



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 26, Number 1

Jan. - March, 2009

Pepsi Gets a Face Lift

If you haven't seen the new Pepsi graphics and packaging, you will soon. In October, Pepsi-Cola announced an update of the globe trademark, and a new color scheme for its packaging. It will be a soft roll-out, meaning that as the old stock runs out, the new packaging will be used. They hope to have all the new packaging in time for the Super Bowl. More about the new trademark is inside this newsletter.

2009 will be a year of change for the soft drink part of the Pepsi-Cola Company. In recent years, carbonated drink consumption, including colas, has declined. The Pepsi-Cola Company hopes to turn that around. They plan to do this by returning to their roots - an emphasis on brand Pepsi.

Although Pepsi Fest is a few months

away, registration and reservation information is available now. The prime selling rooms go quickly, so make your reservations as soon as possible. Please register for the event with the club - it helps us plan for the event.

This year at Pepsi Fest we plan on holding a seminar regarding our club website. Every day, the internet becomes a more valuable tool in our lives. It is important that the club has the right information and design to attract and inform Pepsi collectors. We want to encourage your participation in this seminar. The website will play a vital role in the future of the Pepsi-Cola Collectors Club. Please visit our website at www.ppsicolacollectorsclub.com and contribute your thoughts and ideas at Pepsi Fest.

Pepsi Fest 2009 will be held at the Indianapolis Marriott East March 19th-21th. Please make hotel reservations directly with the Marriott. Their phone number is 317-322-3176. Remember to tell the reservationist that you are with the Pepsi-Cola Collectors Club. This year's room rate will be \$97 per night. Rates have gone up over the years, but this is in line with convention rates.

NOTE: If you registered before the October newsletter came out, please call the hotel to confirm that you have a room reservation for Pepsi Fest 2009.

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Pepsi Introduces New
Logos

Retro Bottles



New Pepsi and Diet Pepsi Cans

Chapter News

Guess what happens when I try to promote this column verbally during the cold, dry winter? I get "CHAPtered lips!" HA! I guess that's why I'm a truck driver and not a comedian!

With the Pepsi retro bottle cans and several series of Mt. Dew bottle cans, this would be a good time for you to try promoting the idea of starting a local chapter. There are a lot of folks that are interested in collecting the different cans that keep coming out. Maybe you know someone you work with or go to church with that is collecting them. That would be the perfect subject matter to get them interested in joining the PCCC and in helping you start your own chapter. Even the different flavors or graphics that Pepsi keeps producing would be a good "hook" to get them interested.

There are times when I've spoken to Pepsi drivers about various products in other markets that they are unaware of but are interested in hearing about or seeing pictures of. If

you can get them to join the PCCC, they can help you start a chapter or, at least, become a great source for Pepsi items for your own collection.

If you did any traveling during the holidays, you probably spoke about your Pepsi infatuation with those you visited. You can always have them send you any unusual Pepsi items from their part of the world and you can ask them to promote the PCCC. In an indirect way, you might be responsible in getting more people joining the club and starting local chapters just by asking your friends and relatives! How cool would that be? Make sure you tell them to check out the PCCC Website, as well.

The February meeting of the Chicago Connection Chapter will be at my house in Homewood, IL on the 14th at 7:00 PM. Come on by! For details regarding any chapters, contact me at pd62pepsi@sbcglobal.net.

-Phil Dillman



Lewis Pittell finds Pepsi in Dublin, Ireland

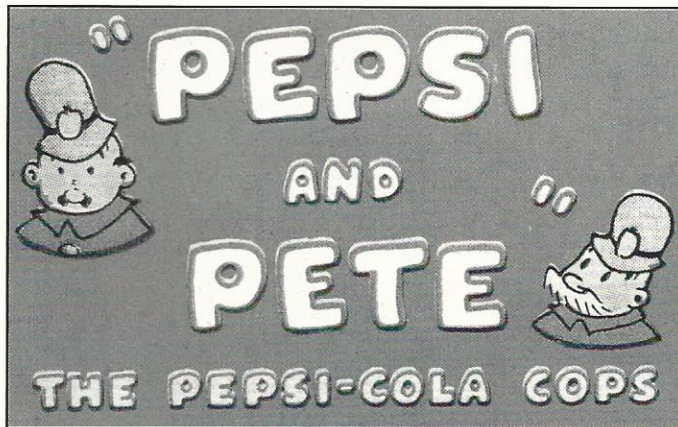
www.pepsicolacollectorsclub.com

Email: bob@pepsicolacollectorsclub.com

Future Club Events

Pepsi Fest 2009
Indianapolis, Indiana
March 19-21st

Dear Pepsi and Pete



Dear Pepsi & Pete:

I was told that Pepsi made a fountain dispenser that played the Pepsi jingle. Is that true?

Signed,
John

Dear John:

In 1947, Pepsi offered a pump handle and fountain dispensers that had a mechanism that did indeed play the Pepsi jingle. The mechanism was like a music box. The pump handles are easier to find than the fountain dispensers. The two fountain dispensers that had the jingle mechanisms were the dome and glass shaped dispensers. Warning - not all of the dispensers contained the jingle mechanism.



Dear Pepsi & Pete:

I noticed that the 1929 Pepsi-Cola pinch bottle has the name of the city where it was bottled. Is there a list of all cities that produced this bottle?

Signed,
Allen

Dear Allen:

No, there is not a list. There is a list of Pepsi bottlers that were in business at that time, but we do not know which of these bottlers produced that particular bottle. Perhaps there are some bottle collectors that have a complete list.

Dear Pepsi & Pete:

If Pepsi began in 1898, why can't I find any advertising signs from that time period?

Signed,
Mark

Dear Mark:

Although Pepsi was created in 1898, it was only sold in Bradham's drug store for the first few years. In 1903, the Pepsi-Cola Company was formed, and in 1905, they began bottling Pepsi-Cola. It appears that most of the advertising materials and signage was produced after 1905.

Dear Pepsi & Pete:

I have noticed that flange signs are harder to find and more valuable than other Pepsi signs. Why is that?

Signed,
Ellen

Dear Ellen:

Because flange signs stick out from the wall, they can only be used in particular situations, whereas flat signs can be used almost anywhere. Therefore, they made fewer flange sides. That makes them harder to find and more valuable.

Smile - It's a New Logo

Pepsi-Cola has evolved from a local favorite in New Bern, North Carolina, to a beverage sold the world over. The transition from a local beverage company to an international corporation has been phenomenal. Yes, there have been bumps along the way, but regardless, Pepsi has succeeded in becoming one of the dominating companies of the world.

When analyzing Pepsi-Cola's success, the first thing you realize is that they make a great tasting product, which makes selling it a whole lot easier. Another thing you notice is that Pepsi-Cola has continuously recreated itself, from the way they do business to their logo, packaging, and even their formula. Sometimes the changes have been gradual, and other times they have been sudden and bold.

Today, we are witnessing one of those monumental transitions. In October, the Pepsi-Cola Company introduced new logos and new packaging for Pepsi, Diet Pepsi, Mountain Dew, and Sierra Mist.

Historically, new logos have been used to renew and rebrand Pepsi-Cola. In 1898, when Caleb Bradham first invented Pepsi-Cola, there was no need to have an identifiable trademark because Pepsi-Cola was only sold at Bradham's drug store. Once Bradham decided to market Pepsi-Cola beyond New Bern, a trademark/logo had to be created. By 1903, a script logo, based on the



1898

1898 script that was never used was adopted. This logo was used until



1906

1906, when it was replaced by a clean, script logo. In 1909, the script logo was modified again, thanks to the help of an advertising agency.



1909

The 1909 script logo was used with minor variations until 1950.



1939

Until 1940, the Pepsi-Cola script had always been used as a logo by itself. Beginning in 1940, the script logo was used on some occasions, imbedded into another object. The first object the script was dropped into was a rectangle with a blue border and a wavy area on the top and bottom of that border. This logo was called the "flag" logo. In 1943, this rectangular logo gave way to an oval logo with similar properties. Not satisfied with the oval logo, Pepsi-Cola decided to use the Pepsi-Cola crown, also known as a bottle cap, as their

logo. With the introduction of the crown logo, the blue above the Pepsi script was changed to red. This new logo was introduced in 1945, and it hit the spot. Pepsi was very pleased with it and began using it on most of their advertising and signage materi-



1940

als. Over the years, this logo has become the most popular with Pepsi collectors.

By 1950, America was looking forward to a modern and more affluent future. To respond to the cultural changes, Pepsi felt it was time to modernize their trademark. The script trademark that had been used for the past 40 plus years was streamlined and modernized for the new decade. The new script logo was



1943

known as the "single-dot" Pepsi-Cola script. Pepsi-Cola starting using the single-dot Pepsi-Cola script logo in 1951.

Post World War II saw an accelerated birth rate among American families. This became known as the "baby boom." By the early 1960's, many marketers were looking at this new generation as untapped potential. To reach out to this new generation,



1945

Pepsi came out with some very unique advertising called "Come Alive, You're in the Pepsi Generation." To this day, many still refer to baby-boomers as the Pepsi Generation. With a new generation



1951

of consumers, Pepsi decided it was time, once again, to update their logo. In 1962, they introduced a modified Pepsi crown logo, and instead of the



1962

script trademark imbedded into the crown, they imbedded block letters between the top and bottom of the crown image. This new logo was only used for a few years. By 1965, the logo was once again updated.

The 1965 logo consisted of two

major changes - the bottle cap symbol was replaced by a smooth edge image similar to the bottle cap, but without the serrated edges. The top remained red and the bottom remained blue. Perhaps the decision to abandon the



1965

bottle cap logo corresponded with the growth in Pepsi sold in cans. The new logo would be more compatible to marketing bottles, cans, and fountain Pepsi.

The 1963 logo was the last Pepsi logo to use some form of the Pepsi-



1971

Cola crown. Although the crown logo had been abandoned, the script was still being used in limited situations.

Pepsi advertising had lost it's focus in 1967 with "Taste That Beats the Others Cold." For unknown reasons, they abandoned the Pepsi Generation advertising. Realizing the



1987

mistake, they returned in 1969 to advertising targeting the baby boomers. The 1969 advertising slogan was "You've Got a Lot to Live, Pepsi's Got a Lot to Give."

As Pepsi moved into the 1970's decade, they decided it was once again time to modernize their logo. In 1971, they introduced what was called the "crown line II." This was a total departure from using the original crown, or some aspect of the crown, as a symbol on the logo. The 1971 logo, also known as the bookend logo, was once again a rectangle. The word Pepsi-Cola was embedded in the middle of the rectangle, with bookend type images on each side.

The crown line II logo was used until 1987, when it was slightly modified. The modification was the a new



1991

font in the logo. The major difference in this new font was that the letter "e" had round edges.

(Continued on Page 8)

PEPSI FEST 2009 REGISTRATION

March 19th - 21st, 2009

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2009, March 19-21, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$25.00 per person will include a button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, glass, and several other items bearing the Pepsi Fest 2009 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE NO PACKET # _____ @ \$ 10.00 each \$ _____

Children under 10 free

REGISTRATION FEE WITH PACKET # _____ @ \$25 each \$ _____

TACO FIESTA 3/19/2009 # _____ @ \$14.00 each \$ _____

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

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

3/21/2009

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2009.

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

PEPSI FEST 2009 REGISTRATION

PEPSI FEST 2009 SCHEDULE

Schedule Subject to Change

Thursday, March 19th, 2009

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	Pepsi Taco Fiesta (\$14.00 per person)
7:00 P.M.	Room Hopping

Friday, March 20th, 2009

9:00 A.M.	PCCC Website Seminar
10:00 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
5:30 P.M.	Group Picture
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 21st, 2009

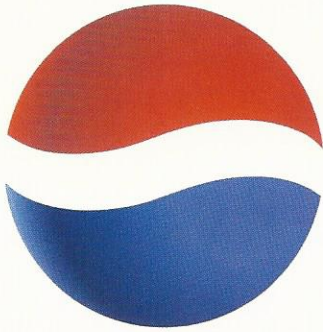
9:00 A.M.	Dealer Set-Up for Swap Meet
10:00 A.M.	Swap Meet Begins - Will Run 2-1/2 Hours

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

Pepsi Fest 2009 will be held at the Indianapolis Marriott. The room rate is \$97 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

Directions: From I-70, (either way) - Get off at Shadeland Avenue (Exit 89), turn right onto Shadeland & left at the first intersection (21st). The Marriott is the 3rd building on the left.

(continued from page 5)



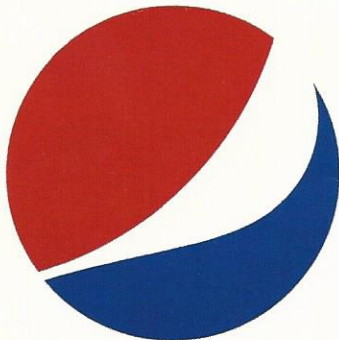
1996

The 1990's brought about another update of the Pepsi logo. The idea was to make the new logo more appealing to Generation Next. The new logo removed Pepsi from in



1998

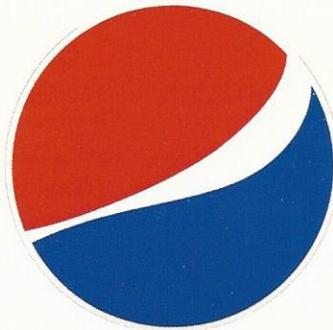
between the two halves of the crown. Now the logo consisted of three elements - the word Pepsi, the crown (now called the "globe"), and the ban-



New "Smile" Logo

ner. The word Pepsi and the globe were designed to be used independently of the other elements. This new logo only lasted five years.

In 1996, the globe became the new Pepsi logo. In 1977, Think Blue became Pepsi's motto. So, in 1998,



New "Grin" Logo

the Pepsi globe embedded into a blue, rectangular background with the word Pepsi superimposed over top. The 1998 logo has had minor modifications over the years, including a more graphically dynamic background in 2003. During this period, sales of carbonated drinks were on the



New Pepsi Font

decline. The reasons are many, but they include a trend towards more natural products, and a desire by consumers for non-carbonated drinks.

This brings us to 2008, and a need



New "E" retains characteristics of crown

to re-energize brand Pepsi and the other carbonated drinks sold by the Pepsi-Cola Company. During the summer of 2008, it was decided that the carbonated soft-drink market, and especially the cola business, was too

important to the Pepsi-Cola Company to let it continue declining without an all-out effort to regain lost ground. The decision was made to look at everything from advertising, marketing, packaging, and of course, the logo. It was decided to hire a design firm to re-design the Pepsi-Cola, Diet Pepsi, Mountain Dew, and Sierra Mist logos.

Pepsi hired the Peter Arnell Design Group, one of the most respected design firms in the country. Arnell decided that before he redesigned the logos, he would first study the history of Pepsi-Cola and the logos to maintain some continuity with the historical logos and trademarks. He came up with three new logos for Pepsi, Diet Pepsi, and Pepsi Max. The Pepsi logo is called "smile," the Diet Pepsi logo is called "grin," and the Pepsi Max logo is called "laugh." The word Pepsi has also been redesigned as well. A new font is being used for the word Pepsi, and on the "e" there is a little wave that can trace its roots back to the wave of the bottle cap.

East Coast Pepsi Event

Attention East Coast Pepsi Lovers!

By June Frost

We all know that attending Pepsi Fest in Indianapolis is absolutely the BEST! Sadly, not everyone can make the trip. And even if you do, once a year is just not enough. West Coasters have the Las Vegas event to look forward to either as a 'fix' before or instead of Indianapolis. But there is no ongoing event for East Coast collectors; so, a few brave East Coast members have decided to start re-creating an annual East Coast event as well. In 2008, on July 26th, a small group of Pepsi-holics got together in New Bern, North Carolina (birthplace of Pepsi Cola) to celebrate Pepsi's 110th Birthday with a picnic, antiquing and sharing stories of our collection favorites! We had a won-

derful time.

After the successful birthday bash we began to plan for an East Coast Pepsi Bash for 2009 and hope to lure other East Coast Pepsi lovers to join us. We are meeting July 24-25, 2009 in or near Charlottesville Virginia. We have no way to reach out to current East Coast collectors except through this newsletter. We are not aware of any active East Coast sub-chapters to contact. Tim O'Donoghue, Carolyn and Larry Mann and I are putting this together without the structure of a local sub-chapter to assist us, so plans and activities are pretty informal at this point. We are scouting antique malls, picnic areas and selecting special items for show and tell. We intend to invite employees of the Charlottesville plant and hope to hear about their 100th celebration in 2008.

The cost to attend will be minimal. Hotel or motel prices will vary depending on where you choose to stay. BUT the fun of meeting and talking to fellow Pepsi lovers is PRICELESS.

If you are interested in joining us (this year or in the future), have ideas on activities or locations for future events or just want to communicate with other East Coast Pepsi lovers - PLEASE - contact us at EastCoastPepsibash@live.com. We'd love to hear from you. We will have more details at Pepsi Fest in March and in the April newsletter, so stay tuned! We hope each year will attract more people and will include more activities.

As always - Have A Pepsi Day! June



Retro Bottles currently being offered in participating stores throughout the country. These bottles are a limited time offer - when they are gone, they're gone. They are sold individually, not as a set.

Pepsi Uncapped

This is a new section of the PCCC newsletter that will give you inside information on what's happening at Pepsi.

- Look for a new Pepsi-Cola commercial that will emphasize the history of Pepsi. This commercial will appear in the 2009 Super Bowl.

-A retro Pepsi can will be released sometime in the late spring.

-Pepsi plans to offer Pepsi-Cola in a glass bottle. It will be called Pepsi Natural and will contain sugar cane.

-There will be a brand extension of Sierra Mist called Ruby Splash. It will be a limited time offer.

-There will be a line extension of Mountain Dew called Mountain Dew Voltaire.



Submitted by Tom Gabriel

Welcome New Members

Robert Haynie
Efland, NC

Bob & Mallory Lloyd
Hillsborough, NC

Kirsten Anderson
Meriden, CT

John Hochmuth III
Federalsburg, MD

Kim Maher
Brooksville, FL

Jan Lloyd
Hillsborough, NC



Submitted by Tim O'Donoghue

The Pepsi Trading Spot

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

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein.

The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

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

For Sale:

Bottle caps & bottles for sale. I also buy bottle caps - soda, beer, cork lined or plastic lined, used or unused.

Contact: Dianne Shaw, 1604 Berry Blvd., Louisville, KY 40215
(502)361-0400. Email: catmom123@insightbb.com

For Sale:

Entire Pepsi collection. 9 years photos and receipts on everything. Worth 20 to \$25,000.00 Will consider best offer. You'll be surprised at very rare and unusual pieces. Contact: Barney & Lynette Davis, 3131 St. Joseph Ave., St. Joseph, MO 64505 or call (816)279-2915.

For Sale:

1113 Pepsi items collected over 30% years. Pictures and descriptions at www.quickflashdesigns.com/pepsi Boxed, stored, and ready for pickup in Elkhart, Indiana. Price reduced \$4,000 for collection OBO. Contact: pesipop@aol.com

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.

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

www.pepsigifts.com

ALL NEW!

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ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new products available now!



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



Phillip Dillman
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Homewood IL 60430 USA



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 26, Number 2

April-June, 2009

23rd Pepsi Fest Big Success

Once again, Pepsi collectors from across the country made their annual pilgrimage to Indianapolis to celebrate Pepsi collecting. After 23 years of Pepsi Fest, it seems the enthusiasm is as great as it ever has been. The excitement of seeing Pepsi friends and finding new Pepsi stuff was everywhere. Each new arrival was greeted by a dozen friendly faces anxious to renew acquaintances. Most attendees could not contain their excitement to get started room hopping, going from room to room, looking for that new item for their collection.

This year, I found a porcelain salt and pepper shaker set that I have been looking for for a number of years. I couldn't wait to get it home and set it on the shelf next to the other porcelain items. That's the fun

of room hopping- you never know what you will find.

Despite the difficulties in the economy, we still had a good turnout. It was perhaps the best weather we've seen in 23 years. This year's pizza party featured a guest speaker from Pepsi-Cola headquarters, Alex Johnston. Alex is a public relations representative of the Pepsi-Cola Company. He shared with the group interesting insights into Pepsi's new logo change. He even had enough courage to ask the attendees for their opinion of the new graphics. As always, the club members were very forthcoming with their opinions. He brought along with him Pepsi commercials that were deemed unacceptable for advertising. One of the commercials featured a man and woman whose bodies were covered

in piercings. One look at the commercial and you could tell why it was never aired! After the meeting, Alex went room hopping, talked to collectors, and took pictures of all the Pepsi collectibles. It was a fun night!

Wayne Burgess, our webmaster, gave a seminar on the PCCC website. Everyone is very enthusiastic about the potential of the website. If you haven't had a chance to visit the website yet, please do so. It gives us the opportunity to post very timely information. The club website is www.pepsicolacollectorsclub.com

Plans are already under way for Pepsi Fest 2010. We hope you make plans to join us.

In This Issue

Pepsi Fest Pictorial

Pepsi Pass Commercial

**East Coast Pepsi
Connection Plans
Charlottesville Meet**



Alex Johnston of Pepsi-Cola Company at Pepsi Fest

Chapter News

Chapters News 2009-2

The chapters are a vital part of the PCCC and, oftentimes, they are also a vital part of our personal lives. Research has shown that hobbies and friendships are important for our emotional well-being. Belonging to a chapter can provide us with both. Okay, everyone! GROUP HUG!

I'm certain that the economic downturn has affected many of you and that you've had to limit your non-essential spending. Fortunately, a little creativity can help you keep your Pepsi collecting habit...er, I mean, "hobby," from falling into the category of "non-essential" and can allow you to continue attending meetings.

In most cases, joining a chapter requires each member to pay membership dues annually. That typically allows the chapter to purchase raffle prizes or gifts or snacks and beverages or picnic shelter rental or whatever is necessary to cover the cost of the chapter's planned events. If the cost of dues is preventing someone from joining or rejoining your chap-

ter, you could consider not charging dues for a year. You might also consider having fewer meetings throughout the year. You could really cut down expenses by serving tap water instead of Pepsi products. I'M JUST KIDDING!!!

The bottom line is that we all need to think outside of the box or, should I say, the Pepsi case. True, the chapter meetings enable us to see Pepsi collectibles in a fellow collector's collection, thus, the more meetings we can attend, the more Pepsi items we get to see and to learn about. However, with some of us being pinched financially this year, we need to do what we can to keep our costs down so that we can continue our meetings and our collecting and keep our friendships strong. Okay, one more group hug.

The Chicago Connection Chapter will have their April meeting on the 4th in Worth, IL and our June meeting in Shorewood, IL. For more info, contact me at pd62pepsi@sbcglobal.net.

The Southern California Chapter has the following dates planned for meetings - April 11, 2009 (location TBA);

June 13, 2009, Picnic at Hart Park, Orange, CA; August 8, 2009, Knollwoods Restaurant, 17th Street Santa Ana, CA; October 10, 2009 (location TBA), November 2009 (Las Vegas?) Dates to be announced; December 14, 2009 (location TBA).

The Keystone Collectors Chapter and the Buckeye Chapter have been meeting jointly about every three months in the area of Northeastern Ohio and Northwestern Pennsylvania. They typically meet in April, July, Oct/Nov, and, at Pepsi-Fest. They've had a number of visitors attend their meetings and they would like anyone that is interested in attending any of their meetings to please contact them at pepsiwaytag@comcast.net.

The Iowa Pepsi Club Chapter has planned the following meetings for 2009: Camanche, IA on April 4, Des Moines, IA on June 13, Des Moines, IA on August 1, and Boone, IA on Oct. 17. You can contact them at dietpepsi@mchsi.com.

-Phil Dillman

www.www.pepsicolacollectorsclub.com

Email: bob@www.pepsicolacollectorsclub.com

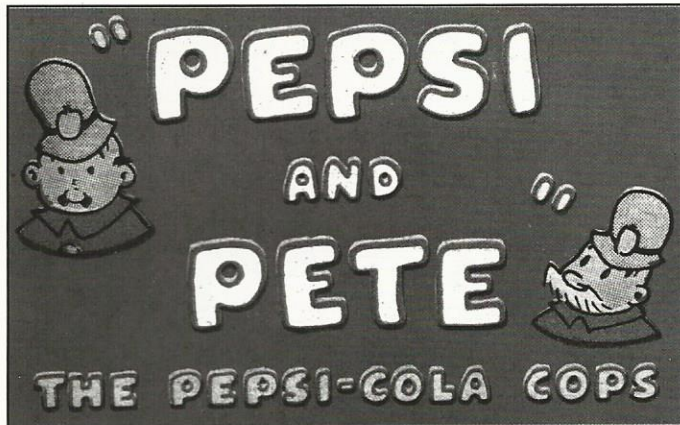
Future Club Events

East Coast Pepsi Connection
Charlottesville, VA
July 23-25, 2009

Pepsi Celebration
Las Vegas, NV
TBA

Pepsi Fest 2010
Indianapolis, Indiana
March 18-20, 2010

Dear Pepsi and Pete



Dear Pepsi & Pete:
Were the cone top cans distributed nationwide?
Signed,
Al

Dear Al:
There is no precise information as to where the cone top cans were distributed. We know for certain that they were used in the Illinois area and the New England area. Other than that, we do not have any further information. The cans were not very popular, and they were only used between 1949 and 1951. This probably has a lot to do with the liners inside the cans, which did not work well, allowing a metallic taste to contaminate the Pepsi. It wasn't until 1960 that Pepsi offered cola in cans again.

Dear Pepsi & Pete:
My friend and I are arguing whether the amber bottle or the Hutchinson bottle are the oldest. Can you please help us?
Signed,
Leroy

Dear Leroy:
Although the Hutchinson bottle is a much older bottle design than the amber bottle, the amber bottle is the oldest Pepsi bottle. Pepsi began offering Pepsi-Cola in bottles in 1905. The first place they were offered was in New Bern, North Carolina. At that time they used

amber bottles. The Pepsi-Cola bottler in Pensacola, Florida, was still using the older style Hutchinson bottle when they received their Pepsi-Cola franchise.

Dear Pepsi and Pete:
Does it hurt the value of a self-framed sign if the framed portion of the sign has been cut off?
Signed,
Diane

Dear Diane:
Even though cutting off the frame does not hurt the primary image of the sign, it does hurt the value of the sign. A self-framed sign with the edges cut off would have to be devalued between 50-75%. This is not only true of self-framed signs, but any signs that have been cut down to fit somewhere. For that reason, when you buy a sign that is in a frame, you should take it out and examine it to be sure it has not been compromised.

Dear Pepsi & Pete:
I found some old bottles that have "Pepsi-Cola" embossed 6 times on the upper half of the bottle. What were these bottles used for?
Signed,
Barbara

Dear Barbara:
What you have found are paper label bottles without the paper labels. The bottles Pepsi produced between 1940 and 1945 were embossed, leaving room for a paper label on the top and the bottom of the bottle. Over the years, these labels have deteriorated, and in some cases are so bad that dealers have taken the labels off entirely, trying to convince consumers that this is how the bottles actually looked. Be careful. Scanners and photocopiers are making it very easy to reproduce labels for these bottles.

East Coast Pepsi Connection 2009 July 23 - 25th 2009 Charlottesville, Virginia

Come join us for Pepsi fun!*

Thursday, July 23

- 2:00 - Welcome meeting - TBA
- 3:00 - tour of Charlottesville Pepsi-Cola Bottling plant
- 4:00 - post tour discussion & planning for dinner! TBA

Friday, July 24

- 10 AM - meet to plan 'attack' on local antique shops and malls
- 4 PM - Show and Tell
- 6 PM - off to dinner at local Pizza parlor
- 7 PM-ish - discussion on identifying reproductions & fantasy items evening left for visiting and 'room hopping'

Saturday, July 25

- AM - on your own
- Noon - Pepsi picnic TBA

Get on mailing list at EastCoastPepsiConnection@live.com

OR mail form to: June Frost, PO Box 5616, Endicott, NY 13763



*Schedule subject to change

If you missed our Birthday Bash in New Bern last year - you don't want to miss our Pepsi Picnic Plus this year in Charlottesville. To register OR to get all the final details when they are available (mid-April) please complete the following information:

Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

e-Mail _____

Number adults planning to attend* _____

Number children planning to attend* _____

Please mail this form to: _____ OR e-mail this information to:

June Frost
PO Box 5616
Endicott, NY 13763-5616

EastCoastPepsiConnection@live.com

* There will be a small registration charge to cover reserving a picnic area, food for the picnic and other as yet unknown costs essential to a successful event. This cost has not yet been determined but will be included in the information sheet sent out in April. Completing this form IS NOT necessarily a commitment to attend.

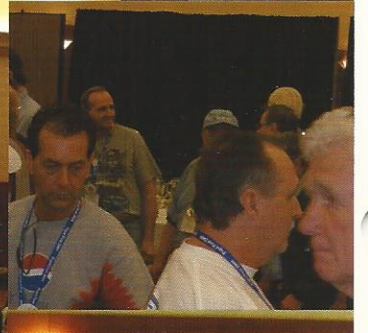
The East Coast Pepsi Connection (ECPC) is in its second year. ECPC is organized by PCCC members who line on (or near) the East Coast, though all are welcome. Our events are informal and our goal is to recruit new members AND meet with old and new Pepsi friends.



PEPSI-COLA COLLECTORS CLUB EXPRESS



Special Thanks to all those who helped with Pepsi Fest 2009, especially Kim Kinzie, Carole Browne, Tom and Diane Gabriel, Laura Adam, Ken Harris, Wayne Burgess, Lewis Carr, and many others who worked at the auctions, swap meet, and Pizza party. Also thanks to Lisa Castaldo of the Pepsi-Cola Company and Cathy Dial of Frito-Lay.



Pepsi Pass

If you have not seen the new Pepsi commercial called Pepsi Pass, you should - it's one of the best. The concept of the commercial is that each generation passes the Pepsi on to the



Scene from Bradham Drug Store

next so they can make it part of their generation. This commercial took five days to shoot. With the amount of extras and the locations they used, it seemed more like a movie than a commercial. It was filmed in ten different locations in the Los Angeles area, including the Warner Brothers Studios.

The commercial begins where Pepsi begins - at the Bradham Drug

Store in New Bern, North Carolina. The drug store was recreated at Warner Brothers for one day of filming. The drug store was so realistic that it even included bottles on the

back bar that said "Bradham Drug." Although the commercial was filmed inside, the director wanted action on the outside to make it look more realistic. The action included

people dressed in period costumes, and horse-drawn buggies and wagons. Also filmed on the Warner Brothers

lot was the World War II

sequence. This scene takes place at the end of World War II in Times Square.

There were over 200 extras, many of them in

WWII military uniforms. Confetti and ticker-tape flew out of the sky as people celebrated the end of the war. The lead actor in the scene takes a drink of Pepsi-Cola as she celebrates



Flapper Posing Between Takes

victory.

The 1920's scene was shot at a monastery in the Hollywood Hills. The scene was complete with a jazz



Times Square Victory Scene

band, flappers, and period automobiles.

The 1950's drag racing scene was shot in the Los Angeles river near downtown Los Angeles. Obviously, there is not much water in the LA river!

The most interesting moment from the 1960's scene featured a streaker as he ran through a protest demonstration. It was a very cold day, but the actor, who was almost nude, did a great job. He carried the bottle into the disco, which was the set for the 1970's.

The 1980's scene featured break dancing on the streets of Los Angeles, and the Berlin Wall coming down. A life-sized reproduction of



Berlin Wall Scene

the Berlin Wall was set up in a parking lot in Los Angeles.

The 1990's scene was filmed at a rave party that included a mosh pit. The lead character jumps off the stage with his can of Pepsi and is carried into the future where a group of

young people are having a party in a loft. The Pepsi can miraculously turns into the can with new graphics.

This commercial runs for 60 seconds, which is not nearly enough time to take in all these wonderful scenes. If you haven't seen the commercial

you can view it on Youtube by searching "Pepsi Pass." Pepsi collectors will find various pieces of authentic pieces of Pepsi memorabilia used in the commercial. The music in the background for the commercial features "The Who" singing "My Generation."



Pepsi Natural

The newest addition to the family of Pepsi-Cola drinks is Pepsi Natural. This drink is an all natural product, which includes pure cane sugar. It is currently being distributed throughout the United States. We have no information on exactly where it is currently available. It is sold as a four-pack. I found it at Target, but it is also available at participating retailers.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Above: Patty and Steve Bell, Pepsi club members from Washington, sent these pictures from their visit to Holland.

Left: Bear Tooth Bottling Company, which eventually became Pepsi-Cola Bottling of Billings, Montana.



Sue Pletcher's Pepsi Story

When I was 19 years old I worked in the office at Penn Controls in Goshen, Indiana. One day the girl that I worked with said to me, "Sue, I was looking at the stock report in the paper and I saw that Coke stock was \$35 and Pepsi stock was \$26. That is dumb because everyone knows that Pepsi tastes better than Coke." Of course I agreed with her.

I went home that evening and told my mother the same story. I don't know if she agreed or disagreed with me, but some time later she asked me if I would like a share of Pepsi stock for my 20th birthday. I thought that would be great and so I bought 2 more shares and my parents bought 3 shares. At that time, the stock was \$31 a share.

This might not seem like much money to spend but I was making about \$1.50 an hour back in 1959.

Soon after we bought the stock, Alfred Steele, the president of Pepsi died and the stock went down to \$26. We thought we were going to loose it all. Then his wife, Joan

Crawford, started to be a spokesperson for Pepsi and the stock went back up again.

This was also the time that the fast food industry was getting started.

My parents died in 1983 and I took their shares as part of my inheritance, so I had 36 shares because the stock had split a few times. The total of the 36 shares at that time was \$1200.

When the bottling division and the restaurants separated, I was given 1 share of Tri-Con Global for every 10 shares of Pepsi stock I have. I received 64 shares at \$31 each. I had 648 shares of Pepsi stock by then.

January of 2008 I had a total value of \$57,000. Our first dividend check was for \$.16. Since then I am getting about \$275 each quarter to spend on more Pepsi items. As of Feb. 26, 2009, I have had the Pepsi stock for 50 years. I sure hope no one figures out how old I am!

Welcome New Members

**James Woolison
Vinton, IA**

**Roger Wells
Oxford, OH**

**Shara Harris
Erwin, TN**

**Bonnie Hutto
Winter Haven, FL**

**Martha McConnell
Lillington, NC**

**Lorri Reinke
Des Plaines, IL**

**Rita, Daniel, and Jana Niles
Jacksonville, FL**

**Carmon Rust
Peru, NY**

**Donna Newman
Cedar Springs, MI**

**Diana York
Peru, IN**

**Dewayne Pettipas
Hamilton, Ontario**

**Ronnie Davis
South Boston, VA**

**Gene Judd
Indianapolis, IN**

**Janice Eaton
Mechanicsburg, OH**

**Scott Stofferahn
Galloway, OH**

**Tracey Bailey & Bryon Doss
Aurora, IN**

**Wayne Lawrence
Newark, OH**

**Jimmy Moore
Winston-Salem, NC**

**Charles Gantz
Bowie, MD**

**Paul Lucas
Pittsburgh, PA**

**Charles Gantz
Bowie, MD**

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:

I will be offering 45 years of Pepsi related collectibles for auction on ebay starting late March, early April 2009. All categories of Pepsi-Cola products will eventually be listed. Extensive collection of bottles, cans, signs, clocks, carriers, advertising, bottle molds, original bottle design drawings, etc. Other brands of soda products, counter top candy/gum vending machines & related products, soda fountain items, food advertising tins, telephones & parts, electrical & electronic parts will also be listed. If you may be interested, please add pepsipop318 to your favorite sellers list to be notified as items are listed. Contact: Ed Protin
pepsipop318@att.net
Or mail: P.O. Box 318, Milford, DE 19963.

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N. Y.

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.

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

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Pepsi Fest 2009 Group Picture

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