



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 24, Number 5

Nov. - Dec. 2007

PepsiCo To Restructure

The end of the year is the time when businesses plan for the next year. Normally, those plans are concerned with growth and marketing. This year, PepsiCo's plans for next year are about major reorganization. Currently, PepsiCo is divided into two units - PepsiCo North America and PepsiCo International. After the reorganization is complete, the company will be divided into three units. They will be PepsiCo Americas Foods, which will include Frito-Lay and Quaker Brands, PepsiCo Americas Beverages, which will be made up primarily of Pepsi-Cola North America, Gatorade, and Tropicana. The last unit will be PepsiCo International. Indra Nooyi, Chairman and CEO of PepsiCo, says the change was necessary because of

the robust growth the company has experienced in the last few years. The reorganization will take place in 2008. Part of the restructuring will include Dawn Hudson stepping down as CEO and President of Pepsi-Cola North America. Hugh Johnston, an 18-year PepsiCo veteran will replace Hudson.

Pepsi-Cola collectors who attended Pepsi Fest's 20th Anniversary meeting will remember Dawn Hudson from the video she made to congratulate the PCCC on 20 years of Pepsi Fest.

Speaking of Pepsi Fest, 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-15h. 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 are planning some special guests for Pepsi Fest 2008.

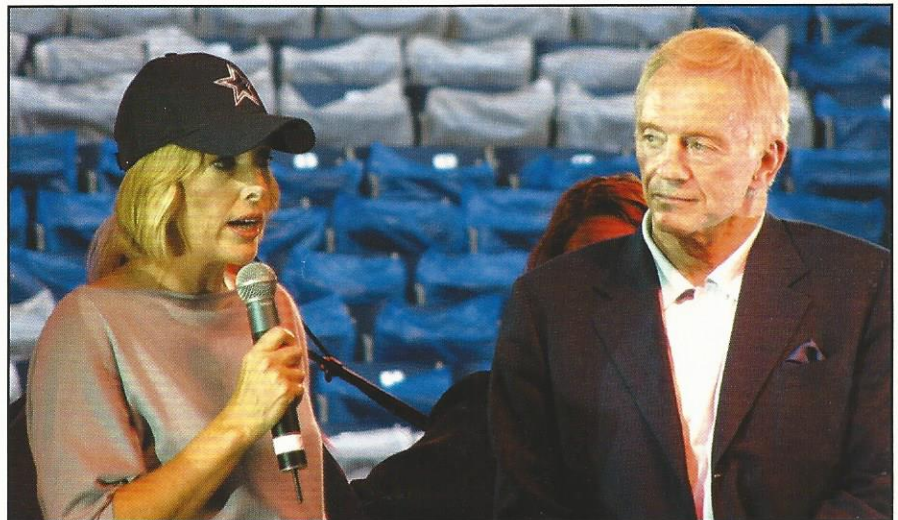
Have a wonderful holiday season and a Happy New Year! See you in 2008!

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**Pepsi Fest 2008
Registration**

Loft Candies Goes Pepsi

Lemon-Lime for Pepsi



Dawn Hudson, President of Pepsi, with Jerry Jones (Dallas Cowboys)

Chapter News

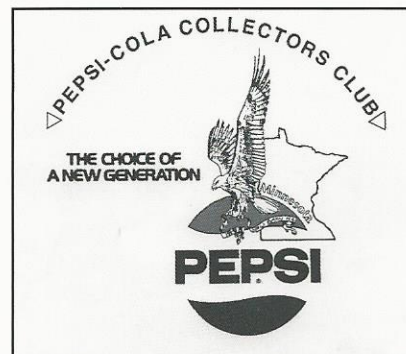
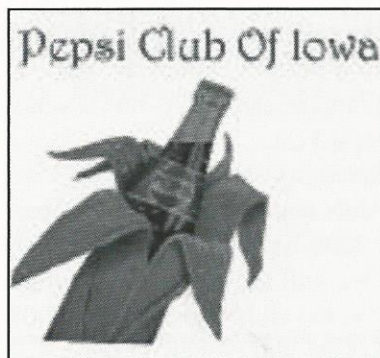
Chapters News - 2007-6
(Inspired by a conversation with Terry Brennan)

What's in a name? In the case of PCCC chapters, it's a reflection of the city or region where the chapter is located. Some of them are obvious such as the Arizona, Chicago Connection, Iowa, Las Vegas, Minnesota, and Southern California chapters. Others are a bit more obscure such as the Keystone Chapter from Pennsylvania, the Old Dominion Chapter from Virginia, the Buckeye Chapter from Ohio, Michiana Chapter from north-central Indiana/southwest Michigan, Northwoods Chapter from Wisconsin, Pepztime from Washington/Oregon, and the Show Me Chapter from St. Louis, Missouri. As I've mentioned previously, some of these chapters are in "sleep mode" just waiting for some new members to revitalize them while others are active and busy with regular meetings. One way that some of these chapters have channeled their enthusiasm is through the cre-

ation of an "official" chapter logo. If you are in a chapter that doesn't have a logo, why not discuss creating one at your next meeting? If your chapter is currently "sleeping" or your want to start up a chapter, perhaps, the creation of a logo might help you to better advertise the existence of your chapter in order to recruit new members. Let your imagination run wild and see what sort of ideas you come up with! pd62pepsi@sbcglobal.net or 708-799-8486 if you have questions or comments.

-Phil Dillman

Here are some examples of the current chapter logos -



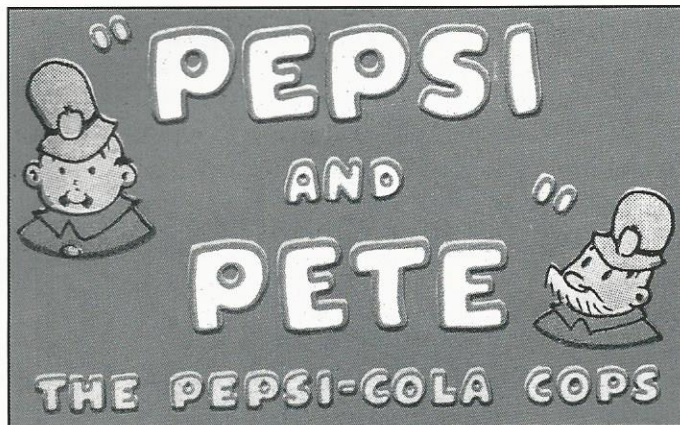
www.pepsicolacollectorsclub.com

Email: bob@pepsicolacollectorsclub.com

Future Club Events

Pepsi Fest 2008
March 13-15, 2008

Dear Pepsi and Pete



Dear Pepsi & Pete:

I have a 1940's glass Pepsi sign with some of the paint chipped off. Should I repair it?

Signed,
Joe

Dear Joe:

Skilled artists can sometimes restore old glass signs and make them look new. But, when one has been restored and the restoration looks sloppy, it can actually lower the value of your sign. We suggest that you find some matching mat board and place it behind the sign. This may not be perfect, but it will not hurt the value of your sign.

Dear Pepsi & Pete:

I have an old light-up Pepsi sign that has a rather worn electrical cord. Should I replace it, and if so, will it hurt the value?

Signed,
Tony

Dear Tony:

We do not believe that rewiring the sign will hurt the value. You should err on the side of safety. An old electrical cord could easily start a fire, which could wipe out your whole collection. Save the old electrical cord so that if you ever sell the sign, the buyer can decide if he wants the old cord on the sign. If you don't have experience with electrical devices, we suggest that you

use an electrician to rewire your sign.

Dear Pepsi & Pete:

Recently, at a flea market, I saw a 1950's calendar for sale. Unfortunately, the dealer had cut the calendar up into individual months. He was selling each month for \$100 each. He told me the calendar pages were worth more individually than as a complete calendar. Was he right?

Signed,
Linda

Dear Linda:

No, he is wrong. Cutting up the calendar diminishes it. The individual pages are worth a fraction of what the whole calendar is worth. It is up to collectors to refuse to buy cut-up calendars as a way of deterring dealers from doing this.

Dear Pepsi & Pete:

I've started collecting Pepsi cartoon glasses, but I am confused on the pricing. I've seen them priced anywhere from \$1 to \$10. Why is there such a large price range?

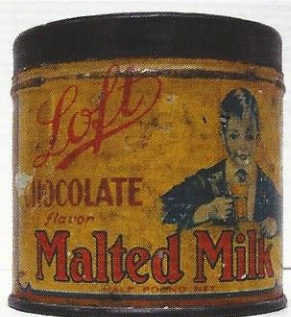
Signed,
Chris

Dear Chris:

The Pepsi cartoon glasses are popular to collect because they are easy to get and priced reasonably. Because of the quantity originally produced and distributed, they do not have significant value. Some dealers like to up the price on anything with the Pepsi logo printed on it. Cartoon glasses fall into this category. Remember, the price on any collectible is based on supply and demand. Currently, the supply of Pepsi cartoon glasses exceeds the demand. There are some cartoon glasses that are limited in supply, and do command very high prices.

Loft Saves Pepsi

In May of 1931, the Pepsi-Cola Company filed bankruptcy for the second time in eight years. Less than two years earlier, the stock market crashed, and the country went into what became known as the "Great



Circa 1930 Loft Candy Tin

Depression." This would have been the end of the Pepsi-Cola Company, except a candy company in New York City that needed a cola drink for their soda fountains.

The story actually begins in 1929, when Mavis Chocolate Company merged with Loft Candies. With the Merger, Charles Guth became the president of Loft Candies. Besides making candies, Loft also owned and operated several soda fountains located in their candy stores. The stores operated under the names of Loft, Happiness, and Mirror.

Guth was a man that had to micro-manage every aspect of the business. He had to approve every supplier and make sure every piece of equipment was operating properly. On one occasion when he was perusing the records, he noticed that Loft was purchasing a considerable amount of Coca-Cola syrup from the Coca-Cola Company. He researched the records for the past few years, and realized that Loft should receive a better discount on the price they paid for Coca-Cola syrup.

Some believe that this was a fight that Guth had chosen on purpose because of a prior run-in he had previously with the Coca-Cola Company. Several years earlier, Guth had created a chocolate drink that was marketed by his Mavis Chocolate Company. Mavis Chocolate had no ability to distribute the drink to soft drink retailers. They had to find distributors. Two of the distributors that they had signed up were Coca-Cola bottlers in Baltimore. After several months of modest success, the Coca-Cola bottlers called Guth and informed him that the Coca-Cola Company would no longer allow them to carry his chocolate drink on their trucks. Without suitable distribution for his chocolate drink, it was only a matter of time before the drink was finished.

This was a slight that Guth had taken very personally. It may have been business as usual for Coca-Cola, but for Guth, it was war. So, when he had a chance to rub Coca-Cola's nose in it over better pricing, he took it. This was his chance to even the score.

Coca-Cola told Guth that the price Loft was getting was firm and there would be no additional discounts. Guth instructed his representative to inform Coca-Cola that if Loft did not get a better price, that he would remove Coca-Cola from the Loft operated stores. Coca-Cola's response was the same as before - no further discount. At this point, Guth wrote a memo to one of his assistants suggesting that they should look into selling Pepsi-Cola at the Loft operated soda fountains. The curious thing

about this memo is at the time it was written, there was no Pepsi-Cola Company. Furthermore, Pepsi-Cola had never been sold in the metropolitan New York area. For all practical purposes, Pepsi-Cola was not a suitable alternative to Coca-Cola.

While this syrup pricing battle was going on with Coca-Cola, Roy Megargel had purchased the trade-

You'll say "It's The Best Cola Drink"

PEPSI-COLA
(DOUBLE STRENGTH)

Bucks You Up!
- Like a Cup of Strong Coffee!

3,500,000 DRINKS OF
PEPSI-COLA
Were Served during 1932 at
Loft SODA FOUNTAINS

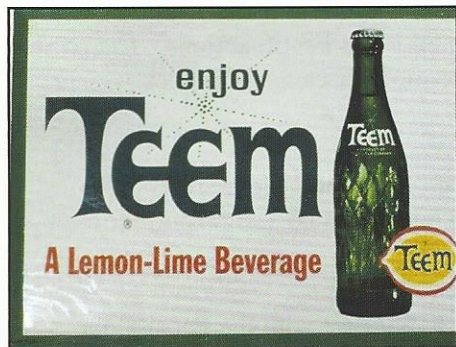
138 STORES IN GREATER NEW YORK

1933 Advertisement

mark and formula for Pepsi-Cola and sold it to Charles Guth. Guth incorporated the new Pepsi-Cola Company in Wilmington, Delaware, and made himself the president and majority stock holder. The Pepsi-Cola formula was analyzed in the Loft laboratories and changed to Guth's liking. Early in September of 1931, Pepsi-Cola replaced Coca-Cola at the Loft operated candy stores, and the great war between Coca-Cola and Pepsi-Cola began.

Pepsi's Lemon-Lime History

After cola, lemon-lime is the second most popular flavor of soft



1959

drinks. The lemon-lime category was made popular by 7-Up, but over the years, there have been a number of competitors. None of the competitors did very well. 7-Up pretty much had the market to themselves. The Pepsi-Cola Company believed that this market was large enough for more than one competitor, so they developed a lemon-lime drink of their own. In 1959, Pepsi introduced Teem. Unfortunately, Teem did not attract a large enough segment of consumers away from 7-Up. By the middle of the 1960's, Teem was abandoned by the Pepsi-Cola Company. One of the big problems that Pepsi experienced



1984

when trying to introduce Teem was the unwillingness of Pepsi-Cola franchise bottlers to take on a drink that did not have a proven track record.

Without total penetration in the Pepsi-Cola system, Teem had little chance of success.

Pepsi-Cola was undeterred in their effort to develop a popular lemon-lime drink. In 1985, they introduced Slice. Slice was introduced with great fanfare. The big selling point for Slice was that it contained a small percentage of real fruit juice. Initial sales were very good. In fact, they were so good, that Pepsi-Cola decided to do a line extension of the Slice brand name. Within a year of the introduction of Slice, they came out with Mandarin Slice, Cherry-Cola Slice, etc. Some believe the line extension of Slice confused consumers, and this hurt sales. As sales declined, Slice was withdrawn from the market.

During the late 1990's, many consumers were opting for clear beverages. Many believed this was a good time for Pepsi-Cola to come up with another lemon-lime drink. This time, Pepsi chose to call their new drink Storm. Storm was a caffeinated, lemon-lime drink, which seemed to contradict what lemon-lime drinkers were looking for. The test markets did not do as well as Pepsi had hoped. Storm never went beyond limited distribution.

Pepsi's next attempt at a lemon-lime drink was Sierra Mist, which was introduced in 2000. Sierra Mist was



1998

well received by the public, and Pepsi decided this was the lemon-lime drink they were looking for. Aware that success with Sierra Mist depended on getting total Pepsi bottler distribution, Pepsi began offering incentives to get the bottlers to

give up 7-Up and replace it with Sierra Mist. The plan worked. By 2006, Pepsi-Cola had 99% distribution within their bottler system.

Sierra Mist is the lemon-lime drink that Pepsi has committed to for the future. So much so that they introduced a holiday drink called



Sierra Mist Cranberry Splash that will be available again the upcoming holiday season. Lemon-lime has become an important part of Pepsi-Cola's continuing battle with Coca-Cola.

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 Pepsi Cans |
| 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.

Collector Information

Aluminum Bottles

Mountain Dew aluminum bottles were released in May. The bottles have been in limited distribution throughout the summer. The response has been very positive. It is expected that there will be a second set of these aluminum bottles sometime next year. The popularity of premium aluminum specialty bottles could result in a sub-category of collecting. I would not be surprised to see Pepsi aluminum bottles sometime in the next few years. If so, they will be limited editions with limited distribution. As with the Mountain Dew bottles, when you see them, you should purchase them. They won't be around very long.



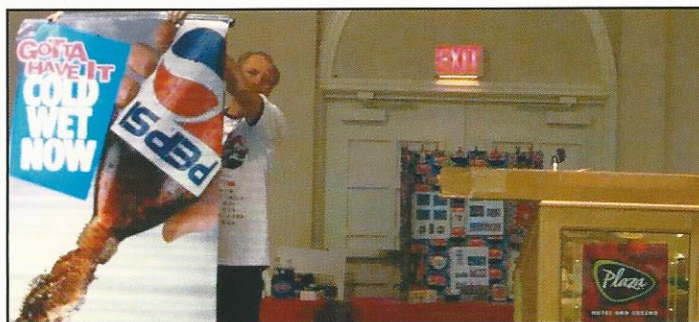
Limited Edition Mountain Dew Bottles



Pepsi Choreography Cans

This year, Pepsi introduced "Choreography." - the act of changing the graphics on cans throughout the year. The results of Choreography have been so positive that Pepsi plans to continue this program in 2008. The 2008 Choreography cans will have more consumer involvement in designing and creating cans. Musician Justin Timberlake will create his own can. In 2008, Choreography will extend to the Diet Pepsi brand as well. You may have a chance to design your own can. Watch for Pepsi advertisement regarding this program - you may have a chance to design your can!

Pepsi Celebration Las Vegas Photos



2007 Pepsi Sales Meeting

The 2007 Pepsi-Cola Bottlers Meeting was held this past September in Dallas, Texas. The big story there was the signing of Nascar driver, Dale Earnhardt, Jr. to drive a car sponsored by Mountain Dew Amp. For those of you who don't know, Amp is one of several energy drinks sold by the Pepsi-Cola Company. Earnhardt is one of the most popular Nascar drivers. When he decided to sign with Pepsi, it made national news. Earnhardt made a personal appearance at the bottler's meeting, and unveiled his new Mountain Dew Amp race car #88.

Also, at the bottler meeting, Brown Bottling was named Pepsi-Cola's bottler of the year. Bill Brown

received the Donald M. Kendall Bottler of the Year Award on behalf of his company. Brown Bottling is the Pepsi-Cola bottler in Jackson, Mississippi.

The bottlers were told about a new mall called Xanadu in the Meadowlands, New Jersey. The mall is to be the world's largest mall, and will feature a wind-powered ferris wheel, sponsored by Pepsi-Cola. The ferris wheel will be 30 stories tall, and have a Pepsi-Cola Globe at its center. The globe will be visible from as far away as Manhattan, New York.

If you liked the Pepsi Stuff promotion, you will be thrilled to know it is coming back. The third install-



PEPSI-COLA COLLECTORS CLUB EXPRESS

ment of Pepsi Stuff will take place next year. This time, there will be an internet component to it, of course. You will be able to redeem your points on line at Amazon.com, which will feature a Pepsi Stuff store. Stand by for more details!

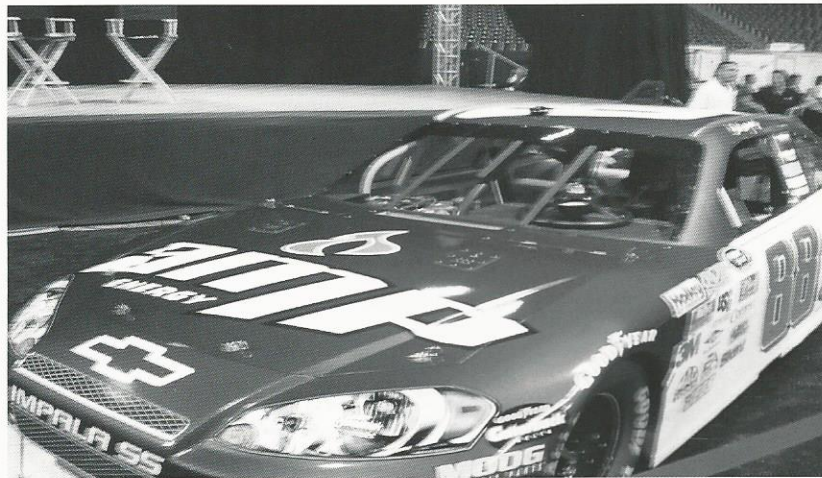
Over the last few years, Pepsi has created a number of new drinks known as LTO's - limited time offers. Next fall, Pepsi will introduce another LTO called Pepsi Play NFL. (National Football League). Pepsi Play will be tied into Pepsi's sponsorship with the NFL. There are no details at this time as to the exact flavor of Pepsi Play NFL. The only thing we know is that it will be a cola flavor with some other flavors added to it.

Look out, Coca-Cola - Pepsi is coming after you at McDonalds!! For almost 50 years, Coca-Cola has had a lock on the beverage business at McDonald's Restaurants. Pepsi has recently signed an agreement with McDonald's to offer Mountain

Dew bottles to go. Once Pepsi gets their foot in the door, who knows?

Mountain Dew Collectors - don't feel left out! There will also be a Mountain Dew rewards program for you. The program will feature old school and current stuff.

It looks like this will be another exciting year for Pepsi and Pepsi collectors alike!



Welcome New Members

Chris & Jamie Phillips
Danvers, IL

Daniel Galligan
Raleigh, NC

Mark Hensrude
Everett, WA

Robb & Sherry Niebeling
Suwanee, GA

Roy Betteridge
Swain, NY

Bob Jarman
Drexel Hill, PA

Stanley Loy
Pierceton, IN

Leonard & Glenda Brown
Chester, VA

Jean Shorter
Claymont, DE

Frank & Reba Webb
Spring Valley, CA

Brent & Colleen Baucom
Monroe, NC

Harry L. Crisp II
Marion, IL

Bob Mills
San Bernardino, CA

Charles Anderson
Louisville, KY

Marc Woller
Ponderay, ID

Jim & Carol Gerard
Buena Park, CA

Martha Lewis
South Bend, IN

The Pepsi Trading Spot

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

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

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

For Sale:

Pepsi-Cola Collectibles, Over 500 items for sale. Also available is a list of 70+ Pepsi bottles pre-1939. Please send \$1.00 to cover postage/printing to:

M.A. Noll
1198 Bald Mt. Dr.
Livermore, CO 80536

For Sale:

Michael Garman Pepsi-Cola Santa Billboard Ornaments available at PepsiCollectibles.com

Wanted:

PCCC Newsletters from first issue to 1992. Pepsi World, Pepsi Panorama and Pepsi Canada. I am researching the Pepsi Steele junket July 22 through Sept. 16, 1957. Parts for Pepsi musical lighters and synchron low r.p.m. motors used in Pepsi motion signs. Email: leonardvigna@aol.com or call Len @(773)586-9509.

Wanted:

Joan Crawford Alfred Steele Pepsi Memorabilia. I am looking for any photos (must be original - no reprints) signs, ads. Pepsi magazines. No wire hangers please. Please let me know what you have. Email: leonardvigna@aol.com



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

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.

PEPSI-COLA COLLECTORS CLUB EXPRESS



1941 Pepsi-Cola Sales Meeting

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 24, Number 6

Jan. - Feb.. 2008

Have A Pepsi New Year

Happy New Year to everyone! With the holidays behind us, it is time to focus on Pepsi Fest 2008. This year, we will have a Pepsi shirt and hat contest on Friday night. To enter, all you have to do is wear your Pepsi hat or shirt to the meeting on Friday night. Prizes will be given for the most unique Pepsi hat and the craziest Pepsi shirt. There are no limits to how big your hat can be or how crazy your shirt can be. This is your chance to get wild and crazy at Pepsi Fest. The more people that participate, the more fun everyone will have.

If you have never been to Pepsi Fest and are hesitant about attending, don't be. If you love collecting Pepsi stuff, you'll fit right in. Most first timers meet someone from their area and make several new friends. Pepsi

collectors are the nicest people you'll ever meet. In addition to all the fun you'll have, you're sure to find something new for your Pepsi collection.

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-15h. 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.

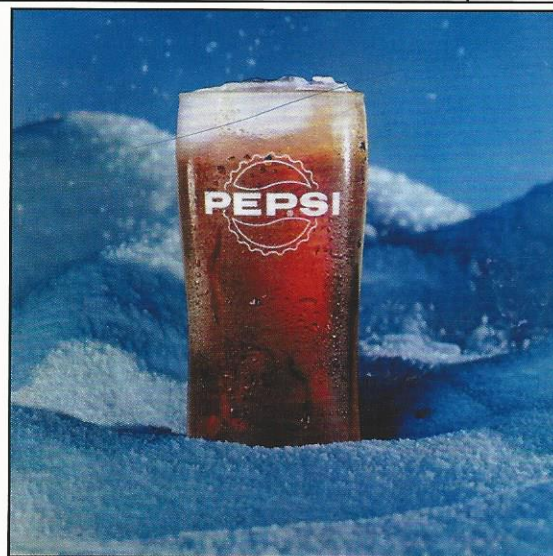
Wayne Burgess, the PCCC webmaster, asked us to remind club members to log into the website. To get your password, just email webmaster@pepsicolacollectorsclub.com. Wayne will email you back with a password that will get you to the "members only" page.

In This Issue

Pepsi Fest Information

Pepsi Syrup Bottles

100th Anniversary Cans



say...

**"Pepsi,
please"**



Chapter News

Chapters News - Jan/Feb 2008

To start a chapter or not to start a chapter? This is the most important question that has plagued mankind since the beginning of time. Alright, that's not completely true! However, it was a question that many of us have struggled with since we joined the PCCC. When I first joined the club, there wasn't a chapter in the Chicago area so I wrote to Phenix Benton, who was the person in charge of chapters at that time, for information in starting one. I had big plans for getting the word out that I wanted to start a chapter right away. I even drew up a logo for this dream chapter! Of course, I had no clue how to go about starting a chapter so I pushed those dreams aside. About a year later, I sent for another application for starting a chapter. Again, I lost my nerve to get something going. Meanwhile, I displayed some of my collection in a display case at the public library in town and several local collectors came to see it. Larry Woestman was one of the collectors that contacted me and we got togeth-

er to discuss starting a chapter. What I didn't realize was that Larry already had a chapter charter that he had received from Phenix. We officially started the chapter in October of 1992 and we're still going strong. What's my point? That you have absolutely no reason to hesitate in starting a chapter (I have found out late in my life that you cannot be afraid to talk to anyone about anything). Most likely, you'll be meeting with fellow collectors who are also interested in talking about Pepsi collectibles or the Pepsi Company while drinking Pepsi products. If you decide to meet regularly, a chapter has been born of you!

Granted, it does take a little bit of time and effort to get that chapter up and running. However, if your passion is collecting Pepsi, you should have no problem getting started. Sometimes, we need to juggle a number of activities so that we have time for each one, especially those family-related ones. That's where sharing those chapter responsibilities comes into play. It typically requires teamwork to make a chapter successful. After that initial start-up, things

should flow smoothly. All you need to do now is to think about how badly you want to have a chapter of the PCCC in your part of the world, type up some flyers stating a date on which you want to have that first meeting and place them around town and at Pepsi warehouses, apply for a chapter charter and watch it grow!

Tune in again to the next issue of Pepsi Express for more inspirational advice from Phil Dillman - for questions & comments, pd62pepsi@sbcglobal.net.

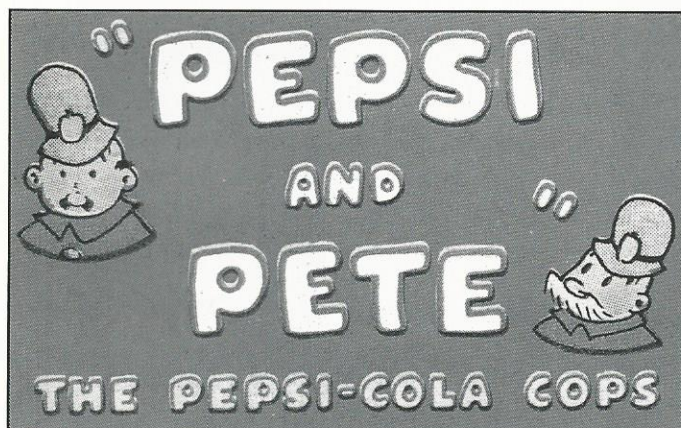
www.pepsicolacollectorsclub.com

Email: bob@pepsicolacollectorsclub.com

Future Club Events

Pepsi Fest 2008
March 13-15, 2008

Dear Pepsi and Pete



Dear Pepsi & Pete,
I wanted to buy a Pepsi radio, but the one I was looking at does not work. Does this affect the price?
Signed,
Sage

*Dear Sage,
Yes, if the radio does not work, it does affect the price. But you will have to decide for yourself if the radio is in good enough condition and hard to find. You may want to pay the price anyway.*

Dear Pepsi & Pete,
What year did Pepsi stop putting cork in their bottle caps?
Signed,
Beth

*Dear Beth,
In the late 1960's, the crown (bottle cap) manufacturers began replacing the cork liners in the crowns with a plastic liner. This was done gradually across the country. There was not one date when all crowns were changed. By the early 1970's, all cork liners had been replaced within the United States.*

Dear Pepsi & Pete,
I have an old Pepsi toy truck that is missing the wheels. Does anyone make replacement parts for these old toys?
Signed,
Stan

*Dear Stan,
I am sorry, we don't know of anyone that makes parts for old toys. What you might do is look for a non-Pepsi toy truck that is in good condition. Normally, you can find these for a lot less money. This is the best way that we know of to find replacement parts.*

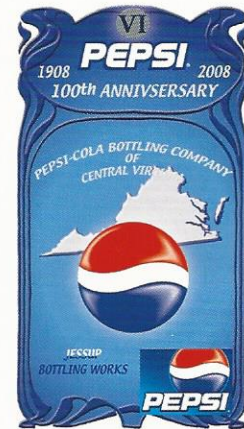
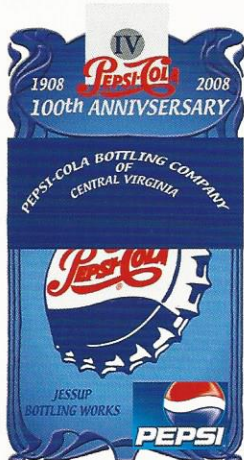
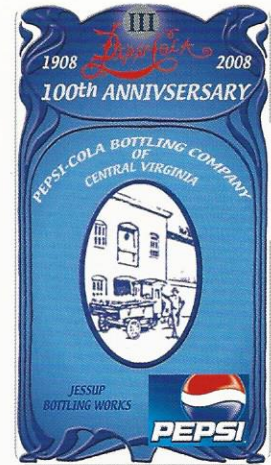
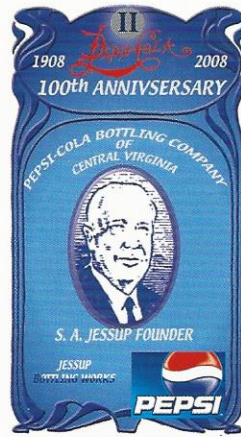
Dear Pepsi & Pete:
Why doesn't Pepsi make the cartoon glasses that they used to make?
Signed,
Jack

*Dear Jack,
The cartoon glasses of the 1970's were promotional glasses that were given away with the purchase of a Pepsi drink. The cost of giving these glasses away today would be prohibitive. Also, in the litigious world we live in, handing out glasses could result in lawsuits for injuries incurred by broken glasses. The only program that Pepsi offers today that is similar to this is plastic cups with graphics tied into the current promotion.*

Dear Pepsi & Pete:
I saw a DVD of old Pepsi commercials for sale on ebay. Is this DVD authorized by the Pepsi-Cola Company?
Signed,
Jeff

*Dear Jeff:
No, this is not authorized by the Pepsi-Cola. This is what is known as a "bootleg". Pepsi-Cola does not authorize the sale of any of their commercials.*

100th Anniversary Can Set



Currently, there are only two franchises that are still owned by the same families who obtained their Pepsi franchise licenses from Caleb Bradham. These franchises are Roxboro, North Carolina, and Charlottesville, Virginia. This year, the Charlottesville franchise will celebrate their 100th anniversary.

The Charlottesville franchise, now called Pepsi-Cola Bottling Company of Central Virginia, is very proud to still be a family-owned Pepsi franchise. Today, the franchise is owned by the grandchildren of the

original founder, Samuel Jessup. They are very aware of the hard work and sacrifices made by their grandfather and other family members that have contributed to the success of Pepsi-Cola in Charlottesville.

To commemorate the efforts of family and employees over the years, the company will sponsor a number of activities and events in 2008. One of the first things the company will do to celebrate 100 years is the release of six commemorative cans. The initial artwork is represented above. The final cans may have some

minor changes.

These cans will be distributed beginning in February, 2008, starting with can #1. The other five cans will be released in the spring and summer. The final can will be released by September of 2008.

Pepsi-Cola Through the Years

110 Years Ago - 1898 Pepsi-Cola Invented by Caleb Bradham in New Bern, North Carolina

100 Years Ago - 1908 Pepsi-Cola's New Home Office Completed in New Bern

90 Years Ago - 1918 Bottlers Given Option to Have Caffeine Added to Pepsi-Cola

80 Years Ago - 1928 National Pepsi-Cola Corporation Formed

70 Years Ago - 1938 Pepsi-Cola Became First Company to Advertise with Skywriting

60 Years Ago - 1948 Pepsi-Cola Introduced Treasure Top Contest - the Largest in Company's History

50 Years Ago - 1958 Swirl Bottle Introduced

40 Years Ago - 1968 New Slogan for Diet Pepsi - Drink Diet Pepsi... Someone Will Be Watching

30 Years Ago - 1978 Pepsi Introduced New Carbonated Apple Drink - Aspen

20 Years Ago - Pepsi Signs Mike Tyson to Diet Pepsi Advertising Deal

10 Years Ago - Pepsi-Cola Celebrated 100th Anniversary



Here's what Barney Oldfield, the famous automobile racing driver, says about PEPSI-COLA:

You know me, Barney Oldfield!

"I enjoy PEPSI-COLA first rate. It's a bully drink—refreshing, invigorating, a fine 'bracer' before a race, and a splendid restorer afterwards."



DRINK PEPSI-COLA
DELICIOUS-HEALTHFUL 5¢

PEPSI-COLA is the Original Pure Food Drink—guaranteed under the U. S. Gov't Serial No. 3813. At all soda fountains, 5c a glass—at your grocer's, 5c a bottle. Beware of imitations.

1908 Advertisement



The Summer Drink for the Home



Drink this pure, delicious, refreshing beverage with your meals through the Summer months. It gives an appetite and also helps digestion. PEPSI-COLA is the Original Pure Food Drink, made from fresh fruit juices, acid phosphate and pepper. Guaranteed under U. S. Government Serial No. 3813. Order from your grocer in 5c bottles. At all soda fountains, 5c a glass. Beware of imitations.

1908 Advertisement



The Biggest Hit at the Base-Ball Game is made by the pure, refreshing, delicious, Original Pure Food Drink—



Everybody drinks it, players and spectators alike. Nothing tastes so good when you're hot, tired and thirsty as a glass of sparkling PEPSI-COLA. It's just pure, fresh fruit juices, acid phosphate and pepper—nothing more. Sold at all soda fountains, 5c a glass. At your grocer's, 5c a bottle. Beware of imitations. PEPSI-COLA is guaranteed under the U. S. Government Serial No. 3813.

1908 Advertisement

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.

Twelve Ounce Syrup Bottle

The 12-ounce syrup bottle is unique to the Pepsi-Cola Company. I don't know of another soft drink company that has sold their syrup in the same size bottle that they used for their beverages. In the past, syrup was sold in gallon jugs or 5-gallon kegs. How this came about is a



1943 Cardboard Sign

rather interesting story.

Back when Caleb Bradham invented Pepsi-Cola, fountain syrup was sold in 1-gallon jugs. In fact, at this time, the only way you could get a Pepsi-Cola was at a soda fountain. Bottled Pepsi-Cola was still a few years away. Unfortunately for Bradham, a number of financial miscalculations, along with unfavorable business conditions conspired to end his dreams.

After two bankruptcies, Pepsi-Cola re-emerged in New York City. At first, the new Pepsi-Cola Company only sold Pepsi at fountains. Because of constant lawsuits

brought by the Coca-Cola Company, Pepsi-Cola abandoned the fountain drink entirely and only offered Pepsi-Cola in bottles. This resulted in one of the most ingenious moves in soft drink history - the introduction of a 12-ounce bottle for a nickel.

By the late 1930's, the 12-ounce bottle for 5 cents made Pepsi-Cola the second largest soft drink company in the world. In 1939, the Pepsi-Cola Company had record sales and profits. To further expand the Pepsi-Cola business, it was decided that it was time to get back into the fountain business. An important reason why Pepsi wanted to return to the fountain business is that in the soft drink industry, fountains are considered a great source of sampling to attract new customers.

Unfortunately, the decision to get back into the fountain business came after the attack on Pearl Harbor, which resulted in the United States entering World War II. With the entrance into the war came restrictions on many materials and products. One of the restrictions that most affected Pepsi-Cola was metal. The fountain equipment that was used to dispense syrup and the cans used to distribute fountain syrup were both made of metal. To re-enter the fountain business, Pepsi had to figure out how to get around these restrictions. The solution to the problem was simple - use the same 12-ounce bottle for the drink Pepsi-Cola for the fountain Pepsi-Cola. Thus, in 1943, Pepsi-Cola re-entered the fountain business with a 12-ounce syrup bottle.

The bottle was identified with "fountain syrup" on the front, and mixing instructions on the back.

Because the fountain syrup did not contain carbonation, a crown was not required. Although some bottlers did use a crown, others used a cork, or



1946 Fountain Syrup Agreement

paper plug.

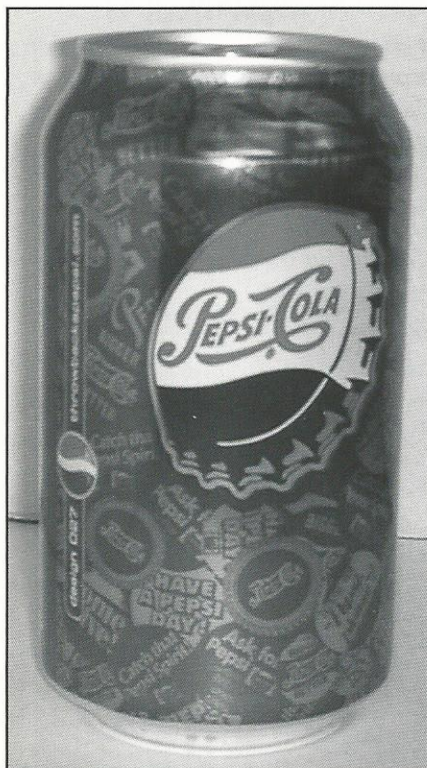
Normally, fountain sales were done by the parent company. The local bottler did not get involved in fountain sales. The franchise agreement gave the bottler the right to bottle Pepsi-Cola within a geographical area. This did not include selling fountain syrup. But because the Pepsi-Cola Company wanted the bottling system to distribute the 12-ounce bottles of fountain syrup, bottlers were offered fountain franchise agreements.

Not all bottlers wanted to be in the fountain business, so they did not apply for a fountain franchise agreement. This meant that there was not a fountain syrup bottle for every Pepsi bottler. On the next page is a list of Pepsi-Cola fountain syrup bottles. The list was compiled by Dennis Wertz and Donnie Medlin. We thank them for their effort. If anyone has any fountain bottles that are not on this list, please let us know!

Fountain Syrup Bottle List

| | | | | | |
|--------------|--------|-----------------------|-------|-------------------|-------|
| ALBANY, | MO. | HICKORY, | NC. | SAN DIEGO, | CA. |
| ALBUQUERQUE, | N.M. | HOT SPRINGS, | ARK. | SAN FRANCISCO, | CA. |
| ALLENTOWN, | PA. | HOUSTON | TX. | SANTA BARBARA, | CA. |
| ALTON | ILL. | JACKSON | TN. | SANTA ROSA | CA. |
| ALTUS | OK. | JONESBORO, | ARK. | SAXTON, | PA. |
| ANDERSON, | IND | KENOSHA, | WIS. | SCRANTON, | PA. |
| ANDERSON, | SC | KLAMATH FALLS, | OR. | SEATTLE, | WA. |
| ARDMORE, | OK. | LACROSSE** | WISC. | SEDALIA | MO. |
| ASTORIA, | OR. | LEXINGTON | KY. | SHELBYVILLE, | TN. |
| ATHENS, | GA. | LONG ISLAND CITY | NY. | SIOUX FALLS** | S.D. |
| ATTLEBORO, | MA. | LONGVIEW, | TX. | SPOKANE | WA. |
| AUSTIN,** | MINN. | LOS ANGELES, | CA. | SPRINGFIELD, | ILL. |
| AUSTIN, | TX. | LOUISVILLE, | KY. | SPRINGFIELD, | MASS |
| BLOOMINGTON, | ILL. | LYNCHBURG, | VA. | ST. LOUIS | MO. |
| BLYTHEVILLE | ARK. | LYONS, | KS. | ST. PAUL, | MINN. |
| BRATTLEBORO, | VT. | MALDEN | MO. | TAYLORVILLE** | ILL. |
| BREMERTON, | WA | MANKATO | MIN. | TORRINGTON** | CONN |
| BRISTOL, | CONN. | MANSFIELD | OH. | TUPELO, | MISS. |
| BROOKFIELD, | MO | MARION, | ILL. | UTICA UTICA | NY. |
| BURLINGTON, | VT. | MARION** | VA. | VALDOSTA, | GA. |
| CARSON CITY, | NEV. | MARSHFIELD, | OR. | VINCENNES, | IN. |
| CHARLOTTE** | NC. | MEMPHIS, | MO. | WACO, | TX. |
| CHICAGO, | ILL. | MEMPHIS, | TN. | WEST WARWICK | R.I. |
| CINCINATTI, | OH. | MENANDS** | NY. | WILLOW SPRINGS | MO. |
| CLARKSBURG, | W. VA. | MOUNDSVILLE | W. VA | WINSTON SALEM | NC. |
| COLUMBUS** | OH. | MOUNT VERNON, | OH. | WISCONSIN RAPIDS, | WS. |
| COOKEVILLE, | TN. | NEODESHA, | KS. | WORCHESTER | MASS. |
| CORVALLIS, | OR. | NORFOLK | NEB. | YAKIMA, | WA. |
| CUMBERLAND, | MD. | NORFOLK** | VA. | YOUNGSTOWN | OH. |
| DAYTON** | OH. | NORTH KANSAS CITY, | MO. | | |
| DECATUR,** | AL. | OAKLAND/SAN FRANCISCO | CA | | |
| DE PERE, | WS. | OBERLIN, | KS. | | |
| DOTHAN | AL. | OKLAHOMA CITY, | OK. | | |
| DULUTH, | MINN. | OSHKOSH** | WIS | | |
| DURHAM** | NC. | OSKALOOSA, | IOWA | | |
| EVANSVILLE, | IND. | OWENSBORO, | KY. | | |
| FAIRVIEW, | MONT. | PADUCAH, | KY. | | |
| FLAT RIVER, | MO. | PALM BEACH, | FL. | | |
| FORT WAYNE** | IN. | PARIS, | TX. | | |
| FRESNO** | CA. | PERRYVILLE | MO. | | |
| FULTON, | KY. | PHILADELPHIA, | PA. | | |
| GADSDEN, | AL. | PITTSBURGH** | PA. | | |
| GAINESVILLE, | GA. | PRINCETON, | W. VA | | |
| GRAND ISLAND | NEB. | RHINELANDER, | WS. | | |
| GREAT FALLS, | MONT. | ROBINSON, | ILL. | | |
| GREENVILLE, | MISS | ROCK ISLAND, | ILL. | | |
| HAMILTON | OH. | ROCKY MOUNT | NC. | | |
| HARRISBURG** | PA. | RUSTIN, | LA. | | |
| HAVANA, | ILL. | SALISBURY | NC. | | |
| HETTINGER | N.D. | SALINAS | CA. | | |

Collector Information



Recently I came across the can on the left. It is part of the "Choreography" series. This particular can is design #027 called "Throw Back a Pepsi." The can features graphics used over the past 70 years.

On the right is a rare, green fountain syrup can made for the U.S. armed forces. This can was most likely used between 1943 and 1950. Printed on the can is the instructions on how to mix the fountain syrup with carbonated water to make Pepsi-Cola.



Welcome New Members

Charlene Daniels
Pinckney, MI

Bill Switzer
Anderson, IN

Mike & Amy Carrigan
Jackson, MI

Paul Cocuzza
Cave Creek, AZ

Wendy Herlein
Burlington, IA

John Rodden
Owasso, OK

JoAnn Wagner
Bridgeville, PA

Martha Lewis
South Bend, IN

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:

Get your Pepsi Red Sox World Series cans here! Full or drained. Betcha don't have any Lewiston Maine-iacs cans either. Other cans, items for trade or sale. \$1.00 for list. Contact:

George Weber
23 Stonebrook Road
Windham, ME 04062
docweber@msn.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

DEALER SPACE AVAILABLE

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.

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

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!

HAPPY NEW YEAR



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Permit No. 24

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA