



THE PCCC



# EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 25, Number 3

July-August, 2008

## Pepsi Parties in Charlottesville

For many collectors, summer is the best time of year - a chance to go out and explore new flea markets in hopes of finding some new items for their collections. Unfortunately, this summer has seen some serious flooding in the midwest. We hope all of our Pepsi friends are safe and dry. We heard that the Cedar Rapids Pepsi facility was affected by the flooding. Our best wishes to Chad Peterson, the regional manager of that facility. Chad is a long time Pepsi collector and club member.

This issue of the Express includes the registration information for Pepsi Celebration in Las Vegas. This event is attended primarily by the Southern California and Vegas Chapters of the PCCC. There are usually members from all over the country that also attend. Besides hanging out with

Pepsi collectors, the Las Vegas event allows you to see some great sights in the city, such as Paris, the Venice Grand Canal, and a live Volcano. Oh yes, there is gambling too! I'll be there - hope to see you in Las Vegas. Maybe we can climb the Eiffel Tower together.

[WWW.Pepsicolacollectorsclub.com](http://WWW.Pepsicolacollectorsclub.com) is the official website of the Pepsi-Cola Collectors Club. Wayne Burgess is working very hard to make this an interesting website. To achieve this goal, we need your help. Go to the site and get registered so you can have access to the members-only portion of the site. Also, send Wayne any information you might have on bogus Pepsi stuff on the internet so he can post the information to alert other members. There is

also a forum to discuss Pepsi collecting issues, so please get involved.

Congratulations to Pepsi Bottling Company of Central Virginia. On June 7th they celebrated their 100th anniversary for bottling Pepsi-Cola. They held a star-studded party featuring entertainment by the Blues Brothers Band. We wish them another 100 years of success!

Due to rising costs, the newsletter will change from bi-monthly to quarterly beginning in October. This will help us to maintain the quality of the newsletter without increasing the cost. Any timely issues that occur will be posted in the members only section of the official club website: [www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)

Have a great summer!

### In This Issue

**Las Vegas Registration**

**Charlottesville 100th Anniversary**

**PBG Opens New Plant**

**A Look at 1947**



*Blues Brothers at Charlottesville 100th Anniversary*

# Chapter News

## Chapters News

Well, it's officially summer! You know what that means? For many of us, it means Pepsi, flea markets, Pepsi, garage sales, Pepsi, cookouts, Pepsi, the beach, Pepsi, sunburn, Pepsi, mosquitoes, Pepsi, chapter meetings...Did I mention Pepsi? Obviously, you can include all of the beverages that Pepsi has to offer!

Summer is probably the easiest time to start a chapter since you can meet in a "neutral" location where you don't have to open up your home to a group of strangers and where visitors won't feel uncomfortable or intimidated by visiting your home. A city park with a shelter works well, especially if you advertise it as a picnic. A local restaurant with a "quiet room" also works, especially if you want (or need) an air-conditioned location. Advertising such a get-together in your local paper and in the PCCC Express can help get the Pepsi ball rolling.

Other collectors groups have similar get-togethers during the summer for the same reasons, as well. To that

end, we need to think outside of the box. Advertise your get-together at a Petroleum Advertising show or at a doll collector's convention or at a train show or a model show or a car show. The possibilities are endless and, based on personal conversations, most collectors collect more than just one thing. For instance, I also collect railroad artifacts among other things. With most people collecting something, we need to try every angle.

Congratulations to the Iowa Chapter of the PCCC on a successful tenth anniversary event! I was fortunate enough to attend both days and had a great time. I was invited to be a speaker but probably would have attended anyway and my employer made it easy for me to get there. I counted 44 in attendance and everyone truly enjoyed themselves.

Their future meetings - Aug. (date tbd) in Davenport, IA, Sep. 20 swap-meet in Des Moines, IA, Oct. (date tbd) in Kewanee, IL, and, Dec. 6th in Des Moines, IA.

The Southern California Chapter had a picnic/meeting on June 14th and are always meeting and having

fun. Future SoCal meetings are Aug. 9th location TBA, Oct. 11th in Garden Grove, CA, Nov. 14/15 Pepsi Celebration in Las Vegas, NV, and, Dec. 13th in Walnut, CA. They are also very involved with the organization and sponsorship of Pepsi Celebration each year in Las Vegas.

The Chicago Connection Chapter will have met on June 28th with their next meetings being August 16th in St. John, IN, Oct. 18th in Midlothian, IL, and, Dec. 13th in Chicago, IL.

If you want to attend a meeting of any PCCC chapter, give them a shout or contact me at [pd62pepsi@sbcglobal.net](mailto:pd62pepsi@sbcglobal.net) or 708-799-8486 and I'll find out the dates and times for their meetings. Likewise, let me know if you have successfully started a chapter of the PCCC recently. Remember, members of any PCCC chapter must also be members of the national club.

*-Phil Dillman*

[www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)

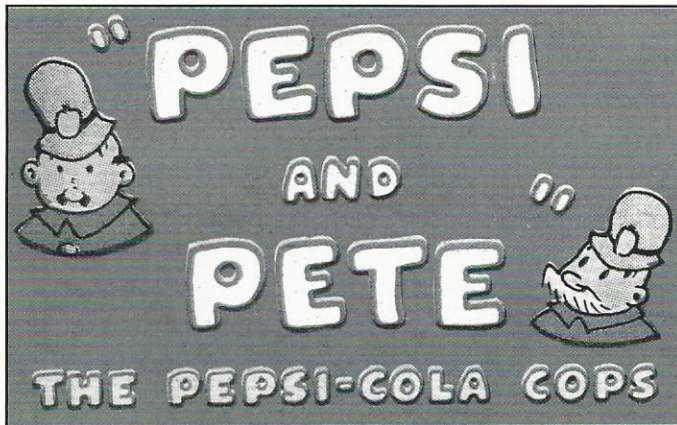
Email: [bob@pepsicolacollectorsclub.com](mailto:bob@pepsicolacollectorsclub.com)

## Future Club Events

**Pepsi Celebration  
Las Vegas, Nevada  
November 14-15, 2008**

**Pepsi Fest 2009  
Indianapolis, Indiana  
March 19-21st**

# Dear Pepsi and Pete



Dear Pepsi & Pete,  
When did Pepsi first use the bottle cap in their advertising?

Signed,  
Jennifer

*Dear Jennifer:*

*It is believed that as a patriotic gesture Pepsi-Cola adopted the red, white, and blue color scheme in 1943. In 1945, the red, white, and blue crown (bottle cap) became the trademark used as the symbol of Pepsi-Cola. The red, white, and blue crown was used until 1963 with only a slight modification in 1951.*

Dear Pepsi & Pete:

Is it true that Joan Crawford created the "Be Sociable" advertising in 1958?

Signed,  
Lenny

*Dear Lenny:*

*No, it is not true. It is believed that Joan Crawford and Al Steele encouraged the ad agency to create an ad campaign that appealed to "sophisticated" people. Ultimately, the Be Sociable advertising program wasn't very successful. The "sophisticated people" were not a good representation of the soft drink consumer. Be Sociables were replaced by "For Those Who Think Young," which was much more appealing to the soft*

*drink consumers - young people.*

Dear Pepsi & Pete:

Did the advertising "Taste That Beats the Others Cold" have anything to do with the Pepsi Challenge?

Signed,  
David

*Dear David:*

*No, it did not. "Taste That Beats the Others Cold" came out in 1967. The Pepsi Challenge was a decade later. The idea behind "Taste That Beats the Others Cold" was that when Pepsi-Cola was chilled to the proper temperature, no other cola drink could compare to Pepsi-Cola.*

Dear Pepsi & Pete:

When was Pepsi first available in cans?

Signed,  
Jim

*Dear Jim:*

*Pepsi-Cola was first sold in cans in 1949 on a limited basis. The consumer response to this can was far less than desired. By 1951, attempts to sell Pepsi in cans was abandoned. It is believed that between 1951 and 1960, there was some Pepsi-Cola produced in cans for military installations overseas. In 1960, Pepsi-Cola was made available in cans once again. This time, it was distributed throughout the United States. The 1960 cans had a better liner inside the can, which protected against the metal distorting the taste of Pepsi-Cola. The 1960 can had a flat top, which made it easier for shipping and displaying in grocery stores. This flat top can had to be opened with a can opener. By the middle 1960's, a pull top tab made opening these cans more convenient.*

# 100 Years of Pepsi in Central Virginia

On June 6th, the employees of Pepsi-Cola Bottling Company of Central Virginia, along with their families and friends, gathered at the John Paul Jones arena in Charlottesville, Virginia to celebrate



1947 Fountain Dispenser

the 100th anniversary of their franchise. In attendance was the new president of the Pepsi-Cola Company, Hugh Johnston, along with numerous other Pepsi executives. In addition to the Pepsi officials, there were several local dignitaries. All were there to celebrate with and honor the Jessup family for their 100 years of bottling Pepsi-Cola.

There is no doubt that a 100th anniversary is a momentous

occasion, but in the case of a Pepsi-Cola bottler, it is so much more than that. Since 1905, when Caleb Bradham first issued licenses to bottle Pepsi-Cola, only three of those original bottlers still exist today. For this reason, the celebration was extremely special. The importance of the event was not lost on anyone. The party was scheduled to begin by 5:00 p.m., but by 4:30 a line had already begun forming, despite the extreme heat. When the doors finally opened at 5:00 p.m., the guests were ushered into a large reception area. In the reception area there was an assortment of activities to enjoy. One of these activities was a chance to sample Pepsi-Cola made the old-fashioned way - 2 ounces of syrup squirted into a glass, followed by carbonated water. Add ice and mix, and you've got a great tasting Pepsi! Many enjoyed the display of Pepsi-Cola memorabilia, while others tasted some of the new Pepsi products that

great, Meadowlark Lemon was present to sign autographs. The recep-



Pepsi Can Display

tion lasted until 7:00 p.m., when everyone was asked to take their seats for the program to begin.

The program included a video of the history of the Charlottesville Pepsi franchise, and a slide show featuring the song "I'm a Pepsi Man." The highlight of the program was a presentation by the president of Pepsi-Cola of a 1909 reproduction Pepsi dispenser that was custom made for the Jessup family. The Blues Brothers, who were in attendance to perform that night, had their road manager present Jay Jessup, president of Pepsi-Cola of Central Virginia and grandson of the franchise founder, with a Pepsi guitar. Bob Stoddard presented Jay and Suzanne Jessup with a restored copy of the original Central Virginia license agreement.

After dinner, the guests were treated to a performance by the Blues Brothers, (Jim Belushi and Dan Ackroyd) capping off a spectacular meeting.



Memorabilia Display

were offered. Harlem Globetrotter

**PEPSI-COLA COLLECTORS CLUB EXPRESS**

**PEPSI CELEBRATION 2008 REGISTRATION**

*Presented by*

**PEPSI COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER**

**November 14<sup>TH</sup> & 15<sup>TH</sup>, 2008**

**Las Vegas, Nevada**

To register, please complete and return this form as soon as possible. Registration fee is \$24.00 per person if registered before **October 1<sup>st</sup>, 2008**. **Registration after that date and at the door** will be \$30.00 per person. Included in the registration packet will be a Pepsi Celebration 2008 lapel pin, a glass bearing the Pepsi Celebration 2008 logo and other Pepsi items. Please complete this form, enclose your check or money order made payable to **PCCC** and return to Josh Broadwater, **1108 Big Pine Lane, Norco, CA 92860**. Any questions please call David Gerger at: 1-951-520-1029 or e-mail him at [alwayspepsi@yahoo.com](mailto:alwayspepsi@yahoo.com).

Reservations to stay at the Plaza Hotel **must be made directly with them**. Please call them as soon as possible at 1-800-634-6575 or 1-702-386-2110 and ask for the Pepsi Celebration Group Rate. **Please make your reservations with the hotel by October 1<sup>st</sup>, 2008.**

**PLEASE RETURN THIS FORM BY OCTOBER 1<sup>st</sup>, 2008.**

Member's Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-Mail address \_\_\_\_\_

Name of persons attending: (1) \_\_\_\_\_ (2) \_\_\_\_\_

(3) \_\_\_\_\_ (4) \_\_\_\_\_

REGISTRATION FEE ONLY \_\_\_\_\_ @ \$12.00 ea \$ \_\_\_\_\_

Children under 10 free

REGISTRATION W/PACKET \_\_\_\_\_ @ \$24.00 ea \$ \_\_\_\_\_

(At door registration price will be \$30.00)

BE SOCIABLE PARTY DINNER \_\_\_\_\_ @ \$13.00 per person \$ \_\_\_\_\_

(At door price will be \$15.00)

SWAP MEET TABLE (s) # \_\_\_\_\_ @ \$12.00 ea \$ \_\_\_\_\_

(See below for info)

**Total Enclosed** \$ \_\_\_\_\_

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 30 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds will be given on unclaimed tables. You must be a registered attendee to have a Swap Meet table. Table must be paid in advance in order to reserve them. Swap Meet tables purchased at the door will be \$18.00 each if they are available. If you cannot attend but you wish to order a Pepsi Celebration 2008 packet, the cost is \$30.00. Your packet will be mailed after Pepsi Celebration 2008. Please mail \_\_\_\_\_ packets at \$30.00 each to the above address.

**PEPSI CELEBRATION 2008**

Friday, November 14<sup>th</sup> & Saturday, November 15<sup>th</sup>, 2008

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

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

**MAKE YOUR RESERVATIONS BY OCTOBER 1<sup>st</sup>, 2008**

Please ask for the Pepsi Celebration Group Rate

Tuesday through Thursday - \$29.00 + tax per night  
Friday and Saturday - \$60.00 + tax per night  
Sunday and Monday - \$29.00 + tax per night

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

**PEPSI CELEBRATION 2008 SCHEDULE**

**FRIDAY, NOVEMBER 14<sup>TH</sup>**

4:00 - 5:00 P.M.	REGISTRATION
5:30 - 7:00 P.M.	BE SOCIABLE PIZZA PARTY
6:00 - 7:00 P.M.	WELCOME, SHOW & TELL AND LATE REGISTRATION

**\*\*Please bring 1 – 3 Pepsi Christmas Ornaments to decorate our Pepsi Christmas tree. The tree will be raffled at the end of the dinner. You will receive 1 raffle ticket for each ornament you donate.\*\***

**SATURDAY, NOVEMBER 15<sup>TH</sup>**

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

\*Please note 4 Pepsi items per registered member will be accepted for the oral auction.

**11:00 A.M. - 12:30 p.m. BREAK FOR LUNCH**

12:30 - 1:15 P.M.	SWAP MEET SET-UP
1:15 - 3:00 P.M.	SWAP MEET

**SCHEDULE SUBJECT TO CHANGE**

**PEPSI-COLA COLLECTORS CLUB EXPRESS**

**PEPSI CELEBRATION 2008 T-SHIRT ORDER FORM**

*Presented by*

**PEPSI COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER**

**November 14<sup>TH</sup> & 15<sup>TH</sup>, 2008**

**Las Vegas, Nevada**

This year we need to order 2008 Pepsi Celebration T- shirts **prior** to our gathering in Las Vegas. Due to circumstances beyond our control, we will not be selling shirts at this year's event. I am hoping everyone will order at least one t-shirt if not more to help support our annual Pepsi Celebration. Your t-shirts will be available for pick up at Pepsi Celebration. Price per shirt is only \$12.00. If you need one of the larger sizes (see the list below) you will need to add \$2.00 for each XXL or XXXL.

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

Please complete this form, enclose your check or money order made payable to **PCCC** and return to Josh Broadwater, **1108 Big Pine Lane, Norco, CA 92860**. If you have any questions in regards to this, please call Josh Broadwater at 951-284-8335 or email him at [iwantpepsi@hotmail.com](mailto:iwantpepsi@hotmail.com). Thank you for your continual support of Pepsi Celebration. It would not be possible without all of your help.

**PLEASE RETURN THIS FORM BY OCTOBER 1<sup>st</sup>, 2008.**

Member's Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Number Wanted

Sizes

\_\_\_\_\_

Small

\_\_\_\_\_

Medium

\_\_\_\_\_

Large

\_\_\_\_\_

X-Large

\_\_\_\_\_

XX-Large (Add an additional \$2.00 for each)

\_\_\_\_\_

XXX- Large (Add an additional \$2.00 for each)

**Total Enclosed**

\$ \_\_\_\_\_

If you cannot attend but you wish to order a Pepsi Celebration 2008 t-shirt, the cost is \$15.00 (Small through X-Large, XX-Large and XXX-Large add an additional \$2.00 for each t-shirt. Your t-shirt will be mailed after Pepsi Celebration 2008. Please mail this form back together with your registration form.

# Pepsi Bets on Las Vegas

The Pepsi Bottling Group is the largest of the anchor bottlers. Anchor

has set a goal to improve and update their bottling operation in their fran-

is the container that Pepsi-Cola fountain syrup is distributed in. Although there are other ways to distribute fountain syrup, bag-in-the-box is the most popular. The reason Pepsi Bottling Group chose Las Vegas to produce bag-in-the-box is because fountain syrup business is huge there with all of the casinos and hotels.



*New Pepsi Bottling Group Facility in Las Vegas*

This new plant was officially dedicated February 11, 2008. An open house for family and friends was held May 4, 2008. The Las Vegas chapter of the PCCC was invited to set up a display at the open house. Attendees were offered a tour of the facility and plant, a sampling of new products, and a barbeque. The Pepsi-Cola memorabilia display was the first stop on the tour - and some feel it was the best part of the tour.

The Las Vegas Chapter did a great job of organizing and setting up the

bottlers are the largest of the franchise Pepsi bottlers. Most anchor bottlers own more than a dozen franchises. Pepsi Bottling Group produces and distributes Pepsi and Pepsi products to at least 40% of North America. To keep up with the ever-changing soft

chise territories. This year, they opened their newest and state of the art Pepsi plant in Las Vegas, Nevada. The facility is a production plant, as well as a distribution facility.

One of the Pepsi products

produced at the Las Vegas plant is Aqua-Fina. The line where the Aqua-Fina is produced also

includes a blow mold. This means it makes the bottle on the line before it is filled with Aqua-Fina. The plant also pro-



*Las Vegas Chapter Information Booth*

display. Congratulations on a job well done to Don Howell and the Las Vegas Chapter.



*Display at Pepsi Plant Open House*

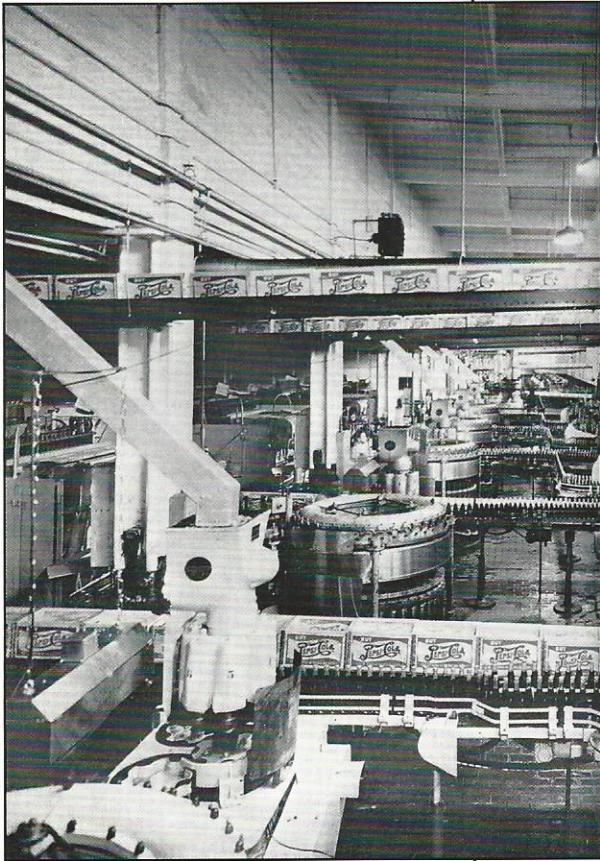
drink business, Pepsi Bottling Group

duces bag-in-the-box. Bag-in-the-box



## A Look at Pepsi 1947

The operation of the Pepsi-Cola Company has changed considerably over the past 100+ years. Starting out



1947 Bottling Line

as a small, locally owned company in New Bern, North Carolina, Pepsi-Cola has evolved into a multi-national corporation, selling product the world over. Along the way, the company has gone through periods of growth, slumps, and reinventions.

This is what the Pepsi-Cola Company was doing in 1947:

The Pepsi-Cola formula in 1947 included the cola nut and sugar. The kola nut was imported from Africa and the West Indies, where it grew on kola trees. Sugar, which Pepsi imported from their own sugar plantation in

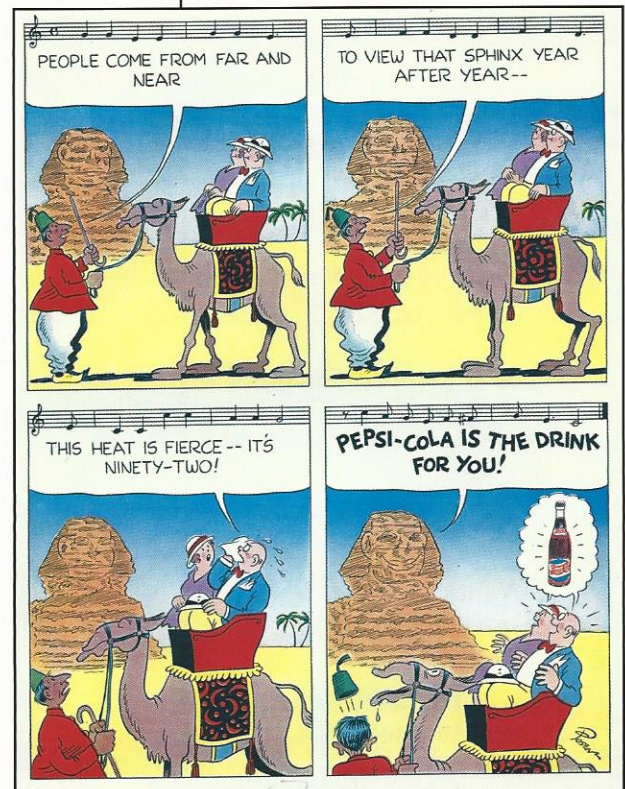
Cuba, was the key ingredient. The sugar was loaded on boats in Cuba and taken to the Long Island City plant in New York City, where Pepsi operated their own plant and refinery. The kola nut, along with sugar and other ingredients, were combined to make Pepsi-Cola concentrate. The concentrate was stored in 5,000 gallon tanks, until it was sold to the Pepsi-Cola bottlers. The concentrate was shipped to the Pepsi-Cola bottlers in 10 gallon barrels. At that time, it sold for a little over \$300 per barrel. The bottler combined the concentrate with more sugar and more water to produce Pepsi-Cola for bottling.

The bottle used by Pepsi-Cola in 1947 was embossed, with Pepsi-Cola around the shoulder, and decorated with a red, white, and blue applied color label. Although there were still plenty of paper labels still being used by many bottlers, there was an effort by the Pepsi-Cola Company to replace all paper labels. The paper labels did not give the same clean, neat appearance as

the applied color label. The 12-ounce bottle was still the primary size used by most of the bottlers, but many bottlers were considering using the 10-ounce bottle. The 10-ounce bottle would enable the bottlers to maintain their profit margin, and still sell a bottle of Pepsi-Cola for 5 cents. The Pepsi-Cola Company was introducing an 8-ounce bottle to be sold at theatres, sporting events, and other concession venues.

In 1947, the largest Pepsi-Cola plant was the East River Plant located in Long Island City, New York. Besides bottling Pepsi-Cola, they also produced the concentrate, the advertising signs, the wood cases, the crowns, and sugar.

To increase sales at this time, Pepsi-Cola began looking for new



1947 Advertisement

outlets to sell Pepsi-Cola. This effort

resulted in Pepsi-Cola being offered on



*Loading Pepsi onto Continental Airlines*

each salesman. An instructor would go through the booklets at the weekly sales meetings. By the end of 1947, most Pepsi-Cola salesmen throughout the United States had been trained using the LaSalle method.

Advertising in 1947 was primarily in newspapers and magazines. The

selling Evervess was a major commitment by the Pepsi-Cola Company. Evervess had a higher profit margin than Pepsi-Cola, but Pepsi-Cola was having a hard time finding the right consumer for this product.

With material shortages no longer a problem, Pepsi was now engaged in a full effort to place Pepsi-Cola coolers and vendors in every possible location. Contests were held to give the salesmen who placed the most vendors & coolers cash bonuses.

The year 1947 was a time of major transformation for the Pepsi-Cola Company. No longer could they sell Pepsi-Cola as a bargain drink, they had to sell it as a good-tasting, desirable refreshment.

commercial airlines for the first time.

In post World War II, competition was greater than ever. To prepare Pepsi-Cola sales people for this new challenge, Pepsi-Cola adopted a sales training program created by LaSalle University in Chicago. The course consisted of five booklets given to

Pepsi-Cola jingle was still played over radio stations, but the emphasis on the 12-ounce bottle for a nickel was being down-played due to post World War II inflation.

Introduced in 1946, Evervess Sparkling Water was Pepsi-Cola's only other beverage sold. So in 1947,

## Welcome New Members

**Craig Vandever**  
Arcola, IL

**Jeff Grover & Kim Mulvin**  
Phoenix, AZ

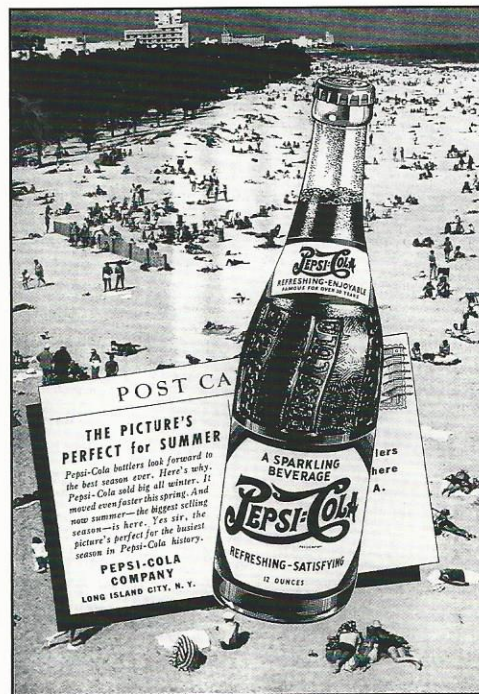
**Donna & Lynn Goodwin**  
Milford, MI

**Ron Williamson Jr.**  
Winooski, VT

**Nancy Judkins**  
Oshkosh, WI

**Phil & Helen Moyer**  
Stone Mountain, GA

**Dennis Logsdon**  
Litchfield, IL



*1940 Advertisement*

## 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.

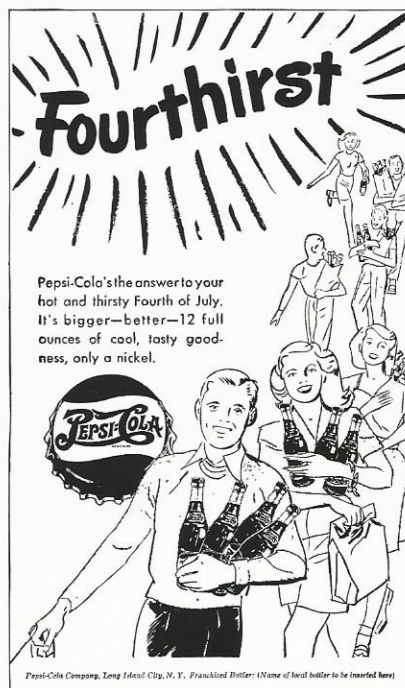
Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein. The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad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

Entire Pepsi collection. Mostly domestic, some foreign. My husband's death forces the sale. Can be seen at 348 Jaquette Rd., Kalispell, MT 59901. Contact: Sharon Chase (406)756-6349 or (406)250-5906.

\*\*\*\*\*



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

[www.pepsigifts.com](http://www.pepsigifts.com)

**ALL NEW!**

Official Website of Double Dot Enterprises

**ON-LINE ORDERING NOW AVAILABLE!**

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

*The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.*



Central Virginia Ceremonial Delivery Truck

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

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

Phillip Dillman  
18351 Cowing Ct.  
Homewood, IL 60430 USA



THE PCCC



# EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 25, Number 4

Oct. - Dec., 2008

## Pepsi Kick-Off

Welcome to autumn. The weather is cooling, the leaves are turning, and it's time for football. If you haven't noticed, Diet Pepsi is the official soft drink of the NFL. In fact, Pepsi is currently offering a promotion on Diet Pepsi and Pepsi bottles. The promotion is for the kick-off of the 2008 NFL season. It wasn't too long ago that the company from Atlanta dominated professional sports. Now, Pepsi is available in numerous sporting venues throughout the country, including a sponsorship agreement with the Dallas Cowboys. Aquafina, Pepsi's water, is the official drink of Major League Baseball. After many years of hard work, Pepsi has finally achieved parity with their competition in the field of major league sports.

Time is running out to make

reservations for the Pepsi Celebration in Las Vegas. (See last newsletter for registration information). Josh Broadwater and the group putting on the Pepsi Celebration have some great plans for this year's event. I hope to see you there!

Although Pepsi Fest is several months away, registration and reservation information is available now. The prime selling rooms go quickly, so make your reservations as soon as possible. Please register for the event with the club - it helps us plan for the event.

This year at Pepsi Fest we plan on holding a seminar regarding our club website. Every day, the internet becomes a more valuable tool in our lives. It is important that the club has the right information and design to attract and inform Pepsi collectors.

We want to encourage your participation in this seminar. The website will play a vital role in the future of the Pepsi-Cola Collectors Club. Please visit our website at [www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com) and contribute your thoughts and ideas at Pepsi Fest.

Pepsi Fest 2009 will be held at the Indianapolis Marriott East March 19th-21th. Please make hotel reservations directly with the Marriott. Their phone number is 317-322-3176. Remember to tell the reservationist that you are with the Pepsi-Cola Collectors Club. This year's room rate will be \$97 per night. Rates have gone up over the years, but this is in line with convention rates.

### In This Issue

Club Members Return to New Bern

Pepsi Pours It On

Pepsi Fest 2009 Registration

The girls  
girl-watchers watch  
drink Diet Pepsi



1969 Pepsi Advertisement

# Chapter News

Chapters News - 2008-5

ALRIGHT, ALREADY! ENOUGH WITH THE FLOODING RAIN AND WILDFIRES!!! Now that I've gotten that out of my system... Welcome to the quarterly version of Chapters News.

The Keystone Collectors Chapter and the Buckeye Chapter have had several joint gatherings this year as most of the members live in the area of Northeast Ohio and Northwest Pennsylvania. They are planning a get-together October 4 (not sure if the newsletter will be out in time for that announcement) at Keith Lane's in Painesville, OH, and a possible April 2009 date at Frank and Judy Himler's in Cardington, OH. Their goal is to meet quarterly. Their Saturday meetings start at Noon and include lots of food (usually two meals), show-and-tell, selling and trading and lots of Pepsi "hunting" stories. For more information, call Tom and Diane Gabriel at 724-658-6310.

The Chicago Chapter will be meeting October 18th at Larry

Woestman's in Midlothian, IL and December 6 at Lenny and Laura Vigna's. For more information, call me (Phil) at 708-799-8486 evenings.

The Southern California Chapter had the opportunity to meet at the new home of Double Dot Enterprises in Lake Elsinore, CA. They meet often and have raffles and, of course, show-and-tell. For more information, contact David Gerger at [alwayspepsi@yahoo.com](mailto:alwayspepsi@yahoo.com).

At Pepsi-Fest and soon after, I often hear from different PCCC members that are trying to get a chapter started where they live.

There were some potential start-ups in Indianapolis, IN, Carbondale, IL, and near Ft. Wayne, IN. Any luck out there, fellow collectors?

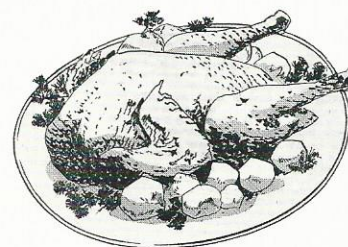
If you are interested in starting a chapter, please, GO FOR IT! It's not

hard to do. Invite your friends and neighbors, co-workers, whoever. You might find that there are Pepsi collectors in your midst that you weren't aware of.

I'd love to hear from some of the less-vocal chapters to hear how things are going in your neck of the woods. Thanks!

[pd62pepsi@sbcglobal.net](mailto:pd62pepsi@sbcglobal.net).

*-Phil Dillman*



...AND WHILE YOU'RE  
TALKING  
**TURKEY**  
HAVE SOME...WITH A  
**BIG BIG PEPSI**



[www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)

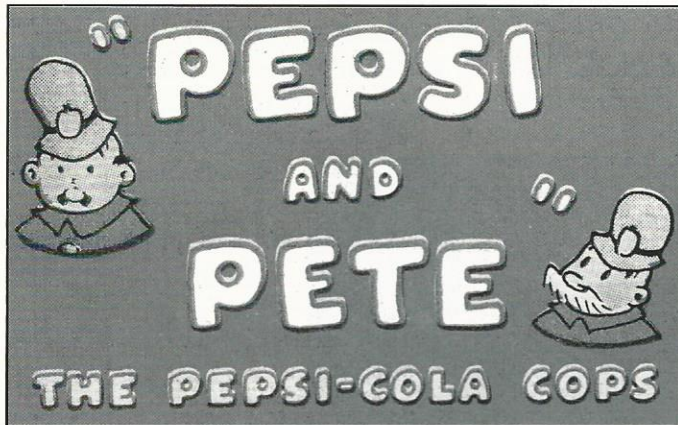
Email: [bob@pepsicolacollectorsclub.com](mailto:bob@pepsicolacollectorsclub.com)

## Future Club Events

**Pepsi Celebration**  
**Las Vegas, Nevada**  
**November 14-15, 2008**

**Pepsi Fest 2009**  
**Indianapolis, Indiana**  
**March 19-21st**

# Dear Pepsi and Pete



Dear Pepsi & Pete:

Recently I purchased a glass Pepsi sign from the 1940's. What were these signs used for?

Signed,  
George

Dear George:

Most glass signs were used at soda fountains. They were inserted in places where they could be illuminated from the back side. Some glass signs were used as point of sale signs. These were usually framed with wood or metal material, and not designed to be illuminated.

Dear Pepsi & Pete:

Has Pepsi-Cola used the same formula since it was first invented?

Signed,  
Harold

Dear Harold:

No, Pepsi has changed their formula several times over the years. The original Pepsi formula did not contain caffeine. Some time around 1918, caffeine was added to the formula. After the bankruptcy in 1931, the new Pepsi-Cola Company decided to change the formula to give it a more contemporary taste. In the early 1950's, consumers were moving away from drinks containing large amounts of sugar. Responding to consumer demands, Pepsi changed their formula to contain less

sugar. The advertising at this time was "The Light Refreshment." Some time in the late 1970's, the Pepsi-Cola formula was changed again to use corn sweeteners rather than sugar.

Dear Pepsi & Pete:

I was told that the Pepsi & Pete cartoon was Pepsi's first television commercial. Is that true?

Signed,  
Mason

Dear Mason:

No, that is not true. The Pepsi & Pete cartoon was produced to be used in movie theaters in the early 1940's. The first television commercial was done in 1949 and did not contain any reference to Pepsi & Pete.

Dear Pepsi & Pete:

I recently found this Pepsi spout. What was it used for and how old is it?

Signed,  
Debbie



Dear Debbie:

The pouring spout that you have was used in fountain locations when Pepsi dispensed fountain syrup directly from the Pepsi bottle. These were primarily used between 1943 and 1950.

# 110 Pepsi Birthday Bash Picnic

Written by June Frost

## 110th Pepsi Birthday Bash Picnic

Can you believe it's been 10 years since the 100th anniversary of Pepsi? Neither could a small, but dedicated, group of Pepsi collectors and family members who descended

Chelsea - it seemed a lot fancier than we remembered it from 10 years ago! Saturday we began our activities at the Pepsi Store in downtown New Bern. Limited edition 110th Birthday Bash caps, and Beach Club Pepsi key rings were presented to all.

favorite Pepsi items or pictures to share at 'Show and Tell.' The most significant item (in oh so many ways) was the giant Yoda action figure that Bill brought. He drove all the way from Georgia with Yoda buckled into the passenger seat of his truck - getting many stares from passing cars! He was almost rear-ended by a New Bern local who was following his truck to the park! Yoda brought more people to our picnic than all our hard work! (More about Yoda later). Other items for Show and Tell included photos of Tim's Pepsi guest room - there's so much in there, there is no room for actual guests! He has cleverly filled the walls, bed and tables with a wonderful variety of signs and other novelties. His latest additions are some great mileage signs.

Other interesting items included old embossed

Pepsi bottles, a pressed cardboard Canadian domino set from WWII era, ads from a variety of programs ranging from the 1930's to today, tokens, labels, and a great old wooden bottle crate with the divider slats still in it. I also brought pictures of some of my favorite signs, including a recent WWII easel back that looks like an old roadside billboard, but was made for a counter display. Bill was clever enough to bring his reference books and a lot of time was spent researching the background of some of his bottles!

Speaking of bottles! Tim's



*Birthday Bash Picnic Attendees in New Bern*

on New Bern on Saturday, July 26, 2008. But, as we, through the fine leadership of Tim O'Donoghue, sent out e-mails and posted invitations in the Pepsi Express and made our plans, I made this significant realization! Thus we had a really good reason to return to New Bern once again. Those dedicated collectors who attended covered a lot of territory: Carolyn and Larry Mann (Fla); Bill Orne (Ga); June Frost (NY); Tim O'Donoghue (Oh); Patti and Greg O'Donoghue (NC) and Sharon Greene (Mo). The night before the picnic four of us met for dinner at the

After several Pepsi's at the fountain and many many purchases were made, the group took off for the antique store that used to be right in downtown. Sharp eyes came up with a few treasures to tote back home! By noon we were set up in Fort Totten Park, under the pavilion. A giant banner proclaiming Pepsi's 110th Birthday was hung from the beams and we watched as Chef Tim served up the hot dogs and hamburgers. Pepsi flowed like, well, Pepsi.

THE FORCE WAS WITH US!  
Really! We all brought some of our



idea to put an ad in the local paper to encourage local collectors to join us was very successful (at least in bringing out people with Pepsi things to sell). It seems a lot of people in New Bern dig bottles and several of them stopped by to show them off and to see if we were interested in buying any of them. One man had a wonderful 'drape' bottle (#729 in Bob's Encyclopedia of Pepsi-Cola Collectibles) and a small Bradham's drugstore bottle that he dug up (needless to say he wanted a bit more than any of us casual picnickers could afford). He also had a great syrup can from 1960 that he quickly sold to Bill - it was in beautiful condition and a very reasonable price. Another 'native' stopped by with a truck full of items he had found in a local house he was renovating. According

to the description of the house he had from a realtor flyer, the house was owned at one time by Pepsi-Cola and was used to provide lodging for people who came into town on business with Pepsi. He had some super items including the 10 gallon red white and blue syrup drum with the double dot crown; 3 old printer's pieces: one with the pinch bottle and two with the fancy old double dot script; a double dot syrup can cover; the John Smith-Pocahontas watch fob; a beautiful heavy plastic double dot faux leaded glass lamp shade; a couple of late 40's bottles; and 2 cardboard trolley signs from the early 60's. He too was enthralled with Yoda - and in the end, traded all his goodies to Bill for him! What a great deal for Bill, though he didn't have company for the ride home! The "Force" was truly with us

for this picnic! Plus, everyone who stopped received a flyer about the PCCC with the membership form on the back. With creative advertising we hope to encourage more collectors to join the PCCC!

We had a great time and considered our 110th Birthday Bash a success. We all agreed that it was time to get something going on the East Coast again. We did a lot of brainstorming and hope we can find ways to get other PCCC members involved as well. Hope to see you next year



*Car Show in New Jersey - Submitted by Joe and Ann Donofrio*



*1969 Promotion Sign*

# PEPSI FEST 2009 REGISTRATION

March 19th - 21st, 2009

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2009, March 19-21, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$25.00 per person will include a button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, glass, and several other items bearing the Pepsi Fest 2009 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

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

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

Member's Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip Code \_\_\_\_\_

Names of persons attending with you: (1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

REGISTRATION FEE NO PACKET # \_\_\_\_\_ @ \$ 10.00 each \$ \_\_\_\_\_

Children under 10 free

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

TACO FIESTA 3/19/2009 # \_\_\_\_\_ @ \$14.00 each \$ \_\_\_\_\_

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

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

3/21/2009

TOTAL ENCLOSED \$ \_\_\_\_\_

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

IF NOT ATTENDING but you wish to order a packet, the cost is \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2009.

# of Packets \_\_\_\_\_ @ \$30.00 each = \$ \_\_\_\_\_

**PEPSI FEST 2009 REGISTRATION**

## **PEPSI FEST 2009 SCHEDULE**

Schedule Subject to Change

### Thursday, March 19th, 2009

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	Pepsi Taco Fiesta (\$12.00 per person)
7:00 P.M.	Room Hopping

### Friday, March 20th, 2009

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

### Saturday, March 21st, 2009

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

### **INDIANAPOLIS MARRIOTT**

**7202 East 21st Street**

**Indianapolis, IN 46219**

**(317)352-1231**

Pepsi Fest 2009 will be held at the Indianapolis Marriott. The room rate is \$97 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

## Taste That Beats the Others Cold

Without question, "Come Alive, You're in the Pepsi Generation" is one of the most important Pepsi advertising campaigns in history. The Come Alive advertising was introduced in 1963, and became part of what is known as the Pepsi Generation advertising.

The Come Alive advertising program was the result of an effort began in 1958 to change Pepsi advertising from product to image. In other words, Pepsi wanted to emphasize the image of Pepsi drinkers, rather than the benefits of Pepsi-Cola. The first attempt to do this was in 1958, with "Be Sociable, Have a Pepsi." A good attempt, but the Be Sociables - sophisticated consumers who preferred chilled Pepsi from champagne buckets - were not your typical soft drink consumers. This was corrected in 1961 with the advertising campaign "Pepsi, For Those Who Think Young." This time, Pepsi hit the mark. Think Young was exactly what they were looking for.

The effort that was started with Think Young was perfected in 1963 with Come Alive, You're in the Pepsi Generation. Come Alive was hailed as a huge success, both for its advertising merit as well as its ability to reach consumers.

The Come Alive advertising was used through 1966. Rather than continue with the image advertising that

had been so successful, Pepsi did a 180 degree turn and resumed product benefit advertising in 1967 with "Taste That Beats the Others Cold, Pepsi Pours It On." This advertising was a result of Pepsi taste testing which found that Pepsi tasted better cold. This discovery became the basis for an entire advertising program, including a new Pepsi jingle.

*Created for the cold  
The cold turns on that Pepsi drive*

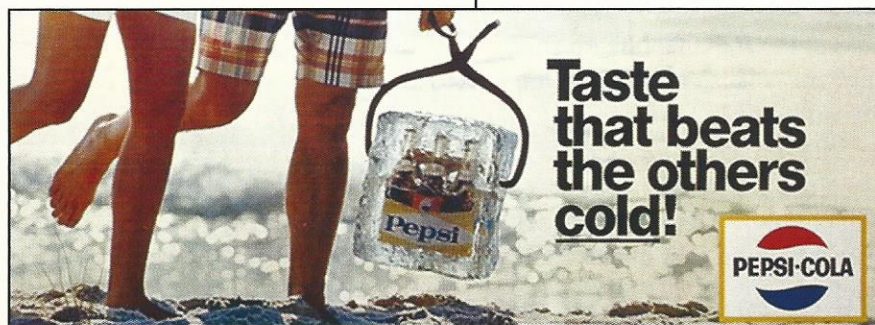


1967 Magazine Advertisement

*Taste that  
beats the others cold -  
Pepsi pours it on  
Anytime a thirst takes hold  
Pepsi pours it on  
Pepsi's got that special taste*

*Makes Pepsi-Cola come alive  
Taste that beats the others cold  
Pepsi pours it on*

The jingle was performed by such groups as the Hondells and the Four Tops. Despite this effort, Taste That Beats the Others Cold was only used in 1967-1968. It was uninspiring and had very little consumer response. To get back on track, in 1969, Pepsi returned to image advertising with "You've Got a Lot to Live, Pepsi's Got a Lot to Give."



1967 Cardboard Sign





Southern California Chapter at their 2008 Picnic

## Welcome New Members

Ben & Lindsey Holland  
Tulare, CA

Dennis Logsdon  
Litchfield, IL

Phil & Helen Moyer  
Stone Mountain, GA

Nancy Judkins  
Oshkosh, WI

Robert Schulte & Tonya Lacy  
Wichita, KS

Lori & Cliff Norwood  
Beech Island, SC

Jimmy Moore  
Winston-Salem, NC

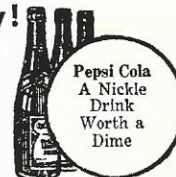
**SPECTACULAR OFFER**  
**WHEATIES** and **PEPSI-COLA**  
TRADE MARK



Hurry!

Hurry! Hurry!

**Both  
Champions**



Pepsi Cola  
A Nickle  
Drink  
Worth a  
Dime

Friday and Saturday only we make the following offer: "Purchase two (2) packages of WHEATIES or two (2) packages of KIX at the regular price" and "secure for only 5c a six (6) bottle carton of Pepsi-Cola" (pay small deposit on bottles to be refunded upon their return.)



**CLOVER FARM STORES**



## 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:**

(1)1950's Pepsi Cooler (blue), (1)  
1970's Moulded Plastic Pepsi Clock,  
(1) 1970's lighted Pepsi Sign,  
(1)Pepsi Bottle Machine style tele-  
phone (blue). Please contact: Donna  
Goodwin, 12438 Will Mill Dr.,  
Milford, MI 48380 (248)684-0984,  
email: lbgdmg@hughes.net

\*\*\*\*\*

### NOW IN STOCK!



**#8018 NEW! Clothique Santa's  
Pepsi Cart \$57.95**

Don't miss our latest cloth-style Santa featuring our nostalgic Santa pushing a Pepsi cart reminiscent of the 1940's. The clothique process blends a specially stiffened cloth and fine porcelain to create a unique product that reflects the theme and personality of each piece. Cart is made of resin. Comes in gift box. These limited edition collectible Santas sell out every year so don't delay! Made exclusively for Double Dot Enterprises by Possible Dreams. LIMITED EDITION! Contact Double Dot Enterprises at 909-946-6026, or visit our website to order.

[www.pepsigifts.com](http://www.pepsigifts.com)

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

[www.pepsigifts.com](http://www.pepsigifts.com)

**ALL NEW!**

Official Website of Double Dot Enterprises

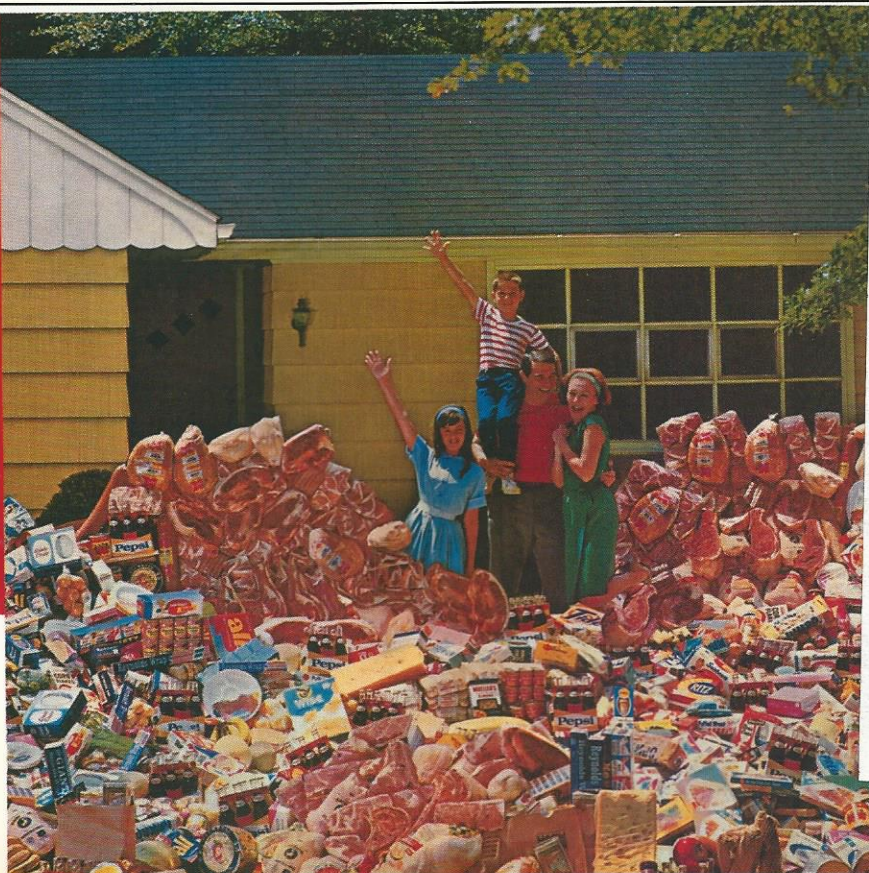
**ON-LINE ORDERING NOW AVAILABLE!**

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

*The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.*

**WIN A  
HOUSEFUL  
OF  
GROCERIES  
...AND  
THE HOUSE!**

Enter Pepsi-Cola Bottlers'  
**\$2,000,000 SHOPPING SPREE**



1965 Pepsi Shopping Spree Promotion

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