



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 25, Number 1

March-April, 2008

Pepsi Fest 22 March 13 - 15

With Pepsi Fest just days away, collectors across the country are preparing for their annual pilgrimage to Indianapolis, Indiana, making sure they have their very best Pepsi clothing ready to go. I can't wait to see old friends and find some new Pepsi items for my collection. It looks like this might be one of the coldest Pepsi Fests in many years. Despite the temperature outside, it will be a great time inside. Once again, we will have plenty of Pepsi, pizza, and fun. All we need is you to make Pepsi Fest complete. Don't forget to bring an item for show and tell. It can be an unusual item, or something you have recently purchased and want to share with others. Show and Tell is a great time to learn from each other about Pepsi-Cola collectibles.

The schedule and registration for

Pepsi Fest 2008 is included in this newsletter. We will also have the information on the club website. The 2008 Pepsi Fest will be held at the Indianapolis Marriott East March 13th-15th. 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 \$95 per night. Rates have gone up over the years, but this in line with convention rates.

Please register for the event by returning the registration form to the Pepsi-Cola Collectors Club. Please do so as soon as possible so that we plan for the appropriate numbers. We have confirmed that a member of one of the most respected families of the Pepsi bottling system will be

speaking to the group on Friday night. We hope to have a few other surprises as well. We want to make this the best Pepsi Fest ever! I've been told that rooms are almost sold out, so please make your reservations as soon as possible.

REMINDER: For those wanting to enter our Pepsi shirt and hat contest on Friday night during Pepsi Fest, all you have to do is wear your hat and/or shirt to the meeting on Friday night. The rules are simple - the crazier the better, as long as it says PEPSI somewhere on your shirt or hat.

Drive safely, and we'll see you at Pepsi Fest!

In This Issue

Pepsi Fest Information

**Charlottesville Pepsi Turns
100**

**Pepsi Monster in Times
Square**



Chapter News

Chapters News
March-April 2008

It's hard to believe that it's been nearly ten years since many of us were in New Bern, N. C. for Pepsi-Fest and for the celebration of Pepsi's 100th Anniversary! It's also hard to believe that it's almost time for Pepsi-Fest! It's true that, as with many of you, I look forward to Fest all year long and, yet, I also think about the many PCCC members that cannot attend the event for one reason or another. That's why I jump onto my soapbox in each newsletter to stress the importance of local chapters. The chapter that I belong to meets every other month, usually at someone's house or at a restaurant or even a picnic simply for the enjoyment of hanging out with fellow Pepsi collectors. Primarily, we learn from each other about Pepsi collectibles and Pepsi history. However, there's always that desire to show off our latest Pepsi "find." Often, we eat more than we should and we ALWAYS drink Pepsi products. In fact, in my mind, getting together

with those Pepsi friends each time is like a mini Pepsi-Fest. That's why I believe that everyone out there that wants to join or start a chapter needs to put forth the effort to make it happen. Not only will your chapter bring you the happiness that typically comes from the time spent with your collector friends, but, it could also provide that same happiness to those collectors that have any number of reasons that prevent them from heading to any of the PCCC annual events. Your chapter meetings could be the only "Fest" that some of those collectors can attend.

At Pepsi-Fest, I chair the Chapters Meeting during which time I pass out copies of the list of chapters that I am currently aware of. At that point, I write down any corrections or changes or additions for inclusion in a future newsletter. If you have started a chapter or if you would like me to mention at Pepsi-Fest your desire to start a chapter in your area, send it to me at pd62pepsi@sbcglobal.net or Phil Dillman, 18351 Cowing Ct., Homewood, IL 60430. I'll need it by March 8th in order to mention it at

Fest. Thanks!

-Phil Dillman

12 OUNCES
of
Bracing, Sparkling
PEPSI-COLA
5c

WHY?
Because it is so full of flavor that you would be disappointed with only a single - drink bottle. Because it is so distinctive, that we want to emphasize it by giving you a **DOUBLE-DRINK** bottle.

Bottled by the makers of famous
SUBURBAN CLUB Ginger Ale

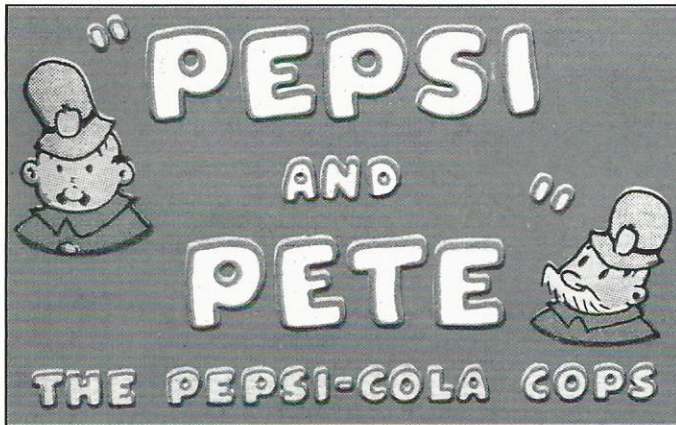
www.pepsicolacollectorsclub.com

Email: bob@pepsicolacollectorsclub.com

Future Club Events

Pepsi Fest 2008
March 13-15, 2008

Dear Pepsi and Pete



Dear Pepsi & Pete,
I have a Star Wars Yoda with a Pepsi decal on the base. Is this a Pepsi collectible or a Star Wars collectible?
Signed,
Luke

Dear Luke:
It is both. This is known as a crossover collectible. Many collectibles are of value to other groups of collectors. Very often, a collectible such as Yoda is more valuable to a Star Wars collector than to the Pepsi collector. Therefore, this item may have separate value as a Star Wars or Pepsi collectible.

Dear Pepsi & Pete
I have two cloth Pepsi-Cola signs. One measures 14.5" x 36" and the other measures 19" x 36". Are these authentic Pepsi-Cola signs?
Signed,
Lewis



Dear Lewis:
These signs are relatively new. There were produced by using a process called photo transfer. The artwork came from metal signs used during the 1930's. There would be no reason for Pepsi-Cola to produce cloth signs of this type.

Dear Pepsi & Pete:
I recently came across this Pepsi-Cola poker chip. Is it old?
Signed,
Ann



Dear Ann:
We don't know whether the poker chip is old, but the Pepsi-Cola logo on the chip was done recently. It may have been part of a set that was produced by Pepsi-Cola for a gift, or it could be something someone created as a fantasy item. The logo on the chip is from the 1940's, but if this were produced by Pepsi-Cola it was probably produced in the 1960's or 1970's. If it is a fantasy item, it was probably done in the 1980's.

Pepsi-Cola Charlottesville History

Congratulations to the Pepsi Bottling Company of Central Virginia, who celebrates their 100th anniversary this year. Pepsi-Cola Central Virginia is located in Charlottesville, Virginia, where this story began 100 years ago.

In 1908, Samuel A. Jessup became a Pepsi bottler, and started a family business that would continue for the next three generations. Jessup was born June 9, 1877 in Stokes County, North Carolina. (coincidentally the same state where Pepsi-Cola was born). His migration to Charlottesville was not a direct course. He did spend some time in Martinsville, Virginia before finally settling in Charlottesville. While in Martinsville, Jessup became a partner in a soft drink bottling business. The company bottled a number of flavored drinks, including Taka-Kola. After several years in Martinsville, Jessup decided he wanted to move to a city that offered better educational opportunities for his children. Charlottesville, home of the University of Virginia, seemed to be the perfect choice. Upon his arrival in Charlottesville in 1908, Jessup began the process of setting up a new soft drink business. At some point, he made contact with the Pepsi-Cola Company in New Bern, North Carolina, requesting a license to bottle Pepsi-Cola in Charlottesville. While negotiating with Pepsi-Cola, Jessup rented a building on 4th Street in Charlottesville, where he set up a

bottling operation. On December 28, 1908, Jessup signed an agreement with the Pepsi-Cola Company to bottle Pepsi-Cola in a geographical area surrounding Charlottesville.



S.A. Jessup, Founder of Charlottesville Pepsi

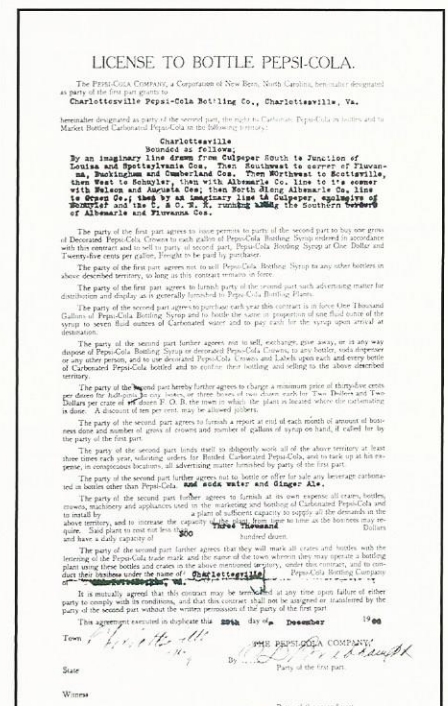
The early days of Charlottesville Pepsi-Cola were very difficult. Within the city of Charlottesville, Jessup delivered Pepsi-Cola by hand cart, and later by horse-drawn wagon. The horse-drawn wagon became a familiar sight around Charlottesville. The horse named Stella became a local favorite. The townspeople loved to watch Stella receive her reward for a good day's work - a bottle of Pepsi-Cola!

Servicing the rural area surrounding Charlottesville was more of a challenge. Jessup had to take a train to the small towns. When the train stopped to take on passengers and pick up freight, Jessup would make his sales calls. He had to do this as quickly as possible so he did not miss

the train's departure. Once he called on his customers, he would return to Charlottesville to bottle and ship the new orders. Once prepared, the Pepsi-Cola was packed into a wood case that held 72 bottles. The bottles were loaded upside down so that the syrup and carbonated water would mix while the bottles were being shipped. Once loaded, the wooden cases were sealed and taken to the train station, and was shipped by rail to the customer. When the bottles were empty, they were reloaded to the shipping container and returned to the Pepsi-Cola Bottling Company in Charlottesville.

Jessup's Pepsi operation did so well, that by 1913, Stella the horse was replaced by a motor-powered vehicle. In 1918, the Pepsi-Cola Company of Charlottesville opened a new plant on Water Street.

As Pepsi-Cola of Charlottesville continued to expand, the parent



License Agreement 1908

Pepsi-Cola Company in New Bern



James Jessup

began having financial problems. In 1923, the Pepsi-Cola parent company declared bankruptcy. Initially, Jessup believed that this financial situation would threaten his own franchise, but eventually he learned that the name and formula for Pepsi-Cola was purchased by a company in Richmond, Virginia. The new Pepsi-Cola Company operated in Richmond, Virginia from 1923-1931. However, in 1931, the parent company in Richmond, Virginia filed bankruptcy.

In spite of these tough times for the parent company, Jessup managed to keep Charlottesville, Pepsi-Cola

operating.

When the Pepsi-Cola Company was reorganized in New York, Jessup was among the first to get a new franchise. The new company relied very heavily on men like Jessup to help rebuild the Pepsi-Cola image. Jessup's leadership and hard work guided the Pepsi-Cola Company of Charlottesville through good times and bad. When he died in 1960, it was not only a tremendous personal loss for his family, but a huge loss for Charlottesville Pepsi-Cola. His knowledge of the soft drink business was irreplaceable. Upon the death of Samuel A. Jessup, his son James became the President of the Pepsi-Cola Bottling Company of Charlottesville.

The period between 1960 and 1980 was an era of great change, not only for Charlottesville, but for the Pepsi-Cola Company as well. Consumers wanted more choices in

Mountain Dew, Diet Pepsi, and Slice to their beverage line.

For Charlottesville Pepsi-Cola, the growth of their business alone overwhelmed the Water Street plant. They began making plans for a new facility. In 1963, a new plant on Milmont Street was opened. This new plant was designed to handle not only additional growth, but all the new products and packaging offered by the Pepsi-Cola Company. James Jessup led the Company through an extraordinary 24 years of growth. James tenure of Charlottesville was capped off by the completion of a new plant in 1983. This plant on Pepsi Place is still in use today. James passed away in April of 1984.

The responsibility of continuing the family business fell upon Jay Jessup and Suzanne Stanton, the son and daughter of James. Over the past twenty years, Jay and Suzanne have continued the legacy which began with their grandfather, S.A. Jessup 100 years ago. Today, the Pepsi-Cola

Bottling Company of Central Virginia is one of the most successful and admired operations in the Pepsi-Cola franchise system. As the Jessups celebrate 100 years of bottling Pepsi-Cola, they look back to honor the individuals who helped make the company what it is today. They are also looking forward, making sure the company is prepared to face the challenges for the next 100 years.



Ribbon Cutting at New Charlottesville Plant 1983

packaging and sizes. Non-returnable bottles and cans were now a must. The Pepsi-Cola Company knew that they could not survive with just one soft drink. They added Teem,

PEPSI FEST 2008 REGISTRATION

March 13 - 15th, 2008

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2008, March 13- 15, 2008, 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 2008 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 3/13/2008 # _____ @ \$12.00 each \$ _____

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

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

3/15/2008

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 2008.

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

PEPSI FEST 2008 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2008 SCHEDULE

Schedule Subject to Change

Thursday, March 13th, 2008

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 14th, 2008

9:00 A.M.	Seminar on Reproductions
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 15th, 2008

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

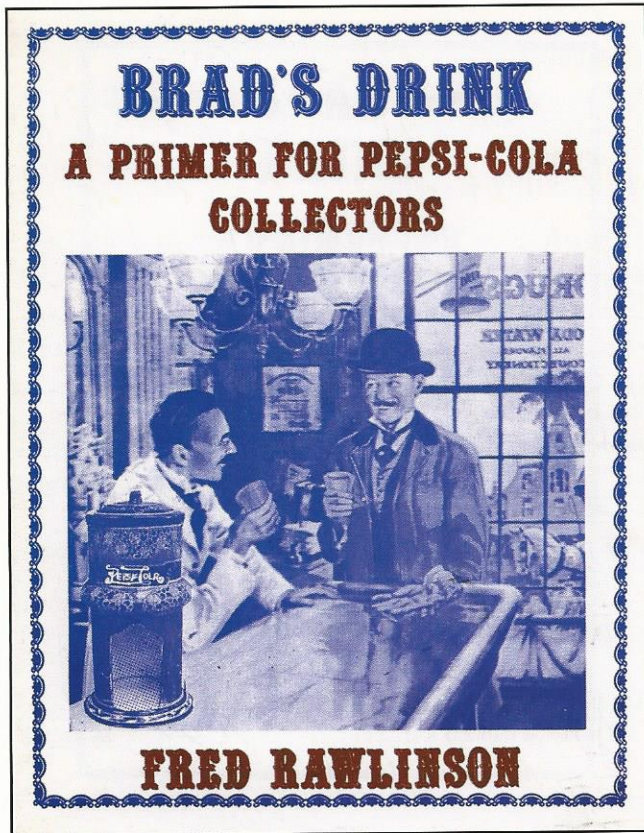
INDIANAPOLIS MARRIOTT
7202 East 21st Street
Indianapolis, IN 46219
(317)352-1231

Pepsi Fest 2008 will be held at the Indianapolis Marriott. The room rate is \$95 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.

First Pepsi Collectors Book

Fred Rawlinson - Pioneer Pepsi Collector
by Phil Dillman



Before the Pepsi-Cola Collectors Club was even started, there were a few Pepsi collectors that were busy amassing some sizable collections. Some of us are fortunate enough to have an item or two from some of these early collections. However, the first person to publish a book on the subject of Pepsi collecting was Fred Rawlinson. Fred had a passion for Pepsi and it's history and he wanted to share that information with others that shared his interest. His book, titled "Brad's Drink - a primer for Pepsi collectors," was a thick paper pamphlet with a cardstock cover and was printed July 2, 1976. It lists the Pepsi-Cola Bottling Co. of New Bern, Inc. as the publisher.

Even though there weren't any values listed for the items, it was filled with the histories of New Bern, N.C., Caleb Bradham and his family, and, of course Pepsi-Cola. He included photos of some of the items in his own collection as well as many of the items that were, at that time, on display in the lobby of the Pepsi-Cola Bottling Company of New Bern (some of those items are currently on display at the Birthplace of Pepsi-Cola Store in New Bern. He even had the foresight to write about the reproduction of the 1909 watch fob with the number "U6705" on the back. If you can find a copy of this book, it would be a great addition to your library.

Editor note: The Pepsi-Cola Bottling Company of New Bern bought the rights to Rawlinson's book. The original book was published by Rawlinson himself under the name FAR Publications.



This PT Cruiser has been converted to a Pepsi Cruiser. When you are on a Pepsi hunt, it helps to let people know you love Pepsi. This cruiser mysteriously appeared at our hotel at Pepsi Fest last year.

Pepsi Monster in Times Square

This 60 Ft. inflatable robot/monster was spotted rampaging through New York City on January 23rd. The inflatable monster was a stunt to kick off Pepsi Stuff. He ended up in Times Square, where television and still cameras captured this Pepsi moment. The monster made his way through New York City, leaving monster tracks in his wake.

The alien life form was intended to represent the scope of the Pepsi Stuff music giveaway program that was launched at the Super Bowl. The new Pepsi Stuff campaign is projected to be the company's largest giveaway to date. The company expects to hand out 3.25 million songs during the campaign. Besides songs, Pepsi Stuff includes Pepsi identified clothing.

Points are compiled by going on line and entering the code from Pepsi and Diet Pepsi products. To see what is available and learn more about Pepsi Stuff, visit www.Pepsistuff.com



Art for Retro Pepsi Can

Collector Information

Fountain Syrup Bottle List Update

The following updates are names added to the list published in the last PCCC Express.

Alexandria, LA (tax stamp)
Baltimore, MD
Birmingham, AL
Burlington, NC
Charleston, SC
Christianburg, VA
Fayetteville, NC
Fort Smith, AR
Glens Falls, NY
Jackson, MS
Joliet, IL
Kecksburg, PA
Luverne, AL
Medford, OR

Omaha, NE
Oroville, CA
Peoria, IL
Pueblo, CO
Redding, CA
Rochelle, IL
Sacramento, CA
Spartanburg, SC
Stockton, CA
Tompkinsville, KY
Wallace, ID
Wichita, KS
Yuba City, CA
Zanesville, OH

Thanks to everyone that sent in updates!

Welcome New Members

Charles Winslow Jr.
Queensbury, NY

Marty MaCauley
Edmonton, Alberta
Canada

Christopher & Tiffany Johnson
Plano, IL

Dianne Shaw
Louisville, KY

David & Gloria Tournageau
Atlanta, MI

Robert Slaughter & Family
Newport News, VA

Rhonda & Steve Montgomery
Greenwood, IN

Donald K. Miller
Waynesville, NC

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:

At Indy Pepsi Fest 2008 Room Hopping - Old original Pepsi items including signs, cardboard, bottles, paper products and more from 30+ year collector. See you there!

Richard Jarrett
97 Francis Marion Circle
Beaufort, SC 29907
(843)522-9961

For Sale:

Bottle caps - I buy & sell soda & beer-cork & plastic lined. Please contact: Dianne Shaw, 1604 Berry Blvd., Louisville, KY 40215
(502-361-0400

catmom123@insightbb.com



ANTIQUE ADVERTISING SHOW SUNDAY MARCH 9TH 2008

9:00 A.M. to 2:00 P.M.

LIVONIA ELKS CLUB
31117 PLYMOUTH ROAD
(BETWEEN MERRIMAN & MIDDLEBELT)
LIVONIA MI 48150

ADMISSION \$3.00

EARLY ADMISSION \$5.00

FOR SHOW INFORMATION CONTACT
LARRY SURMA 989-687-7556 or jtpace5@comcast.net

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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.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Jay and Suzanne, Owners of Pepsi-Cola Charlottesville

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

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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 2

May-June, 2008

Hats on at Pepsi Fest

The 22nd annual gathering of the PCCC was a great success. Good times were had by all. From the taco dinner to the pizza party, everyone found time to catch up with old friends and make new ones. The Friday night meeting featured Walter Gross III, whose family, along with the Jarson family, own G & J Pepsi. G & J Pepsi operates several franchises in Ohio and Kentucky. Gross recounted how his grandfather, Walter Gross and I.N. Jarson first acquired their franchise in 1935. He told about the struggles and complications of operating a Pepsi franchise in the 1930's and 1940's. He further explained how the company grew from a single franchise to seven franchises today. His grandfather never envisioned the success that the company has obtained over the past sev-

enty plus years. Gross related several stories of working with the Pepsi-Cola Company, including visits by Joan Crawford to their franchise. Speaking for those who attended the Friday night meeting, it was a great pleasure to have Walter Gross attend Pepsi Fest and share his story with us. We sincerely thank him for driving up from Lexington, Kentucky to be with us. He did mention he thoroughly enjoyed room-hopping!

After Gross finished his presentation, the group was fortunate to be able to view a 1937 film of a Pepsi Bottling operation. The film was part of an estate in Oregon. It was transferred to DVD, and despite the age, was in fairly good shape. It showed how the bottling operation during that period was primarily done by hand. People were surprised

to see young boys working in the Pepsi plant, helping to label and pack the bottles into cases.

Perhaps the most entertaining part of the Friday night meeting was the crazy hat and shirt contest. There were about twenty participants who either wore a crazy Pepsi hat or a crazy Pepsi shirt. It was difficult to choose the winners - all the costumes were so good. The winners were Kit Kramer (hat) and Noah Youngbauer (shirt).

Special thanks to everyone who helped make Pepsi Fest a success, including Kim Kinzie and Carole Browne for organizing the auctions, Lisa Castaldo with the Pepsi-Cola Company, who provided the Pepsi and raffle prizes, Cathy Dial of Frito-Lay, who provided the chips, and Ken Harris, our auctioneer.

In This Issue

Pepsi Fest Pictorial

Pepsi Trademark and Formula

Dale Earnhardt Jr. Amps Up

Pepsi Glasses



Participants in Crazy Pepsi Hat Contest

Chapter News

Chapters News 2008-3

Okay, let's be honest. Your spending habits have changed because of the higher cost of fuel, right? You aren't making any unnecessary trips in your vehicle, are you? And, now, you're even cutting back on buying Pepsi collectibles, aren't you? HA! Yeah, right! As if! In fact, now, you're probably buying more Pepsi items for your collection because the economy has forced prices lower so that you can get more bang for your buck.

We love our Pepsi and we love collecting Pepsi memorabilia. That's why we should start promoting the Pepsi-Cola Collectors Club and its chapters. We also need to create new chapters throughout the U. S. as well as the rest of the world. Let's make this the year to add some new chapters to the roster and get more collectors in the club. Make up flyers and post them in your grocery store doorways and at flea markets. Hand them out at other collectibles shows, garage sales or your local Pepsi dri-

vers. Send them to your local newspaper. Send them in birthday cards or Christmas cards! Just get the word out!!!

By the time you read this column, Tom and Diane Gabriel in New Castle, PA (north of Pittsburgh) will have hosted a Pepsi party at their home on April 26th in order to rekindle the Keystone Chapter along with PCCC members from northeastern Ohio. If you live nearby, you can call them at 724-658-6310.

Russ Kimbler is still interested in getting together with other Pepsi collectors in the Grand Rapids, MI area. Call him at 616-669-9356.

At Pepsi-Fest, Lora Beene said that she wanted to help start a chapter in the Greenwood/Indianapolis, IN area. Contact her at lorabeene@hotmail.com.

Ronda Dull and her husband are one of two couples from the Ft. Wayne, IN/Defiance, OH area working on starting a chapter. You can contact her at ronda_dull@yahoo.com OR 4815 Rd. 131, Haviland, OH 45851.

Marge Myers and Harry Crisp are working on starting a chapter near

Carbondale, IL. You can contact Marge at myersent@aol.com.

The Chicago Chapter, the Southern California Chapter, and the Iowa Chapter are alive and well and meeting regularly. The Iowa Chapter will be celebrating their 10th Anniversary in Cedar Rapids, IA June 6 and 7, 2008. For details, contact Terry Brennan at diet-pepzi@mchsi.com.

The Northwoods Chapter in Wisconsin is also active.

-Phil Dillman

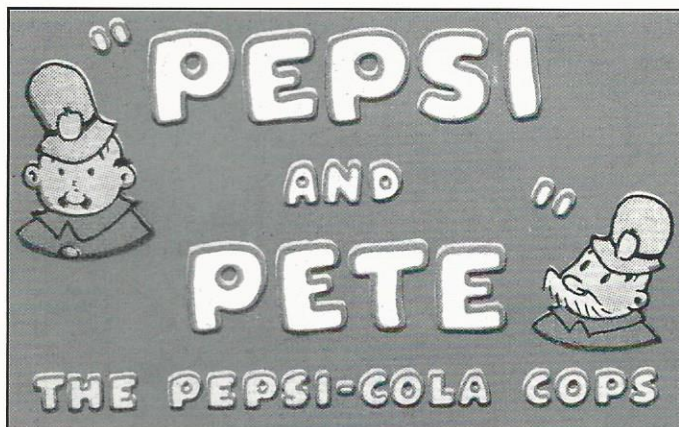
www.pepsicolacollectorsclub.com

Email: bob@pepsicolacollectorsclub.com

Future Club Events

Pepsi Fest 2009
March 19-21st

Dear Pepsi and Pete



Dear Pepsi & Pete,
What is the difference between Pepsi-Cola and PepsiCo?
Signed,
Bill

Dear Bill:
PepsiCo is the parent company of Pepsi-Cola. PepsiCo was formed in 1965 when Pepsi and Frito-Lay merged. Today, PepsiCo includes Pepsi-Cola, Frito-Lay, Quaker Oats, Gatorade, and Tropicana.

Dear Pepsi & Pete:
When was Pepsi-Cola first made available in cans?
Signed,
Sam

Dear Sam:
Pepsi-Cola was first sold in cans in 1949. The cans were only available in limited areas throughout the country. By the early 1950's, cans were withdrawn from the market due to lack of consumer interest. It wasn't until 1960 that cans were once again released, this time released nationwide.

Dear Pepsi & Pete:
I know it is a good practice to drain aluminum cans so they don't leak, but do I also have to drain the alu-

minum Mountain Dew bottles so they don't leak?
Signed,
Trish

Dear Trish:
It is better to be safe than sorry. We drain our aluminum bottles as well.

Dear Pepsi & Pete:
I have heard people talk about Pepsi World Magazine. What is this magazine and is it available to the public?
Signed,
Ron

Dear Ron:
Pepsi World Magazine was an in-house publication of the Pepsi-Cola Company. It began in 1939 and ended production in the early 1990's. The magazine reported on events involving the Pepsi-Cola Company and Pepsi-Cola bottlers. The magazine was never offered to the public, but many collectors search for these magazines.

Dear Pepsi & Pete:
What year was Pepsi-Cola first sold in bottles?
Signed,
Joan

Dear Joan:
Pepsi was invented in 1898, but it wasn't until 1905 that Pepsi-Cola was available in bottles. Remember, Pepsi-Cola was invented as a fountain drink. Bottles were an afterthought. It wasn't until the early 1900's that the equipment to produce standard bottles and crowns was available. The improvements in technology created an avalanche of bottling operations at the beginning of the 20th century.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Pepsi Trademark and Formula

When the Pepsi-Cola Company went bankrupt in 1931 for the second time, the most valuable assets that were left were the trademark and the formula. It is still that way today. The Pepsi-Cola trademark and formula are the most important assets of the company. Without these, Pepsi-Cola would be just another generic cola. For this reason, the Pepsi-Cola Company goes to great length to protect these assets. Over the past 70 years, the Pepsi-Cola Company has spent millions of dollars in this effort.

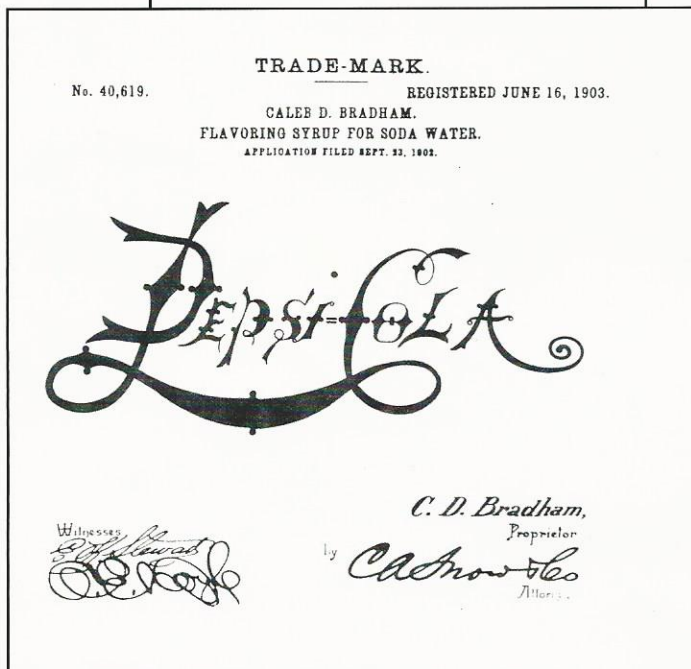
Protecting the trademark is primarily a public function. First, the proposed trademark has to be registered with the Patent and Trademark office. Before the PTO gives a registration number, they conduct a search to make sure no one else has a similar trademark. "Similar" could be either to look or sound similar to yours. After the search is completed and it is determined that the trademark does not violate anyone else's trademark, a registration number is granted. Once you have a registered trademark, anyone using your trademark without permission is subject to financial penalties. Anyone attempting to register a trademark similar to yours would be prohibited by the PTO. As an example, a company tried to register a trademark for "Pepsee Kola." They were not granted a trademark because this was a violation of the Pepsi-Cola trademark. The centuries who guard the Pepsi-Cola trade-

mark are primarily Pepsi attorneys. It is their job to seek legal remedies against anybody who violates the Pepsi-Cola trademark. Currently, this effort is conducted world-wide. With so many emerging markets, it is very common to find someone trying to illegally use the Pepsi-Cola trade-

who produce and distribute the concentrate. Because of secrecy, I do not know what procedures are currently used to protect the formula, but this is how they used to do it, and perhaps still do today.

First of all, anybody involved in producing Pepsi-Cola concentrate has to sign a confidentiality agreement. There are a limited number of people who have access to the formula. The ingredients are ordered from various suppliers under code names. This prevents any one supplier from knowing all the ingredients in the Pepsi formula. The ingredients are mixed using code names, so no one in the lab knows exactly what ingredients they are mixing. For example, they may be told to mix Ingredient A-3 with Ingredient C-2. A-3 could be the kola nut, and C-2 could be a lemon extract. These safeguards prevent the lab technicians from knowing the exact formula.

With the current technology, it may be more difficult to keep the formula a secret. It is easy to find the ingredients, but knowing the exact mix is still impossible to find out without knowing the formula. The fact remains that for over 100 years, the Pepsi-Cola Company has successfully protected the trademark and formula. If they hadn't gone to such extremes to guard these assets, there probably would not be a Pepsi-Cola Company today. We can only assume that as the Pepsi-Cola Company goes forward, they will only be more vigilant in guarding these assets estimated to be worth in the billions of dollars.



mark.

Protecting the Pepsi-Cola formula is mostly a job of secrecy. Preventing unauthorized individuals from having access to the formula is an effort that goes on 24 hours a day, 7 days a week. The real challenge with keeping the Pepsi-Cola formula a secret is that so many people have to have access to parts of the formula. At Pepsi-Cola, there are dozens of people involved in the production of Pepsi concentrate. There are the suppliers of the ingredients, the purchasing agents who purchase the ingredients, the laboratory people who inspect and put together the ingredients, and the manufacturing people

Junior Amps Up

This past September, Dale Earnhardt Jr. signed a personal service contract with Mountain Dew Amp. The move from Budweiser, Junior's previous sponsor, to Pepsi was a blockbuster deal. Outside of NASCAR,

most people are not aware of how popular Junior is to the sport. He not only leads in popularity, but also is responsible for over one third of NASCAR merchandise sales.

The thought of Junior having interest in Mountain Dew began at Michigan International Speedway,

where Brian Vickers was driving a car with retro Mountain Dew graphics. Junior came over to the Vickers team and asked for some retro Mountain Dew gear. "We gave him two or three caps," said David Dzanis, Vice-President of client services of Pepsi's sports agency. "Obviously, there was a lot of work between then and signing Junior. But, that was probably when we first got his attention. We were all thinking, here's a guy driving for Bud, and he wants Mountain Dew hats? But we knew then that he drank our product."

Sometime later, Junior announced his plans to leave Dale Earnhardt

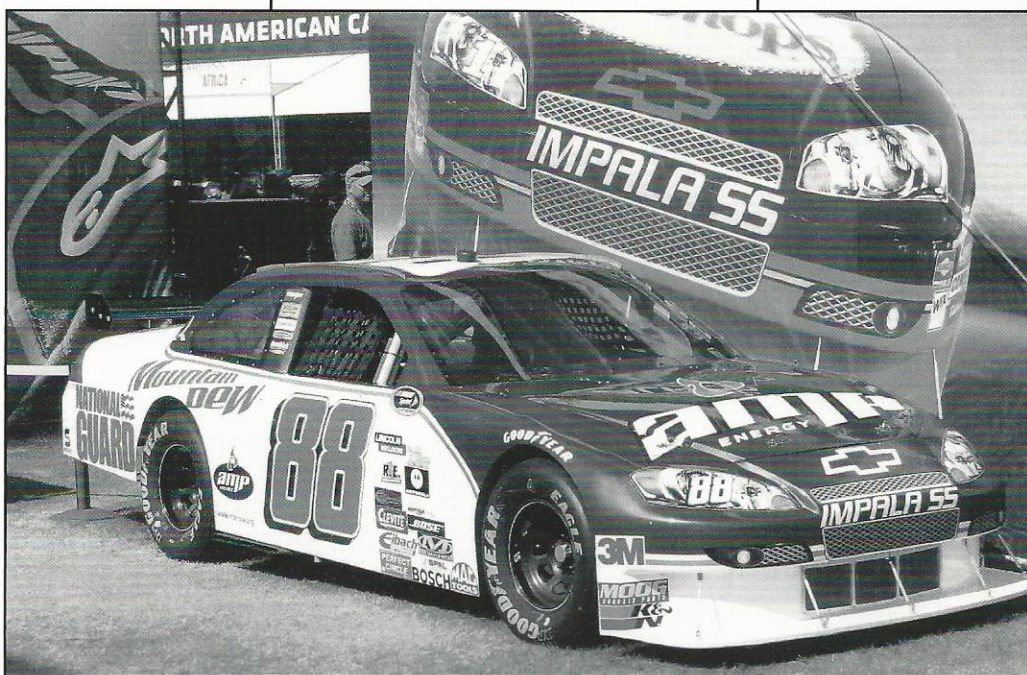
Inc., a racing team started by his late father. When Junior announced he would be going to Hendrick Sports, Pepsi decided they wanted to sign him. But before they could do this, they had to clear it with Jeff Gordon,

person that can turn that all around for Mountain Dew Amp.

Because of Junior's popularity, Budweiser wasn't willing to see him change sponsorships. They contacted Hendrick Motor Sports, saying they

wanted to continue as sponsor for Junior's car. Fortunately for Pepsi, Hendrick had a falling out with Budweiser ten years earlier, and was not anxious to renew a business relationship.

At a meeting in the owner's trailer for Hendrick Motor Sports at the Pepsi



Junior's Pepsi Sponsored Nascar

who has been sponsored by Pepsi for the past twelve years. Currently, he races for Hendrick Motor Sports. Gordon was all for Pepsi signing Junior. With Gordon's go ahead, Pepsi arranged a meeting with Junior and his people. They knew that Junior liked Mountain Dew. He had grown up drinking the soft drink, but Pepsi wasn't necessarily looking to sponsor another Mountain Dew car. They wanted Junior for Mountain Dew Amp - an energy drink.

Pepsi is either number one or number two in most soft drink categories. But, in the energy category, they are near the bottom. They believed that Junior was the kind of

400 in Daytona, the President of Pepsi-Cola and other Pepsi executives worked out a rough agreement with Junior. The deal was finalized several weeks later in Beverly Hills, making Junior the most expensive celebrity Pepsi has ever signed. The agreement was ratified by the PepsiCo board before it was announced to the public. Since signing the agreement, Mountain Dew Amp sales have nearly doubled.

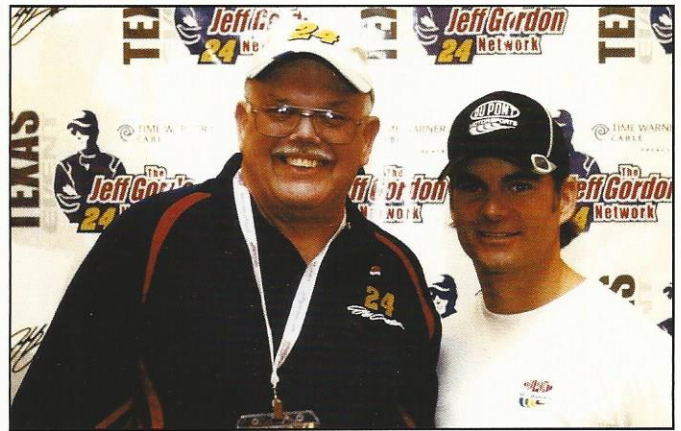
For Mountain Dew collectors, this should produce scores of new Mountain Dew & Dale Earnhardt Jr. memorabilia.

-Photo and information submitted by Larry Woestman

Collector Information



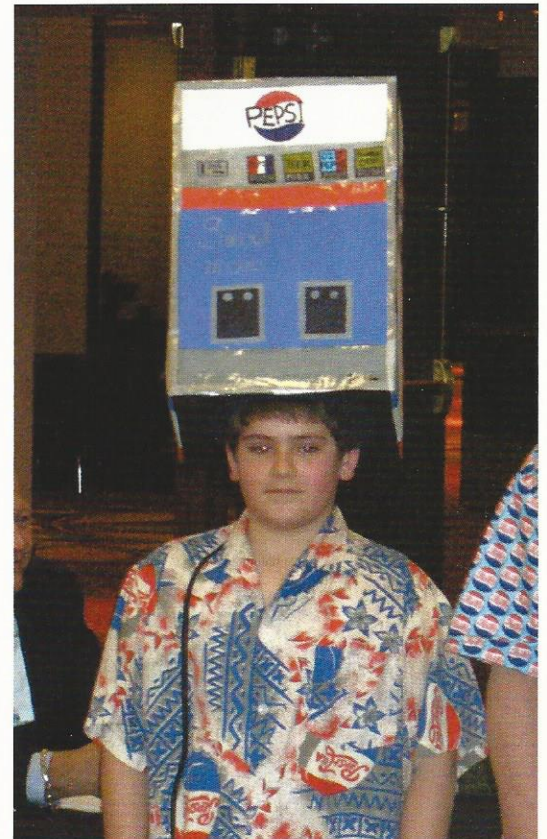
Anyone who goes to Pepsi Fest knows Karen and Mel Weseloh. They have been attending Pepsi Fest since almost the beginning. Recently, the Herald and Review, a local newspaper in Decatur, Illinois, did a story on the Weselohs and their Pepsi collection. Because Mel is a Lutheran pastor, the writer took the liberty of mixing theology and Pepsi collecting. The story was both entertaining and informative. Congratulations to Mel and Karen.



Last year, club member Larry Woestman had the opportunity to attend the Nascar race in Texas, where he got this picture taken with Jeff Gordon. Now that we know Larry and Jeff are good friends, surely Larry will get Jeff to attend Pepsi Fest next year!



Above and beyond the call of duty - despite having her arm in a sling, Carole Browne once again did a great job supervising the silent auction.



Noah Youngbauer wearing his crazy Pepsi hat and shirt at Pepsi Fest. Noah won the crazy shirt portion of the contest.

Commemorative Pepsi Glasses

Below is a list of opening, anniversary, and other Pepsi commemorative glasses. The list was compiled by Mike and Joanne Vath.

City	State	Mo	Day	Year	Comments			
Ada	OK	None	None	1955	15 years of successful bottling, F. Joyce Miller, 1940-1955			
Ada	OK	?	?	1960	20th anniv, F. Joyce Miller (assumed date of 1960)			
Ayden	NC	None	None	2003	Minges Bottling Group Corp Headqtrs Dedication			
Bennettsville,	Florence,	Conway,	Myrtle Beach	NC/SC	None	None	1986	50th Anniv all blue lettering
Bennettsville,	Florence,	Conway,	Myrtle Beach	NC/SC	None	None	1986	50th Anniv red-white-blue + 1940's logo
Birmingham	AL	Oct	29	1966	Grand Opening Buffalo Rock Plant			
Birmingham	AL	Oct	None	1971	2nd Grand Opening Buffalo Rock Plant			
Brownwood	TX	Aug	7-8	1963	Grand Opening			
Butte	MT	Aug	1	1963	Grand Opening, new plant			
Cicero	NY	?	?	?				
Clemson	NC	None	None	1966	Carolina-Clemson (unknown if plant glass)			
Clemson	NC	None	None	1967	Carolina-Clemson (unknown if plant glass)			
Charlotte	NC	None	None	1985	80th anniv			
Charlotte	NC	None	None	2005	100th anniv, "Pouring it on"			
Chesapeake	VA	None	None	None	Pepsi Cola Chesapeake			
Columbus	OH	Oct	None	1965	New Plant Opening			
Corpus Christi	TX	Feb	29	1964	Grand Opening			
Dallas	TX	Dec	5	1970	Plant Dedication			
Eau Claire	WI	Sep	13	1980	Grand Opening			
Emporia	KS	None	None	None	no date no event			
Fort Smith	AK	May	27	1967	Grand Opening			
Fresno	CA	Apr	22	1958	Grand Opening/65th Anniv			
Joplin	MO	None	None	1956	Formal Opening, New Pepsi Plant			
Kremmling	CO	None	None	1966	None specified			
Lima	OH	Apr	18-19	1969	Grand Opening			
Miami	FL	Feb	None	1966	New Plant Opening			
New Haven	MO	Oct	None	1965	Edward Hebbeler & Son			
No city Central	VA	None	None	1973	Set of 6 Pepsi's 75th anniv			
No city	None	None	None	1969	Union Bottling Works Pepsi & Dr Pepper, Grand Opening			
None	None	None	None	None	Plant glass, style 1 (probably a blank template)			
None	None	None	None	None	Plant glass, style 1 (probably a blank template)			
Northern Arizona	AZ	None	None	None	1993 50th Anniv			
Ogdensburg	NY	Sep	12	1962	Grand Opening			
Ogdensburg	NY	None	None	1993	50th Anniv, 1943-1993 (Glass mug)			
Oskaloosa	IA	Sep	8-9	1961	Formal New Plant Opening Mahaska PC Bottling			
Ottawa	KS	None	None	1957	?			
Red Lodge/Billings	MT	None	None	1997	60th anniv			
San Diego	CA	Apr	22-27	1963	Grand Opening			
Santa Maria	CA	None	None	1998	Pepsi's 100th anniv 3" tall x 2-7/8" dia			
Santa Maria	CA	None	None	1998	Pepsi's 100th anniv 3-1/2" tall x 3-1/4" dia			
Sioux Falls	SD	Sep	6	1997	Grand Opening/New Warehouse (Glass)			

PEPSI-COLA COLLECTORS CLUB EXPRESS

Sioux Falls	SD	Sep	6	1997	Grand Opening/New Warehouse (Glass mug)
Springfield	Mo	June	None	1977	Peterson/Stange 25th anniv
St Joseph	MO	None	None	None	25th anniv
Stockton	CA	None	None	1961	40th anniv
The PasNT/Canada	None	None	None	None	Wayne Libbrecht Arctic Beverages LTD Pepsi, 7 Up, Crush
Toledo OH	Sep	17	1969		New Plant Dedication
Topeka KS	May	11-12	1961		New Plant Opening RKO Bottlers
Tulsa OK	None	None	1957		Joe Branham Founder
Tulsa OK	?	?	?		"Congratulations to Joe"
Tulsa OK	None	None	None		no date no event
Tulsa OK	?	?	?		Picture of Joe Branham in bottle cap
Tupelo MS	None	None	None		Compliments of Pepsi Cola
Wichita Falls TX	Jun	None	1965		Plant Opening
Willamette/Lincoln	OR	None	None	1984	Christmas 1984
Winston Salem NC	May	20	1984		No event
Yellowknife-Hay River	MB/Canada	None	None	None	PC Territorial Beverages LTD

Welcome New Members

**David Meinz
Orlando, FL**

**Geoffrey McRea
Brampton, Ontario
Canada**

**Erin Baggett
Winder, GA**

**Lora Beene
Greenwood, IN**

**Richard Ritchie
Gettysburg, PA**

**Ronald Krenisky
Mentor, OH**

HOLIDAY
THE PEPSI WAY!

Whether you call it Decoration or Memorial Day—
whether you stay on the shift or shift to the outdoors
—there's nothing like Pepsi-Cola to sparkle up your
holiday. Grand with food and by itself—it chases thirst.



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

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:

Bottle caps - I buy & sell - soda & beer - cork & plastic lined. Please contact:

Dianne Shaw, 1604 Berry Blvd., Louisville, KY 40215 (502)361-0400

catmom123@insightbb.com

Invitation to PCCC Members to the New Bern Picnic!

Pepsi-Cola Collectors, Howdy. I'm having a Birthplace Bash Picnic in New Bern North Carolina. It will be on Saturday 26 Jul 2008 at Ft Trotten Park, 490 Ft Trotten Dr. Hours for the picnic are Noon to 4pm. Anyone interested is invited. Please RSVP me no later than 1 Jul 08. I need to

have an idea of who/how many Pepsi Peoples will be there. There will be a small fee to defray the cost of the picnic pavilion, (will depend on how many people come).

Also, I am taking an unofficial poll to see if there are folks out there who want to get together in New Bern (or the east coast someplace) more often. E-mail me with your opinions and suggestions.

Finally, at the picnic from 3pm to 4pm I plan to invite anyone from the New Bern area who is interested in Pepsi-Cola Collecting to come to the picnic. Should be fun.

E-mail me with RSVP s, questions

and suggestions

TimTomPepsiGuy@yahoo.com

Loose Schedule of Events (do as much or as little as you want):

10am Drug Store Visit

10:45ish Shopping in Town

12-3pm Birthplace Bash Picnic

3-4pm Local Collectors Invited to Picnic

5pm ish Farewell Food & Drinks at Local Restaurant

-“Tim-Tom” O’Donoghue

Go to

WWW.VISITNEWBERN.COM for information on hotels and the local area.

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

www.pepsigifts.com

ALL NEW!

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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.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Pepsi Fest 2008 Group Photo

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