



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 23, Number 3

July-August 2006

Have a Pepsi Summer

The Pepsi-Cola Collectors Club is declaring Pepsi the official drink of summer! This should make it a great summer - hot weather and ice cold Pepsi. That includes Diet Pepsi, Mountain Dew, and all other Pepsi products. Have fun, be young, drink Pepsi!

The dates for Pepsi Fest 2007 have been changed. Apparently, the hotel unintentionally booked a group the same weekend as the PCCC. Although I did have a signed contract with the dates published in the newsletter, we did the hotel a favor by moving Pepsi Fest to another weekend. Pepsi Fest 2007 will be held March 15-17th. This was the weekend that we originally requested. I hope this doesn't present problems for anyone. A new contract has been signed with the hotel, and you are free to contact the hotel if you wish to make your reservations now.

This issue of the Pepsi Express contains registration for the Pepsi Celebration in Las Vegas. The Celebration is hosted by the Southern California Chapter of the PCCC with help from the Las Vegas Chapter. If you have not been to the Pepsi Celebration, Las Vegas is a nice place to be in November! The weather is usually mild, and the Pepsi collectors are always friendly.

Look for some new products from the people who brought you Pepsi-Cola. Sierra Mist is planning a line extension with a product called Sierra Mist Cranberry Splash. The lemon-lime drink will have a hint of cranberry. The drink will be available for 8 weeks, beginning in November.

A new Diet Pepsi drink called Jazz will be available this summer. Jazz will be a low-calorie cola drink

with two indulgent flavors: Black Cherry French Vanilla and Strawberries and Creme.

Also will be available are Ben and Jerry's Milkshakes. The milkshakes will be available in classic Ben and Jerry flavors.

On June 19th, Pepsi-Cola announced a multi-year contract with the National Hockey League. PepsiCo is very enthusiastic about the partnership between the NHL and the broad range of Pepsi brands.

Dole Sparklers, a new fruit drink from PepsiCo, will hit shelves in October. Sparklers will be a low sugar, sparkling juice. It is made with real fruit, B-complex vitamins, and 50% less calories than a regular juice drink.

Have a great summer! This is a good time to work on your Pepsi Fest commercial videos for 2007!

In This Issue

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Registration**

**Red, White, and Blue
Crown**

The One That Got Away



Atlantic Beach, North Carolina, Circa 1951

Chapter News

*Chapters News - Jul/Aug 2006
(This introduction is being delivered
by Rod Serling)*

Imagine if you will a Pepsi collector, living in their home, collecting Pepsi-related items and adding different items to their collection, perhaps, displayed within a room that they call "The Pepsi Room," a veritable museum where they can enjoy their treasures in private. But, something seems strange. The collector seems happy yet incomplete. There is nobody to enjoy their collection with them. To escape this scary situation, the collector must enter "THE CHAPTER ZONE."

Maybe, some of you fellow Pepsi collectors can help that person out of their predicament by starting a chapter where you live or by inviting that person to your meetings through

the chapters news. For example, The Chicago Connection Chapter just held their June meeting on the 17th. Their next one will be in August on either the first or third Saturday in the suburb of Worth, IL. If you would like to attend, you would be more than welcome! When the time gets closer, give me a shout at pd62pepsi@sbcglobal.net and I'll fill you in on the details for that meeting. The Keystone Chapter near Pittsburgh, PA recently had a get together and the Iowa Chapter meets on a regular basis as do the Southern California and Las Vegas Chapters (LV Chap meets on the second Saturday of every even month). Check out the list of chapters printed in the previous PCCC Express and contact a chapter near you or near where you might be traveling this summer.

An update for your chapter lists - The contact info for the Las Vegas Chapter is Don Howell at PHY-DON1@juno.com.

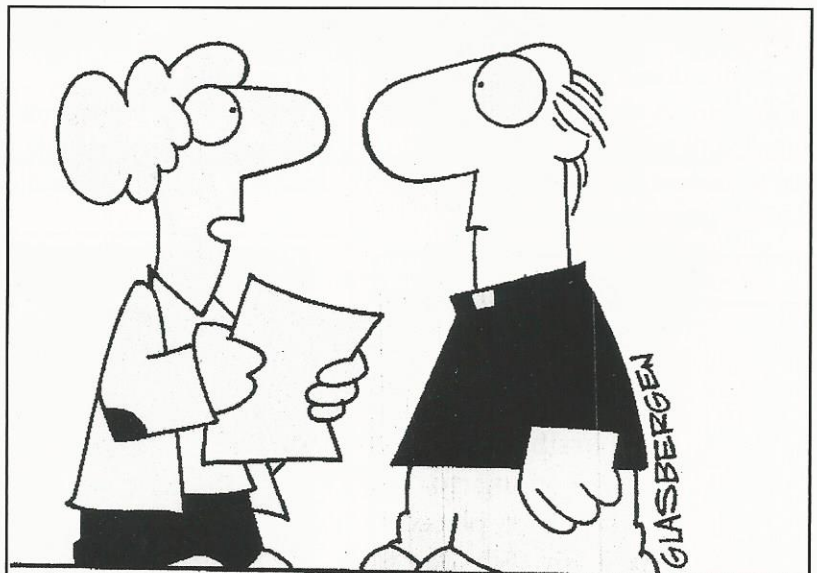
A helpful hint - Some visitors to chapter meetings may feel intimidated by attending a meeting at someone's home and by seeing that person's collection. A neutral location can help that visitor feel at ease and can be a fun change of pace for your regulars. For many of the chapters, the warmth of summer can allow for a chapter picnic in the park. I am always interested in hearing helpful hints from the other chapters. Give me a shout!

-Phil Dillman

Future Club Events

**Pepsi Celebration
Las Vegas, NV
November 10-11th, 2006**

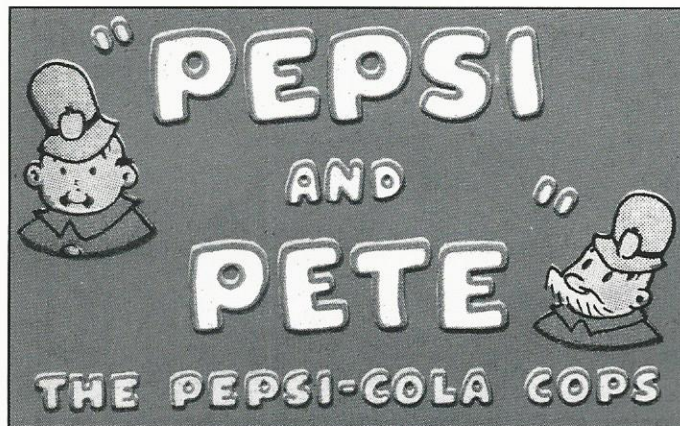
**Pepsi Fest 2007
Indianapolis, IN
March 15-17th, 2007**



The board was not pleased with the way you celebrated Youth Sunday, especially the part where you used Pepsi and Fritos for Communion.

Collector Information

ASK



Dear Pepsi & Pete:

I recently found an old Pepsi-Cola barbeque. When did Pepsi make these?

Signed,
Jose

Dear Jose:

Pepsi-Cola offered portable barbeques during the 70's and 80's. They were done as part of a promotion. You sent in so many proof of purchase seals and you could buy the barbeques at a discounted price. There was also a can shaped barbeque that was sold through retail outlets.

Dear Pepsi & Pete:

I have an old Pepsi truck that I want to paint old Pepsi graphics on. Do I need Pepsi's permission to do this?

Signed,
Rodney

Dear Rodney:

Normally, Pepsi is not concerned about the use of their logo for personal use. It is only when you use their logo to make money that they become concerned. That being said, technically, you can never use their logo without permission.

Dear Pepsi & Pete:

Why did Pepsi make a red, white, and blue ACL bottle AND a red & white ACL bottle?

Signed,
Cynthia

Dear Cynthia:

The red, white, and blue bottle came out in the mid 1940's. Soon after the red, white, and blue bottle was introduced, Pepsi became aware of the difficulty inspecting bottles with a solid ACL label. Therefore, they decided to drop the blue off the bottles, which enabled inspectors to see through them. This was part of the quality assurance program.

Dear Pepsi & Pete:

I recently purchased a paper label Pepsi-Cola bottle that I believe is from World War II. The paper label says "a sparkling beverage" and it states that is from the Albany Bottling Company, Menards, New York. The bottle cap is red, white, and blue, and has a palm tree on the top. I believe that it is the South Carolina tax stamp. Also, I noticed another bottle on ebay like mine - same label and crown. Is this bottle legit?

Signed,
Joe

Dear Joe:

We are not sure if the spelling of Menards is a typo. The city where the Albany Bottling Company was located was Menands, New York. The bottle in question may be one of the reproductions produced by the Pepsi-Cola Company for the 100th anniversary. The fact that the bottle cap is from South Carolina, and the bottle is from New York makes me believe that someone has refilled and recapped some of these bottles. We are doubtful that your bottle is original.

Red White and Blue Crown

Because of the turbulent history of the Pepsi-Cola Company, there are many incomplete dates of design and marketing changes. For this reason, dating Pepsi-Cola memorabilia is difficult. The ability to determine the date of an item is confirmed by documents, advertisements, etc. In an attempt to understand the complete history of the Pepsi-Cola Company, I

continually search for new documents and information on Pepsi advertising and history. This results in a continual reassessment of previously identified dates of memorabilia.

Recently I came across information regarding the red, white, and blue crown (bottle cap). I previously believed the red, white, and blue crown was introduced in late 1941. Based on new information, I am certain that this crown was introduced sometime between November and December of 1943. Normally, items introduced at this time of the year are designed to be released in the spring of the following year. The soft drink summer market begins in the spring, which is when new bottles and crowns would have been fully implemented.

Pepsi documents also indicate that at the same time the red, white, and

crown were introduced, the new red, white, and blue bottle label were also introduced.

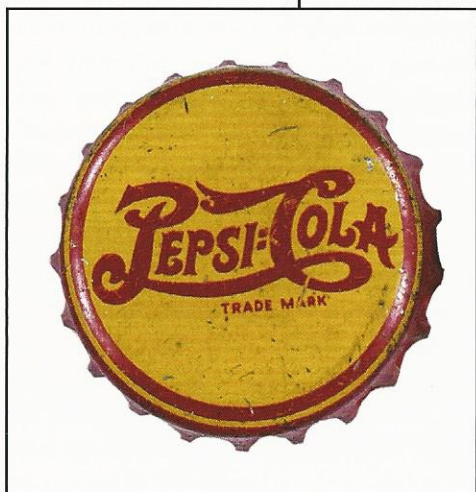
Over the years, there has been rumors and speculation as to why Pepsi-Cola switched from the yellow and red crown to the red, white, and blue crown. The predominant theory is that it was done for patriotic reasons during World War II.

There is no evidence to indicate that this is why they changed to red, white, and blue, although it is possible. Another point to keep in mind is that during World War II, there was a shortage of materials. This could have been the catalyst for Pepsi to change their colors.

During World War II, the number one priority of all industry was to support the war effort. Materials that were deemed strategic were prioritized for war usage almost exclusively. As an example, the color green which was used for military vehicles, uniforms, equipment, etc., was prioritized for military use. With

the military using almost all of the materials used to make green paint and dyes, there was very little left over for private enterprise.

During this time, the cigarette company, Lucky Strike, used green as the predominant color on their pack-



1936 Crown



1941 Bottle

aging. With the shortage of green

material, Lucky Strike had to change their packaging. The new packaging was white. To advertise the new packaging, Lucky Strike came up with the phrase "Lucky Strike green has gone to war." The Lucky Strike Company positioned this act as patriotic, but it was really a necessity because there was no green to be had.

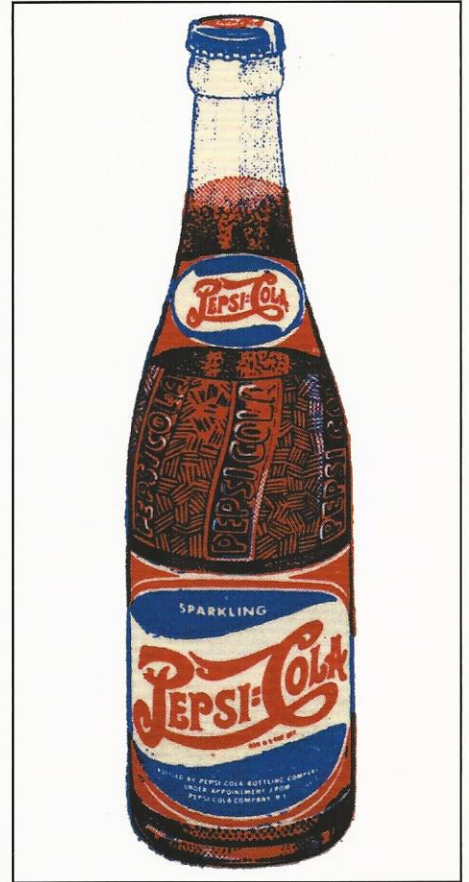
Pepsi-Cola was also experiencing material shortages in their crown department. Over all, crown production was reduced to 70% of what was

produced before the war. The material to produce certain colors were in short supply. Records show that during this period, Pepsi produced an assortment of different colored crowns, although I have never seen

one of these odd colored crowns from World War II. Perhaps the reason for this is that crowns made during World War II used inferior metals and were often recycled. After World War II, these vintage era World War II crowns were replaced by better quality post-war crowns. So, if anybody comes across one of these World War II crowns, you have found something very rare!



1943 Crown



1943 Bottle

Mystery Crowns



I've often wondered what these crowns were used for. They may have been during the World War II era. At that time, Pepsi-Cola produced various crowns based on available materials. If anyone knows anything about these crowns, please contact the Pepsi Express.

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2006

Friday, November 10th & Saturday, November 11th, 2006

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 10, 2006

Please ask for the Pepsi Celebration Group Rate

Wednesday and Thursday - \$39.00 + tax per night
Friday and Saturday - \$79.00 + tax per night

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

PEPSI CELEBRATION 2006 SCHEDULE

FRIDAY, NOVEMBER 10TH

2:00 - 4:00 P.M.	REGISTRATION
5:30 - 6:00 P.M.	BE SOCIABLE PARTY
6:00 - 7:00 P.M.	WELCOME, SHOW & TELL, AND LATE REGISTRATION

SATURDAY, NOVEMBER 11TH

8:00 - 8:45 A.M.	ORAL AUCTION CHECK - IN*
8:45 - 9:00 A.M.	ORAL AUCTION PREVIEW
9:00 - 12 Noon	ORAL AUCTION

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

12 Noon - 1:30 p.m.	BREAK FOR LUNCH
1:30 - 2:15 P.M.	SWAP MEET SET-UP
2:15 - 4:30 P.M.	SWAP MEET

SCHEDULE SUBJECT TO CHANGE

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2006 REGISTRATION
Presented by
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER
November 10TH & 11TH, 2006
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$20.00 per person if registered before October 6, 2006. Registration after that date and at the door will be \$25.00 per person. Included in that registration packet will be a Pepsi Celebration 2006 lapel pin, a glass bearing the Pepsi Celebration 2006 logo and other Pepsi items. Please complete the bottom half of this form, enclose your check made payable to PCCC and return to Josh Broadwater, 1108 Big Pine Lane, Norco, CA 92860. Any questions please call David Gerger at 1-951-255-4688 or e-mail him at 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 10, 2006.

PLEASE RETURN THIS FORM BY OCTOBER 6, 2006

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

REGISTRATION FEE ONLY _____ @ \$10.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$20.00 ea \$ _____
(At door registration price will be \$25.00)

BE SOCIABLE PARTY DINNER _____ @ \$6.00 per person \$ _____
(At door price will be \$10.00)

SWAP MEET TABLE (s) # _____ @ \$10.00 ea \$ _____
(See below for info)

Total Enclosed \$ _____

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 20 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 \$15.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2006 packet, the cost is \$25.00. Your packet will be mailed after Pepsi Celebration 2006. Please mail _____ packets at \$25.00 each to the above address.

Book Review

If you are looking for some interesting summer reading, may I recommend a book by Phil Dusenberry, [Then We Set His Hair on Fire](#).

Dusenberry is the former Chairman of BBDO North

America. If you are unfamiliar with BBDO, they have been Pepsi's advertising agency for the last 45 years.

In the book, Dusenberry recalls how some of Pepsi's best advertising was created. One of the stories he tells in the book is how the "Choice of a New Generation" advertising campaign came about. He says that they were on their way from Manhattan to Purchase, New York - Pepsi's headquarters - to present the new advertising campaign for 1984. BBDO felt they had some of the best commercials they had ever done. The presentation would include 3 new commercials.

The plan was to lead off with a spot called "Shark," which showed an animated fin moving through a beach jammed with umbrellas to the theme from Jaws. Only at the end do you see that it wasn't a shark, but a cool kid with a surfboard. That was to be followed with "Sound Truck," again, on a beach, where an entrepreneurial kid in a van broadcasts the thirst inducing sound of a Pepsi being poured into a glass. The third commercial was to be

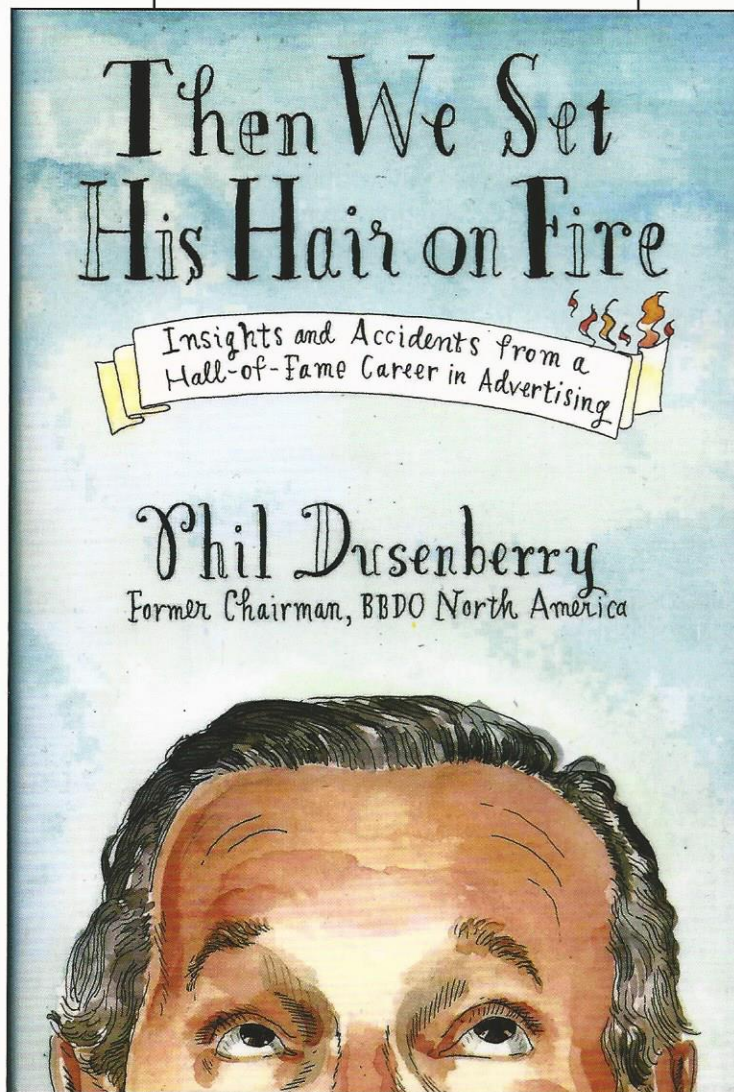
"Spaceship," showing an alien craft hovering over two soft drink machines - Coke and Pepsi, of course - taste testing the two products, and beaming the Pepsi machine

be the perfect slogan to go with the campaign. Unfortunately, Roger Enrico, then President of PepsiCo, didn't like it. He thought it was too long, not catchy enough, and not worthy of the commercials. They believed so much in the slogan that they stayed with it and kept insisting. Eventually, Roger Enrico and PepsiCo came around, and the "Choice of a New Generation" became one of Pepsi's most successful advertising slogans.

The book also includes some of the less memorable moments in Pepsi advertising history. Pepsi signed Madonna for a Pepsi commercial using the theme song from her album "Like a Prayer." When the video was released for the song, it was very offensive to Catholics and Protestants alike. When the Pepsi commercial aired, the complaints came in fast and furious. Within 24 hours, the commercial was pulled and Madonna was dropped.

Although this book has a number of Pepsi stories in it, this is a book about advertising, and includes stories on a number of advertisers, including General Electric, Mars

Candy Company, VISA, etc. If you have any interest in how commercials are put together, this book will be a very interesting read for you.



Published 2005

up. But, they had no theme line to tie it all together. They decided to tell Pepsi they would fill in the blanks later. Then they decided they really needed to have a slogan in order to sell the whole concept. Suddenly it dawned on them- "The Choice of a New Generation" would

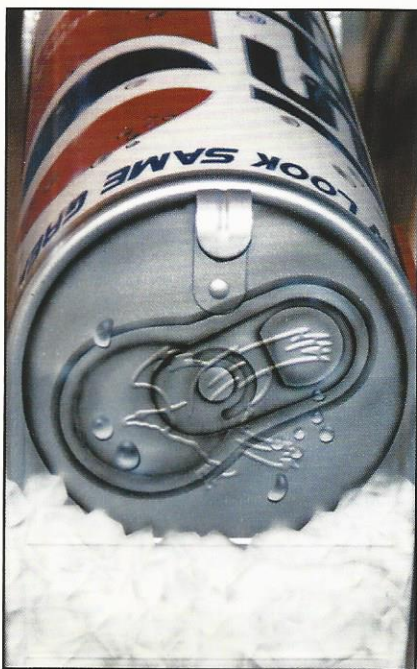
The One That Got Away



1947 Cardboard Stand-Up

As Pepsi collectors, it is fun to tell about our great finds and discoveries, sharing with others the details of how you landed your greatest find. Very rarely do we talk about the one that got away.

The picture on the left is my "one that got away." About ten years ago, a gentlemen at Pepsi Fest approached me and said he had a nice Pepsi piece he wanted to sell me. Knowing that he always had high quality items, I thought I'd take a look. In his room was a life-sized stand-up of a black woman with a giant Pepsi bottle. With just one look, I told him "I've Gotta Have It!" He named his price, I said okay, then he decided he'd have to think it over. The next day he told me he decided not to sell the piece. Obviously, I was disappointed. Ten years later, I am still looking for this Pepsi sign.

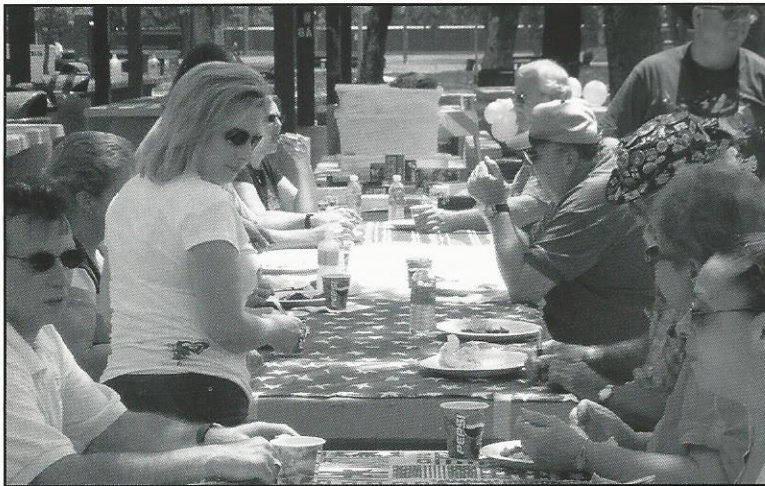


Club member Mardy Shirey sent these photo of her custom mailbox - a gift from her husband. What a great idea!

Collector Information



Every once in a while, I come across a Pepsi sign that I have never seen before. This cardboard sign was displayed in a Pepsi World Magazine in 1943. The article talked about how this sign would be appearing at soda fountains around the country over the next few months. Therefore, I assume it was made, and perhaps it is in a collection somewhere, but I have never seen one before. Have you? The sign measures approximately 24" in diameter. Since the picture was in black and white, I cannot tell you what colors are on the sign.



On June 10th, the Southern California Chapter of the PCCC held their annual picnic in Orange, California. The event was attended by club members from the Las Vegas Chapter and Northern California.

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

Pepsi-Cola Company, Long Island City, N. Y. Franchised Bottlers: (Name of local 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:

Must downsize. Portion of collection for sale. Will provide list upon request. Prefer to sell intact, but will sell individual items. Looking for a reason to travel, will deliver in contiguous 48. Contact Byron Moats: 49 Hacienda Dr., Napa, CA 94558. (707)253-8717, or email byronimoats@aol.com



The Birth Place of Pepsi Store
Visit Us Online Today!
www.pepsistore.com

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

www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2006 Pepsi Gift and Collectibles catalog, email your request to:
doubledot@earthlink.net

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



1945 Design of a Futuristic Pepsi Plant

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 23, Number 4

Sept. - Oct. 2006

Pepsi Holds Annual Meeting

Wow! I can't believe summer is almost over. I hope you all had a Pepsi summer. With fall approaching, it is time to start thinking about the Pepsi Celebration in Las Vegas. The dates for Pepsi Celebration are November 10 and 11th. If you have not made your reservations, please do so right away.

Recently, I read an article about the changes in the soft drink industry. There is a lot of pressure on snack food and soft drink manufacturers by the health food police to make healthier products. They believe that soft drinks are partially responsible for obesity in our society. In fact, the American Medical Association is proposing a tax be levied on the sweeteners used in soft drinks. Because of this, many consumers have opted for diet and non-carbonated drinks. In recent years, the cola market over-all has been flat - no pun

intended. Diet cola drinks are doing better than regular cola drinks. The big growth has been in water, fruit drinks, sport drinks, and energy drinks. What this means to collectors is that you will see less dollars spent on Pepsi advertising, on Pepsi point-of-purchase materials, and on Pepsi promotions. If you see a nice Pepsi promotional item, grab it quick, because they are not making as many as they used to!

If you are a Pepsi stockholder, don't despair! Pepsi saw this new trend coming many years ago, and has prepared for it. Currently, PepsiCo stock is over \$64 per share - the high for the year. More than ten years ago, Pepsi made the decision to become the "total beverage" company. They introduced Aquafina, which is currently the number one water. They purchased Gatorade,

Tropicana, and Sobe, which are all number one in their respective categories.

No one knows for certain whether this downturn in demand for cola drinks will continue. But, we can be certain that Pepsi-Cola has the right plan for a successful future.

The next newsletter will contain information on Pepsi Fest 2007. As a reminder, we will resume our Pepsi commercial contest at the next Pepsi Fest. Everyone is welcome to enter. Just make your own Pepsi commercial on VHS or DVD.

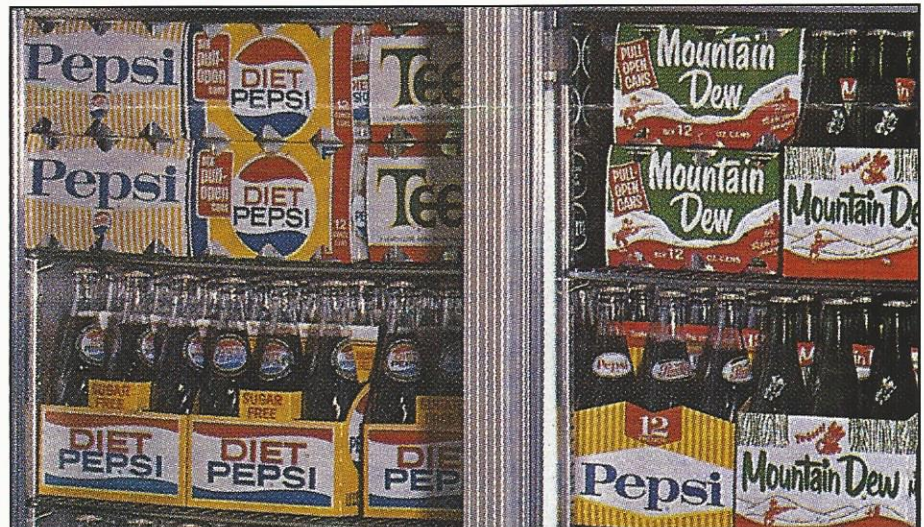
Have a wonderful autumn, and for those who will be attending, I'll see you in Las Vegas!

In This Issue

**Pepsi Celebration
Registration**

The \$1200 Can

Rare Pepsi Button



Pepsi Products Inside 1969 Visi Cooler

Chapter News

Chapters News 2006-5

Whilst reclining on our screened-in back porch and enjoying a warm summer's eve with the cats (an event which I seldom have time for), it occurred to me that I really didn't have time to relax because I had to write the next installment of the Chapters News. Naturally, something else came up so now I'm writing this in the truck!

For those of you that don't know, I drive a semi-truck pulling overseas containers from Chicago-area rail yards to customers and vice-versa. It pays the bills, feeds my interest in railroads, provides opportunities to further my family genealogy research, and, it quenches my desire to travel and see places that I wouldn't otherwise. More importantly, though, is that it allows me to visit various Pepsi bottlers and distributors as well as to find different regional Pepsi cans and flavors not found in Chicago.

As I visit the folks at the bottling

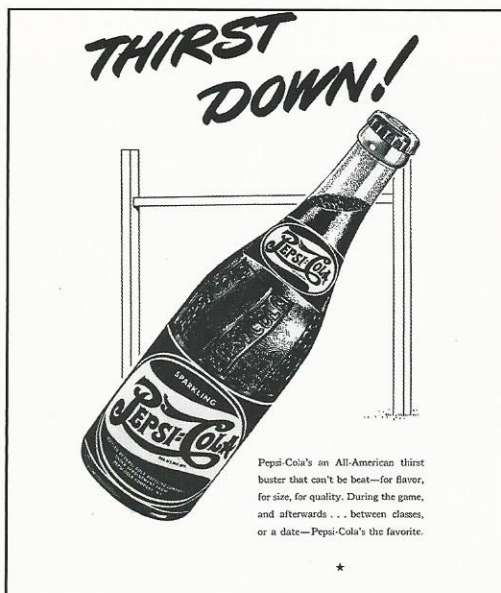
plants, I am still surprised by the number of them that have never heard of the Pepsi-Cola Collectors Club. I would think that all of the members of the PCCC would have descended on all of the plants in their area to get Pepsi items for their collections and to share information about the existence of our club. Every Pepsi plant has a Pepsi collector in it's midst.

One woman at one of the bottlers in the Midwest told me that nobody at that plant collected Pepsi stuff while one of the guys at the back gate said that a few of the employees there did collect and he was interested in hearing about the club. These are the people that can help YOU to start a chapter or would be willing to join an established chapter. These are also the folks that can help spread the word about your chapter to other employees or to other collectors that they might meet.

Scoop up a handful of business cards or flyers that pertain to your chapter or about the fact that you are planning to start a chapter and visit all of

the Pepsi plants that you can. Start in the office and then try the dock doors by the warehouse. If it's one of those plants with the prison-style fence around it, call first and ask to make an appointment with someone inside. Give the cards or flyers to every Pepsi driver that you see on the street. Many of these people are interested in collecting Pepsi. You just need to make them aware that we do, in fact, exist. Don't be afraid to "sell" the club to these folks. If collecting Pepsi excites you, you shouldn't have any problem convincing them. Go on. Try it. 'Tis better to have tried and failed than to have never tried at all. Yes, you caught me! I did borrow and alter a famous quote. Can you blame me for trying?

-Phil Dillman



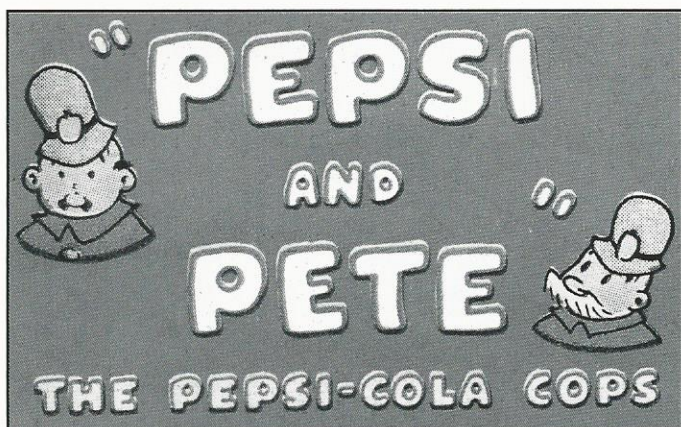
Future Club Events

**Pepsi Celebration
Las Vegas, NV
November 10-11th, 2006**

**Pepsi Fest 2007
Indianapolis, IN
March 15-17th, 2007**

Collector Information

ASK



Dear Pepsi & Pete:

Did Pepsi-Cola use cans during 1953-1959? I know three different designs of cone cans were used from 1949-1952. I believe that flat top steel cans made their debut in the late 1950's or early 1960's, but what happened in the mid-late 1950's?

Signed,
Robby

Dear Robby:

There is no indication that Pepsi offered any cans between the cone top cans of the early 1950's and the flat top cans of 1960. The experience with the cone top cans was so negative that the bottler shied away from doing anything with cans. However, it is possible that there may have been cans used for export, but that has not been confirmed.

Dear Pepsi & Pete:

We have a Pepsi bottle radio with missing decals. The radio is in good condition and plays good. Is then anyone that has reproduction labels?

Signed,
Charles

Dear Charles:

We are sorry, but currently there is no one reproducing the labels for those bottles. You might find an artist to make a label for you, but we suggest finding another radio - perhaps one that doesn't work, that you could

get at a good price, and switch the insides. Also, recently Pepsi radio labels have been for sale on ebay.

Dear Pepsi & Pete:

How can I tell the difference between the original 1909 dispenser and the reproduction?

Signed,
Ken

Dear Ken:

The obvious difference is the coloring on them. But, this is hard to tell unless you have them side by side. The best way to tell is that the reproduction is stamped on the bottom is the individual number out of 1000. Although, I am not sure 1000 were ever made. Also, the reproductions are stamped with the manufacturers name - MARART.

Dear Pepsi & Pete:

I found an old wood Pepsi sign that is so faded that I can barely read it. Would it be okay to repaint it?

Signed,
Rosemary

Dear Rosemary:

A sign in that condition has little or no value. Repainting would not affect the value whatsoever, nor would it make it as good as an original. If you decide to repaint the sign, you should do so for your own enjoyment, and not to create something of great value.

Dear Pepsi & Pete:

When did they stop using cork in the bottle caps?

Signed,
Walt

Dear Walt:

Sometime in the early 1970's, a plastic liner replaced cork in Pepsi bottle caps.

**In Loving Memory
Charlotte Meservy
April 28, 1943-August 12, 2006
Las Vegas, Nevada**

Diagnosed with Lymphoma (cancer) on July 11th, Charlotte went to her final rest on August 12th, 2006.

Charlotte retired in 2005 and loved collecting Pepsi and Elvis memorabilia with her husband Raymond. She also loved doing embroidery. She had a wonderful personality and will be missed by all who knew her.

Charlotte and Raymond began collecting Pepsi in 1993. They attended their first Pepsi Fest West at the old Showboat Hotel in 1994 and never missed a Pepsi Celebration in Las Vegas since. The highlight of her final year was twofold. She and Raymond attended Pepsi Fest in Indianapolis - something they had always wanted to do. They were also able to attend the Southern California Chapter's Orange County Picnic - their last Pepsi function together, followed by a very special tour of Double Dot Enterprises, courtesy of Bob Stoddard.

Charter members of the Las Vegas Chapter, she and Raymond were always great hosts, when meetings were held at their house. Her chocolate chip cookies will surely be missed by one and all!

Charlotte was the love of Raymond's life. She will always remain in all our hearts - especially Raymond's.

Condolences may be sent to Raymond Merservy, 3139 E. Sahara #163, Las Vegas, Nevada 89104.

-Submitted by Dennis and Sallie Richey



Hard to Find

I have been collecting for over 25 years, and have collected all the celluloid signs, except for this 1945 sign. Not only don't I have this, I've never seen one for sale, other than this one that was badly damaged. Somehow, the bottom portion of this sign has a cut through it, which has worsened over the years. It is always a shame to see a good Pepsi piece ruined.

The hunt for these elusive Pepsi items is one of the elements that makes this hobby so much fun. I love finding things, but I also love the hunt.

In July, a Pepsi can from the 1960's sold for \$1,222 on ebay. Before you decide to put your Pepsi cans up for auction, you need to read this first.

The can that sold is apparently very rare. It looks like other Pepsi cans, except it is marked "Export" on the top of the can. I'm not sure what that means. It is hard to imagine that it was cheaper to can Pepsi and ship it overseas than it would be to produce it overseas.

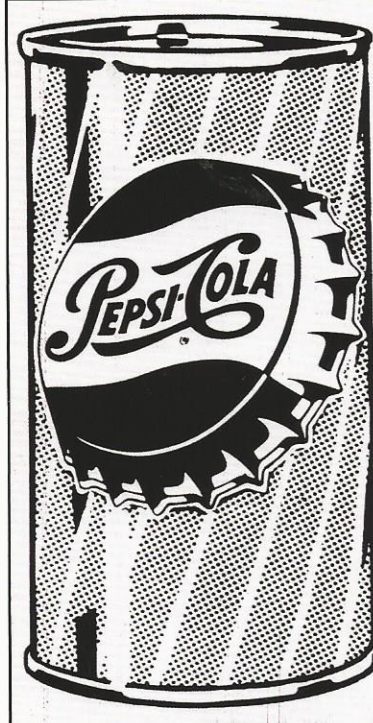
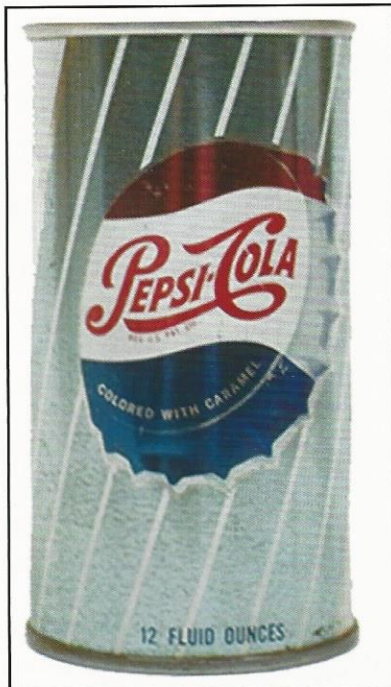
It is possible that the export cans were produced for the military, who would then ship the cans to the military installations around the world.

One interesting anomaly on these cans is that the trademark should be a circle R under the Pepsi-Cola. Not the Reg. U.S. Pat. Off. that appears underneath the Pepsi-Cola script, which was taken off the Pepsi script in the late 1940's. This is what makes Pepsi research interesting. There is still so much to learn!

RARE PEPSI CAN ???



Circa 1960's



**NOW!
PEPSI
IN
CANS!
SAME GREAT PEPSI
IN CONVENIENT CANS**

six-can
carton

00¢

Get Pepsi in cans today!

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2006

Friday, November 10th & Saturday, November 11th, 2006

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 10, 2006

Please ask for the Pepsi Celebration Group Rate

Wednesday and Thursday - \$39.00 + tax per night
Friday and Saturday - \$79.00 + tax per night

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

PEPSI CELEBRATION 2006 SCHEDULE

FRIDAY, NOVEMBER 10TH

2:00 - 4:00 P.M.
5:30 - 6:00 P.M.
6:00 - 7:00 P.M.

REGISTRATION
BE SOCIABLE PARTY
WELCOME, SHOW & TELL, AND
LATE REGISTRATION

SATURDAY, NOVEMBER 11TH

8:00 - 8:45 A.M.
8:45 - 9:00 A.M.
9:00 - 12 Noon

ORAL AUCTION CHECK - IN*
ORAL AUCTION PREVIEW
ORAL AUCTION

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

12 Noon - 1:30 p.m.
1:30 - 2:15 P.M.
2:15 - 4:30 P.M.

BREAK FOR LUNCH
SWAP MEET SET-UP
SWAP MEET

SCHEDULE SUBJECT TO CHANGE

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2006 REGISTRATION
Presented by
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER
November 10TH & 11TH, 2006
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$20.00 per person if registered before October 6, 2006. Registration after that date and at the door will be \$25.00 per person. Included in that registration packet will be a Pepsi Celebration 2006 lapel pin, a glass bearing the Pepsi Celebration 2006 logo and other Pepsi items. Please complete the bottom half of this form, enclose your check made payable to PCCC and return to Josh Broadwater, 1108 Big Pine Lane, Norco, CA 92860. Any questions please call David Gerger at 1-951-255-4688 or e-mail him at 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 10, 2006.

PLEASE RETURN THIS FORM BY OCTOBER 6, 2006

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

REGISTRATION FEE ONLY _____ @ \$10.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$20.00 ea \$ _____
(At door registration price will be \$25.00)

BE SOCIABLE PARTY DINNER _____ @ \$6.00 per person \$ _____
(At door price will be \$10.00)

SWAP MEET TABLE (s) # _____ @ \$10.00 ea \$ _____
(See below for info)

Total Enclosed \$ _____

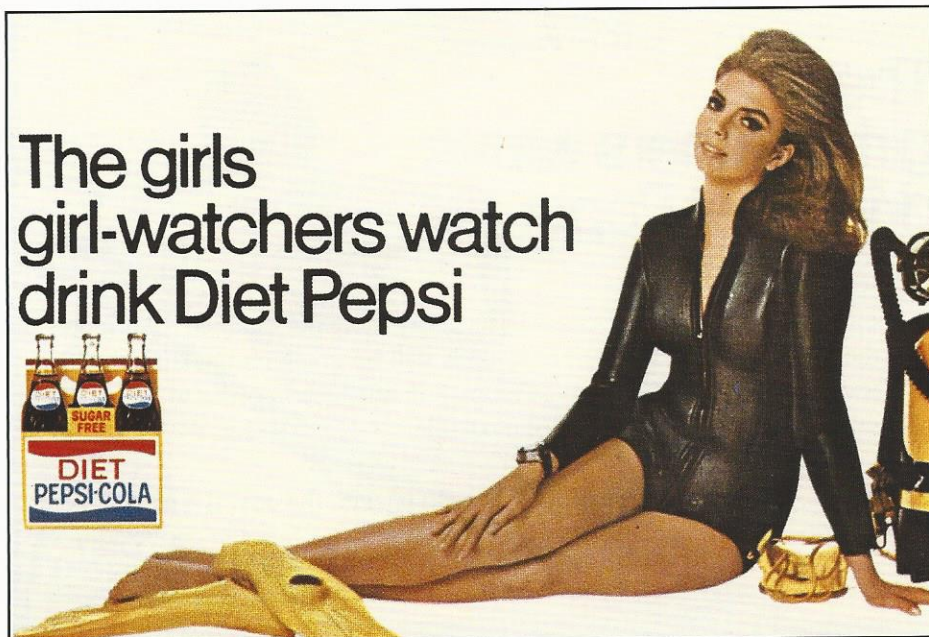
SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds will be given on unclaimed tables. You must be a registered attendee to have a Swap Meet table. Table must be paid in advance in order to reserve them. Swap Meet tables purchased at the door will be \$15.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2006 packet, the cost is \$25.00. Your packet will be mailed after Pepsi Celebration 2006. Please mail _____ packets at \$25.00 each to the above address.

Then & Now



In June of 1943, Margaret Thornsberry was visiting Willie Ball's store in Culverton, Kentucky. At the same time, there was a Pepsi truck parked out front. Margaret and her friend thought it would be fun to have her picture taken on the side of the truck. Sixty plus years later, Margaret decided to relive her experience. So on May 27, 2006, she had her picture taken in front of the Dollar General Store in New Haven, Kentucky, standing on the side of a Pepsi truck. Margaret Thornsberry Hagan proudly reports that 63 years later she is still drinking PEPSI!



History of Bottler Convention

This month, the Pepsi-Cola Company will hold its annual bottler's meeting, formerly known as the Pepsi Bottlers Convention. This annual get-together of the bottlers has been going on since 1910. Caleb Bradham organized the first Pepsi Bottler's Convention, which was held in New Bern, North Carolina.

The original bottler convention was designed to introduce

new equipment and techniques to the bottlers. There were many activities planned for them, including banquets and cookouts. The many meetings gave the bottlers an opportunity to address some of their most pressing problems and concerns. High on the list at this time were stolen bottles. At this time, bottlers did not charge deposits on bottles. When the bottles went missing, the profits went down.

Although the bottler convention is an annual event, during the bankruptcy years, there were no conventions held. After the Pepsi-Cola Company was reorganized in New York, the conventions were resumed. Many of

the newly franchised bottlers were mom and pop operations, so going to a bottler's convention was a financial sacrifice, but necessary.

One such bottler was Morris Ervin from Bloomington, Illinois. Ervin told me of his first Pepsi-Cola bottler's convention in 1939. He

gathered as much as we could pack in the car and took it home with us. One of the most important things about the convention was getting to meet other bottlers and hearing about the problems that they were dealing with, and in some cases, how they solved them."

The biggest changes at the bottler's convention was brought about by television advertising.



1910 Bottler Convention

said, "we didn't have much money, so we packed sandwiches. My brother and I, and two salesmen jumped into the car and drove straight to New York without stopping. We couldn't

As the importance of television increased, so did the quality of the commercials. When you had audiences of 50 to 100 million people, your commercials had to be better than good - they had to be great. Because of the cost and the importance of commercials, they became the focal point of the bottler's convention. The introduction of the new commercials for the next year became the highlight of the convention. The introduction of the new commercials was done with great fanfare. Sometimes the star of the commercials were introduced, along with the commercials. Celebrities like Michael J. Fox, Cindy Crawford, Michael Jackson, and Jeff Gordon have appeared at many bottler conventions. BBDO, Pepsi's advertising agency, had to not only please the Pepsi Company, they also had to please the Pepsi bottlers as well. If the bottlers were not happy with the commercials, they let the company know, and many times, they were



1950 Bottler Convention

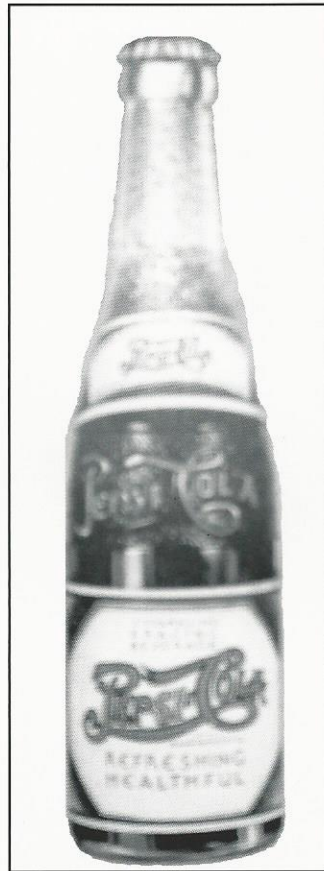
afford to stay in a motel overnight. When we arrived, we could not believe the number of Pepsi bottlers that were there. The place was decorated with Pepsi point-of-purchase material everywhere. Since we didn't get much of this in Bloomington, we

changed.

In recent years, the bottler's convention has scaled back in size and the number of days it is held. But, it is still as important as it was at the very first bottler convention. The exchange of information, meeting other bottlers, and seeing the latest advertising is still fundamental to the Pepsi bottler network.

For the collector, Pepsi Bottler conventions and meetings have produced many collectibles, such as convention badges, drinking glasses, programs, and so much more. Most recently, the 1998 meeting in Hawaii has yielded flags, floor mats, lapel pins, commemorative bottles, etc. Collecting convention memorabilia is an interesting sub-category of Pepsi collectibles.

Embossed Bottle



Pepsi-Cola began producing glass bottles in 1905. Between 1905 and 1940, there was no standardized Pepsi bottle. For the most part, Pepsi bottlers used local suppliers or generic bottles without much thought to having a standard bottle. In 1929, the Pepsi-Cola Company, then in Richmond, tried to produce a standardized bottle, but unfortunately they were bankrupt by 1930.

When the first 12-ounce bottle for a nickel came out in 1934, the bottle of choice for the Pepsi-Cola Company was used beer bottles. A handful of bottlers chose not to use beer bottles and came up with the bottle pictured on the left. This bottle was used between 1934 and 1940. It is a 12-ounce bottle, decorated with a paper neck and body label. Finding this bottle with the labels intact today is quite rare.



The Birth Place of Pepsi Store
Visit Us Online Today!
www.pepsistore.com

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:

1940's Progress A-1 Cooler (double dot). Grey w/white embossed lettering. No rust - no missing hardware, has sandwich tray. Above average, original condition. \$150. Contact: LaVern Anderson, 15122 Elm St., E. Sumner, WA 98390 (253)863-5044.

For Sale:

My complete Pepsi collection. All or none over 1435 items. Many priced from Bob Stoddard's Collector books. Book price \$11,670. Asking \$10,000. Contact: James Kelley (316)264-2663.

For Sale:

December, 1941-December 1942 Pepsi Calendar. In good shape, a little frayed on the bottom.

Approximately 24" x 18". Beautiful landscape pictures! Titled "America's Favorite Drink Presents Favorite American Scenes." Asking price \$200. Contact: Yvonne Turner, 13921 Gaylord St., Brighton, CO 80602 or email skyp717@aol.com

For Sale:

Nicely framed Pepsi signs. These framed ads quality custom framed & matted in gold aluminum poster frames w/glass. I have two, each measuring 19" wide-15" long. One matted with dark medium blue, the other light medium blue. \$30 including shipping. Email one.pesi.lass@juno.com for photo and more information. Kathy Manney

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

www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2006 Pepsi Gift and Collectibles catalog, email your request to: doubledot@earthlink.net

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



1943 Pepsi Servicemen's Center

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