



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 20, Number 1

March-April 2003

Pepsi Fest 2003 Days Away

With the 17th annual gathering of the Pepsi-Cola Collectors Club just days away, people are beginning to panic. We are getting calls from club members wanting to know if it is too late to register for Pepsi Fest, or too late to get a room at the hotel. The answer to the first question is no, it is not too late to register for Pepsi Fest. BUT... by the time this newsletter reaches everyone- you will have to register at the event. However, there is a good chance the Pepsi Fest packets will be sold out by then. Yes, the hotel still has rooms, but you will have to make reservations immediately. The dates for Pepsi Fest 2003 are March 13-15th. The Marriott East is located at 7202 E. 21st St., Indianapolis, Indiana 46219. The phone number for hotel reservations is (317)352-1231. Be sure to identify yourself as a member of the Pepsi-

Cola Collectors Club.

We have a lot of new people who will be attending Pepsi Fest this year. So, we ask that everyone be helpful when first-timers ask questions. Remember, Pepsi Fest is not just about finding stuff for your collection - but it is a great opportunity to make new Pepsi friends.

This year, everyone will have an opportunity to share photos of their collection. We will put these on display in the registration room. If you wish to be part of this display, bring two or three pictures of your collection to the registration room when you check in. Please put your name and where you are from on the front of your photo. Make sure you have duplicates, as we will not return these pictures.

Also, a reminder that we are once again holding our amateur Pepsi

commercial contest. The contest will be held at the meeting on Friday night. Please bring your commercial to the registration room prior to the meeting on Friday night. The commercial should be between 30 seconds at 2 minutes long on VHS tape. Make sure your name and address are on the tape. There will be prizes awarded to the winners.

The success of Pepsi Fest depends on the volunteers who help put on the events. If you are interested in helping at Pepsi Fest, please let us know when you check in at the registration room. We need help at the auctions, swap meet, and raffle.

Drive safe, bring lots of stuff, and I'll see you in Indy. We can have a nice, ice-cold Pepsi together - no matter the weather!

In This Issue

Super Bowl Cans

Double Dot Still the Best

Pepsi Innovations



Pizza - Official Food of Pepsi Fest

Chapter News

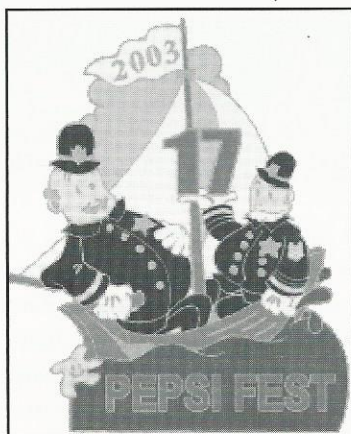
(We join Phil currently deep in thought). *Let's see now... I've got my Pepsi collectibles books, extra money, empty boxes for bringing home all of my Pepsi-Fest purchases, a cooler full of Pepsi, more extra money... I think that's everything! Wait. Better pack some more cold Pepsi!*

Oh, Hi! You caught me getting ready for Pepsi-Fest. One can never start that process too early. Besides getting my own things together, I'm making sure that I pack all of the things necessary for the chapters meeting on that Thursday at 3:00, such as the lists of all of our current chapters and their contacts, suggestions for starting a chapter or expanding an existing one, and items for our chapter show-and-tell which will immediately follow the chapters meeting which is open to everyone. I'm hoping that everyone that has absolutely any interest in chapters will show up so that they can see just how easy it is to start a local chapter and to keep it going. I'm also hoping that some of the chapters that are represented at the meeting will be willing to share their experiences and advice with the others. The chapters show-and-tell displays might also be of interest to everyone as it is a great way to teach the others what we know about the items and how their chapter was involved in the display. The amount of knowledge within a chapter is usually quite impressive so I'm hoping that we can share some of what we know with the others and, perhaps, inspire even more members to form some new chapters.

If you have any questions prior to Pepsi-Fest or if you can't be there, you can contact me at 708-957-4269

or PD62Pepsi@aol.com.
Now, where was I? Oh, yeah. Pack more empty boxes, even more extra money, and cold Pepsi!

-Phil Dillman



You may not see anybody wearing a hat as crazy as this one worn by this girl in 1962, but, you never know at Pepsi Fest! Pepsi collectors are notorious for dressing in Pepsi paraphernalia. You'll find everything from unusual Pepsi shirts to outlandish Pepsi costumes. Don't be afraid to dress your Pepsi best at Fest!

Future Club Events

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

Pepsi Celebration
November 2003
Las Vegas, Nevada

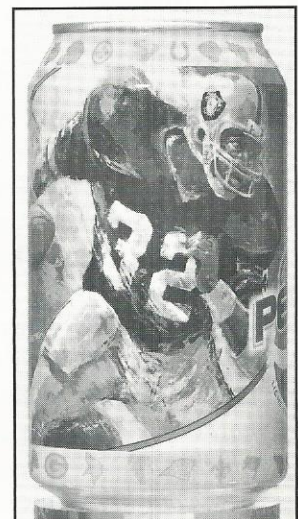
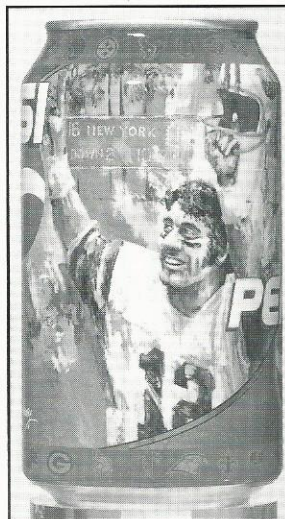
The World of Pepsi

PEPSI CANS HONOR SUPER BOWL

In January of 2003, Pepsi-Cola released a set of commemorative cans to honor Super Bowl history. The cans feature art created by famed sports artist Malcom Farley. There are six cans in the set, featuring individual players, coaches, and the Super Bowl. In total, there will be 800 million cans released. The art appears on

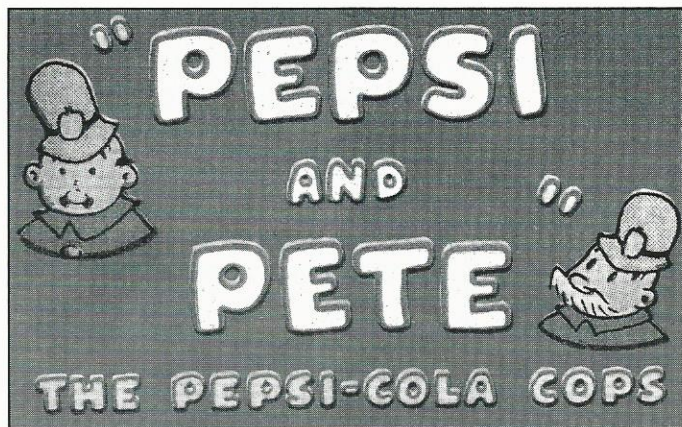
Pepsi, Diet Pepsi, Pepsi Twist, and Diet Pepsi Twist cans. The Super Bowl III art is on a Pepsi can featuring Joe Namath. The Super Bowl XXXVI art is on a Diet Pepsi can featuring the New England Patriots. Super Bowl XVIII art is on a Diet Pepsi can featuring Marcus Allen. A Pepsi Twist can honors several of the

top winning Super Bowl coaches - Vince Lombardi, Tom Landry, Chuck Noll, and Bill Walsh. Super Bowl VI art is on a Diet Pepsi Twist can featuring Roger Staubach. A Pepsi can honors Super Bowl XXVII in San Diego.



Collector Information

ASK



Dear Pepsi & Pete:

I've been told that I should drain my Pepsi cans before I store them with my collection. Is this also true for glass and plastic bottles?

Signed,
EJ

Dear EJ:

I have not heard of any problems with glass or plastic bottles leaking. However, plastic bottles seem to lose their rigidity over time. So, it might be best to drain your plastic bottles.

Dear Pepsi & Pete:

Is there any benefit for a collector to own Pepsi stock?

Signed,
Donald

Dear Donald:

That depends on whether you are looking for financial benefit, or to benefit as a collector. Financial benefit is a decision every individual should make for themselves. As for collector benefit, every stockholder receives an annual report - something worth having! One thing we need to point out - there is no "Pepsi" stock. You would need to buy PepsiCo stock - which is the parent company of Pepsi-Cola, Frito-Lay, Tropicana, and Gatorade. If you want to own PepsiCo stock, the best way to do it is to buy 5 shares, and then sign up for the DRIP. DRIP stands for dividend reinvestment program. After you have 5 shares, your dividends will be used to purchase

more stock. Additionally, you can buy stock without paying a broker's commission. The DRIP is a good way to accumulate PepsiCo stock. As a collector, it is fun to own part of the company that occupies so much of our lives. Remember, this is an investment - so be sure to consult your financial advisor before making any decisions.

Dear Pepsi & Pete:

I've seen the letters LIC on Pepsi bottles and other Pepsi stuff. What does this mean?

Signed,
Rob

Dear Rob:

LIC is the abbreviation for Long Island City. During the 1930's and 1940's, this was the home office of the Pepsi-Cola Company. In this facility, the company produced their bottle caps, labels, wood cases, etc.

Dear Pepsi & Pete:

Why doesn't Pepsi still use sugar as their primary sweetener?

Signed,
Larry

Dear Larry:

For years, the sugar market has been volatile, causing great hardships for many companies in the soft-drink industry, including Pepsi. In the 1970's, most soft-drink companies switched to fructose as their primary sweetener. This enabled them to have a stable and constant supply without surging prices. The exception to that is that during Jewish holidays, some Pepsi plants do use sugar in order to maintain a kosher product.

Double Dot - Still the Best



I have been collecting Pepsi-Cola memorabilia for over 25 years. And yes, that does make me feel old. I remember one day at the Rose Bowl Flea Market. I had only been collecting a short time when I got the "lesson." You know - the one that all Pepsi collectors get sooner or later on what double dot means. I asked a dealer if he had any Pepsi stuff. He said yes, he had several double dot items. When he saw the mystified look on my face, he explained that double dot referred to the two hyphens between Pepsi and cola, and that double dot Pepsi items were older and more collectible. I was hooked immediately. I spent the day asking dealers if they had any double dot Pepsi items. It was on that day that I purchased my first double dot Pepsi sign. I remember taking it home and staring at it for hours - amazed at how much I enjoyed looking at that double dot logo. I sat there, comparing it to other Pepsi logos - and knew for certain that my collection needed a lot more double dot items. This is in no way a put-down of non-double dot Pepsi collectibles. Remember - with Pepsi collecting, beauty is most definitely in the eye of the beholder. For myself, I do find double dot items to be the most attractive. There is no doubt there are some great single dot Pepsi

things. We should always collect what we like. But for me - double dot is my gold standard. I've loved the logo since the first day I saw it at the flea market. I still get the same thrill and enjoyment from looking at my double dot stuff as I did the first time I purchased my double dot sign.

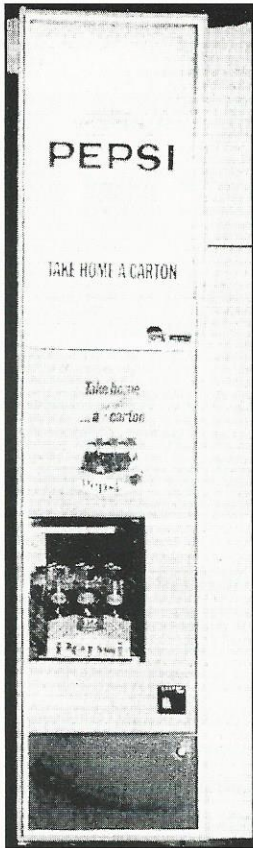
Fakes, Frauds, and Cheats

It seems almost weekly I hear from someone who feels they were misled, lied to, or deceived as to the age of a Pepsi item they bought. Every time a dealer makes a mistake on the age of any item - it is always to the dealers advantage. They never sell a seemingly old sign cheap because they think it might be a reproduction. But, it is common for some dealers to sell new signs for old because they are not sure. They usually have a story that goes with the sign. Such as - the person they got it from was very old, or that it came from an estate sale. With the advancement in technology, bogus reproductions are on the rise. Color photocopiers, scanners, and ink-jet printers make it very easy to reproduce original Pepsi items. Therefore, the number of phony reproductions will continue to grow. Unfortunately,

it is hurting our hobby. There is nothing worse than for a collector to spend a lot of money for a sign, only to find out it is a reproduction and is worthless.

Reproductions are a big part of the antique business. But, they shouldn't be used as a way to cheat unsuspecting collectors. Reproductions are inexpensive copies of originals for those who can't afford or find originals. It is wrong to make reproductions with the intent to cheat people. It is important for all collectors to expose any dealer who is involved with producing or distributing forgeries. Your best protection against being ripped off is to only buy from dealers that are willing to guarantee the authenticity of the items they sell. We must all work together to stop this.

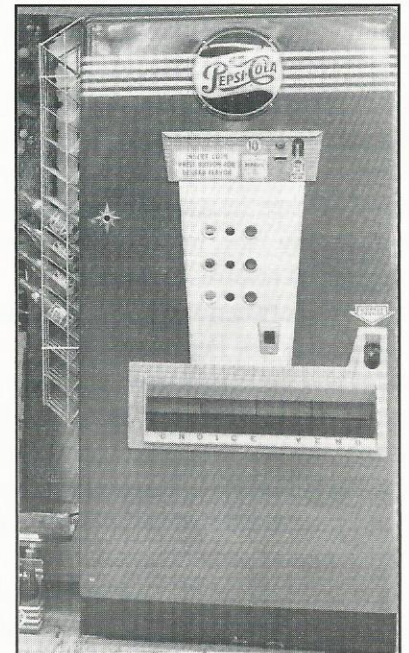
Pepsi Innovations



1961 - The Pepsi-Cola Company led the way when it came to developing and test marketing this 6-pack vending machine. Since I've never seen a 6-pack vendor, I assume this vendor did not go beyond test marketing.



1956 - Minges, the Pepsi Bottlers in Fayetteville, North Carolina, needed a better way to deliver vending machines to their customers. After careful thought and consideration, they designed this truck that was specially equipped for vending installation. There is no doubt that this truck helped sell a great number of vendors and bottles of Pepsi.



1956 - This Choice Vend machine was one of the earliest upright machines that offered more than one drink selection. As always, Pepsi was at the cutting edge of having the latest and most innovative equipment.



1961 - This jet spray fountain dispenser was introduced to the Pepsi bottlers at their convention in 1961. A novel and very attractive way to dispense Pepsi, the jet spray unit constantly swirled the Pepsi around in the clear plastic dome. Unfortunately, this unit never became a part of the Pepsi-Cola fountain business.

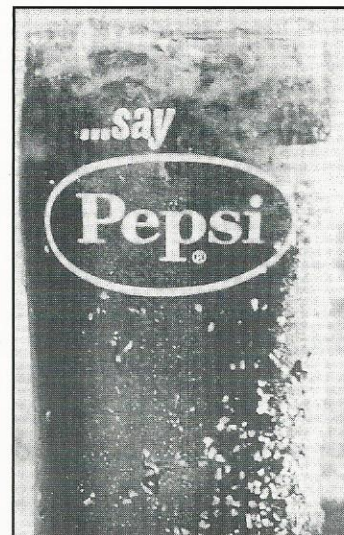
Pepsi Information



I have a simple riddle for you. When you put two Pepsi crowns together, what do you get? Answer - kookie kops! At least that's how Pepsi bottler Jimmie Lee saw it when he introduced his kookie kops promotion in 1964. For 25 cents and 3 Pepsi or Diet Pepsi caps, you got a Pepsi yo-yo, also known as a kookie kap.



Mirinda is the trademark name of an orange drink sold by the Pepsi-Cola Company in the international market. Mirinda has been one of Pepsi's best selling drinks since the 1960's.



In 1962, Pepsi-Cola introduced this glass with new graphics. It was designed to be used with the new Miss America Pepsi fountain dispenser. The glass was given out to soda fountains and restaurants that dispensed Pepsi-Cola.



Picnic coolers have been a promotional item used by the Pepsi-Cola Company for decades. In this 1963 photograph, the salesman is pointing out the features of this new Pepsi cooler. Picnic coolers like this were either given away or sold at reduced prices with the purchase of Pepsi-Cola.



This Pepsi stand was first introduced in 1961. At that time it was called a junior businessman's cart. It was offered to the Pepsi-Cola Company as a promotional item. Originally it was created to be sold in toy stores by Toy Master Products.



This familiar character is recognizable to Mountain Dew collectors as "the hillbilly." Many people have referred to him as "Willie the Hillbilly," which is not his name. According to Pepsi records, he is simply referred to as "Grand-Pappy."

PEPSI FEST 2003 REGISTRATION

March 13 - 15th, 2003

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2003, March 13 - 15, 2003, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$21.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2003 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

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

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

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6.50 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$21 each \$ _____

FAREWELL DINNER 3/15/03 # _____ @ \$25 each \$ _____

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

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

3/15/03

TOTAL ENCLOSED \$ _____

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

IF NOT ATTENDING but you wish to order a packet, the cost is \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2003.

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

PEPSI FEST 2003 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2003 SCHEDULE

Schedule Subject to Change

Thursday, March 13th, 2003

12:00 Noon	Registration
2:00 P.M.	Welcome First Timers
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

Friday, March 14th, 2003

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

Saturday, March 15th, 2003

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:30 P.M.	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

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

Pepsi Fest 2003 will be held at the Indianapolis Marriott. The room rate is \$82 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

WELCOME NEW MEMBERS

Brian Jenkins
Waverly, IA

Dolores Robinson
Hudson, IL

James Morris
Brookfield, CT

Pat Zamora
Cimarron, NM

Rusty McClure
Ashland, OH

Teena Ruggles
Peru, IN

Gerald Wolf, Jr.
Allentown, PA

Ed Woodall
Renton, WA

Vernon Mustin
Tucson, AZ

David McLaughlin
Alworth, GA

Manuela Van Hillo
The Netherlands

Richard & Sandy Lust
Marion, OH

Daniel & Sally Wise
Gurnee, IL

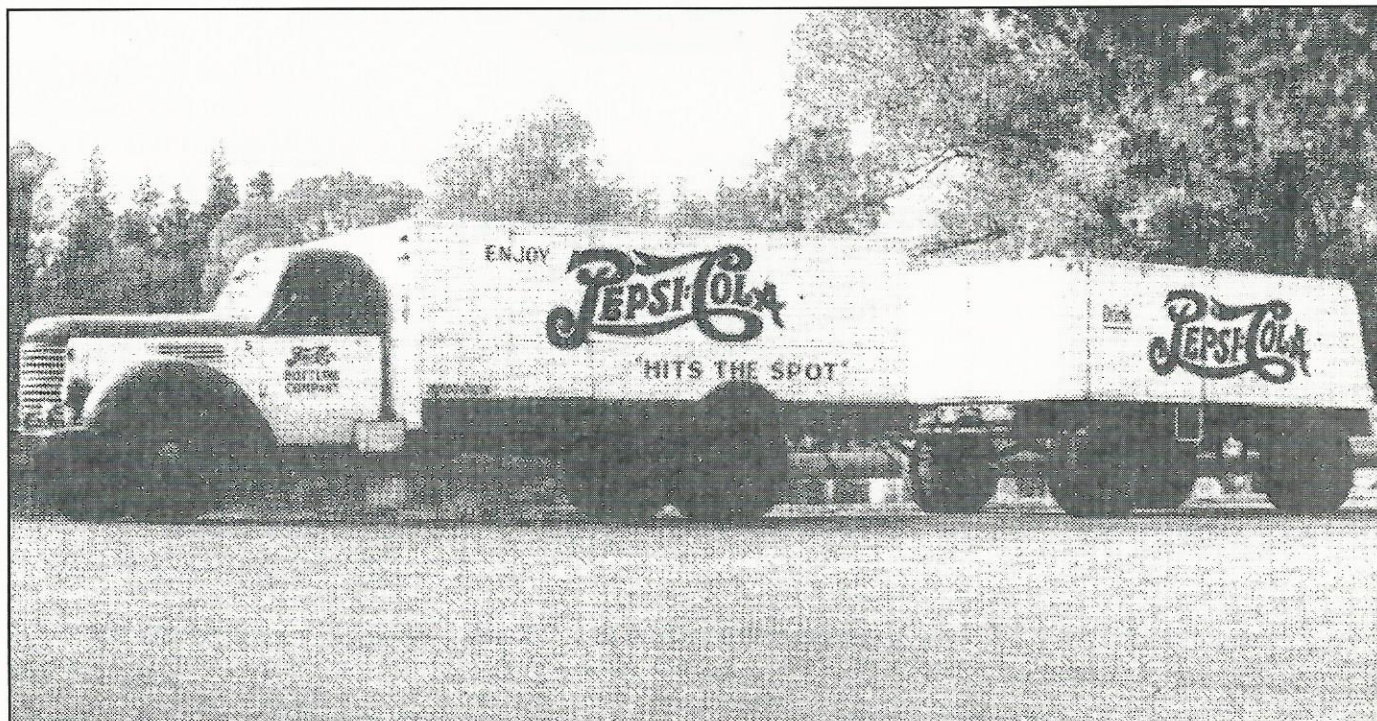
H.L. Nestleroad
Bridgeport, IL

Carl & Janice Barnett
Douglas, GA

Jennifer Arp
Laramie, WY

Richard Ritchie
Gettysburg, PA

L.D. Martin
Lawsonville, NC



1940's Pepsi Truck and Trailer

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

Attention Pepsi collectors! You may be surprised what they put on Pepsi cans. Still many commemorative and promotional cans left, as well as discontinued and foreign PepsiCo brands. Don't miss out, send \$3.00 for 50 page list of cans for sale. Contact: Georgene Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935. E-mail: jopepsiko@webtv.net

WANTED

Unusual or older steel PepsiCo cans. Need Diet Patio Cola, Diet Strawberry Burst. Also looking for Star Wars bank cans. Contact: Georgene Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

Wanted: Your local special issue Pepsi cans. I collect, buy, and trade Pepsi and Pepsi product cans. Visit me at www.usasoda.com. Contact by E-mail: JohnC@usasoda.com or usasoda@aol.com Regular mail: John C. Hantz, 6846 New Jersey Avenue, Hammond, IN 46323-1962.

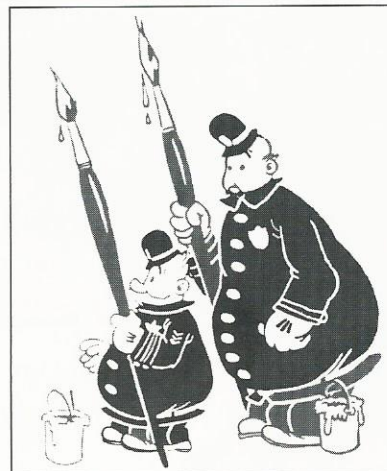
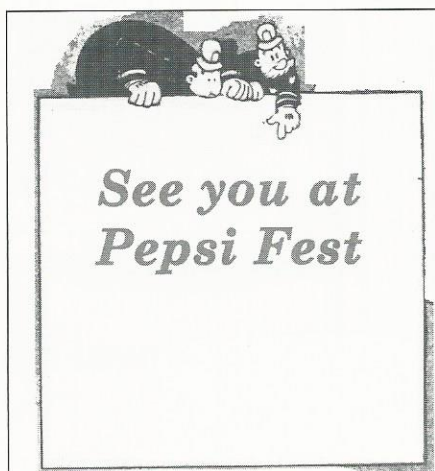
Wanted: Yellow plastic Pepsi six

pack bottle carrier. Call Al at (724)763-8506 in Ford City, PA.

Wanted: 12 oz. Pepsi 2-Dot R-W-B; 2 Full Glasses, and Fountain Syrup bottles from Okla. cities. Will trade other cities, or pay cash. Contact: James Cobb, @ (918)485-8443

shucks@prodigy.net

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 Fest 2002 Group Photo

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

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

Phillip Dillman
17733 Highland Ave.
Homewood, IL 60430 USA



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 20, Number 2

May-June 2003

Pepsi Club Celebrates 20 Years

Currently, there are a number of Pepsi-Cola Collectors Club members participating in Operation Iraqi Freedom. To those soldiers, and all the rest of the coalition forces, our thoughts and prayers are with you. Congratulations on a job well done. We hope you all return home safely.

This year, the PCCC will celebrate it's 20th anniversary. The club was started by three Pepsi collectors in southern California - Lee Jackson, Rick Russell, and Bob Stoddard. The motivation to start the club was to unite Pepsi collectors. There was another club at the time that claimed to represent all soft drink collectors. But, for some strange reason, they all wore red shirts, and drank an inferior-tasting cola. If you wore a Pepsi shirt while attending the meetings with that other club, you were shunned. The only way that Pepsi collectors

could celebrate their love of Pepsi was to start their own club. The first meeting of the club was held in November 1983. Only three people showed up. Undeterred, it was decided that a newsletter would be the best way to build a club. The first newsletter consisted of two, typed pages of Pepsi information, stapled together, and mailed to people who were presumed to be Pepsi collectors. Soon, word began to spread about the club. In a very short time, there were over 100 members. Each one had the same story - "I thought I was the only Pepsi collector out there!" It's nice to know there are other Pepsi collectors.

In the fall of 1986, it was decided that the club needed a national convention. It was determined that Indianapolis, Indiana, would make a

great location for the first national meeting of the Pepsi-Cola Collectors Club. In March of 1987, Pepsi Fest was born.

Over the years, the club has helped Pepsi collectors learn more about Pepsi history and Pepsi collecting. An unforeseen benefit of the club is that we have all made a lot of new friends.

I would like to have some club members write us, either by email or snail mail, and let us know what the club has meant to you over the years. I would like to include those comments in the next newsletter.

With deep regret, we send our condolences to club member Pam Stone of Arizona on the passing of her husband, "Stoney" Stone. Pam and Stoney were very active in the Southern California Chapter.

In This Issue

Pepsi Script 100 Years Old

History of Sedalia,
Missouri

Pepsi Fest 2003 Photos

*American energy
will win!*



"Jeeps" by the thousands! Building 'em calls for energy—every ounce we've got! Pepsi-Cola answers that call, provides quick, food energy and helps millions work harder, faster and better! Full speed ahead, America—let's go!

PEPSI-COLA
REG. U.S. PAT. & TM. OFF.

THE DRINK WITH QUICK FOOD ENERGY

1943 Pepsi Advertisement

Chapter News

CHAPTER NEWS - MAY/JUNE 2003

And now for something completely different...the Chapter News.

CHAPTER ONE - CHAPTERS

Our chapters meeting at Pepsi-Fest had a fair number of people present with some familiar faces and some new ones. We discussed the various chapters that I am aware of and we touched on some of the ways to start a chapter or to promote them. Jim Overmier talked a bit about the Buckeye Chapter which he helped co-found this past year; Terry Brennan talked about some of the activities of the Iowa Chapter and I, of course, talked about the Chicago Chapter. Bruce Zafft spoke about his website "Pepsi-Central.com" (yes, you need the hyphen). There you can find a list of all of the current chapters and their contact information. You can also read the chapter newsletters that have been submitted to Bruce. This is a great site for learning about the other chapters and what they are doing to keep the interest in Pepsi and Pepsi-related collecting alive between PCCC events.

CHAPTER TWO - CHAPTERS

In this newsletter you will find a current listing of all of our PCCC chapters.

Please check your chapter's information for accuracy and contact me with any changes or corrections at 708-957-4269 OR

PD62Pepsi@aol.com. If you don't belong to a chapter and you live close enough to join one of them or you want to start a chapter where you live and would like some advice first, give one of these chapters a call or shoot them an e-mail. After all,

members of the PCCC are just like family! Just don't ask them for money!

CHAPTER THREE - CHAPTERS

If you're out traveling this summer and you think you might be in an area where there is a chapter, find out when and where they will be meeting and see if you can attend. I'm sure all of the chapters have an open invitation to their fellow Pepsi collectors. The Chicago Chapter will be meeting this June in St. John, IN., August in

Shorewood, IL, October in Chicago, IL, and December will be our Christmas party, location not yet decided. Let us know what your chapter is up to. Send it to the PCCC at doubledot@earthlink.net by the 15th of each even month (Feb., Apr., Jun., etc.). Be sure to have the "subject" as "Chapter News add-ons." Thanks!

CHAPTER FOUR - THE END
The end.

Phil Dillman

Future Club Events

Pepsi Celebration
October 31 - November 2nd, 2003
Las Vegas, Nevada

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

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The World of Pepsi

Be a Pepsi Billionaire

This is the time of year when Pepsi rolls out their new summer promotions. It is extremely important that advertising and promotions produce maximum consumption of Pepsi-Cola products during the hottest months of the year. Because of this, the summer promotions are usually the best. This summer, Pepsi has pulled out all the stops to make this truly the summer of Pepsi.

Beginning in May, Pepsi will kick off the biggest game in soft drink history - "Pepsi Play for a Billion." The game asks "who wants to be a billionaire?" If the answer is you, you'd better start looking under your Pepsi caps.

Here's how the game will be played.

- (1) Beginning May 1st on specially marked Pepsi, Mountain Dew, and Sierra Mist products, check for sweepstakes entry code or \$15 instant win message under the caps of 20 oz., 1 liter, and 2 liter products, on 12 and 24 packs, or on stickers on selected fountain cups. (One million instant wins messages will be seeded - and there will be no "please try again" messages).
- (2) If you find a sweepstakes entry code, enter the code on the secure website www.billionsweeps.com or mail it to the sweepstakes entry address on the package.
- (3) In the sweepstakes, 1,000 consumers will be randomly selected over the summer, and offered a trip to appear live on a television broadcast.
- (4) The 1,000 sweepstake winners will appear on the show and play a game of chance, followed by a nail-

biting elimination process to determine the 1 million dollar prize winner. The 1 million dollar winner will then have a chance to win 1 billion without forfeiting the 1 million dollar prize.

If won, the 1 billion dollar prize will be awarded in the form of a 40 year annuity, with a balloon payment in the final year, or the contestant may instead elect to receive a lump sum payment representing the present value of the annuity.

Michael Davis, best known as the producer of "Who Wants to be a Millionaire" will produce the show.

A new prime time television show entitled "Pepsi Smash" will begin a six-week run on the WB in July. Pepsi Smash is a one hour show featuring musical performances from some of the biggest artists across all musical genres in front of a live audience.

On radio, Pepsi advertisements will debut segments of previously unreleased music on the airways days before stations will have clearance to air full length songs in a summer promotion called "Pepsi First Taste."

Pepsi's Mountain Dew and Sierra Mist brands will partner with Universal Pictures for the highly anticipated summer release of "The Hulk," a big screen version of one of Marvel Comics most memorable and popular super-heroes. In mid-June, to celebrate this summer's blockbuster movie, Mountain Dew will launch a hulk-size promotion program on 150 million packages of Mountain Dew, Mountain Dew Code Red, and Sierra Mist.

Consumers can win grand hulk-sized prizes, including a hulked-out home entertainment system that features a 56 inch, wide-screen tv, sound system, and DVD player.

Get spotted drinking Aquafina and win one of more than 40,000 prizes. The new program, called "Aquafina Pure Luck" will begin in mid-July. Additionally, two Aquafina-branded blimps will travel to more than 60 cities throughout the United States.

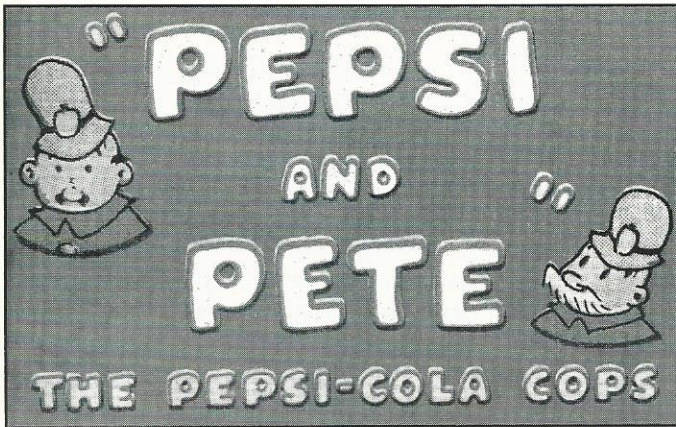
Mountain Dew LiveWire, an orange-ignited Mountain Dew, will hit store shelves for a limited time between Memorial Day and Labor Day. Pepsi also plans to roll out Pepsi Vanilla, a vanilla-flavored cola, set to appear in stores late this summer. Pepsi vanilla will be an enlivened, youthful, fresh take on vanilla with a smooth flavor.

The Pepsi-Cola Company is testing the production efficiencies of running new, refrigerator can configurations, including 3" x 4" Fridge Mate twelve-packs. Already receiving favorable reviews in many parts of the country are new twelve-packs of half-liter bottles, which provide distinct consumer benefits in terms of individual portion preferences and portability.

Good luck to all Pepsi-Cola club members. Hopefully, one of us will be a billionaire soon!

Collector Information

ASK



Dear Pepsi & Pete:

I read an article that said the Hutchinson-style bottle is from 1900. If this is true, then why do most books date this bottle as 1905?

Signed,
Bill

Dear Bill:

The Hutchinson-style bottle was used for a number of years. In the early 1900's, the Crown, Cork, and Seal Company developed a better way to seal bottles. The standardized sealing system replaced the old ball and wire system that was used on the Hutchinson bottle. At this time, most bottlers converted to the crown system. Not all bottlers changed at that time. The bottler in Pensacola, Florida was one of the bottlers that did not change right away. According to Pepsi-Cola records, there were no bottlers before 1905. Therefore, any Pepsi-Cola Hutchinson bottle had to come in 1905 or later.

Dear Pepsi & Pete:

I have some old decals that cannot be viewed unless transferred onto a transparent surface. My question is, if I transfer these decals to a transparent surface, will they lose their value?

Signed,
Stu

Dear Stu:

It is my belief that the beauty of Pepsi-Cola collectibles

gives them their value. So, if no one can see the decal, it does not have much value. Transferring onto a transparent object would enhance the value of your decal. That is, providing it is done without destroying it. Old water-transfer decals are very fragile. Anytime you try to transfer these, be very careful.

Dear Pepsi & Pete:

I was told Walt Disney made matchbooks for Pepsi. Is this true?

Signed,
Curious George

Dear CG:

Not exactly. What actually happened was that a member of the armed services wrote Walt Disney and asked him to design a mascot for their PT boat. Walt Disney obliged the sailor with a cartoon image. When others saw the insignia Disney had done, they requested one also. Pepsi heard about the interest in these Walt Disney designed insignias and offered to pay the cost of the designs. Pepsi then produced matchbooks with one of the insignias on each matchbook. There are 48 matchbooks in the set that Disney designed for Pepsi.

Dear Pepsi & Pete:

I've noticed that some cardboard signs were also produced as paper signs. Which is more collectible or valuable?

Signed,
Florence

Dear Florence:

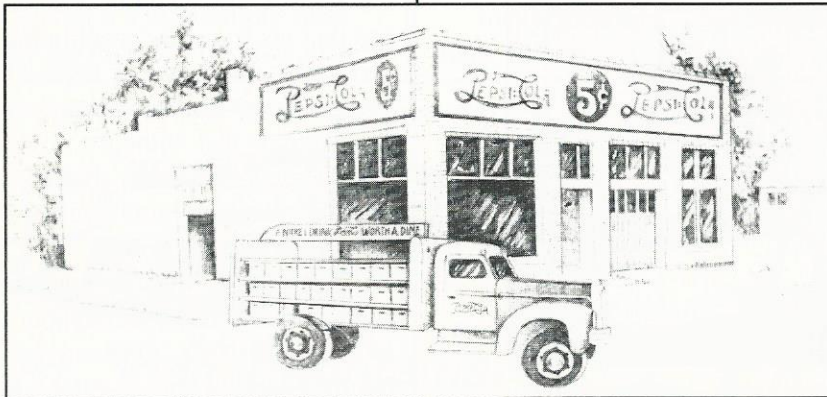
If both items were in mint condition, I would say they are equally valuable. Because of the fragile nature of paper signs, most of them have creases and bends in them. More often, cardboard holds up better over time. It is more likely you will find a cardboard sign in better condition than the paper sign. If all things are equal, I think you should buy the one you like the most.

The History of Sedalia, Missouri Pepsi-Cola

When most of us go to a baseball game, we hope to come back with a souvenir baseball. But, for Julian Bagby, of Sedalia, Missouri, he did quite a bit better. Julian went home with a Pepsi-Cola franchise - well, almost. What actually happened was

not operating in accordance to the Pepsi-Cola franchise agreement.

Bagby indicated he was interested in taking over the franchise, but needed some time to think it over. Most believed that Bagby actually knew at that time that he would take the fran-



1940 Pepsi Plant Sedalia, Missouri

Bagby, along with several other Missouri mayors attending a St. Louis Cardinals baseball game, was seated next to Edward T. Hebbeler, mayor of New Haven, Missouri. Bagby asked Hebbeler how his son's Pepsi business was doing. Bagby then mentioned he was interested in acquiring a Pepsi-Cola franchise. Hebbeler passed that information along to George and V.O. Robertson, the Pepsi-Cola territorial representatives in the midwest. A few days later, Robertson arranged a meeting with Bagby in St. Louis. At the meeting, Robertson told Bagby that Pepsi-Cola had the best flavor, the best name, and quenched thirst. As far as Robertson was concerned, there was no better soft drink on the market than Pepsi-Cola. He also indicated they were looking for someone to take over the Pepsi-Cola franchise in Sedalia. At that time, the bottler was

chise, but he did not want to seem too eager. Being from Missouri, Bagby believed in the state's motto: "Show Me." For several days after that meeting, he sampled Coke, RC Cola, and Pepsi. Each time, he came to the same conclusion. Pepsi had the best taste. In 1939, Julian Bagby purchased the Pepsi-Cola franchise in Sedalia, Missouri.

Despite his enthusiasm, the Sedalia franchise was not an immediate success. Initially, Bagby did not even give up his full-time job. He hired Winston Ream to be the general manager of the franchise. With Ream handling the day to day operation of the Pepsi plant, Bagby continued with many of his other duties, including milking cows on his farm and attending many meetings in conjunction with his position of Mayor of Sedalia.

In December, 1939, his Pepsi-Cola franchise sold a grand total of 800

cases for the entire month. The slow start did not deter Bagby. Regardless of the ups and downs of the business, he never stopped believing in Pepsi-Cola. In 1940, sales exceeded 60,000 cases, which was good news to his route salesmen who were paid \$8 per week, plus 5 cents for each case sold.

The rapid growth brought about new problems. The facility at that point was too small and antiquated to handle further growth. Bagby purchased a 2.5 acre lot near two of the major highways in town. The new plant was almost completed when the attack on Pearl Harbor occurred.

World War II brought many new problems for Pepsi bottlers, including Bagby. The most severe of these problems was getting enough sugar to produce Pepsi-Cola syrup. To solve this problem, Bagby purchased corn and wheat which he had processed into sugar. The corn produced a sugar that was satisfactory, but the wheat was entirely different story. Wheat is not stable like corn. After processing, it continues to ferment, resulting in the creation of gas. This was unknown to Bagby at the time, so when the initial test run of Pepsi made with wheat sugar was produced, everything seemed okay.

Unfortunately, the bottle caps began to pop off from the excess gas caused by the fermentation of the wheat. It must have been quite a sight walking through the Pepsi plant and watching the bottle caps fly off the bottles as the gas was released!

Selling Pepsi-Cola initially was very difficult. Most people had not heard of this new drink. Many bottlers would slip a Pepsi-Cola bottle into a six-pack of flavor drinks. The idea was that once a customer tasted

The History of Sedalia, Missouri Pepsi-Cola

this new drink, they would come back for more. Bagby went one step further to get people to try Pepsi-Cola. He offered a six-pack of Pepsi-Cola for 25 cents, and the second six-pack for 5 cents. Two and a half cents per

merged in water.

Like many other Pepsi bottlers, Bagby struggled through the 1940's, began to make some headway in the 1950's, and finally saw prosperity in the 1960's.



Julian Bagby, President of Sedalia, Missouri Pepsi Franchise

bot-
tle was a price that most people could not resist. In the beginning, he lost money, but it wasn't long before this gamble paid off and increased sales.

Another difficulty for Bagby in the early years as Pepsi bottler was the use of water coolers for selling Pepsi. In the late 1930's and early 1940's, there was not much take-home market. The majority of soft drinks were consumed on-premise. Bottled drinks, including Pepsi, were sold from ice or water coolers. This presented a rather unique problem for Pepsi-Cola, because the labels were paper. When placed in water coolers for any length of time, the labels began to peel off, and left a gooey mess in the water coolers. This presented quite a public relations problem with the shop owners. This problem persisted until the mid to late 1940's, when Pepsi began using ACL labels. ACL labels were baked onto the glass and did not peel when sub-

Perhaps the biggest challenge of Bagby's career occurred on January 5, 1969, when the entire Pepsi plant burned to the ground. The only things saved from the fire was two route trucks and two tractor-trailers. Proving once again that Pepsi was more a family than a company, neighboring bottlers came to the rescue. Bottlers from St. Louis, Kansas City, Springfield, and Columbia pitched in with products and trucks to keep Sedalia operating. Despite offers to sell out after the fire, Bagby decided to rebuild, even though he was 70 years old.

Nine months later, the first Pepsi bottles came off the production line. The new plant produced 15 cases per minute, which was considered very fast at that time. It only took 32 minutes to produce as much Pepsi in the new plant as it took an entire day to produce in 1941.

The story of Julian Bagby is typi-

cal of people who became Pepsi bottlers. People who believed so strongly in this new drink, that they were willing to risk everything they had, and worked tirelessly for next to nothing. They knew that if they could somehow hang on through the tough times, success would eventually be theirs. Bagby never doubted that Pepsi-Cola would be a success, and that his franchise would play a part in the emergence of Pepsi-Cola as a great soft drink company. Julian Bagby knew that without a doubt, Pepsi-Cola tasted better than the competition. Bagby's motto was "tell them what's in the bottle."

The Sedalia, Missouri franchise continued to prosper throughout the 1970's and 1980's. One example of Bagby's success was in 1967, when the Sedalia Pepsi plant was ranked #1 in the region, which included 54 plants.

Like many other Pepsi bottling facilities, Sedalia was bought out by a larger Pepsi bottler. Today, Sedalia is operated by Pepsi Americas - one of the largest Pepsi bottlers in the United States.

Pepsi Information

Five years ago, we celebrated the 100th anniversary of Pepsi-Cola. This year marks the 100th anniversary of the Pepsi-Cola script. The transition of the Pepsi-Cola trademark from plain block lettering to an ornate script also marks the beginning of professional advertising for Pepsi-Cola.

For over fifty years, the ornate script and all its incarnations have been the linchpin of Pepsi advertising.

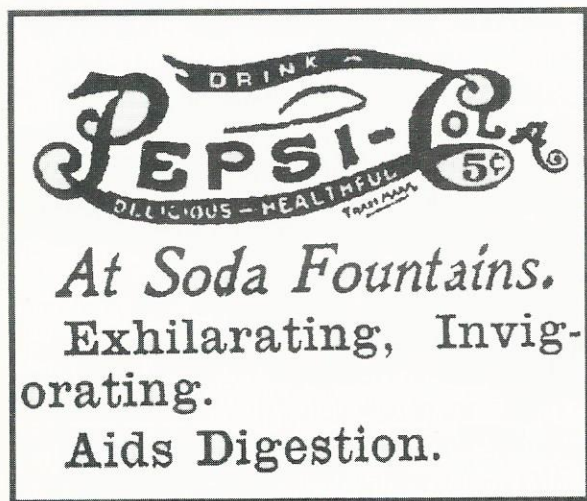
ing. From serving trays to giant neon signs, the script has been a symbol of flavor and quality to consumers all over the world.

For Pepsi collectors, the Pepsi script represents the best in Pepsi collectibles. The mere sight of the script starts the heart racing with excitement and anticipation of the possibility of finding something new.

Today, the Pepsi script is rarely used. It has been replaced by a more

up-to-date logo featuring a globe and stylized lettering.

For me personally, the original double-dot Pepsi script will always be the true symbol of Pepsi-Cola. I can't help getting a warm feeling when I see that old trademark. Let's all lift our glass to Pepsi, and celebrate 100 years of the Pepsi-Cola script.



First use of script February 23, 1903



Trademark Registered June 16, 1903



Collection of Chad Peterson of Cedar Rapids, Iowa

*American energy
will win!*



FOOD ENERGY COMPARISONS

Approximate Energy Units in Various Staple Foods

ONE BOTTLE OF PEPSI-COLA 5¢	185 Calories*
ONE LAMB CHOP (medium size)	178 Calories*
ONE WHITE POTATO (average size)	92 Calories*
ONE WHOLE EGG	70 Calories*
ONE FRESH TOMATO	20 Calories*

*STANDARD UNITS OF FOOD ENERGY

AMERICA has a big job to do — a big job that requires every ounce of energy of men and women everywhere.

To help keep up this energy, to help boost morale, millions call for Pepsi-Cola. It provides quick food energy, offers a welcome lift during a hard day. *Speed up, America. Let's go!*

PEPSI-COLA
REG. U.S. PAT. OFF.
THE DRINK WITH QUICK FOOD ENERGY



As I pulled out of the hotel parking lot on Sunday morning, my van packed and heading home, it was hard to believe that Pepsi Fest had gone by so fast. Just a few days ago, the parking lot was full of Pepsi collectors unloading their vehicles and hauling treasures to their rooms.

To the casual observer, Pepsi Fest may seem chaotic, but the veteran collector knows exactly what is going on. The routine goes something like this: Check into the hotel, find out where your room is located, walk around for a few minutes to see who has arrived. If any rooms are already open, stop in to see what is for sale. Head back out to your vehicle and begin unloading. Set up your room for selling, open your door, and begin non-stop selling, buying, and visiting with old and new friends alike.

This year's Pepsi Fest had an excellent turnout, considering all that is going on in the world. Once again, collectors from all over the United States made their way to Indianapolis to drink Pepsi, eat pizza, stay up late, and constantly visit the ATM machines.

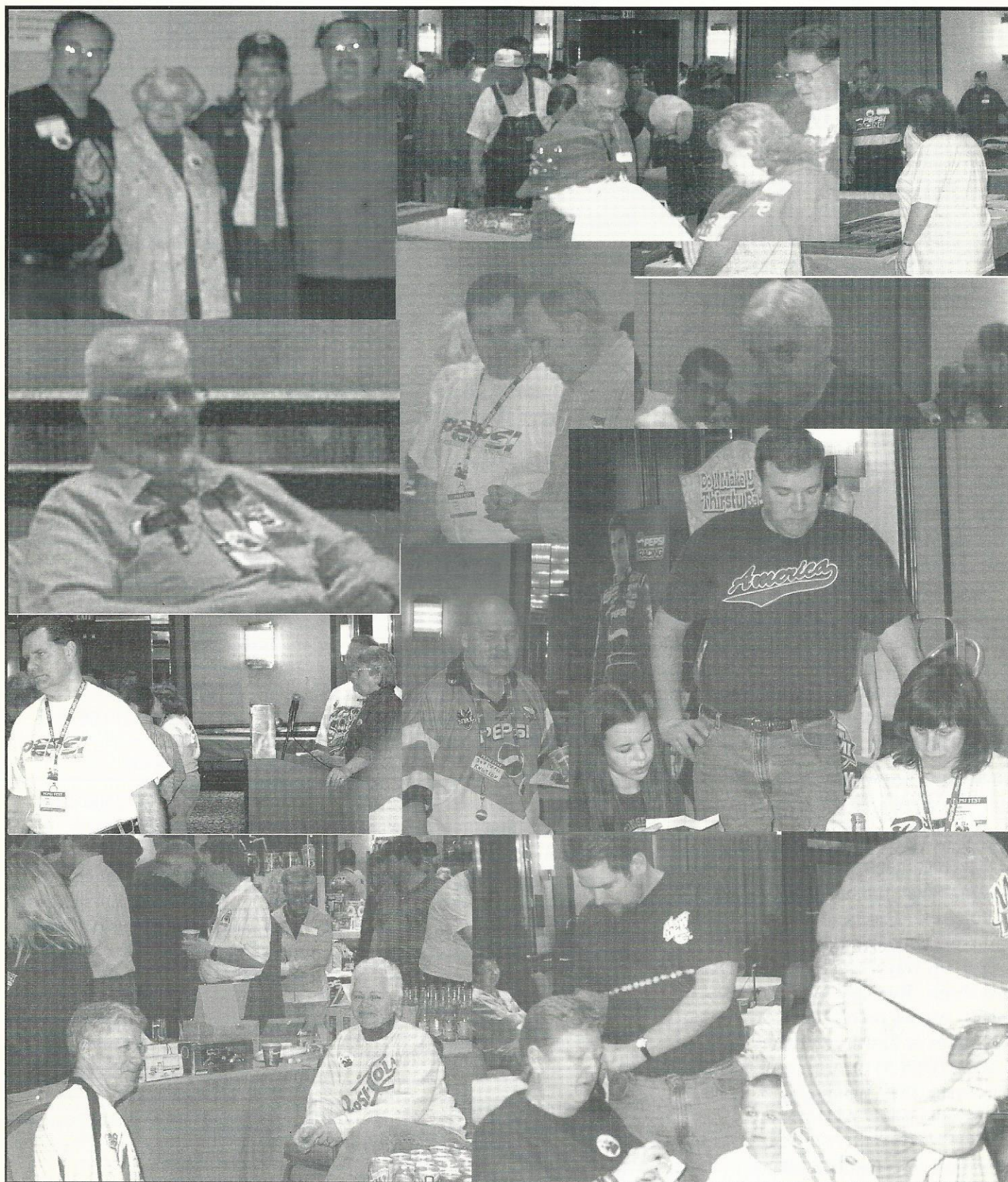
The highlight of every Pepsi Fest is room-hopping, and this year was no exception. Beginning on Wednesday night, the halls were filled with people going from room to room, looking for that perfect Pepsi piece. With over 100 rooms selling Pepsi collectibles, most people found more than a few things for their collection.

Friday night's pizza party was one of the best ever. We watched amateur Pepsi commercials submitted by our club members, along with new Pepsi commercials.

The success of Pepsi Fest is due to the help of many people. Special thanks to the following: Lisa Castaldo of the Pepsi-Cola Company; Cathy Dial of the Frito-Lay Company; Ken Harris, auctioneer; Kim Kinzie, auction coordinator; Carole Browne, silent auction coordinator; Randy Schwenker, raffle coordinator; Laura Adam, registration; James Ayers, bottle seminar; Rick Pochervina, technical support. There were numerous volunteers that helped with the auctions, swap meet, registration, pizza party. Also, thanks to Tony Llamas and Greg Ashby for the raffle contributions. Without the help of all of you, Pepsi Fest would not be a success.

Pepsi Fest 2003 Photos

-Submitted by Lewis Carr



WELCOME NEW MEMBERS

Janice & John Wickham
St. Petersburg, FL

Lucila Martinez
Austin, TX

Mike Neve
Leavenworth, KS

David Gregory
Salisbury, NC

Leo Hayes
Ontario, Canada

Linda Shaw
Anderson, IN

Albert Riggle
Sidell, IL

Dennis Staskiewicz
Sidney, OH

Brent Howell
Ontario, Canada

Teresa Peters
LeMars, IA

Linda Langston
Gladstone, MI

Bud Boyce
Augusta, WV

Bret Menuier
Green Bay, WI

Gene Wells
Grand Island, NE

Joseph Leger
Eureka, CA

Bruce Mobley
Macon, MO

Rosexta Marie Hess
Columbus, OH

Bonnie Kudron
Omaha, NE

Julie Radtke
Elkhart, IN

Sheila & Dennis Horn
Batavia, IL

Ray Vincent
Zanesville, OH

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: 1909 Pepsi Tray (11 x 14) N.M. condition 9.5 +. Original sheen. Small rub on outside rim at 12 o'clock. This is all that keeps tray from mint condition. \$2800; 1909 Pepsi Tip Tray - condition 8.5 original sheen. Rim dent on right side. \$850. Money orders only. Any questions or further information, call(937)766-5514. Contact Lamarr Hamman, 1879 Wilmington Rd., Cedarville, Ohio 45314

For Sale: It is finally available - "Hillbilly Collectables for Mountain

Dew" by Dick Bridgforth and Wayne C. Burgess. This hillbilly collectables book contains more than 250 pages of color photographs and detailed information about Mountain Dew collectables. It also contains a price list for each item. This is the most comprehensive book maybe never even heard of before. To get your copy which is distributed on CD, log onto www.mountaindewbottles.com to place your order. If you have questions, email Wayne at mt Dew@mountaindewbottles.com

For Sale: Pepsi collector cans. Over

100 cases of PepsiCo (2500 cans) including all brands and sizes. USA and foreign. All in great shape, most bottom opened. Many duplicates to trade, or make a profit selling them on the Internet. All cans packed in order, with inventory list. \$1000 takes all (Approx. \$5000 value). You pick up, Pittsburg, PA area. Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935. Phone Sundays only - 412-257-8510. Email JOPEPSIKO@webtv.net

PEPSI-COLA COLLECTORS CLUB EXPRESS

LOCAL CHAPTERS AS OF 04-15-03

ARIZONA PEPSI CLUB	P.O. Box 7476 Mesa, Az. 85216		
Allen Benson	6012 E. Billings St., Mesa, Az. 85205	480-981-7952	
OR			
Bob Boggs	1055 N. Recker Av. #1277, Mesa, Az. 85205	480-985-5935	
BUCKEYE CHAPTER	http://bc.pepsinet.com		
Jim Overmier	Pickerington, Oh.	614-751-0553	
	jovermier@yahoo.com		
OR			
Brent Clutter	Gahanna, Oh.	614-475-5030	
	Pepsiworld2@yahoo.com		
CHICAGO CONNECTION			
Larry Woestman	14750 S. Karlov Av., Midlothian, Il. 60445	708-385-0646	
	PEPCCONN2@aol.com		
KEYSTONE COLLECTORS			
Tom and Diane Gabriel	401 Park Av., New Castle, Pa. 16101	724-658-6310	
	pepsiparktag@aol.com		
MICHIANA PEPSI CLUB			
Sue Pletcher	27923 County Rd. 30, Elkhart, In. 46517-9516	219-862-2496	
MILE HIGH PEPSI CLUB			
Brent Hinton	6511 W. Elmhurst Av., Littleton, Co. 80123	303-973-9675	
MINNESOTA CHAPTER			
Mike Vath	13796 Fairlawn Av., Apple Valley, Mn. 55124	952-432-2074	
OR	pepsimike@visi.com		
Phyllis & Steve Dragovich	mnpepsidrigo@bigfoot.com		
NORTHWOODS PEPSI CLUB			
Kit Kramer	250 E. 11th St., Fond du Lac, Wi. 54935	920-929-9669	
OR			
Connie Gindt		920-921-3922	
OLD DOMINION CHAPTER			
Scott and Kim Kinzie	12500 Harrowgate Rd., Chester, Va. 23831	804-748-5769	
	msdoubledot@earthlink.net		
PEPSI CLUB OF IOWA			
Terry Brennan	2701 E. Madison Av., Des Moines, Ia. 50317	515-263-0051	
	Dietpepzi@mchsi.com		
PEPZTIME - COLLECTORS FROM THE GREAT NORTHWEST			
Steve & Patti Bell	Tacoma, Wa.		
OR			
Ed & Jo Woodall	Renton, Wa.	425-227-0672	
SHOW ME PEPSI CLUB			
Joe Sheahan	456 Whitebirch Way, Hazelwood, Mo. 63042	314-838-0683	OR
Chris Paradowski		314-781-0781	
SOUTHERN CALIFORNIA CHAPTER			
John & Kay Arbenz	9239 Bellagio Rd., Santee, Ca.	619-448-0566	
	jnk14@cox.net		
Gary Nichols		714-970-2660	
Alice Parra	aparra@aol.com	626-962-1936	

* ALL INFORMATION CONTAINED HEREIN SUBJECT TO VERIFICATION OR CHANGE *
PLEASE SUBMIT CHANGES/CORRECTIONS TO PHIL DILLMAN A S A P



Hamilton, Ohio Pepsi Plant Bicycle Winners in 1954

PEPSI-COLA COLLECTORS CLUB
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Homewood, IL 60430 USA