marion facility) if he wanted the Pepsi franchise. By this point, Hull was fed up and walked out of the meeting. He requested that someone call him a cab. As he stood in front of the Pepsi building waiting for his

cab, one of Guth's associates came out and told him there had been a terrible misunderstanding, and they would indeed give him a Pepsi-Cola

franchise. After some very tense negotiations, Hull obtained the franchise for Marion, Virginia, at a cost of \$315. In return, Hull received the rights to bottle Pepsi-Cola, one unit of Pepsi-Cola concentrate, and

green, brown, and clear glass.

Despite the problems of getting enough used bottles, the Marion Pepsi-Cola franchise flourished. By 1945, sales reached 440,000 cases. Ten years later in 1955, sales sur-



Dinner to Celebrate Bottling 1 Million Cases in a Year

passed 1 million cases. Success was finally achieved, and as they say, the rest is history - except for one very important event at the Marion, Virginia Bottling plant. Mountain Dew was born there.

invested \$1500 to start this new venture. Additionally, Hartman contributed a trademark that he and his brother, Barney, had owned for a number of years. The trademark was for a lemon-lime drink called Mountain Dew. Thus, Tip Corporation began selling the syrup for Mountain Dew (lemon-lime version).

The plan was to offer Mountain Dew to Pepsi bottlers first. If the Pepsi bottler in that area was not interested, then they would offer the franchise to other bottlers.

Sales for Mountain Dew began slow, but before they had a chance to really develop the brand, the Pepsi-Cola Company announced they would produce a new lemon-lime drink called Teem. This was terrible news for Tip, since most of the bottlers that bottled Mountain Dew were Pepsi bottlers. Rather than give up on Mountain Dew, Tip decided to reformulate the drink. Many of the Pepsi bottlers were interested in a drink that could compete with Golden Girl Cola (now called Sun Drop). Tip began experimenting on a new drink that had more of a citrus-orange base to it. After numerous formulas were tested, a flavor was finally selected. In the spring of 1962, the Mountain Dew that we know today was launched in Marion, Virginia. Eventually, the Pepsi-Cola Company purchased Tip Corporation from the original investors. It turned Mountain Dew into one of the best-selling soft drinks in the world.

Normally, the history of a Pepsi-Cola bottler is a story of perseverance over adversity. In the case of Marion, Virginia, it is also a story of the beginning of a new drink - Mountain Dew.

enough crowns and labels to produce 1200 cases of Pepsi-Cola.

Hull's decision to once again bottle Pepsi-Cola paid off immediately. In 1936, case sales were 140% over sales in 1935. The years between 1936 and 1942 were the fastest growing in the company's history. The 12-ounce bottle for a nickel was a big success in Marion, Virginia, as it was in other communities around the country.

With the success of the 12-ounce bottle came new challenges for the Marion Bottling Company. The biggest was how to get enough empty 12-ounce glass bottles. One of the keys to selling the 12-ounce bottle for a nickel (remember, the competition was selling a 6-ounce bottle for a nickel) was finding a source for inexpensive glass bottles. For this reason, Hull sought out used glass bottles. This resulted in an assortment of colors and shapes of bottles that Pepsi-Cola was sold in. This included water, beer, and ketchup bottles in

Yes, it's true. In this small southwest Virginia town, one of the most popular soft drinks was created.

The story begins right down the street from the Marion Pepsi-Cola Bottling Company at a business named Tip Corporation. Tip Corporation made flavors for soft drinks, such as grape and orange, and sold them to bottlers. Unfortunately, Tip ran into financial problems, which forced them into bankruptcy. Bill Jones, the General Manager of Tip Corporation, believed that Tip was still a viable organization, and that with proper financing, it could, once again, be profitable. For this purpose, Jones solicited the help of some of his friends - Allie Hartman, Herman Minges, Richard Minges, and of course, Wythe Hull, owner of the Marion Pepsi-Cola Bottling Company. Together with Jones, these men made up the stockholders of the new Tip Corporation. With the exception of Jones, they were all Pepsi-Cola Bottlers. Each man

Joan Crawford - Mrs. Pepsi-Cola

Celebrities selling soft drinks is as old as soft drinks themselves. In the case of Pepsi-Cola, Barney Oldfield, legendary race car driver, endorsed Pepsi-Cola in an ad as early as 1908.



Steele and Crawford in Television Interview

Over the years, Pepsi has enlisted scores of celebrities from the entertainment, music, and sports industries to proclaim their love of Pepsi. Some may argue that Michael Jackson was by far the most influential spokesperson that Pepsi used. However, a case can be made for Joan Crawford, who in her time was even a bigger star than Michael Jackson. Jackson's work for Pepsi covered a few years, whereas Crawford promoted Pepsi for over ten years. She was as important to Pepsi becoming a household name in the 1950's and 1960's as the Pepsi jingle was in the 1940's.

Unlike other celebrities who worked for Pepsi, Crawford's association was purely circumstantial. Joan Crawford's adventure with the

Pepsi-Cola Company began in 1955, when she married Alfred Steele, who was President of the Pepsi-Cola Company. As the wife of the President of Pepsi-Cola, Crawford accompanied him on many business trips, which in turn became publicity for Pepsi-Cola. A good example of this was when Crawford accompanied Steele on a business trip to

Africa. As they deplaned, Steele was shocked to see the enormous gathering of people there to greet him. Suddenly he realized they were there

a great asset Crawford was in attracting publicity for the soft drink. He soon had Crawford doing various publicity events. In each case, the results were the same. An armada of media, as well as thousands of Crawford fans, turned out to see Joan Crawford.

Crawford seemed to love the idea of being the first lady of Pepsi-Cola, and seized every opportunity to promote the drink. If she appeared in a movie, Pepsi was either in the movie or on the set. If she was having her picture taken, she was holding a Pepsi. Crawford and Steele hosted television shows that sponsored Pepsi-Cola. Crawford soon became synonymous with Pepsi-Cola.

In 1959, tragedy struck this wonderful relationship when Steele suffered a heart attack. In spite of this, Crawford stayed on, promoting Pepsi. She attended plant openings, shareholder meetings, and bottler conventions. Crawford was indeed Mrs. Pepsi-Cola - a friend to every bottler and a great asset to the company.

Despite books, movies, etc., Joan Crawford never owned Pepsi-Cola, and was never President of the Pepsi-Cola Company. She was on the board of directors for a period of time after Steele's death, but her main capacity was that of a spokesperson. Crawford remained a friend and supporter until her death in 1977.

Despite her celebrity status as a movie star, Joan Crawford will forever be remembered as Mrs. Pepsi-Cola.



Crawford Hosting Pepsi Presentation on Television

to see a movie star - Joan Crawford! The crowd was estimated to be over 10,000 people. Steele realized what

PEPSI-COLA COLLECTORS CLUB EXPRESS

**PEPSI CELEBRATION 2002 REGISTRATION
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER**

November 1st and 2nd , 2002
Las Vegas, Nevada

Please complete the bottom half of this form, enclose your check made payable to PCCC and return to: John Arbenz, 9239 Bellagio Road, Santee, CA. 92071. Any questions, please call John at (619) 448-0566 or email jnk14@cox.net. Included in the registration packet will be a Pepsi Celebration 2002 lapel pin, a glass bearing the Pepsi Celebration 2002 logo and other Pepsi items.

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 Fitzgeralds Hotel must be made directly with them.

PLEASE RETURN THIS FORM BY October 15, 2002.

Member's Name _____ Phone _____

Address _____ email address _____

City _____ State _____ Zip Code _____

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

If you need more room, please use a blank sheet of paper and attach when you mail in.

REGISTRATION FEE ONLY _____ @ \$8.00 ea. \$ _____

Children under 10 free

PACKET W/REGISTRATION FEE _____ @ \$18.00 ea \$ _____

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

Fitzgeralds Buffet Discount Tickets -

Breakfast (reg. 12.95) _____ @ \$ 5.49 \$ _____

Lunch (reg. 14.95) _____ @ \$ 5.99 \$ _____

Dinner (reg. 21.95) _____ @ \$ 10.99 \$ _____

Total Enclosed \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$9.00 for each additional table. You must be a PCCC member in good standing and registered attendee to have a Swap Meet table. Table must be paid for now in order to reserve them.

If you cannot attend but you wish to order a packet, the cost is \$23.00. Your packet will be mailed after Pepsi Celebration 2002. Please mail _____ Packets @ \$23.00 each.

PEPSI-COLA COLLECTORS CLUB EXPRESS

FITZGERALDS HOTEL / CASINO

301 FREMONT STREET, LAS VEGAS, NV 89119

800-274-5825 or 702-388-2400

MAKE RESERVATIONS BY SEPTEMBER 28TH

PLEASE USE GROUP CODE 231573 - Pepsi Cola Collectors Club

NOV 1ST - NOV 2ND

Monday through Thursday \$39.00 + Tax per night
Friday & Saturday \$69.00 + Tax per night

Single or Double Occupancy

Check in time is 3:00 P.M.

PEPSI CELEBRATION 2002 SCHEDULE

Friday November 1st

2:00 P.M.	4:00 P.M.	Registration
5:30 P.M.	6:00 P.M.	Welcome & Late Registration
6:00 P.M.	7:00 P.M.	Pizza Party / Show & Tell
7:00 P.M.		Room Hopping

Saturday November 2nd

8:00 A.M.	8:45 A.M.	Oral Auction Check In *
8:45 A.M.	9:00 A.M.	Oral Auction Preview
9:00 A.M.	12:00 P.M.	Oral Auction
12:00 P.M.	1:30 P.M.	BREAK FOR LUNCH
1:30 P.M.	2:15 P.M.	Swap meet Set up
2:15 P.M.	4:30 P.M.	Swap Meet

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

WELCOME NEW MEMBERS

James & Jean Rose
Saginaw, MI

Elizabeth Guerrie
Longmont, CO

Peter Schellenberger
Lancaster, PA

Dorothy Filson
Wichita, KS

G. Dennis & Sandy Catlin
Conover, NC

Pete Block
Hemet, CA

Dana & Ruth Short
Plymouth, MA

Don Hepner Jr.
Belvidere, IL

Patricia Williamson
Vinemont, AL

Amy Dietz
Bloomington, IL

Joanne Logan
Echo Park, CO

Bruce & Lynn Watson
Santa Fe, TX

Lloyd & Kathy Tompkins
St. Augustine, FL

Robert & Betty Hoffa
Troy, OH

Perry Worthy
McConnellsburg, PA

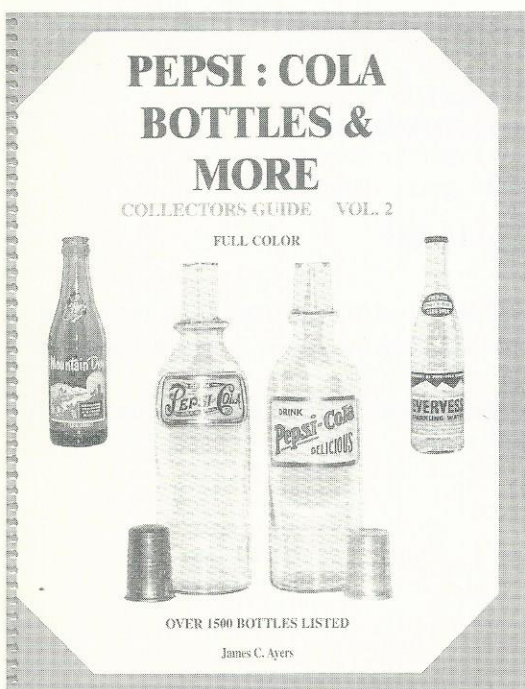
Frank Rice
Edison, NJ

Kay & Dale Meyer
Spencer, IA

Jean McCumber
Gilbert, AZ

Terri Brown
Colombus, MS

Mary Keck
Edmond, OK



Pepsi-Cola Bottles and More Collectors Guide Volume 2

by James Ayers

Now available through RJM Enterprises. Send check, money order, Visa or Master card for \$35.00 plus \$3.95 (Virginia residents add 4.5%)

RJM Enterprises
5186 Claudville Hwy.
Claudville, VA 24076

For more information, call (276)251-8015
Fax: (276)251-1774

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

Antique Advertising Auction - Nov. 22 & 23rd, Sylvester, GA - with a lot of great Pepsi items. Send name & address for color brochure to Jim Daniel, P.O. Box 594, Sylvester, GA 31791.

www.danielauctioncompany.com

For Sale: Very rare, black Pepsi-Cola bottle caps - Greensboro, NC \$275 each. Blue caps \$200 each. Contact Cecil Buchanan (336)288-3780 or email cecilmb@aol.com

For Sale: Over 600 antique liquor bottles. Half of bottles full, with original boxes, most bottles with original contents. All bottles in mint condition. Wish to sell complete collection, all at one time. Email @ texas@vance.net

For sale: PepsiCo cans to add to your collection. Choose from a 45 page list of over 1000 Pepsi product cans. Promo cans, commemorative, test

products, discontinued flavors, Foreign cans, etc. For list send \$5 to cover printing and mailing.

(Refundable with first order). Outside USA send \$10 US dollars. Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935 USA. Email- joepsiko@webtv.net

For Sale: Pepsi-Cola collection for over 20 years. Double-Dot coolers, bottles, and crates. Variety of repro items from 1940 styles to now. Stand-up cardboard Star Wars, Shaq, Scooby, and Santas. Call or write: Debbie Andrews, P.O. Box 634, DeGraff, OH 43318. (937)842-9967 - leave message.

WANTED

Wanted: 10 ounce returnable Pepsi bottles. Would like them to have Pepsi in them, but not necessary. Contact Dennis Yost @ shadowso-tis@msn.com or (386)437-1976.



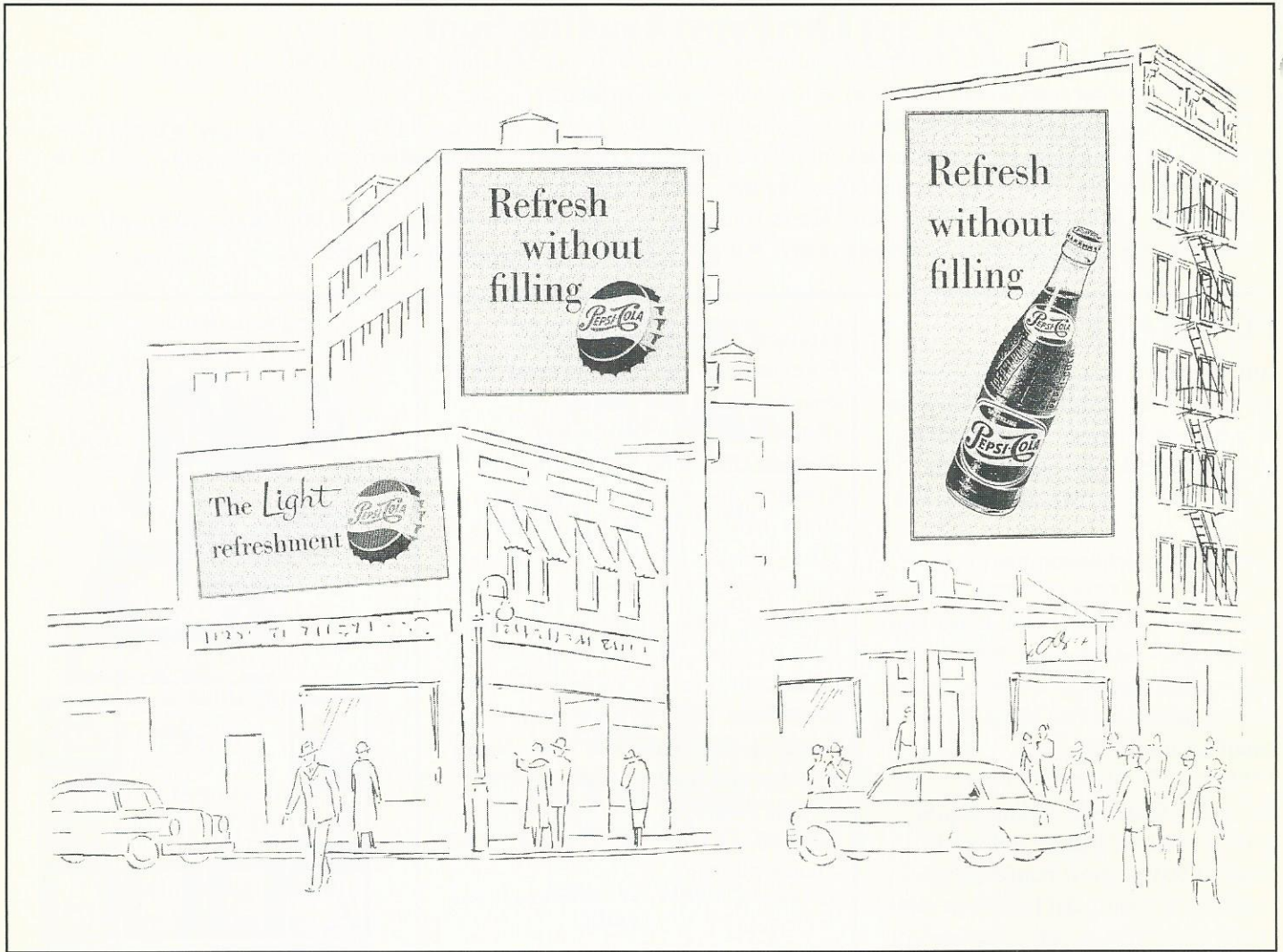
NEW! The Big, Big Bottle 2003 Calendar \$11.95

With the exception of the creation of Pepsi-Cola, no other event is as important in the history of the Pepsi-Cola Company as the introduction of the 12-ounce bottle for a nickel. To honor this triumph in consumer products, we salute the 12-ounce Pepsi bottle with our 2003 Pepsi-Cola calendar - *The Big, Big Bottle*. Free shipping for all orders placed by October 1, 2002. To order, send \$11.95 to:

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711
(909)946-6026

After October 1st, add \$5.00 for shipping. Calendars will ship after October 1st.

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$18 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.



Artist's rendition of How Buildings Should be Painted Using Pepsi Advertising

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