



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 15 Issue 1

March-April 1998

PCCC Invades North Carolina For 100th!

The excitement for the Pepsi Fest '98 - 100th Anniversary celebration is fast approaching frenzy status. The current number of registered attendees is the highest for any Pepsi-Cola Collectors Club event ever. The main hotels are completely booked, but we have secured additional rooms at the Red Roof Inn (919)756-2792, and the Comfort Inn (919)355-0070). Both are close to the Ramada, which will be the main hotel. We will continue to take orders for the Pepsi Fest packets until they are completely sold out. The swap meet tables are gone, and we are close to a sell-out for the banquet.

The main club activities will occur at the Ramada Plaza Hotel, 203 W. Greenville Blvd., Greenville, NC 27834. The hotel phone number is (919)355-8300.

Just as a reminder, the four day event will be divided into two stages. April 1st and 2nd will focus on club activities in Greenville. April 3rd and 4th will take place in New Bern, North Carolina, with

the club participating in the 100th anniversary activities there. Because of limited hotel space in New Bern, we will car pool to the events there.

It is my opinion that this 100th anniversary celebration event will be one of the most important occurrences since the invention of Pepsi-Cola. People will be talking about it for years to come. If there is any way for you to attend this event, you should make every effort to do so.

One of the venues in New Bern will be a Pepsi-Cola museum. This will consist of the Stoddard and Minges collections, combined to create the largest collection of Pepsi-Cola memorabilia ever assembled. Seeing this display would be worth the trip itself. Fortunately there will be much more to do during the celebration period, including a fireworks display and the Pepsi-Cola skywriter. See the agenda for a list of other activities.

For those of you new to Pepsi Fest, be sure to go to the PCPC Registration Room first. Here you will register with the club

and pick up your packet (if you ordered one) and all the information you need to participate in the club activities. A button and name badge will be given to everyone who has registered. This button must be worn for each of the club activities.

Several have asked about renewing your club membership. When your membership month comes due, we will send out a renewal card to you. When you send in your dues, please include the renewal card. Please remember that membership dues must be current to participate in Pepsi Fest events.

We would also like to remind those of you who have moved or are planning to move to please advise us when there is a change of address. We appreciate your help!

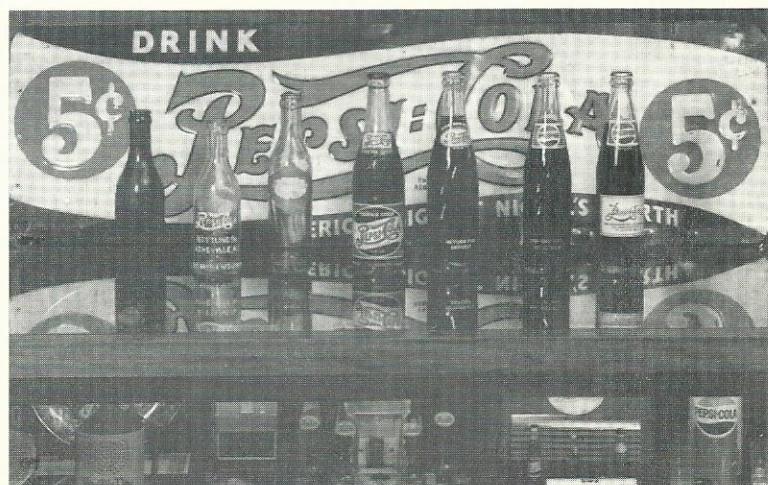
See you in North Carolina!

FEST INFO

NEW PEPSI CAN

100 PEPSI FACTS

SUPERBOWL COMMERCIAL



Display at New Bern Pepsi-Cola Bottling Plant

PEPSI FEST 100 SCHEDULE

**Ramada Plaza Hotel
203 W. Greenville Blvd.
Greenville, NC 27834
(919)355-8300**

We have received numerous requests for more information about the 100th anniversary activities that will be taking place in New Bern the week of the Fest. To date, the exact schedule has not been finalized, but here is a tentative schedule of 100th anniversary activities for April 1-4, 1998.

PCCC Activities in Greenville

Wednesday, April 1st

Silent Auction
Swap Meet
Room Hopping

Thursday, April 2nd

Auction
Group Picture
100th Anniversary Banquet
Room Hopping

CPB 100th Anniversary Events in New Bern

Friday, April 3rd

Walking Tour of Pepsi Historical Sites
Private Tour of Pepsi Museum
Fireworks Display
Caleb Bradham Dramatization

Saturday, April 4th

Parade
New Bern Anniversary Festival
Unveiling of Caleb Bradham Bust
Charlie Daniels Band Concert at New Bern High
(Tickets for Concert will be sold in New Bern)

This schedule is subject to change. We will update the schedule in the March-April newsletter with exact times.

FUTURE FEST EVENTS

Pepsi Fest '98
April 1-4, 1998
North Carolina

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

**Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711**

100 Pepsi Facts

1. Because Caleb Bradham wanted Pepsi-Cola to be healthy, even for children, the original formula did not contain caffeine.
2. In the early 1900's, Pepsi-Cola was primarily delivered by horse drawn wagons. Pepsi bottler, Henry Fowler of Charlotte, North Carolina, became known as the first Pepsi bottler to use a motor driven vehicle.
3. Early Pepsi advertisements refer to Pepsi-Cola as the pepsin drink, not because it contained pepsin, but because like pepsin, Pepsi aided digestion.
4. In the late teens, Pepsi-Cola advertising was featured at local movie theaters.
5. Pepsi-Cola's first television commercial aired in 1950 as part of the sponsorship of the Faye Emerson Show.
6. Breaking with the long tradition of offering soft drinks in a 6 ounce bottle, Pepsi began selling Pepsi in 12 ounce bottles for the same price most competitors charged for the 6 ounce bottle.
7. Pepsi-Cola was first offered a can to the public in 1949. It was shaped with a cone top.
8. The Pepsi-Cola radio jingle was so popular with the public, that it was made available to juke box operators. People were willing to pay to hear the jingle.
9. Pepsi's first diet cola was called Diet Patio and was introduced in 1963.
10. The famed Petty girl art became part of Pepsi advertising in 1940, when artist George Petty agreed to create advertisement for Pepsi.
11. In an attempt to maintain a reliable source of sugar, Pepsi-Cola once owned a sugar plantation in Cuba and a sugar refinery in New York.
12. Several years before the television show, *I Love Lucy*, Lucille Ball appeared in a Pepsi-Cola magazine advertisement.
13. In 1939, Pepsi-Cola revolutionized advertising by contracting a skywriter to write Pepsi's name in the sky.
14. Alfred Steele, President of Pepsi-Cola in the 1950's, was married to movie star Joan Crawford.
15. Wendell Wilkie, a republican presidential candidate in 1940, represented Pepsi-Cola in a trademark suit against Coca-Cola.
16. Pepsi-Cola was originally created as a fountain drink, but in 1905, Pepsi-Cola was offered in bottles too.
17. Caleb Bradham, the inventor of Pepsi-Cola, was so popular in eastern North Carolina that newspaper stories began to tout him as the next governor of North Carolina in 1917.
18. The original idea behind the invention of Pepsi-Cola was to make a refreshing drink free of harmful ingredients, such as cocaine, which was in other cola drinks of the times.
19. Pepsi-Cola, a North Carolina original, was first sold outside the United States in 1934 in Canada.
20. Pepsi's first known newspaper advertisement was in 1902. It stated that Pepsi cured nervousness, relieved exhaustion, and promoted digestion.
21. Disney's popular *It's a Small World* ride debuted in a Pepsi sponsored exhibit at the 1964 World's Fair.
22. Charles Guth, President of Loft Candies and Pepsi-Cola in the 1930's, began his career as an apprentice with Hershey's Chocolate.
23. Caleb Bradham was first granted a registered trademark in 1903.
24. Pepsi's first celebrity endorsement was famed automobile racer Barney Oldfield.
25. In 1965, Pepsi-Cola merged with Frito-Lay to form one of the most distinguished consumer products companies in the world - PepsiCo.
26. In 1939, Pepsi-Cola responded to a growing demand by consumers to drink Pepsi at home by introducing a 6 bottle cardboard container.
27. In 1964, Pepsi purchased Mountain Dew from Tip Corporation in Virginia and took Mountain Dew from a regional soft drink to a nationwide favorite.
28. In an effort to give Pepsi a more modern image, a new Pepsi bottle was introduced in 1958 called the swirl bottle.
29. In 1959, Pepsi-Cola received worldwide publicity when Soviet Premier Khrushchev and Vice-President Nixon "Have a Pepsi" at the Moscow Trade Expo.
30. The "You've Got a Lot to Live, Pepsi's Got a Lot to Give" theme song was so popular with consumers that Pepsi received 10,000 letters praising the music and lyrics.
31. In 1943, Pepsi was saluted in the Congressional Record for their patriotism in providing centers for military personnel to relax and enjoy some of the comforts of home during World War II.
32. One of the most popular radio shows of the 1940's and early 1950's was *Counter-Spy*, a suspense thriller, which was sponsored by the Pepsi-Cola Company.
33. Film star Polly Bergen became spokesperson for Pepsi in the early 1950's. She had previously starred in films with Dean Martin and Jerry Lewis.
34. In April, 1955, Pepsi made a triumphant return to Time Square with the world's largest outdoor display. The display featured two 50 foot Pepsi bottles and a 50 foot Pepsi bottle cap sitting above a 50,000 gallon waterfall.
35. When Disneyland opened on July 17, 1955, Pepsi-Cola was the official drink of *Slew Foot Sue's Golden Horseshoe Revue* - one of the most popular attractions in Frontierland.
36. In an attempt to quench the ever

PEPSI-COLA COLLECTORS CLUB EXPRESS

growing demand for larger packaging, Pepsi introduced a 16 ounce returnable bottle in 1960.

37. Although Pepsi was invented in North Carolina, the corporate headquarters was located in Richmond, Virginia from 1923 to 1931.

38. When Pepsi was first offered at soda fountains, it cost five cents for a 6 ounce glass.

39. At the Cannes Film Festival in 1985, Pepsi's "Archaeology" commercial was judged best in the world. The commercial featured an archaeologist in the future who can't identify an old Coke bottle.

40. Pepsi has won numerous awards for their television commercials. It is no wonder, because they take on the appearance of a full movie. For example, in 1985, the Lionel Richie commercial had a cast and crew of 200 with 4,000 extras.

41. Elvis Presley liked Pepsi so much that he had the Memphis, Tennessee bottler deliver it to his home at Graceland.

42. As part of the Pepsi Challenge promotion, Pepsi sponsored race car driver Don "Snake" Prudhomme and the race car called "Pepsi Challenger."

43. In April, 1985, Coca-Cola changed their original formula to make their cola taste more like Pepsi. To Pepsi, this was a sign that Coke was surrendering in the cola wars.

44. Pepsi's 12 ounce bottle was so popular, that by 1938 they had over 180 million bottles in the New York area alone.

45. In 1904, the Pepsi-Cola Company reported selling 19,848 gallons of Pepsi-Cola syrup, producing a gross income of approximately \$35,000. Today, many customers use that much Pepsi syrup in a month.

46. Once Pepsi was available in bottles, it was necessary to set up a bottler network. The first of the earliest bottlers signed up in 1905 were Charlotte, North Carolina and Durham, North Carolina.

47. A house to house sampling campaign

was begun by Pepsi in 1917. It was believed that if enough people try the great taste of Pepsi-Cola, eventually Pepsi would be popular coast to coast.

48. When Pepsi was first sold in 12 ounce bottles for a nickel, many of the bottlers bought used beer bottles to put Pepsi-Cola in.

49. To remain a forward thinking company, Pepsi began to test market Pepsi-Cola in a plastic bottle in 1969.

50. Pepsi opened its first bottling plant in the Soviet Union in 1974, making Pepsi the first western consumer product to be made and sold in the U.S.S.R.

51. Michael J. Fox appeared in his first Pepsi-Cola television commercial in 1986. Over the next several years he appeared in some of Pepsi's most popular commercials.

52. In 1973, Pepsi introduced the largest take home bottle ever - a 64 ounce glass bottle, nicknamed "the Boss." Eventually this was replaced by the plastic 2 liter bottle.

53. Pepsi was consumed in space for the first time aboard the space shuttle Challenger in 1985.

54. Pepsi-Cola began as a local favorite in 1898 to a drink sold throughout the world with retail sales exceeding 18.5 billion dollars by 1995.

55. The Pure Food and Drug Act was passed in 1906, causing many soft drink companies to change their formula. This wasn't necessary for Pepsi. In fact, in 1907, they adopted the slogan "Original Pure Food Drink."

56. At the height of the roaring twenties, Pepsi used the slogan "Peps You Up" on all of their advertising materials. This fit in perfectly with the times.

57. From 1934 until 1950, the thrust of Pepsi-Cola advertising was "Twice as Much for a Nickel." This advertising approach helped to make Pepsi a household name by the end of the 1940's.

58. Post World War II consumers were more concerned with image than econo-

my, which resulted in Pepsi reducing the sugar in their product and coining the phrase, "The Light Refreshment." This was introduced in 1954.

59. In an effort to create advertising that would reach the entire family, Pepsi created two cartoon characters named Pepsi and Pete. These two lovable Keystone type cops appeared in the Sunday funnies from 1939 through 1950.

60. "Come Alive - You're in the Pepsi Generation" was introduced in 1963. The phrase "Pepsi Generation" became so connected with baby boomers, that this group is referred to by many as the "Pepsi Generation."

61. When Pepsi paid Michael Jackson five million dollars to appear in a Pepsi commercial, it made news around the world. No other entertainer had been paid this amount to do a product endorsement.

62. In 1940, Pepsi-Cola used electric cooled vending machines to sell Pepsi for the first time.

63. Pepsi-Cola was invented by pharmacist Caleb Bradham, in New Bern, North Carolina in 1898.

64. "Mustang," a Diet Pepsi commercial inspired by the hit movie "Top Gun," made advertising history when it became the first commercial ever to appear in a home video cassette. The cassette, "Top Gun," became the largest selling video.

65. One of Pepsi's most popular promotions was the Pepsi Shopping Spree during the 1960's. It gave families an opportunity to gather all the groceries they could in a half hour period. The contest was so popular it attracted 61 million entries.

66. The song "Music to Watch Girls By," was written exclusively for Diet Pepsi. It became so popular with the public, that a number of musicians recorded it, including Al Hirt.

67. To help servicemen stay in touch with their families during World War II, Pepsi took a portable recording studio to numerous military installations to give

servicemen a chance to record a voice letter to their families. These voice letters are collector's items today.

68. In the late 1960's, Pepsi holiday advertising materials featured a Santa Claus holding a Pepsi bottle. This image was drawn by famed Americana artist, Normal Rockwell.

69. As of 1995, Americans consumed \$51 billion worth of soft drinks per year. Almost a third of these purchases were Pepsi brand soft drinks.

70. Once again, Pepsi took a leadership position in the soft drink industry in 1994 by putting a "best if used by" date on their products.

71. Pepsi introduced Diet Pepsi in 1964, thus becoming the first major soft drink company to use it's brand name on a diet drink.

72. From 1934 until 1948, Pepsi was only available in the 12 ounce bottle. In 1948, a new 8 ounce size was introduced for vending and concession sales.

73. Following the death of Alfred Steele, his wife, Joan Crawford, became a member of the Pepsi-Cola Board of Directors.

74. In 1962, Pepsi-Cola's television commercial, "Now Its Pepsi - For Those Who Think Young," was shown on such hit shows as Ben Casey, Wagon Trail, Twilight Zone, and The Alfred Hitchcock Show.

75. The Pepsi-Cola Jingle, introduced in 1939, was heard so often that people who heard it then still remember it today - "Pepsi-Cola hits the spot, twelve full ounces that's a lot, twice as much for a nickel too, Pepsi-Cola is the drink for you!"

76. Early Pepsi-Cola advertising referred to the health benefits of drinking Pepsi. In 1929, the Pepsi advertising returned to their roots with the slogan "Here's Health."

77. Pepsi became available in China in 1982 after an agreement between China and PepsiCo was signed.

78. To rejuvenate the Pepsi advertising

program, the style of the original Pepsi Generation was incorporated in "The Choice of the New Generation" advertising campaign.

79. To respond to the growing desire for caffeine free drinks, Pepsi introduced Pepsi Free in 1982.

80. The "More Bounce to the Ounce" advertising slogan was used in 1949. It was also part of Pepsi's first television commercial in 1950.

81. Five years after they offered their first Pepsi bottling franchises, Pepsi-Cola held their first bottler convention in 1910.

82. Basketball superstar Magic Johnson appeared in Pepsi product commercials and he became a partner in a Pepsi-Cola bottling operation.

83. Pele', the Babe Ruth of soccer, signed an endorsement agreement with Pepsi in 1977.

84. In 1958, Pepsi-Cola launched a new advertising campaign - "Be Sociable, Have a Pepsi," complete with a new Pepsi song which was first sung in 1939.

85. In the late 1950's, in an effort to modernize their image, Pepsi-Cola started a campaign to just use their first name - "Say Pepsi Please."

86. During the Viet Nam War, Pepsi-Cola and the Women's Christian Temperance Union teamed up to provide Pepsi to the soldiers in Viet Nam.

87. Over the past hundred years, Pepsi's headquarters has been located in several different places, at one point in the 1930's including operating from the Empire State Building in New York City.

88. Many famous actors have been featured in Pepsi-Cola commercials over the years. James Dean appeared in an early 1950's Pepsi commercial before he became famous.

89. One of Pepsi's proudest television achievements was its sponsorship of Cinderella, starring Julie Andrews. This

1957 production drew over 100 million viewers.

90. One of the most unusual celebrities to appear in a Pepsi commercial was Harpo Marx, who played his harp while drinking a Pepsi - but did not say one word about the product he was promoting.

91. During the late 1950's and early 1960's, Pepsi sponsored the Miss America pageant. Through their efforts, hundreds of young women received college scholarships.

92. Diet Pepsi's "You've Got the Right One Baby Uh-Huh" was so popular it became part of everyday speech for many Americans.

93. To insure the troops involved with Desert Storm operation didn't get too homesick, Pepsi distributed 10,000 cases of Pepsi and Diet Pepsi to them.

94. In 1992, Pepsi introduced the advertising slogan "Gotta Have It," which resulted in the creation of a new American idiom. Everyone was saying "Gotta Have It."

95. Baseball great Steve Garvey, formerly a Los Angeles Dodger, once worked for Pepsi's Los Angeles Bottling operation.

96. Due to material shortages during World War II, Pepsi had to reuse their bottle caps, which meant the used caps had to be collected and refurbished so Pepsi bottlers could keep operating.

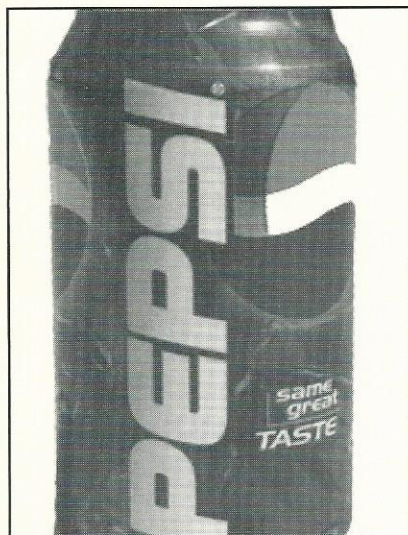
97. The LaVerne and Shirley television sitcom of the 1970's introduced the audience to the delightful combination of Pepsi and milk.

98. In 1956, Pepsi introduced a 6-1/2 ounce bottle called a "single drink" for those people who felt that 12 ounces was too much.

99. In 1987, Pepsi-Cola once again made television history with a four and a half minute cliffhanger commercial starring Michael Jackson.

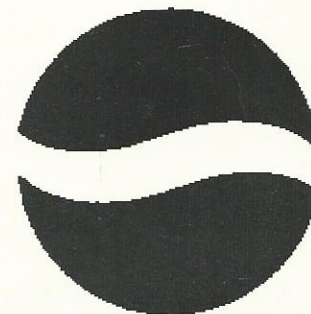
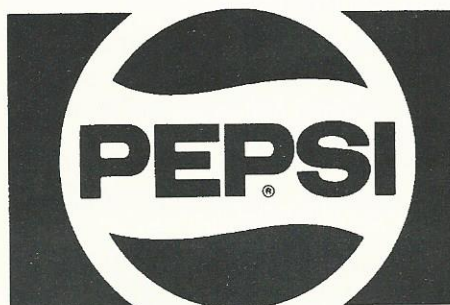
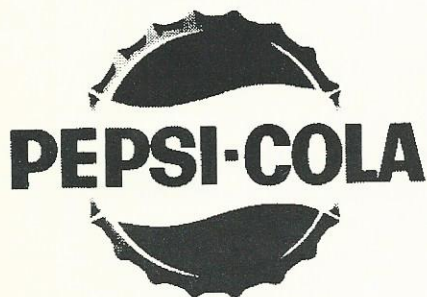
100. In 1988, when Dennis Connor reclaimed America's Cup, Pepsi was there for the whole world to see. As Connor crossed the finish line, the Pepsi logo was in full display on the Stars and

PEPSI IN THE NEWS



Over the last few months, the Pepsi-Cola Company has introduced the new blue can (pictured left). This is the first major graphics change to the Pepsi can since 1991. There have been various graphics featured on Pepsi cans since the introduction of the first Pepsi cans in 1949.

Featured on the can is the new globe logo which was designed as a universally recognized symbol of the drink and the company. Although the globe is a new icon for Pepsi, it is without a doubt the descendent of an older symbol. The globe logo has its origin in the 1945 bottle cap logo. If you look at the diagram below, you can easily trace the evolution of the Pepsi Globe logo from the bottle cap logo.



Pepsi Gooses Coke at Superbowl

Pepsi wins the fifth consecutive USA Today's admeter with its flying geese. "Flying Geese" came in number one with a 9.08 rating. Coke's "nicknames for redheads" finished up in the bottom five with a 4.05 rating. Pepsi's "singing gnat" received a 7.89 rating. Pepsi's Jeff Gordon spot received a 7.04. Once again, Pepsi shows their stuff as the best Superbowl advertiser.

PEPSI FEST 100 REGISTRATION

April 1, 1998 - April 4, 1998

Greenville, North Carolina

If you plan on attending Pepsi Fest 100, April 1, - April 4, 1998, 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 \$20.00 per person includes a Registration badge that MUST be worn to all Pepsi Fest 100 functions. The packet will contain a lapel pin, deck of playing cards, tankard mug, and several other items bearing the Pepsi Fest 100 logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

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 Ramada Plaza Hotel 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 PO Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909) 946-6026. Return this form as soon as possible. Since we are past the deadline date, packets are available while supply lasts.

Members Name _____ Phone () _____
Address _____ City _____ State _____ Zip _____

Names of persons attending with you: 1) _____ 2) _____
3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ 6.00 ea = \$ _____
—children under 10 free—
PACKET WITH REGISTRATION FEE # _____ @ 20.00 ea.= \$ _____

100th ANNIVERSARY BANQUET 4/2/98 # _____ @ 15.00 ea. = \$ _____
Child's Meal # _____ @ 5.00 ea. = \$ _____

SWAP MEET TABLE(S) 4/1/98 # _____ X cost (see below) \$ _____

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$ 10.00 for the first table and \$6.00 for each Addnl. table, ONLY IF STAYING AT THE RAMADA PLAZA HOTEL.

Otherwise, \$20.00 for the first table and \$10.00 for each Addnl. table. Tables must be paid for now in order to reserve.

IF NOT ATTENDING but you wish to order a packet the cost is \$24.00. Complete the above name and address section, packet will be mailed AFTER Pepsi Fest 100. # of packets _____ @ \$24.00 ea. = \$ _____

PEPSI FEST 100 SCHEDULE

**Ramada Plaza Hotel
203 W. Greenville Blvd.
Greenville, NC 27834
(919)355-8300**

Preparations are being made for Pepsi Fest 100 which will be held April 1 - April 4, 1998 in Greenville, North Carolina. This year's event will be held at the Ramada Plaza Hotel in Greenville, North Carolina. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

Tuesday, March 31st

1:00 - 4:00 p.m. Early Registration

Wednesday, April 1st

8:00 a.m. Registration Room Open
9:00 a.m. Silent Auction Check-In
10:00 a.m. Silent Auction Preview
10:30 a.m. Silent Auction Begins
2:00 p.m. Swap Meet Set-Up
3:00 p.m. Swap Meet Begins
7:00 p.m. Room Hopping

Thursday, April 2nd

8:00 a.m. Registration Room Open
9:00 a.m. Auction Check-In
10:00 a.m. Auction Begins
3:00 p.m. Group Picture
6:00 p.m. 100 Anniversary Banquet
8:00 p.m. Room Hopping

Friday, April 3rd

Activities at New Bern TBA

Saturday, April 4th

Activities at New Bern TBA

SCHEDULE SUBJECT TO CHANGE

The Pepsi Trading Spot

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

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

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

FOR SALE

For Sale: New Pepsi Black Leather Jacket X-Large \$95 + \$6 S & H. Same as shown in Pepsi Stuff 1996 catalog. Contact: Roy Mitcheltree, 1215 N. Brandywine, Batavia, IL 60510 or call (630)879-0017.

For Sale: Pepsi-Cola toy trucks and cars. Many rare and hard to find. Send LSASE for incredible list. Let me know if you are looking for a certain Pepsi truck and I will find it for you. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501.

For Sale: Stuffed Pepsi Dolls all made by Animal Fair in the 1970's: #1 Santa 33" Tall Exc. Cond. \$65, #2 Girl Caroler with maroon cap 27" Tall Mint Cond. \$65, #3 Santa with a cap 27" Tall Mint Cond. \$60, #4 set of 2 moveable mechanical dolls - 21" Tall Santa & Rudolf (requires 2 D size batteries each) Mint Cond. \$175 set. Also Pepsi/Pizza Hut Golf Umbrellas from South America (English writing) Mint Cond. \$15 each. Finally, flat tin sign from Greece, early 1960's Mint Cond. \$90 Girl with bottle. 19-1/2" x 27" All plus shipping. Contact: Bill Combs, 400 Montemar Ave., Balto., MD 21228-5213 or (410)744-0816 or e-mail ccombs@umab-net.ab.umd.edu

For Sale: Pepsi Banks, Trucks, Cars, and Airplanes, over 100 different toys. For list send SASE with 78 cents postage to: Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.

For sale: Diecast cars and trucks. 19-2004 \$37, 10-1349 \$27, 10-1350 \$42, 19-1514 \$45, 19-1567 \$27. Other Pepsi diecast for sale. Call (916)783-2022, for a list SASE to Jim Dyer, 1111 Oakridge Dr., Roseville, CA 95661.

For Sale: Neon clock replacement parts & Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. parts for P.C. Pam, Telechron, Lite-Up clocks, round 14-3/8" dia. NEW! Glass square domes, 15" x 15". Send SASE 55 cents to: Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI 48081. (810)773-5000.

For Sale: Classic Pepsi Vending Machine. Small size 10 oz. Bottle Machine. Restored, perfect working order with coin system. Very Good condition. \$495 cash and carry. Contact: Ray R. Bennett, Harrisburg, NC (704)455-5658.

For Sale: Factory case of 24 Pepsi-Cola Space Cans. Made in 1985. \$240, free S & H. Contact: Charles Metz, 3131 Fairdale Rd., Phila. PA 19154. (215) 637-8038.

For Sale: Pepsi collection, 1940's to present, over 350 items. Call or write for complete list. Contact: Dale Herring, 860 Seagate, Coos Bay, OR 97420. (541)888-2145.

For Sale: Large collection must go! Soda machines 3-Vendo 57 square tops, 1-1970's chest machine. All work and are in very good condition. Dozens of Pepsi bottles 50's - 70's - painted labels, embossed throwaways,

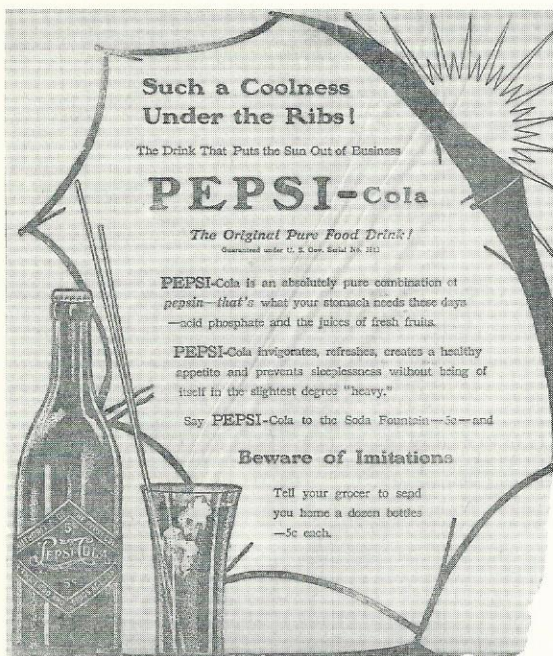
long necks, metal signs, wooden cases, and other small misc. items. Pictures \$5. \$1500 OBO will not separate. Contact: Chris Page, 310 Ironwood, Huron, OH 44839.

For Sale: Pepsi 1945 bottleshaped opener \$40, 1950's Light Refreshment Salt Pepper Shakers \$55; 1915 Pepsi Delicious Healthful 5 Cent handbooklet \$49 exc; 1940's metal strip sign 1" x 15" Drink Bigger Better \$90 exc.; painted Evervess bottles \$150 ; Mountain Dew bottles, Hillbilly, Tobacco Festival \$20 Pepsi Limited Edition New Bern \$20. Contact: Bobby Edwards, P.O. Box 553, Winterville, NC 28590 (919)756-2619.

For Sale: Color catalog of interesting Pepsi-Cola items. Send \$3.50 to: Sherwin Greenberg, 579 Custer Ct., Wheeling, IL 60090. (847)394-9657.

WANTED

Wanted: trade partners interested by any kind of Pepsi items from France and Europe. I collect cans, calendars, and sometimes bottles and glasses. Contact: Laurent Berthault, 17 rue des Coudresceaux, 45510 Neuvy-en-Sullias, France.



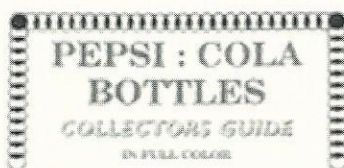
1908 Newspaper Advertisement

NOTICE

If you are interested in starting a local chapter, please contact Phil Dillman by writing him at 17733 Highland Ave., Homewood, IL 60430-1319.

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WELCOME NEW MEMBERS

Mark & Sharon Kelly
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Donald Munson
Mesquite, TX

Harvey Lambert
Granada Hills, CA

Terry Brennan
Des Moines, IA

Beverly Price
Upper Marlboro, MD

Donald Russo
Cartersville, GA

Christopher Adams
Napoleon, OH

Matthew & Lindsay Baiers
Auburn, IN

Theresa & Clem Fisher
Dover, DE

Joe Dillon
Springfield, TN

Victoria & Roland Williams
Lake Ariel, PA

Harold & Kathryn Banter
Hudson, FL

Michael Barrow
Sharpsburg, GA

Bruce & Kim Thompson
Akron, OH

Michael Hanks
Pasadena, MD

Mary Baxter
Sugarland, TX

Bruce & Stephanie Jones
Payson, UT

Jeff Redmon
Alexandria, VA

Pierre Gravel
Etobicoke, Ontario

Marlene Soo Hoo
Hayward, CA

John Witherspoon III
Las Vegas, NV

Earl & Shirley Nordby
Huron, SD

Allan & Carole Forbes
Englewood, CO

Sandra Reans
Angelton, TX

Don Stevens
Covington, IN

Richard Chatfield
Oakland, NJ

Chuck Friedman
Wendell, NC

Linda Dukes
Greenville, NY

John Patishnock
Julian, PA

Laurie Suderman
Fresno, CA

Timothy & Glenda Barraclough
Tonawanda, NY

Dennis Tackett
Indianapolis, IN

Ed Rihm
Troy, OH

Les Dumond
Lille, ME

Kathy Adams
Mesa, AZ

John Kennedy
Santa Rosa, CA

Tammy Robinson
Ports, VA

Carole Owens
Phoenix, AZ

Sandra Barraclough
Amherst, NY

Sheri Jo Chapman
Newton, IA

Bill Cardwell
Nederland, TX

Phil Mitchell
Plano, TX

Judy & Dave Smith
N. Baltimore, OH

Bob Lamothe
Port Richey, FL

Harold Goetz
San Francisco, CA

PEPSI-COLA COLLECTORS CLUB EXPRESS



NEW 100TH ANNIVERSARY LAPEL PIN SET

THIS LIMITED EDITION PEPSI-COLA BOTTLE CAP LAPEL PIN SET FEATURES 9 LAPEL PINS DEPICTING THE VARIOUS PEPSI BOTTLE CAPS USED OVER PEPSI'S PAST 100 YEARS. EACH IS INDIVIDUALLY NUMBERED 1 TO 1000. IF YOU WISH TO HAVE THE SAME NUMBER YOU PREVIOUSLY PURCHASED OTHER LIMITED EDITION ITEMS FROM US, PLEASE ADVISE US OF THE NUMBER AND PLACE YOUR ORDER BY MARCH 1ST. AFTER MARCH 1st THE NUMBERS WILL BE RELEASED. SET IN AN 8" X 10" OAK FRAME. TO ORDER, SEND CHECK, MONEY ORDER, OR VISA, MASTERCARD, DISCOVER, OR AMERICAN EXPRESS CARD NUMBER AND EXPIRATION DATE TO:

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711
Or FAX: (909)946-4786

Item # 9298 \$75.00

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17733 Highland Ave.
Homewood IL 60430



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 15 Issue 2

May-June 1998

PCCC CELEBRATES 100TH IN NEW BERN

I've got the post Pepsi Fest blues again. It happens every year at this time - the big let-down after Pepsi Fest is over. Months of planning, seeing old friends, and making new ones, finding Pepsi treasures - and suddenly it is all gone until next year. Unfortunately, it's worse this year because not only is Pepsi Fest over, but so is the big 100th anniversary celebration. What to do now? I guess the best thing to do, as the psychologist says, is to talk about it. So let's talk about it.

Pepsi Fest '98, by many accounts, was the best ever. For the first time since Pepsi Fest began in 1987, it was held somewhere other than Indianapolis, Indiana. Because of the 100th anniversary celebration in North Carolina, Pepsi Fest '98 was held in Greenville, North Carolina. Attendance set an all time record with close to 800 registered attendees. With such a large crowd in a small facility, all events were packed to the max. But the Pepsi Fest spirit prevailed - everyone

showing enormous patience and a willingness to get things done. Besides endless room-hopping, a huge swap meet, and two auctions, we held our biggest banquet ever. With over 500 people attending the dinner, it was quite cozy. Despite this, most members felt it was our best banquet to date. To liven up the evening, club member Rick Petrovina, a professional clown, dressed in his clown costume and entertained young and old alike. The evening was stolen by a rare appearance by Pepsi and Pete, the Pepsi-Cola cops - actually Jody and Jodi Knauf, club members in costume - who escorted the Pepsi Fest cakes in to the banquet. Upon their arrival, hundreds of cameras flashed, giving their appearance a real celebrity arrival.

The Friday following Pepsi Fest, the celebration activities shifted from Greenville to New Bern, where the city had turned into Pepsi World. The entire downtown area was decorated in Pepsi signs and banners. The big hit of the weekend was the Pepsi Drug Store, which

is on the site of Caleb Bradham's Pharmacy. The re-creation of the Bradham Drug Store was done by the Minges family, who own the Pepsi-Cola Bottling Company of New Bern. This is the first time since Caleb Bradham sold Pepsi here, that Pepsi has been offered on this site. Inside the Drug Store were numerous Pepsi collectibles, along with a working Pepsi soda fountain. The Drug Store was so popular with those attending the celebration, that many waited up to four hours just to get inside! With fireworks, skywriters, and an all-Pepsi parade, this was indeed a great celebration of Pepsi's 100 years.

I can't wait for the 200th anniversary! See you there!

Fest '98 Photos

Jessup Family Celebrates 90
Years

Pepsi Richmond
Headquarters to be
Demolished



100TH Anniversary celebration in New Bern

Chapter News

from Phil Dillman

What are you doing!? When are you doing it!? What do you think about your local chapter? We want to know!!!

At our February meeting, the Chicago Connection Chapter finalized plans for our chapter display at this year's Fest and decided on the dates and locations for our meetings for the rest of the year. The tentative schedule is April 18th, June 13th, August (TBA), October 10th, and December (TBA).

- *The Minnesota Chapter near Minneapolis meets every month and has a raffle at each meeting.
- *The Sunshine State Club meets quarterly and has a swap meet near Tampa Bay.
- *The Northwoods Chapter meets 4-6 times per year near Fond du Lac.
- *The Southern California Chapter meets every other month and has an annual picnic and swap meet.
- *The Arizona Club of Mesa meets every other month.

*The Mile High Club is based in the Denver area.

*The Show Me Club of St. Louis meets every other month and has an annual picnic with food, games, bingo, and a raffle.

There seems to be some concern over the 100 mile radius for local chapter membership. Allow me to elaborate. It's simply a matter of definition. It is not a problem if your chapter has a few members that live in other states. We have members in the Chicago Connection Chapter that live too far away from us to attend any meetings. In most cases, there isn't a chapter close to where they live, and receiving a newsletter from us allows them to stay in touch with other collectors in that region. However, a club with less than half of its members living in the same state really doesn't qualify as a local chapter. I hope this clears things up! Thanks!

Southern California Chapter
Summer Swap Meet

Saturday, June 13, 1998
11:00 a.m. to 2:00 p.m.
Hart Park, Orange, CA

For further info: Call Brian at (562)596-9790.

SOUTHERN CALIFORNIA CHAPTER
FALL EXTRAVAGANZA!

Although Pepsi Fest West will not be occurring this year, the Southern California Chapter, along with the Arizona Chapter, will be hosting a Pepsi Collector's get together in Las Vegas Nevada. Where? Las Vegas Vacation Village - same as last year. When? November 6th and 7th. More information to follow Mark this date!

Last month we were saddened to hear of the passing of club member Fred MacNamara. Fred served as one of the auctioneers at Pepsi Fest. Our condolences to his wife, Mary, and the MacNamara family.

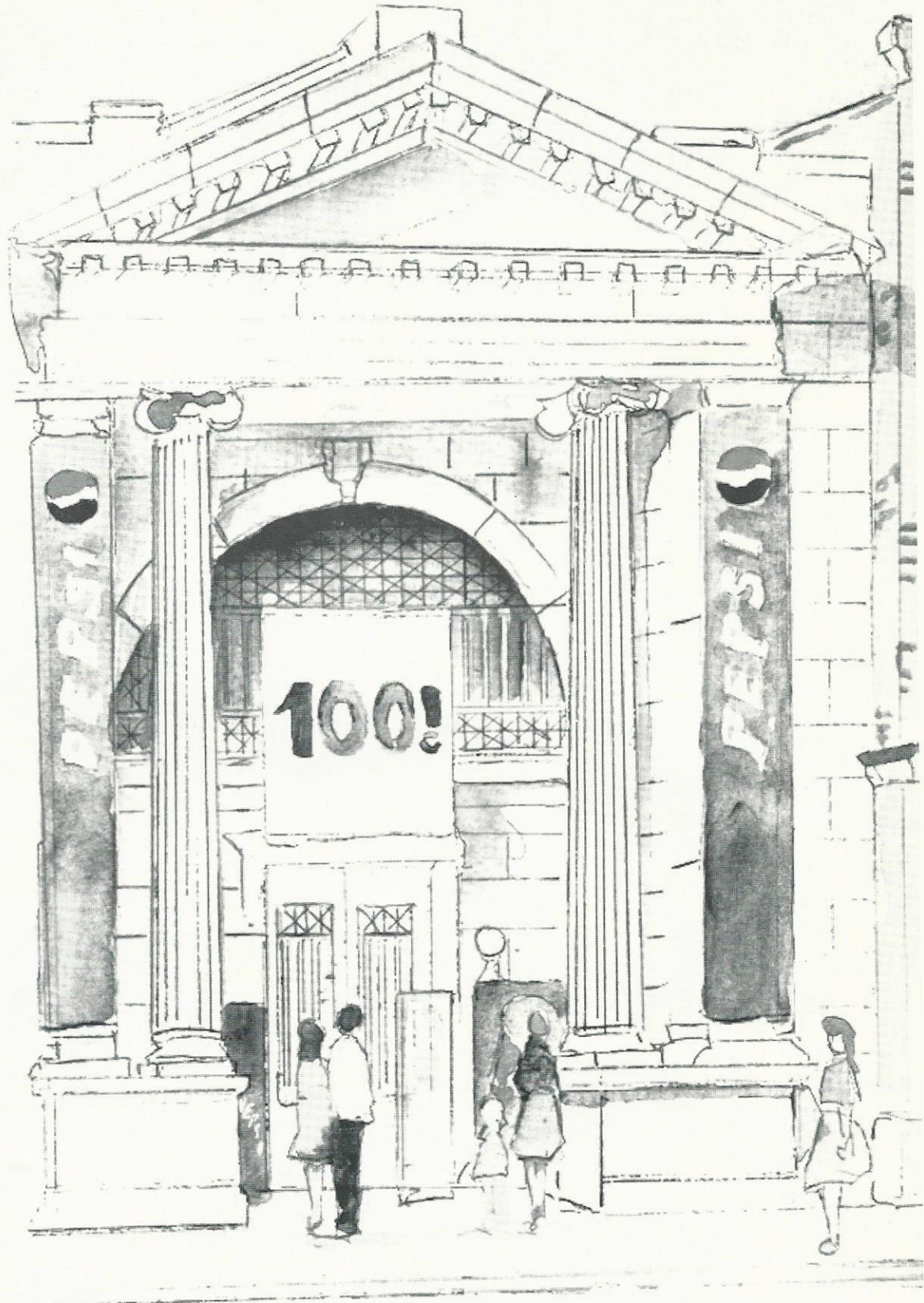
NOTICE

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MOVING?

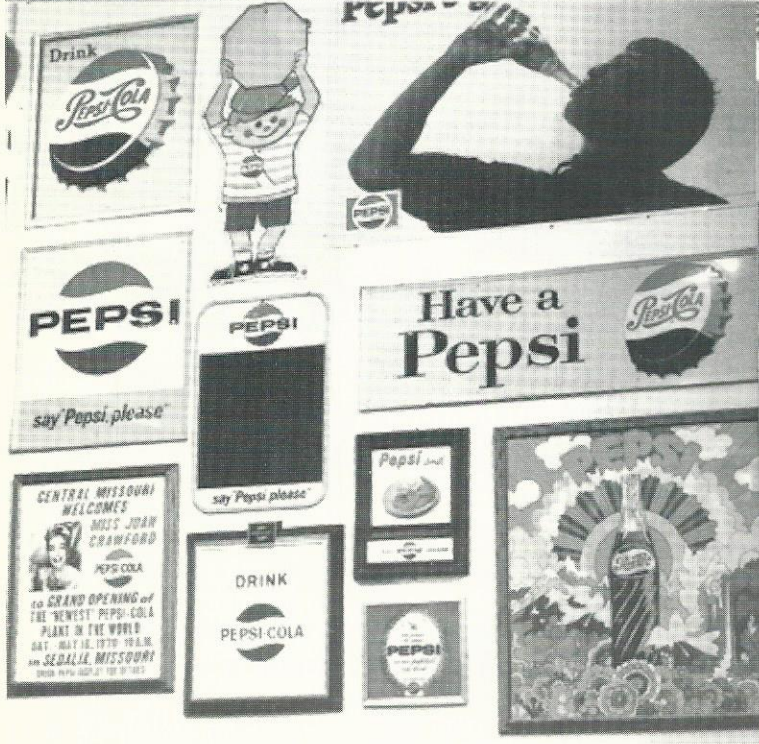
If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

**Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711**



The Bank of the Arts, located in New Bern, North Carolina, is currently housing the world's largest display of Pepsi memorabilia. The collection will be on display now through May 8th. Pictured on the next page is some of the collectibles on display inside.

PEPSI-COLA COLLECTORS CLUB EXPRESS



PEPSI-COLA COLLECTORS CLUB EXPRESS



To the left: Posing next to a 1954 advertisement is former Pepsi model Pat Fisher. Featured in the advertisement is a young Pat Fisher, this ad was also used in Ebony magazine.



Club member Randy Schwentker displayed his latest work of art!



Pepsi bottler from South Carolina, Bobby Avent rode in a Pepsi delivery truck



Actor portraying Caleb Bradham and Bob Stoddard shake hands at the unveiling of the Caleb Bradham statue



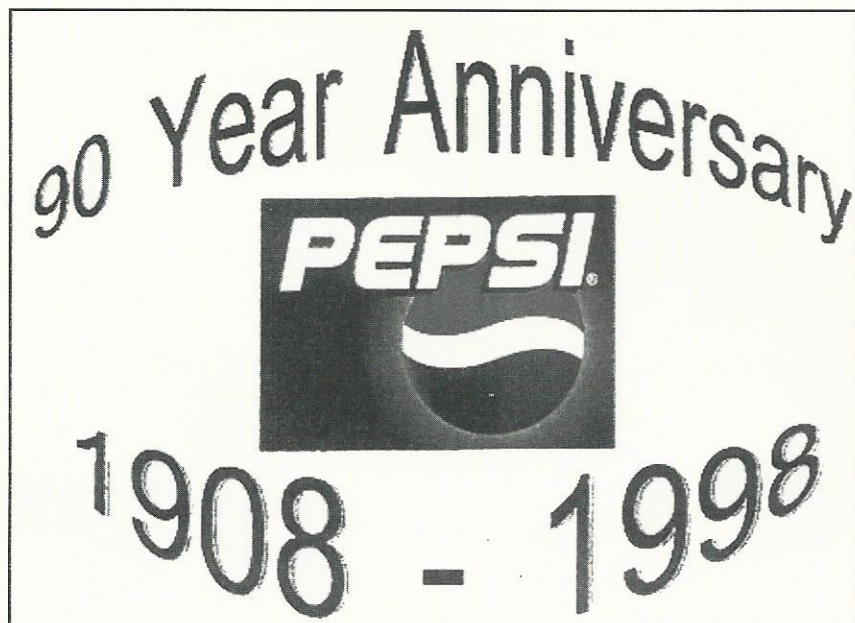
Jeff Fitzgerald of the Roxboro Pepsi Cola Bottling Co. and Bob Stoddard at the New Bern parade.

PEPSI FEST '98





This was the headquarters of the Pepsi-Cola Company from 1923 to 1931. We recently learned that this building, at 1224 Broad Street, Richmond, Virginia, is targeted for demolition. A group has been organized to try to save this building because of its historical importance in the Pepsi-Cola story. Details of their activities and how to get in touch with them will be included in the next newsletter.



Congratulations to the Jessup family of Charlottesville, Virginia. This year they celebrate their 90th year as Pepsi-Cola bottlers. They are one of only three families that have continuously bottled Pepsi-Cola since the days of Caleb Bradham. Today, the franchise is operated by Jay Jessup and Suzanne Jessup Staton - the grandchildren of the founder, Samuel Jessup.

The Pepsi Trading Spot

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

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

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

FOR SALE

For Sale: Pre-60's Pepsi bottles and related items, also other brands - Orange Crush, Coke, 7-Up, and others, please write for list. Contact: Robert Diwar, 9551 Patterson Rd., Richmond, BC V6X1P8. (604)278-3062

For Sale: Mountain Dew bottles, hillbilly, tobacco festival mint \$12. Mountain Dew Hillbilly throwaway \$15. Pepsi throwaway, swirl, and with bottle cap, 10 oz., 16 oz. \$15. Limited Edition New Bern \$12 never opened. Contact: Bobby Edwards, P.O. Box 553, Winterville, NC 28590. (252)756-2619.

For Sale: Color catalog of Pepsi-Cola porcelain enameled and tin advertising signs (reproductions). Also magnets and other interesting Pepsi items. Send \$4 to: Sherwin Greenberg, 579 Custer Ct., Wheeling, IL 60090-5121. (847)394-9657.

For Sale: 34 7-Up bicentennial commemorative cans. Slightly worn. Each shows a different state and gives information about it. Will sell to best offer over \$30 received by June 15. Contact: Jeremiah Goll, 71 Hill Brothers Rd., Clancy, MT 59634. (406)443-5712.

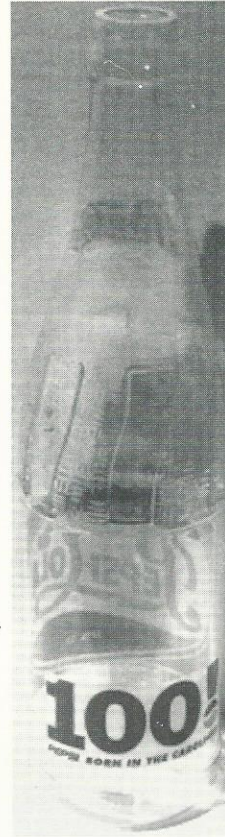
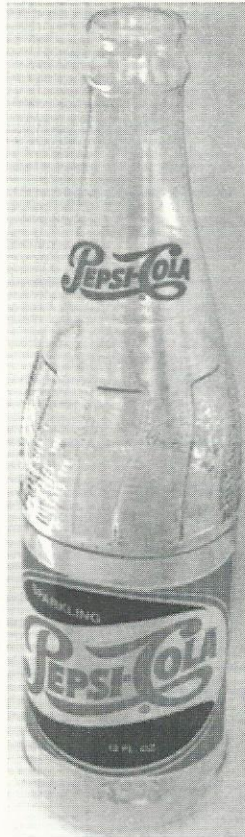
Buy, Sell, Restore: Pepsi & other soda machines from the 50's. Contact Carl McMullen, Hershey, PA (717) 533-7345.

For Sale: Pepsi-Cola Hutch PEN1 \$800. Escambia Pepsi-Cola PEN3 \$175. Lot of (5) No Deposit Pepsi, Tiny 6 oz. 1948, (3) 1967 10 oz. Green 10 oz. Mountain Dew Embossed Hillbilly 1968 \$70 plus shipping. Contact: C.F. Croke, Jr., P.O. Box 4904, Pensacola, FL 32507 (850)455-9900.

WANTED

Green, Red, or Blue swirl Pepsi-Cola bottles with logo. 10 oz., 12 oz., 16 oz., (1960's to 1990's). Contact: A.B. Ellis, 810 Spring Valley Lake Rd., Henderson, NC 27536. (919)492-5577. After 6 p.m.

Wanted: Old Pepsi painted label bottles: 2 full glasses, fountain syrup, and red-white-blue. Especially ones from Oklahoma towns. Will pay the going rate. Contact: James Cobb, Rt. 2, Box 524, Wagoner, OK 74467. (918) 485-8443.



#9835 Display Bottle Celebrating the 100th Anniversary.
Replica glass bottle is 20" high. \$65.00 plus \$6 shipping

Also available: the Limited Edition Paper Display Bottle. We still have 29 available. If you wish to order this bottle, please order item #9094 - \$80.00 plus \$6 shipping.



WELCOME NEW MEMBERS

Jim Wobeser
Kitscoty, Alberta

Debra Marjolais
Kensington, NH

Dave & Becky Smith
Lima, OH

Carol & Darrell Prims
Lansing, IL

James Mains
Findlay, OH

Bill Hoover
Corbin, KY

Fred Stockton
Van Buren, AR

Bob Davis
Provo, UT

Scott Heninger
Springfield, OR

Dwight & Rosie Weaver
Columbia, MO

Dean Sigler
Nobelsville, IN

Rev. Leo Lowery
Castalia, NC

Shirley Baxter
Thurmont, MD

Dennis Cox
Chouteau, OK

Kathy & Craig Leaf
Boone, IA

Tom & Pam Gauthier
Springvale, ME

Jacqui Stollings
Columbus, OH

Beverly Jolly
Nashville, NC

Mary Kelly
Memphis, TN

John Hunter
Picton, Ontario

Terry & Debi Kitrel
Malden, MO

Bobby Gene Scott
Phil Campbell, AL

Glenn Thrower
Kanota, Ontario

Patrick Gerrits
Miami, FL

Stephanie Childers
Dardanelle, AR

Brian Sheeler
Richfield, PA

Lucille Haller
St. Louis, MO

Danny Zielinski
Aiken, SC

Shirley Deters
Bowling Green, MO

Bryan & Joshua Young
Clayton, NC

Mary Troy
Entiat, WA

Sharon Wampler
Phoenix, AZ

Debbie Blaising
Crestline, OH

Jerry Glader
Fenton, MO

Clarence Kincade
Houston, TX

Alfred & Lucinda Piccola
Ford City, PA

James & LaVon Morris
Marietta, GA

Tina Pape
Jackson, MI

C.L. Johnson
Newport News, VA

Gerald & Sandra Little
Milwaukee, WI

Ruth Carver
Festus, MO

Gilbert Lett
Sanford, NC

Vernon Capps
Goldsboro, NC

David Cooper
Cumming, GA

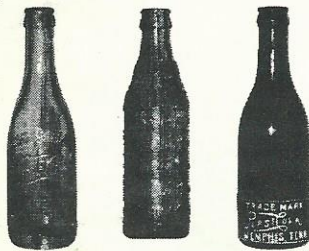
Toby Gunter
Bogart, GA

Sandi Diaz
Starr, SC

Lawrence & Denise Brehmer
Peru, IN

Now Available with 1998 Prices *Order Today*

**PEPSI : COLA
BOTTLES**
COLLECTORS GUIDE
IN FULL COLOR



By: JAMES C. AYERS

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Add \$2.00 Shipping & Handling for each additional book		.
Price List @ \$4.00 each		.
N.C. Residents Add 6% Sales Tax		.
TOTAL ORDER		\$.

Method of payment: check money order MasterCard VISA

Account number: _____ Exp. Date: _____

Signature: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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