



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 16, Number 3

July - August 1999

The Force Looking for Pepsi

Every summer, it seems as though Pepsi does something very special. This summer is definitely the summer of Star Wars. Every store that sells Pepsi-Cola has some sort of Star Wars promotion, with cans of Pepsi, Diet Pepsi, and Mountain Dew stacked to the ceiling. Pepsi collectors are trying to extricate these Star Wars displays from the grocery stores. Unfortunately, we have Star Wars memorabilia collectors competing with us for these displays. The R2D2 Pepsi Cooler is this summer's hottest Pepsi collectible. Pepsi collectors everywhere are anxiously awaiting the next release of Star Wars cans. Everyone wants to be the first to collect all 24 cans.

All this talk of Star Wars makes me wonder if Star Wars, the movie, is just a metaphor about the cola wars. For example, we all know that Coke is the

phantom menace! When we see someone drinking a Coca-Cola, we all believe they have been abducted by the dark side. After you drink an ice cold Pepsi-Cola, don't you feel like the force is with you? Do you see what I mean? I can see the president of Pepsi-Cola taking on the president of Coca-Cola - not with a laser light sword, but with a shook up bottle of Pepsi-Cola.

Good luck collecting your Star Wars cans. Beware of the Coca-Cola imperial storm troopers, and may the Pepsi Force be with you!

Kim Kinzie has reported that she is getting a good response to the Summer in New Bern event. If you haven't made your plans to attend yet, you should do so as soon as possible. Those of you who were in New Bern for the 100th Anniversary know what a fun place New Bern, North Carolina is. There is much Pepsi heritage there to

enjoy. If you haven't been to New Bern, this is a perfect time to go.

The organizers of the Pepsi Celebration in Las Vegas tell us that they need to have you make hotel reservations as soon as possible. The actual registration for the event will be in the next newsletter.

For more information about Summer in New Bern or Pepsi Celebration, please see the Club News section inside this newsletter.

We have just signed a contract with the Holiday Inn Airport for Pepsi Fest 2000, March 16th - 18th. Based on the positive comments heard from this years attendees, we have decided to stay at this location for Fest 2000.

Have a great summer, and hopefully we will see you in New Bern! Have a safe and happy 4th of July - and don't forget the Pepsi!

Inside This Issue

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Mountain Dew Info



Neptune Beach, Florida 1940

Chapter News

from Phil Dillman

"Do you have a web site?" How many times have you been asked that question when discussing your hobby? It has happened to me several times, but all I can offer is an e-mail address. As much as I would like to create my own web site, I just can't seem to be able to make the time. I have been informed recently that there is now software available that makes it easy to set up your own web site in no time. The Southern California Chapter and the Minnesota Chapter each have a web site that consists of their newsletters. This exposure can only help increase awareness of both their chapters and of the National Club. Meanwhile, as I write this, the Chicago Connection Chapter is scheduled to have an entry in the Homewood, Illinois 4th of July parade on Saturday, July 3rd. We will have a convertible auto with Pepsi banners on each side, riders on Pepsi bicycles, and my recently acquired Pepsi Challenger go-cart. We will be handing out Pepsi items along the parade route, and promoting the club at the Izaak Walton park afterward. There are normally 800-1000 people watching the parade. I think this will be fun, exciting, and effective.

Speaking of fun and exciting, The Show Me Pepsi Club will hold it's 8th annual picnic on August 28, 1999 in St. Louis, Missouri. Anyone interested in attending should call Joe Sheahan at (314) 838-0683 or e-mail at joepenpepsi@worldnet.att.net. Any comments or questions? Contact Phil at PD62Pepsi@aol.com.

SUMMER IN NEW BERN UPDATE

Summer in New Bern is August 5th, 6th, 7th, 1999. If you are planning to attend or know someone that is, **MAKE YOUR RESERVATIONS NOW.** There are only 5 rooms left for our group, and the hotel is close to being sold out.

PEPSI CELEBRATION UPDATE

Pepsi Celebration (Las Vegas) hotel room reservations can be made now for the 5th and 6th of November. The room rate is \$57 per night if made before Sept. 30th, 1999. Please call Vacation Village @ (800)658-5000 Group #G7045.

The Joy of Cola Theme Song

B-B-B-Ba Ba, B-B-B-Ba Ba
 The Joy of Cola
 B-B-B-Ba Ba, B-B-B-Ba Ba
 Pepsi-Cola, Jump In
 Just Enjoy the Ride
 Take Your Time
 The World Goes Round and Round
 But Some Things Never Change
 The Joy of Living, Joy of Life
 Joy of Laughing, Joy of Sight
 Joy of Pepsi in Your L-L-L- Life
 The Joy of Bubbles, Joy of Fun
 The Joy of Pepsi on Your Tongue
 The Greatest Taste Sensation Under
 the Sun
 B-B-B-Ba Ba, B-B-B Ba Ba
 The Joy of Cola
 B-B-B-Ba Ba, B-B-B Ba Ba
 Pepsi-Cola, B-B-B-Ba Ba

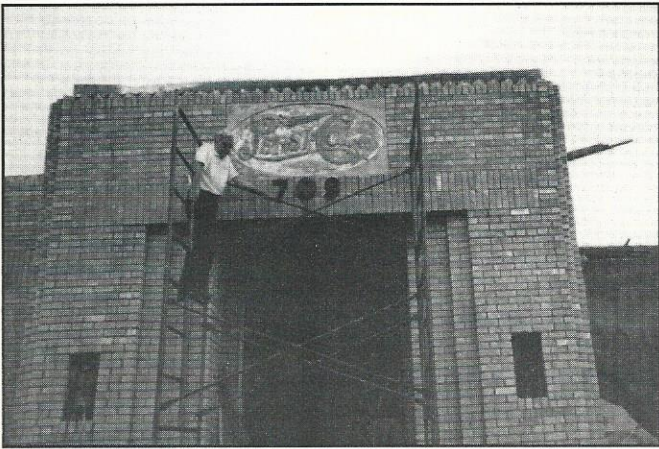
Future Club Events

Pepsi Summer in New Bern
 New Bern, North Carolina
 August 5th-7th, 1999

Pepsi Celebration
 Las Vegas, Nevada
 November 5th & 6th, 1999

Pepsi Fest 2000
 Indianapolis, IN
 March 16th-18th

PEPSI INFORMATION



Most Pepsi collectors are dedicated to preserving Pepsi memorabilia, but Elaine and Ted Hunthrop of Sherwood, Arkansas take Pepsi collecting to the extreme!

These pictures were taken in July, 1998 during the demolition of the Pepsi-Cola Bottling Co. at 709 W. Broadway in Forrest City, Arkansas.

The bottling plant was opened in 1944. It was incorporated and remodeled in July of 1947. According to the son of the original owner, the Pepsi sign was added to the building at that time.

The city condemned the building two years ago. The Hunthrops were given permission to take the sign down before they completed the demolition. It took over eight hours of chiseling, a borrowed winch truck, and scaffolding to achieve their goal.

The Hunthrops are now the proud owners of a 6 feet long, 3 feet tall, and 4 inch thick solid concrete Pepsi-Cola sign that is estimated to weigh between 1200 and 1500 pounds!

Can you imagine the size of the hooks they will need to mount this on their wall?

Are You a Pepsi Nut?

The Pepsi-Cola Collectors Club consists of three types of people. The first is the serious Pepsi collector. This person only collects the very best Pepsi memorabilia, and does it in a very methodical way.

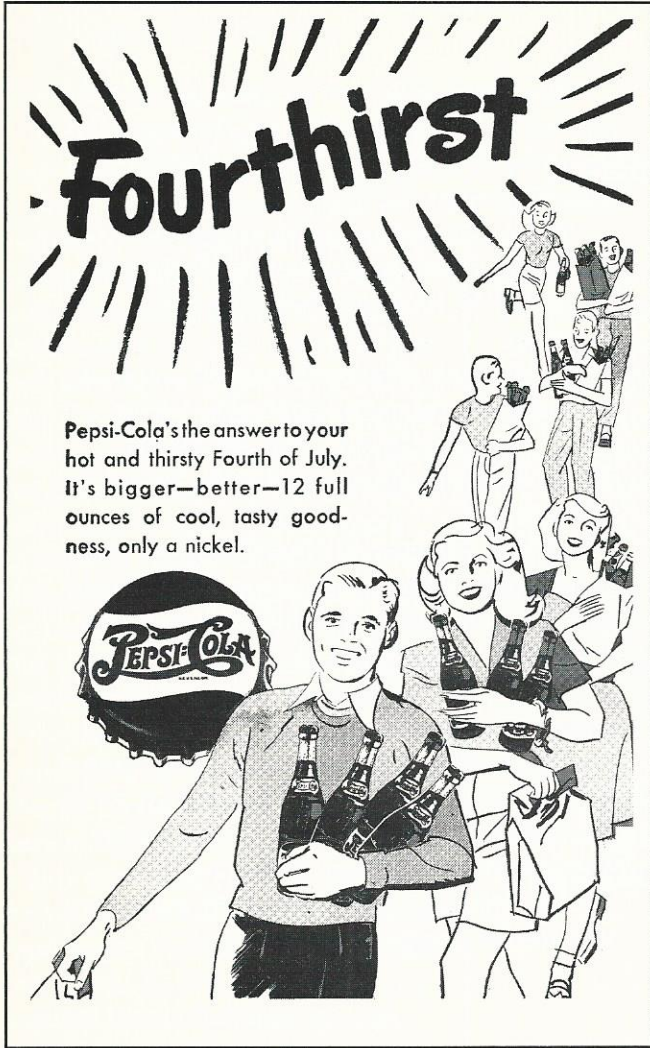
The second type is the "collector-collector." This person collects Pepsi, possibly in just one category, such as glasses or cans. He collects other things besides Pepsi.

The third category is the Pepsi nut. This person is head over heels crazy about Pepsi, drinks huge quantities of Pepsi, wears Pepsi shirts and hats, and collects anything and every-

thing that has the Pepsi trademark on it. The Pepsi nut, unlike other collectors, goes to extremes to get Pepsi paraphernalia. As an example, a Pepsi nut might be having lunch at a restaurant, and notices that the glass his Pepsi is served in has an unusual Pepsi design on it, and he does not have it! The first thought that comes to his mind is to grab the glass, run out, and jump in the car. However, he knows better than to bring shame to his fellow Pepsi collectors, and decides to negotiate for the glass. He offers to wash dishes, sweep floors, bus tables, or anything else the manager needs done, to get this glass. If this sounds like something that

you've done, thought about doing, or would do, you qualify as a Pepsi nut!

The use of the term "Pepsi nut" is by no means a demeaning term. To the contrary, I myself am a Pepsi nut. I collect everything Pepsi that I can get my hands on. I love watching Pepsi commercials. I begin my day and end my day with a cold Pepsi. Pepsi nuts are the people that make Pepsi collecting fun. They make Pepsi Fest a special event, and they make the Pepsi-Cola Collectors Club be an organization I am proud of. If you, too, are a Pepsi nut, then send your story to us. Give us an example of your nutty behavior that makes you a special Pepsi collector.



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

1945 Fourth of July Advertisement

Vendorlator

MODEL VMC-302

- HIGH SPEED OPERATION
- MODERN DESIGN
- SOLID CONSTRUCTION
- EASY TO OPERATE

Specifications

Vends222 Pepsi-Cola Bottles (8 oz.)
 Pre Cools 80 Pepsi-Cola Bottles adjustable)

Operation.....Fully automatic
 Size30½" Wide
 30¼" Deep
 78" High

Weight580 lbs. (Approx.)

ConstructionSolid steel, electrically welded cabinet, bonderized for positive rust prevention.

Refrigeration..... ½ H.P. heavy duty, hermetically sealed unit

InsulationFiberglas throughout

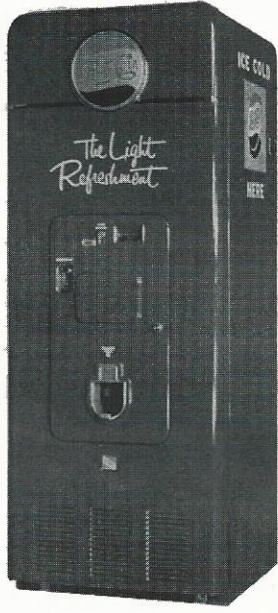
Finish.....Dupont primer coat deluxe baked enamel

Electrical..... 115 volt, 60 cycle, single phase, A.C.

Coin Changer..... Available at small cost

Warranty Complete vendor warranted for 1 year from date of installation.

Hermetically sealed compressor warranted for 5 years from date of installation.



A tall, dark-colored vending machine with a coin slot and a dispensing mechanism. The text "The Light Refreshment" is visible on the front panel. The top of the machine has a circular logo and the words "ICE COLD" and "HERE" are visible on the right side.

Page from a 1955 Vending Book

10%
OFF

DOUBLE DOT ENTERPRISES

This coupon is good for 10% discount on any merchandise in the Pepsi-Cola Gift and Collectibles Catalog 1999. This coupon is good only for merchandise in stock. This coupon can only be used by members of the Pepsi-Cola Collectors Club. Good July 1st - July 31st, 1999. This coupon can be used by mailing, faxing, or calling Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. Phone (909)946-6026 or Fax (909)946-4786.

10%
OFF

Expires July 31st, 1999

THE BIG, BIG BOTTLE

By 1933, the Pepsi-Cola Company had been bankrupt twice and was near possible extinction. There was only a few bottlers left, and the fountain sales in Loft Drug Stores was dismal. It was at this moment that Charles Guth, who had already resurrected Pepsi once, came up with an idea that would eventually make Pepsi-Cola one of the most popular consumer products in the world.

Guth had heard about a good deal on some 12-ounce bottles. At this time, soft drinks were sold in a 6-ounce bottle. He decided he would offer Pepsi-Cola in a 12-ounce bottle for ten cents. The idea was a disaster. No one wanted to pay a dime for a soft drink. After all, it was the middle of a depression.

In a desperate move to get rid of the slow selling 12-ounce Pepsi Cola, Guth cut the price to five cents. At that bargain price, the Pepsi-Cola all but ran off the shelves. During those hard economic times, people were eager for a good deal - and what better deal was there than 12 ounces of Pepsi-Cola for five cents!

Unsure if this was one-time phenomena or a new marketing opportunity, Guth decided this five-cent Pepsi had to be tried outside the New York area. He called on his old friend, Joe LaPides, who had a bottling operation in Baltimore, Maryland. Guth told LaPides that he thought this new 12-ounce bottle for a nickel could do well in Baltimore. LaPides agreed to give it a try. In a short time, the five-cent bottle was selling as well in Baltimore as it had in New York.

Bolstered by the initial support, Guth knew he had to move quickly to market this concept nationwide. Between 1934 and 1938, Pepsi managed to set up bottler franchises throughout most of the United States.

The new double size bottle was a hit everywhere. Sales went from almost zero to in the millions within the first year.

Selling a 12-ounce bottle for a nickel was the same as selling the product for half the price of the competition. To do that, Pepsi had to find a way to minimize the cost. One way was to buy used bottles, which Pepsi did from 1934 to 1940. For the most part, the used bottles were beer bottles. However, in some cases bottlers opted for any 12-ounce bottle they could find, including catsup bottles. This resulted in a strange collection of Pepsi bottles from this era with a multitude of styles and colors.

In 1940, Pepsi was doing well enough financially to afford manufacturing their own bottles. The new design was used from 1904 until 1957. At first, the bottles featured a paper label, but by 1945, the applied color label became the dominant Pepsi bottle. In 1951, there was a slight modification of the Pepsi logo used on the bottle.

In 1958, Pepsi introduced the "swirl" bottle designed to give Pepsi a more modern image. This was the last definitive bottle Pepsi produced. This bottle style has been in production from 1958 until the present, although, in the United States, returnable bottles are no longer used.

From the inception of the 12-ounce bottle for a nickel until the late 1940's, all Pepsi advertising was about the bottle. The major emphasis was the value of Pepsi-Cola. By the end of World War II, prosperity made the need for a value drink less important. Pepsi advertising began to focus on the goodness of Pepsi-Cola. Never again would Pepsi be marked as a bargain drink.

There is no doubt that the 12-

ounce bottle is what saved Pepsi-Cola from extinction. Caleb Bradham struggled for years, trying to overcome many obstacles, but he could never quite find the right idea to really make Pepsi take-off. Either by luck or circumstances, Guth made the Pepsi dream a reality with the 12-ounce bottle for five cents.

Today, Pepsi is sold primarily in cans and plastic bottles. The once loved 12-ounce, returnable bottle is no longer part of Pepsi's domestic offering. The bottle that made Pepsi famous is now relegated to Pepsi archives. For collectors, the extinction of the 12-ounce bottle just makes it more collectible.

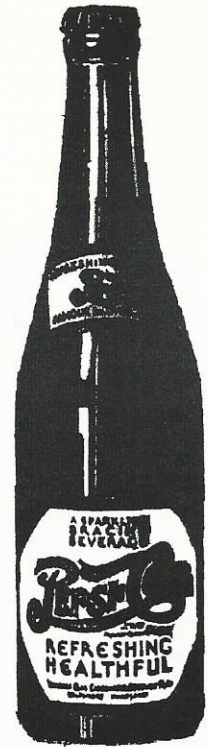
"Twelve full ounces, that's a lot, twice as much for a nickel too, Pepsi-Cola is the drink for you."

The Big, Big Bottle

Double Size
Bigger, Better
12 Full Ounces
Twice as Much
2 Full Glasses



1933



1934



1936



1937



1939



1939

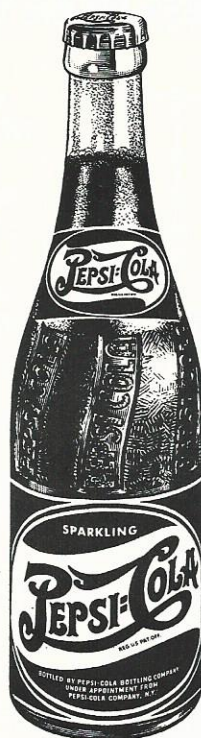
PEPSI-COLA COLLECTORS CLUB EXPRESS



1940



1942



1943



1945



1951



1958

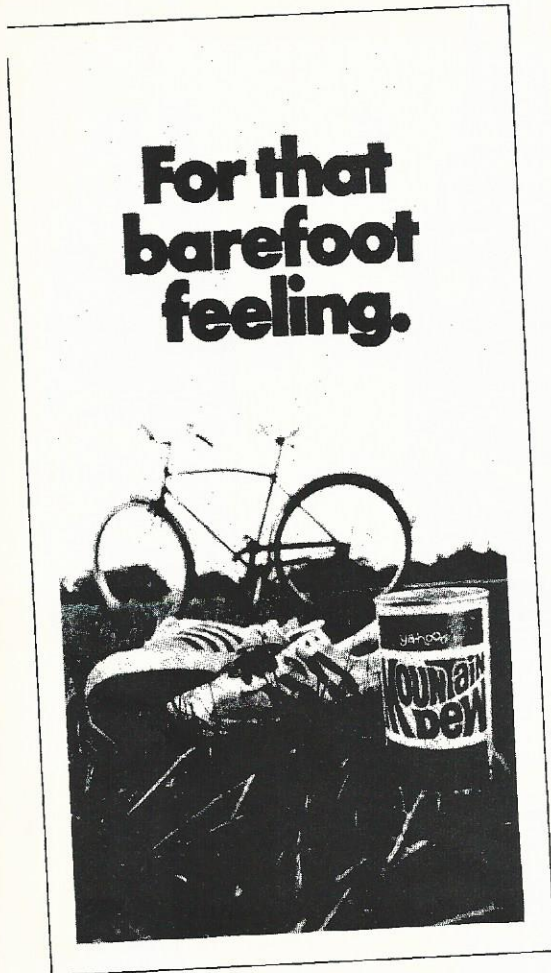


1971



1991

MOUNTAIN DEW



1972 Ad



1960's Advertisement

Mountain Dew

- | | |
|------|---------------------------|
| 1972 | For That Barefoot Feeling |
| 1975 | Hello Sunshine |
| 1985 | Dew It To It! |
| 1987 | Dew It Country Cool! |
| 1992 | Get Vertical |
| 1995 | Do the Dew |

WELCOME NEW MEMBERS

Tim Fischer
Sacramento, CA

Clara Ridenour
Colorado Springs, CO

Larry Toigo
Lincoln, NE

Ernie Toigo
Gladstone, MO

Glen & Lora Glass
Niceville, FL

Janette Owen
Elkhart, IA

Donald & Phyllis Howell
Las Vegas, NV

Linda Smith
St. Augustine, FL

Lee Massey
Wildwood, GA

Beth & Douglas Poortenga
Michigan City, IN

Linda Cruse
Ames, IA

Mrs. Floyd Johnson
Laotto, IN

Rollie & Sharon Pataska
Onalaska, WI

William Skinner
High Point, NC

Jerry & Shannah Mattern
Watertown, TN

Curtis & Donna Rust
Clifton, TX

Janice Eaton
W. Jefferson, OH

Susan Wilson
Sturgis, MI

Frank Bosco
Syracuse, NY

Jim Caudill
Unionville Center, OH

Sherry Moore
Portland, IN

Becky Carlstrom
Polk, NE

Kathy Barkdull
Middletown, IN

Candyce & Daniel Pengelly
Cloverdale, OR

Kathy Rogers
Louisville, OH

Pam Bise
Jonesboro, AR

Larri Gorman
Commerce, GA

Gary Hein
Little Silver, NJ

Terri Wolven
Bellflower, CA

Nick Novak
Wis Dells, WI

Catherine Merriman
Londonville, NY

Jay Prichard
Billings, MT

Alton Marckwardt
La Vernia, TX

Kevin Gibler
Moberly, MO

Pamela Rheinheimer
Lebanon, IN

Debra Simon
Neosho, MO

Eugene Glover
Kingsport, TN

Jody Knebel
Menominee, MI

Dale Zea & Family
Rensselaer, IN

Connie Smith
Anderson, IN

Heidi Harness
Dinuba, CA

Marc LaFleche
St. Albert, Ontario

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: 6 New 1999 Lledo trucks/cars \$8 each. 2 New 1999 1/76 Lledo T/T \$15 each. First Gear Diamond T Bottle Truck \$35. Golden Wheel Generation Next T/T \$25. Many more vehicles from First Gear, Liberty Classics (SpecCast), Ertl, Scale Models, & Golden Wheel. Herpa Trucks, Herpa & Schabak Planes. Mountain Dew... Ertl Delivery Truck @ \$10. Golden Wheel Airplanes @ \$18. 1940 Ford Panel 1/18 only \$15.00! Write or e-mail for pictures. Charles Lambe, 20996 159th Ave., Zwingle, IA 52079-9503. (319)686-4229 e-mail cjlambe@netins.net

For Sale: bottles - embossed script Pepsi-Cola Hutchinson - 1st known Pepsi-Escambia Pepsi-Cola Bottling works, Pensacola, Florida, and 2nd Best embossed script Pepsi-Cola straight wall - Escambia Pepsi-Cola Bottling Works, Pensacola, FL. Contact: Margie Quina, 3942 Hwy. 297-A, Cantonment, FL 32533 (850)477-5031 Evenings.

For Sale or Trade: Pepsi six-packs wooden great shape good paint. I am looking for a cone top Pepsi can or Pepsi 75 anv. cans 3/5/6/ Pepsi Orioles cans 2/3/6/ Richard Petty 4 Pack Carton. (301)864-0278 ekeys10726aol.com

For Sale: Rare 1940's Pepsi "Superior Jr." picnic cooler 12" x 12" x 8" Restored: \$750, (Vehling-Hunt Vol. 1, #123). 1950's Die cut Pepsi School Crossing sign - 24" x 60" w/base Restored: \$1995. (V-H Vol; 2, #627). Coca-Cola "Superior Jr.", "Acton Jr." and "Airline" Picnic Coolers Restored - \$395-\$595. Contact: Ross Quinn (417)468-6777 or 473-6113 CDT.

For Sale: Personal Pepsi collection of 20 years. Includes some quite rare, as well as unique pieces, such as dispensers, tin signs, bottles, lighters, clocks, and a 1909 metal strawholder (#0829) in the 1996 Edition of Bob Stoddard's Pepsi collectibles. Contact: Gary Green - Kingman, AZ Work (520)718-9111. Home (520)7578480

Wanted:

Wanted: Pepsi can collectors to trade with, whether new or veteran. I have over 100 cans for sale or trade. Also buying single cans or complete collections. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935 (412)257-8510 E-mail: PEPSIjg24@webtv.net

1970's Sugar Free Mt. Dew can or bottle, Sugar Free Teem bottle, Pepsi World mags., Any infor regarding which 16 plants were bottling Mt. Dew around 1963. Also, info regarding the origin of any of the names on Mt. Dew bottles (who were they)?

Contact Phil Dillman at PD62Pepsi@aol.com Phil Dillman, 17733 Highland Ave., Homewood, IL 60430.

Wanted: I will trade a 2' x 3' M Movie Theatre Pepsi Cardboard poster with Pepsi TM on bottom for 3 decks of Pepsi playing cards - decks - M. Harrison Ford - "Last Crusade" Beautiful! I buy all decks of soda cards and match books, send a zerox and price to: Greg Quine, 3942 Hwy. 297-A, Cantonment, FL 32533 (805)477-5031.

Wanted: Pepsi Points; Pepsi-Cola and other soft drink premium coupons. Pepsi-Cola and other soft drink stick-

ers. Contact: Scott A. McClung, 8381-H Montgomery Run Road, Elicott City, MD 21043.

Wanted: Pepsi-Cola bottles: red-white-blue, fountain syrup, 2 -full glasses, and Evervess - also OKLA. Milk bottles. Contact: James Cobb, Rt. #2, Box 524, Wagoner, OK 74467 (918)485-8443 or e-mail Shucks@cwix.com

Wanted: Pepsi Board Games 1970's 19 x 10" Pepsi Across the USA. 1986 14 x 3 x 10" American Trivia Challenge Tennessee Edition. Please contact: Gloria Weber, 4010 Center Ave. Allison Park, PA 15101. e-mail oh561pepsi@aol.com or Fax (724)983-3506.

Wanted: Older Pepsi-Cola playing cards. Decals for an old Pepsi vendor #27. 8 oz. Bottle comes out the top for .06 or .10. Please contact: Omer Hertweck, 107 Shannon Lane, Portersville, PA 16051. E-mail oh561pepsi@aol.com or Fax (724)983-3506, phone (724)368-3478.

Wanted: 1963-1964 Pepsi Transistor Radio (has "Say Pepsi Please" printed on it). Prefer complete w/box and contents. Please write or fax with condition and price. Contact: Gary Hein, P.O. Box 179, Little Silver, NJ 07739-0179. Home: (732)224-8760; Fax: (732)219-5940.

Wanted: The 4 different Star Wars Gold Yoda collectors cans from pepsi, Diet Pepsi, Pepsi One, and Mountain Dew cans. I am willing to pay \$40 to \$50 for each can. Contact: Jason Mattlin, 1403 Superior Street, Genoa, OH 43430-1319.

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.wavefront.com/~pepsimike
www.ao.net/~kenman/index/htm
www.gono.com/v-tours/sodacone/scone33pepsi.htm
www.gono.com/vir-mus/tour/pepsi.htm
www.gono.com/mbca/museumtour/galloncans/soda-
gal2.htm
www.classicclaycollectible.com

MOVING?

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

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

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.

E-Mail Addresses:

Joye Klein
ajklein@cyberback.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
CPG@worldnet.att.net

Bob Staedel
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doubledot@earthlink.net

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EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 16, Number 4

Sept.-October 1999

The Joy of Pepsi Collecting

I trust everyone had a wonderful Pepsi summer. I'm getting good reports on "Summer in New Bern." I'm told everyone there had a wonderful time!

With only one more newsletter left to do in this year, this century, this millennium, I think its a good time to look back on past Pepsi accomplishments. It would be very easy for me to tell you what I think is Pepsi's best, but I'd like to hear from you. Please fill out the questionnaire and return it to us so we can publish the results in the next newsletter.

Beware of reproductions! Once again, their are numerous reproductions of original Pepsi signs being sold as old signs.

Many times I have talked about the fact that the Pepsi-Cola Collectors Club is a great, big, extended family. Because of that, when anything hap-

pens to a club member, it affects many of us in the club. Unfortunately, we have had several members pass away in the last few months.

Les Chapman passed away this past May. He was a member of the club for over 15 years. Anyone who collected glasses knew Les. Glasses were his passion. He was always willing to help other collectors who wanted information about glasses.

Dick Kehn, a member for over five years, joined the club through the Chicago Connection. Dick had worked for Pepsi General Bottlers for many years. Most collectors who attended Pepsi Fest knew Dick by the interesting memorabilia he brought to Fest.

Manuel Parra passed away on June 18th. He had been a club member for over 15 years, and was active in the Southern California Chapter. Manuel

specialized in clocks and thermometers. He is survived by his wife Alice, who is also a Pepsi collector and an officer in the Southern California Chapter. Manuel was an all-around nice guy that was always willing to help his fellow collectors at any time.

The club wishes to express our sympathy to the families. Our thoughts are with them all.

We are presently receiving calls for information on Pepsi Fest 2000. The hotel and packet information will be included in the next newsletter. We now have a great hotel in Indianapolis, so this should be our best Pepsi Fest ever. I can't think of a better way to begin the new millenium than by attending Pepsi Fest 2000!

Inside This Issue

Pepsi Stock Certificates

Bottle Cap Symbols

Pepsi Celebration Info

**Summer in New Bern
Report**



Walter Mack Sitting on Bottle Caps from a Pepsi Contest in 1947

Chapter News

from Phil Dillman

"Never say die" is my motto when it comes to local chapters. There have been many members who have wanted to start local chapters, but only a couple have been successful. If you haven't had any luck in trying to start a chapter, you are still a step ahead of those that haven't tried. You already know what approach didn't work for you. Obviously, the same approach won't always work for everyone. Now, you have to try a different angle. There is always a way around every obstacle. Just use your imagination. The main objective is to let people know about the club and that you want to start a chapter. Wally Willems of Hanford, CA wants to start a chapter in Central California. If you live in that area, call him and help get things going. You can contact him at: Wally Willems, 860 E. Grangeville #173, Hanford, CA 03230-2296 (559)584-7495. Now, who's going to start the next chapter?

PEPSI CELEBRATION UPDATE

Pepsi Celebration (Las Vegas) hotel room reservations can be made now for the 5th and 6th of November. The room rate is \$57 per night if made before Sept. 30th, 1999. Please call Vacation Village @ (800)658-5000 Group #G7045.

SUMMER IN NEW BERN

PEPSI COLLECTORS RETURN TO NEW BERN

Pepsi collectors returned to New Bern on August 5th, 6th, and 7th, 1999. In spite of 99 degree heat, Pepsi collectors from across the nation enjoyed the quiet, nostalgic atmosphere of New Bern, North Carolina. Room hopping and socializing with fellow collectors was among the highlights of the first annual Summer in New Bern Pepsi collectors convention. An entertaining video history of Pepsi Fest highlights from 1989 thru 1999 was shown by Phillip Dillman. Collectors visited The Pepsi Store located on the site of Caleb Bradham's pharmacy, where Pepsi-Cola was invented. The merchants of downtown New Bern were friendly and delighted to see so many Pepsi collectors once again touring Pepsi's birthplace. A trolley car bus tour of historic New Bern included a stop at the grave site of Caleb Bradham. A luncheon and meeting was held at The Chelsea Restaurant, the location of Bradham's second

pharmacy. A pizza party, raffle, and cake by the pool were also among activities Pepsi collectors enjoyed.

Special thanks to Wade Cline, general manager of the New Bern Pepsi Bottling Company for donating cups, raffle prizes, and all the Pepsi we could drink. Thanks also to the manager and staff of The Chelsea restaurant. The food and service were both excellent. Thanks also to the Ramada for helping make "Summer in New Bern 1999" a success.

Summer in New Bern 2000 will be held August 10th, 11th, and 12th at the Bridgepoint Ramada, New Bern, North Carolina. Plan ahead and join in the fun!

-submitted by Kim Kinzie



Summer in New Bern Attendees

ARE YOU A PEPSI NUT?

Tom Gabriel, current President of the Keystone Collector's Pepsi-Cola Club in western Pennsylvania, can be safely classified as a Pepsi Nut. There are numerous occasions when his passion and need for Pepsi items has had many people just shaking their heads.

He has not only been able to obtain a glass from a restaurant he has convinced them to give home sets of 6 or 8 for his "family," many times without having to pay for them - they think he's nuts and just give them to him.

He has been able to purchase umbrellas off of people standing in the rain using a Pepsi umbrella to keep dry. One occasion was at a local polling place during an election. A gentleman was working the polls and standing in a downpour under a Pepsi umbrella. For \$3.00, Tom convinced him that he didn't need the umbrella anymore. The man continued standing in the rain for the rest of the day, and Tom had a new umbrella. Another umbrella story has to do with a large patio umbrella that you use over a picnic table. Again, pouring down rain at a swap meet in Canfield, Ohio, the vendor was using the umbrella to keep himself and his wares dry - but again, for \$20.00, Tom convinced him it was his best sale of the day. The umbrella was originally not for sale, but due to the lousy weather and no one being at the swap meet, the guy had not sold anything that day until his sold the umbrella!

Tom is practically on a first name basis with every store manager of local grocery stores and mini-marts, patiently waiting for Pepsi display ads when they are no longer wanted or used. Sometimes he gets plenty - sometimes he doesn't get any.

He has everyone he knows (family and friends and people he has just met) looking for and buying Pepsi items - doesn't matter if he already has it or not. He has even gotten members from our church in the hunt for Pepsi items. When they take trips, they are to look and buy Pepsi stuff. If you consider closing in your homes front and back porches to accommodate your growing Pepsi collection that already fills six rooms, basement and garage, then yeah - He's a PEPSI NUT!

-submitted by Tom Gabriel

I believe I truly am a Pepsi nut. I also start and end my day with Pepsi (caffeine free-diet). My husband and I eat out almost every day. I will only eat at restaurants that serve Pepsi. If we try a new restaurant and they serve Coke (ugh), my husband will tell the server that we won't be back.

My husband and I added a 23' x 25' addition to our home just to place all my Pepsi items that I have collected. My most recent addition is a Pepsi-Cola vending machine.

Last year, as I was traveling in Mexico on business, I asked the gentleman I was traveling with to stop so I could buy some Pepsi bottles to take home. On the first two stops we found nothing but plastic bottles. Third stop, I hit it lucky. I found a 1 Liter bottle and two 12 oz. bottles. Imagine how heavy they were to carry on the airplane from Mexico to Ft. Wayne, Indiana.

I also have my Pepsi shirts, earrings, watches, and just about anything else Pepsi that I can get my hands on. I am truly a Pepsi nut!

-submitted by Ruth Lengacher

Pepsi Nut might be an appropriate title for me. I drive a semi-truck throughout the Midwest, and whenever I am going to an area I've never been to, I try to find out if there is a Pepsi plant nearby. If I haven't already checked one of my Pepsi Bottler location books at home, I will check out the phone book when I get to my destination. If it's not too far off of my route, I will stop at the plant to sweet-talk them out of the latest P.O.P., as well as anything else they might be willing to donate to my collection. I also make it a point to photograph every plant I go to. I've been to 46 so far!

-submitted by Phil Dillman

Future Club Events

Pepsi Celebration
Las Vegas, Nevada
November 5th & 6th, 1999

Pepsi Fest 2000
Indianapolis, IN
March 16th-18th

PEPSI'S BEST QUESTIONNAIRE

Best Slogan _____

Best Celebrity _____

Best Movie Advertising Pepsi _____

Best Packaging (Can, glass, plastic) _____

Best Jingle or Theme Song _____

Best Commercial _____

Best Logo _____

Best Period of Memorabilia _____

The girls
girl-watchers watch
drink Diet Pepsi



1969 Diet Pepsi Advertisement

PEPSI CELEBRATION '99 REGISTRATION

November 5th and 6th, 1999

Las Vegas, Nevada

If you plan on attending Pepsi Celebration '99, November 5th and November 6, 1999, 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 \$15.00 per person will include a lapel pin that must be worn to all Pepsi Celebration functions. It will also contain a glass bearing the Pepsi Celebration logo, and a deck of cards. 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 Vacation Village 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 Brian Nicholson at (562)272-4331. Please return this form no later than October 15, 1999.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE # _____ @ \$15 each \$ _____
Children under 10 free

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

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$9.00 for the first table and \$8.00 for each additional table - ONLY IF STAYING AT THE VACATION VILLAGE. Otherwise, \$25.00 for the first table and \$15.00 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 \$18.00. Your packet will be mailed to you AFTER Pepsi Celebration '99.

of Packets _____ @ \$8.00 each = \$ _____

PEPSI CELEBRATION '99 REGISTRATION
(Hotel Registration on Reverse)

VACATION VILLAGE HOTEL/CASINO

6711 LAS VEGAS BLVD. SOUTH, LAS VEGAS, NEVADA 89119

MAKE RESERVATIONS ASAP
CALL 800-658-5000 TO MAKE YOUR RESERVATIONS

PLEASE USE GROUP CODE
G7045
11/5 - 11/6

RATE: \$57.00 + Tax
Per room Per Night
Single or Double Occupancy

Discounted rate is for rooms reserved by September 30, 1999

PEPSI CELEBRATION '99 SCHEDULE

Vacation Village Hotel/Casino
6711 Las Vegas Blvd., South
Las Vegas, NV 89119

Friday, November 5th

2:30 p.m.	Welcome First Timers
3:00 p.m.	Show and Tell/Pepsi Collecting Discussion
6:00 p.m.	Be Sociable Have a Pepsi Party & Pizza
8:00 p.m.	Room Hopping

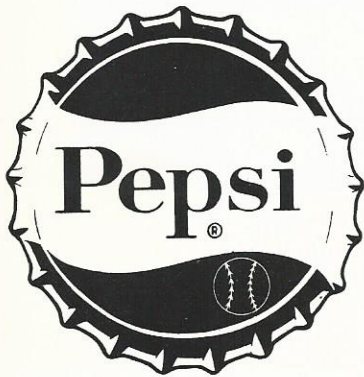
Saturday, November 6th

8:15 a.m.	Swap Meet Set Up
9:00 a.m.	Swap Meet Begins
11:30 p.m.	Break for Lunch
12:30 p.m.	Auction Check In
1:15 p.m.	Auction Preview
1:45 p.m.	Oral Auction Begins

CROWN PROMOTIONS

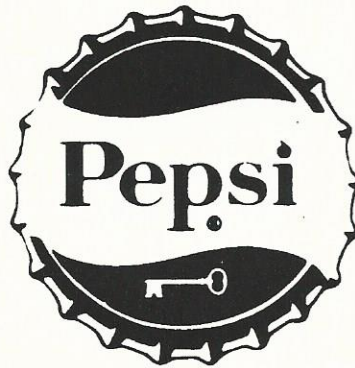
I am often asked what the symbols on the bottle caps mean. The answer is many things. Sometimes it is a tax stamp, and other times it has to do with a Pepsi promotion. Tax stamps are placed on the crowns to show that taxes have been paid in the states that require tax on soft drinks - but that's another story. Here we are focusing on the use of crowns on bottles in promotions. Below are six crowns used in 1965 promotional contests. Underneath each crown, the promotion and how it worked is explained.

One of the fun things about collecting is finding the story behind the memorabilia. For those of you who collect crowns, or who want to collect crowns, I hope this gives you better insight into the symbols on top of the bottle caps. If there are any mysteries in your Pepsi collection, write to us and perhaps we can solve your mystery.



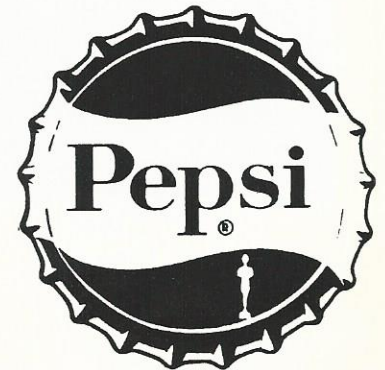
"Baseball"

Pick the order the major league baseball teams finish at the end of the season.



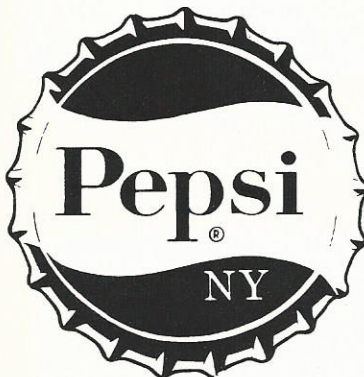
"Pepsi Quiz"

Objective was to answer 25 questions posted at Pepsi displays, one answer inside each bottle cap.



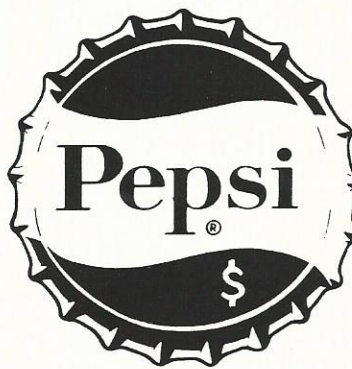
"Famous Faces Contest"

Name each of 20 famous persons on POP material, answer under cap.



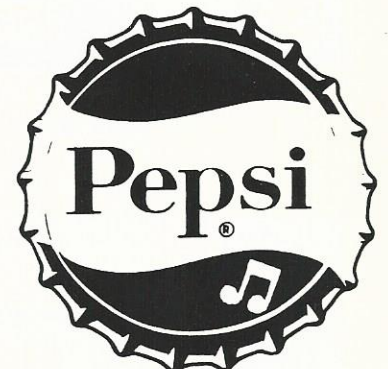
"Know Your City"

Name the 12 cities symbolized on POP Displays. Answer under each cap.



"Guess the Value"

Guess the value of 12 items on POP displays. One answer under each bottle cap.



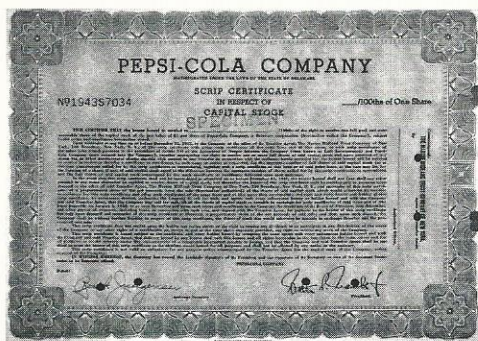
"Pepsi Tunes"

Name the play or movie that 20 songs first appeared in. There was one title under each bottle cap.

PEPSI STOCK CERTIFICATES

As many of you may know, I have a special interest in paper collectibles. For me, nothing tells the Pepsi story better than historical documents, such as letters, advertising materials, memos, internal publications, and of course, stock certificates. This is especially the case of Pepsi-Cola, having had several different parent companies during their 100 year history. Stocks were issued from the New Bern era, the Richmond era, and the New York era. Stock certificates from any of these eras can be illuminating to what was happening with Pepsi-Cola at the time.

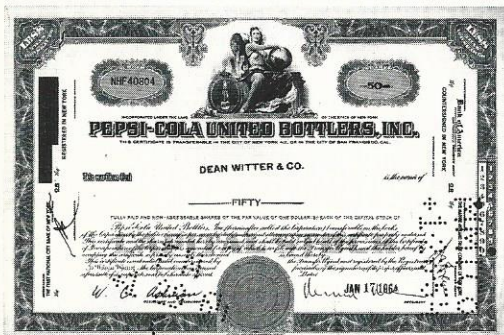
You can find stock certificates at antique paper shows, or at flea markets from dealers that specialize in paper collectibles. You can also get a current PepsiCo stock certificate buy purchasing a share of PepsiCo stock through your local stockbroker. The best part about buying your own stock certificate is that your name will be on it.



1947
Value \$20



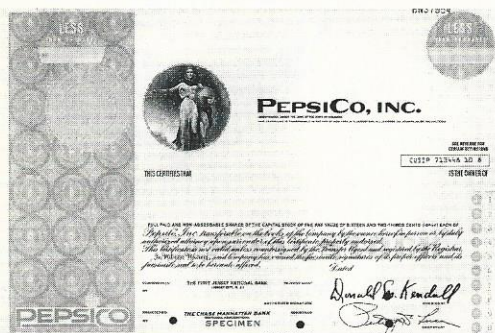
1919
Value \$60



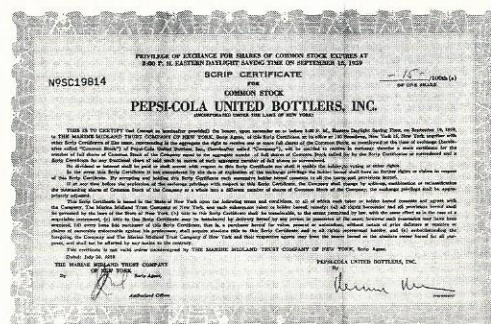
1964
Value \$25



1940
Value \$25



1970's
Value \$10



1959
Value \$10

WELCOME NEW MEMBERS

James Gregory & Family
Weston, MO

David E. Willaford
Clayton, NC

Frasier Smith
Ft. Washington, MD

Tina Hamitt
Anderson, IN

Terry Kressin
Indian Mound, TN

Sarah Raphael
Buckeye, AZ

Nancy Steed
Brandon, MS

Daniel & Janell Bachmeyer
Willis, TX

Paul Schier
Cape Coral, FL

Susan Becker
Middlefield, OH

David & Peggy Lefebvre
Excelsior Springs, MO

David & Allison Pence
Springfield, IL

Judy & Kent Lester
So. Lyon, MI

Michael & Karen Letendre
Taunton, MA

Patty Cox
Noble, OK

Salvatore Ottaviano
Port St. Lucie, FL

Donna Lee Almon & Family
Oaklawn, IL

Tracy & Tristen Boyd
Fresno, CA

Judi Mayden
Mitchell, IN

Richard Lenger
St. Charles, MO

Dorine Gleason
Jacksonville, NC

Brenda & Nicole Rippy
Center Point, IN

Joseph Frank
New Britain, CT

Don Hall
Monroe, NC

Ed Moyano
Palm Desert, CA

Glenn Hanson
Winthrop Harbor, IL

Sharon/Russell Coleman
Elkhart, IN

Tammy Harris
Dayton, IA

Denise Wagorn
Ottawa, Ontario

Vickie Ostrander
Paxton, NE

Lowell & Donna Treadwell
Grand Prairie, TX

Donna Mitchell
Brick, NJ

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: 12 Ounce Pepsi I believe to be a 1957. I also have a Mountain Dew, I believe to be a 1967. It has never been opened in the 20 years I have had it. It is a 16 oz. Contact: Dave Freeman, 1328 State Route 378, Chesapeake, OH 45619. (740)867-5001.

For Sale: (7) Pam Style replica glass lite up clocks with bottle cap graphics. This is a licensed product, cleaning up my personal inventory. \$159.00 includes S.H.I. in the 48 contiguous states. Prepay or C.O.D., Contact: Ed Goralewski @ (313)4104263 or FAX (810)772-6224.

For Sale: Neon clock replacement parts and Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. Parts for the 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: Pepsi drinking glasses, most are Warner Bros. Metal Reproduction Pepsi Ad signs, serving trays, 6" x 12" Pepsi Logo Signs \$5.00 or twelve for \$50.00. Pepsi-Cola Cops Signs \$6.50 each in lots of (20). Contact: Wally Willems, 860 E. Grangeville, #173, Hanford, CA 93230-2296.

For Sale: Fabric Pepsi Hair Scrunchies. \$4.00 each (includes shipping). If interested, send your money order payable to: Shelly Taylor, 305 Woodland Road, Montezuma, IA 50171.

For Sale: 36" high can shape Pepsi cooler complete Excellent \$40, plastic 16" x 43" sign w/2L Pepsi bottle, new logo mint \$10, Green 1939 Paper lab. NM \$75. 1960 Pepsi swirl 16 oz. NDNR bot. \$7.50. Contact: Jerry Watkinson, P.O. Box 1088, Imperial Beach, CA 91933.

WANTED:

Wanted: Will pay cash for the following Pepsi ACL bottles: R-W-B's, 2 Full Glasses, Fountain Syrup, Evervess, in mint condition. Contact: James Cobb, (918)485-8443. E-mail: shucks@cwix.com

Wanted: "In Plant" Pepsi cans, local Pepsi cans from southern and western states, 16 oz. Patio bottle with blue letters on green background. Buy or trade. Collecting Pepsi and Pepsi product bottles, cans, and glasses. Contact: John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962 or e-mail: USASODA@prodigy.net

Wanted: Unusual old Pepsi-Cola bottle caps from the 1900's to 1950's. No common caps, please. Also old embossed Pepsi-Cola Bottles with small city names. Anything unusual. Also, old brass Pepsi-Cola knife. Contact: Steve O'Connor, 2500 N. Main St., High Point, NC 27262. (336)869-2232 or (336)884-1744 eve 7 weekends. E-mail: Pepsiguy49@aol.com

Wanted: Program Insert similar to V&H Vol. 2 #373, but girl is black not white, prefer excellent condition. also looking for "Tadpolly" Fishing Lure by Heddon, prefer mint in package V

& H Vol 3 #924. Contact: Tim O'Donoghue, 4505 Arcadia Blvd., Dayton, OH 45420. (937)252-9883. E-mail COKERPEPSI@AOL.COM

Wanted: 1963-1964 Pepsi Transistor Radio (has "Say Pepsi Please" printed on it). Prefer complete w/box and contents. Please write or fax with condition and price. Contact: Gary Hein, P.O. Box 179, Little Silver, NJ 07739-0179. (732)224-8760, FAX (732)219-5940.

Wanted: Pepsi World magazines, Bottling plant awards, 24 or 72 bottle 1910's wood case, Lemon Pepsi bottle, Mt. Dew Red can, and info- Was Diet Strawberry Burst ever produced? Contact: Phil Dillman @ (708)798-0404 or PD62Pepsi@aol.com

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.visi.com/~pepsimike
www.ao.net/~kenman/index/htm
www.gono.com/v-tours/sodacone/scone33pepsi.htm
www.gono.com/vir-mus/tour/pepsi.htm
www.gono.com/mbca/museumtour/galloncans/soda-gal2.htm
www.classicclaycollectible.com
www.pepsistore.com
www.justabouttown.com/pepsipainter
www.Pepsi-City.com
www.members.aol.com/pepsipete/web
www.petroclassics.com

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.

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

E-Mail Addresses:

Joye Klein
ajklein@cyberback.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
CarlGenrichCPG@worldnet.att.net

Bob Staedel
pepsibobandsquirm@home.com

Bob Stoddard
doubledot@earthlink.net

JD James
jjdames@msmisp.com

Randy Schwentker
randydeb@fidnet.com

Joe Allen
jopepsiko@webtv.net

Mike Noll
bradsdrink@thegrid.net

Mike & Jo Ann Vath
pepsimike@visi.com

Bruce Jones
bj@petroclassics

Omer Hertwick
oh561pepsi@aol.com

Matt Holmes
PepsiPete@aol.com

AVAILABLE SOON!

Bob Stoddard's new book, *Pepsi Now and Then* will be available October 15, 1999. *Pepsi Now and Then* covers Pepsi print advertising from the beginning of Caleb Bradham's first experiments to The Joy of Cola! This 208 page hard cover book contains over 500 ads, both in black and white and in color. Featured in this book are some never seen before, rare Pepsi ads. The book is best described by Alan Pottasch, Pepsi advertising genius. "Although the nostalgic flavor of *Pepsi Now and Then* provides a joyous adventure, it is clearly more than just a collection of memories. It is a useful tool for anyone with a deeper interest in advertising and marketing."

Pepsi Now and Then will retail for \$29.95. Pepsi Collector's Club members are invited to take advantage of a pre-publication offer of 25% off the retail price. This offer is for orders placed before October 10, 1999 for any quantity. Discount price is \$22.50 + \$5.00 shipping. Mail, fax or call your order in today to take advantage of this special discount! We accept Visa, Mastercard, American Express, or Discover cards, check or money order.

Double Dot Enterprises
P.O. Box 817

Claremont, CA 91711
(909)946-6026 or FAX (909)946-4786

Pepsi Now and Then

A History of Pepsi-Cola Print Advertising



Bob Stoddard

SPECIAL OFFER

See Ad for details!

PEPSI-COLA COLLECTORS CLUB

P.O. BOX 817
CLAREMONT, CA 91711

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430-1319

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