



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 22, Number 1

March-April 2005

## 100 Years of Pepsi in Bottles

This year, Pepsi Fest comes a week early. I hope everyone has enough time to prepare. I know I'm running around trying to be sure everything is ready to make this the best Pepsi Fest ever. By the time you receive this newsletter, it will be too late to send in your registration. You can register at Pepsi Fest, but packets are in limited supply and will be sold on a first come, first serve basis. There are also a limited number of swap meet tables left for the big swap meet on Saturday, so let us know right away if you will be needing one. Included in this newsletter is the tentative schedule for Pepsi Fest 2005. This year's schedule has been changed slightly. Instead of a farewell dinner, we will be having a Pepsi Fest Taco Fiesta. The Taco Fiesta will be held Thursday night. Besides Pepsi and entertainment, the

Fiesta will include a taco bar. The taco bar will be \$11.00 per person. This will include all you can eat tacos and beverages. We hope to make the Taco Fiesta as popular as the Friday night pizza party. Make your plans to arrive early so you can participate. It should be a Pepsi fiesta!

Pepsi Fest 2005 will be held at the Marriott East, 7202 E. 21st St., Indianapolis, Indiana. The room rate will be \$82 per night. The event begins Thursday, March 10th, and runs through Saturday, March 12th. The phone number for hotel reservations is (317)352-1231. It is our belief that the best way to enjoy Pepsi Fest is to stay at the hotel. The energy and excitement level during Pepsi Fest is an unbelievable experience that is enhanced by staying at the hotel.

Once again, we will be holding our amateur Pepsi-Cola commercial contest at Pepsi Fest. Make your own Pepsi commercial that runs from 30 seconds to 90 seconds, and turn it in at Pepsi Fest registration. All commercials will be shown at the Pepsi Fest Pizza Party.

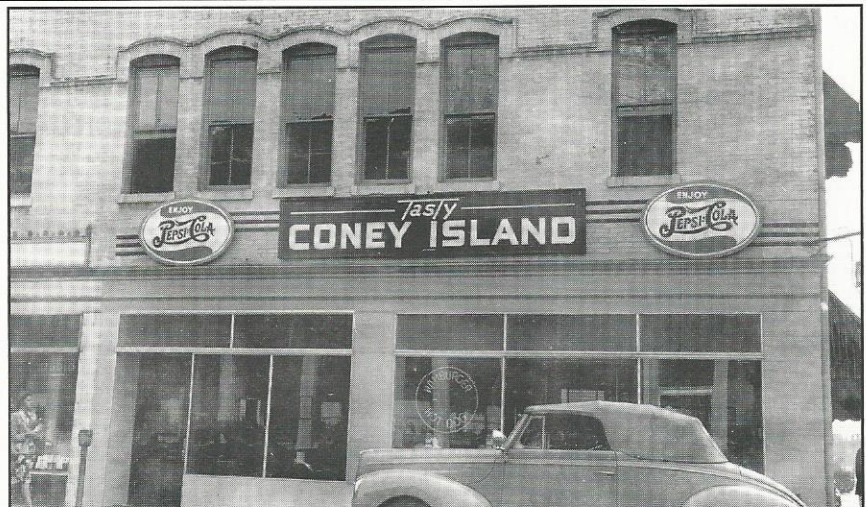
As we celebrate 100 years of Pepsi-Cola in bottles, be sure and attend the Pepsi Fest seminar on the history of the Pepsi bottle. Please have a safe trip and I'll see you all at Pepsi Fest!

### In This Issue

#### Pepsi Fest Schedule

#### History of the Pepsi Bottle

#### Roxboro Pepsi Celebrates 100 Years



1941 Pepsi-Cola Advertising on Building

# Chapter News

The Charged Chapter Challenge. This was created because the chapters of the PCCC could use a bit of a push, and, look at what the Pepsi Challenge did for sales of Pepsi! As is to be expected of any club, some of our chapters are very active while some only meet occasionally, if, at all. Naturally, we all have to deal with different circumstances that make it difficult or impossible to attend chapter meetings. However, I know that there are quite a few of you that would love to attend the occasional chapter meeting, even if there isn't a chapter close by. Personally, my obsession with Pepsi is such that Lenny Vigna and I drove five hours one way to the St. Louis area so that we could attend a picnic that the Show Me Club chapter was hosting. If you don't have the time or money to travel far for a chapter meeting or you would like to have a chapter in your neck of the woods, contact me, Phil Dillman, at PD62Pepsi@aol.com or 708-799-8486 at night and leave your name and the town in which you live and I'll see if we can find others in your area that are also looking for a chapter or might be willing to help start one.

A great example of what I'm trying to explain is the Buckeye Chapter in Ohio. This was a very active chapter of the PCCC until one of the key founding members of their chapter ended up having to relocate to Florida because of his job. Since that time, the chapter has been very quiet. Now, there is renewed hope that this chapter will become active. All that you folks in Ohio need to do is contact Keith Lane at kandklane@juno.com. He lives about 25 miles east of

Cleveland. Meanwhile, we have a member interested in joining a chapter in and around Wichita, KS.

There was talk among several members in last year's Fest about starting a chapter in the Lafayette/Indianapolis, IN area. We just need someone to "grab the bull by the horns" and officially start that

chapter. It's really simple to do. TRUST me.

If you are going to be at this year's Fest, don't forget about the Chapters Meeting on that Thursday afternoon! See ya' there!

-Phil Dillman

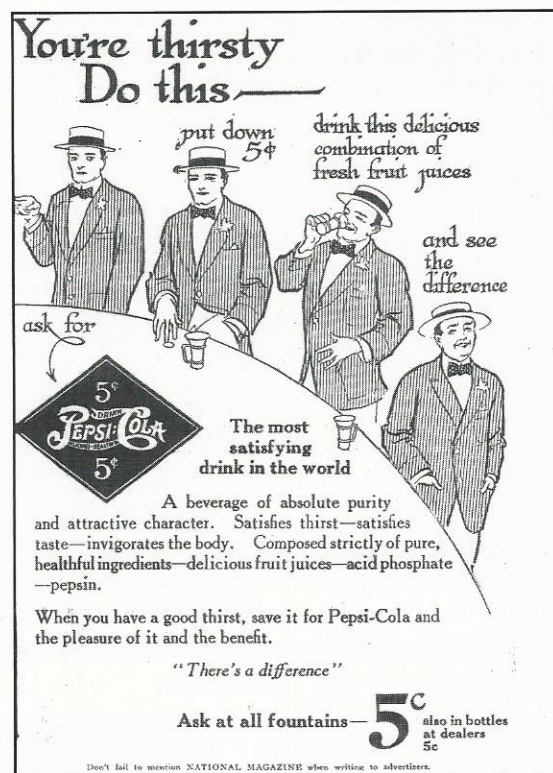
**You're thirsty  
Do this—**

put down 5¢

drink this delicious combination of fresh fruit juices

and see the difference

ask for



**5¢**

**The most satisfying drink in the world**

A beverage of absolute purity and attractive character. Satisfies thirst—satisfies taste—invigorates the body. Composed strictly of pure, healthful ingredients—delicious fruit juices—acid phosphate—pepsin.

When you have a good thirst, save it for Pepsi-Cola and the pleasure of it and the benefit.

*"There's a difference"*

Ask at all fountains—**5¢** also in bottles at dealers 5c

Don't fail to mention NATIONAL MAGAZINE when writing to advertisers.

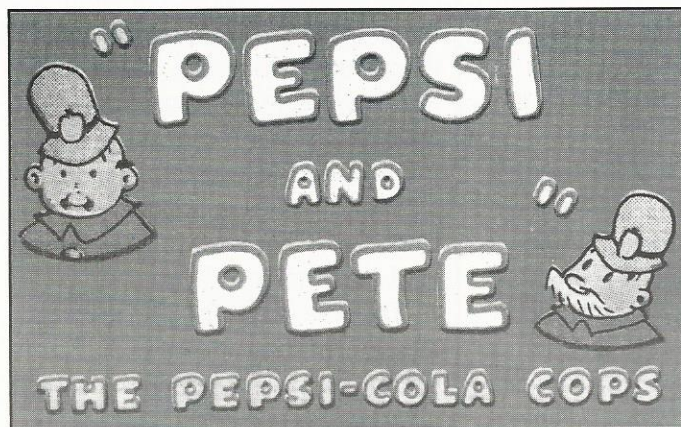
Rare 1911 Pepsi-Cola Magazine Ad

## Future Club Events

**PEPSI FEST 2005**  
**March 10-12, 2005**  
**Indianapolis, Indiana**

# Collector Information

## ASK



Dear Pepsi & Pete:

I have an old pickup truck that I want to paint with the Pepsi-Cola logo. Do I need permission from the Pepsi-Cola Company?

Signed,  
Ralph

*Dear Ralph:*

*I don't believe the Pepsi-Cola Company would object to your using the Pepsi-Cola logo on your truck. However, if you were in the business of selling restored trucks with the logo on them, that would be a violation of the Pepsi-Cola trademark.*

Dear Pepsi & Pete:

I have one of the 1947 metal bottle carriers with the Pepsi-Cola name embossed on both sides. The red paint has worn off. Would it decrease the value of the carrier if I repainted it?

Signed,  
Cindy

*Dear Cindy:*

*That particular carrier is worth between \$25 and \$35, so I do not believe that repainting it would significantly reduce the value. As a rule, I do not buy any Pepsi-Cola collectible that has been repainted or restored.*

Dear Pepsi & Pete:

I am trying to collect all of the metal syrup containers. The oldest container I have is from 1945. Were there any metal syrup containers produced before then?

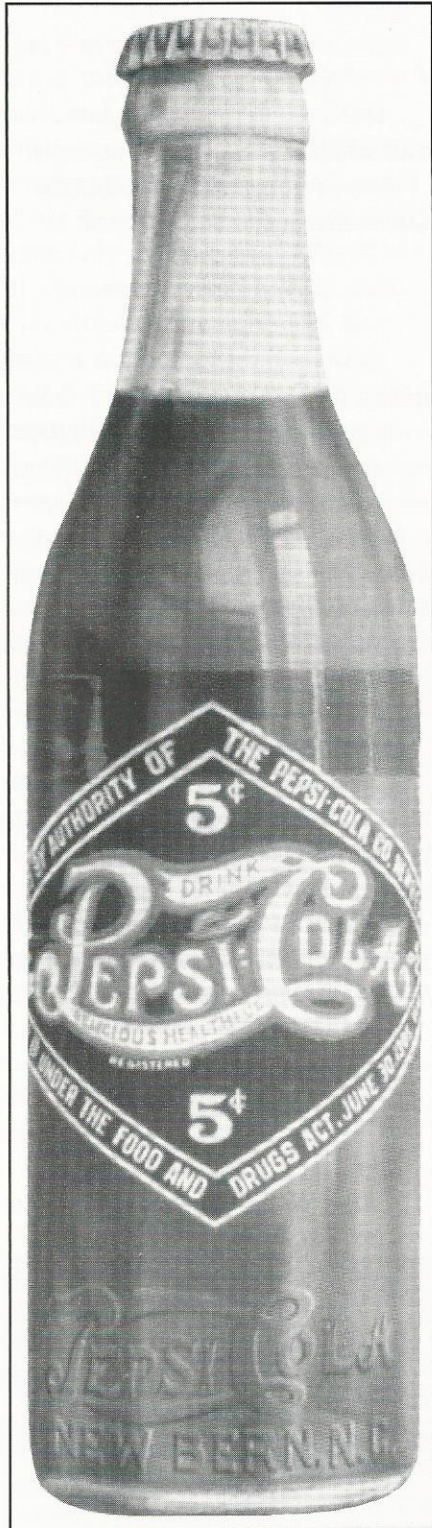
Signed,  
Willie

*Dear Willie:*

*To answer your question, I first need to tell you a little about the fountain business. In 1898, when Caleb first began selling his syrup, it was distributed in glass jugs. Larger quantities were available in wooden kegs. After the two bankruptcies, Pepsi-Cola began selling the 12-ounce bottle for a nickel. The success of the bottle business was so huge, that the fountain business was all but abandoned. In 1943, it was decided that the Pepsi-Cola Company should once again begin selling fountain syrup. Because of World War II shortages, there was not enough metal to make fountain syrup cans. At that time, the fountain syrup was distributed in standard 12-ounce bottles, with "fountain syrup" printed on the bottle. After the war, Pepsi-Cola began selling their syrup in metal cans. These metal cans were used until the 1960's. Sometime during the 1950's, they began using the glass jugs in addition to the metal cans. Glass jugs were used through the 1970's, when they were replaced with plastic jugs.*

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

# History of the Pepsi Bottle



1905 Pepsi Bottle

This year is the 100th anniversary of Pepsi-Cola first being sold in bottles. Initially, Caleb Bradham invented Pepsi-Cola as a fountain beverage. For the first years of Pepsi-Cola's existence, it was sold exclusively at soda fountains.

Beginning in 1905, Pepsi-Cola was bottled at the Pepsi-Cola home office in New Bern, North Carolina. Soon after, Bradham began soliciting bottlers to become Pepsi-Cola bottlers.

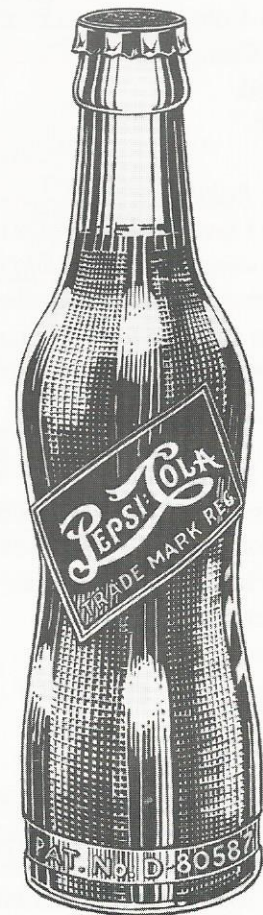
There were a number of reasons why Bradham decided to sell Pepsi-Cola in bottles. First, several innovations in the methods used to bottle soft drinks had been improved, enabling bottling on a large scale. These innovations included a standardized neck on bottles. This made it possible to use the more reliable crown, cork, and seal closure system. (Also known as the "bottle cap"). This new closure system offered an excellent seal on the bottle, which preserved the integrity of the product inside.

Perhaps the more important reason for Bradham to offer Pepsi-Cola in bottles was the difficulty in trying to grow the fountain business. There were only so many fountain outlets, and many of them were already selling Coca-Cola. This was a fact that was not likely to change. Under normal conditions, proprietors could be convinced to carry more than one brand, or that another brand was better. But, in the case of Coca-Cola, this was not possible. Coca-Cola believed that any outlet that sold any beverage other than Coca-Cola was in violation of Coca-Cola's trademark and patent.

During this period, Coca-Cola

used spies to go to soda fountains and order a glass of cola. If they did not receive Coca-Cola, they would accuse the proprietor of substitution, and threatened legal action. It became so bad that Coca-Cola considered a variety of terms that meant substitution. For example, if a customer asked for a glass of dope and got anything but Coca-Cola, that too would be considered substitution.

Because of this intimidation and harassment by the Coca-Cola Company, many fountain outlets felt it was easier to just sell Coca-Cola rather than fight the giant from Atlanta.



1929 Pepsi Bottle

Bradham's hunch was right. Pepsi-Cola in bottles took off practically immediately. Since the bottles had Pepsi-Cola's name printed on the bottle, there could be no question of substitution. Also, there were numerous bottlers looking for products to bottle. This gave Pepsi-Cola an almost unlimited market to develop.

Although the Pepsi-Cola bottling business boomed almost overnight, there were many problems to overcome. Transportation was difficult.



1933 Pepsi Bottle



1936 Pepsi Bottle

In most cases, bottled Pepsi-Cola was delivered by horse-drawn wagons over dirt roads. In some cases, Pepsi-Cola had to be shipped by rail cars in special wood cases, which added to the cost.

One of the biggest problems was bottle theft. At this time, there was no deposit on bottles. The bottler had to rely on the honesty of the consumers to return the bottles. The cost to produce bottles at this time was significant. The bottles had to be returned and refilled numerous times to pay for the initial investment. When bottles were broken or stolen, this had a negative impact on the bottler's profit margin.

The biggest concern for bottlers was unscrupulous characters who would travel from town to town and steal empty bottles, and sell them to bottlers in other towns. To solve this problem, the Pepsi-Cola name was

imprinted on the bottom of the bottles. This helped, but it did not entirely eliminate theft. There were even some reports of Coca-Cola bottlers stealing Pepsi bottles just to hurt the Pepsi-Cola bottlers business.

Another serious problem for Pepsi-Cola bottlers were the labels themselves. Normally, the Pepsi-Cola name and the bottler's names were printed on the bottom of the bottles. This was for identification only, not for marketing. A beautifully printed, colored label was designed to give the bottle a consistent and appealing look. Unfortunately, labeling the bottles took time and money. This resulted in a number of bottlers deciding not to use the label on their

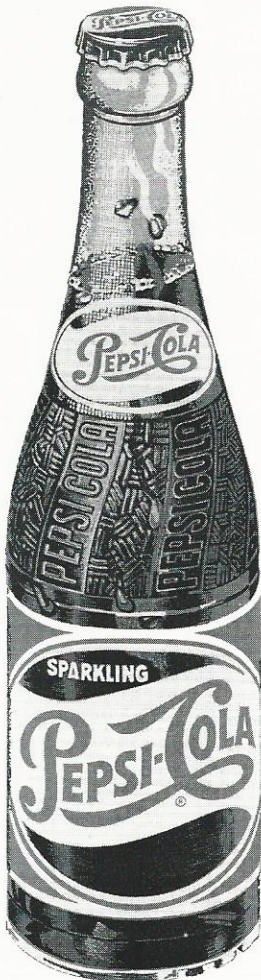


1943 Pepsi Bottle

bottles. Yet, in other cases, the labels were not used because they would dislodge from the bottles while sitting in the ice cold water of the self-serve coolers used in the mom & pop grocery stores. Eventually, Pepsi-Cola stopped using the paper labels and instead used the Pepsi-Cola name embossed on the shoulder of the bottle.

Despite the success of Pepsi-Cola in bottles, events at home and abroad compounded, forcing Pepsi-Cola to financial ruin. In 1923, the Pepsi-Cola Company filed for bankruptcy.

Ironically, it was Pepsi-Cola in bottles that ultimately saved the company from total extinction. After eight years of struggling in



1951 Pepsi Bottle



1958 Pepsi Bottle

Richmond, Virginia, the Pepsi-Cola Company was once again bankrupt. The trademark and formula were bought from the bankruptcy court by a firm in New York. The new Pepsi-Cola Company was resurrected in New York, where it too struggled until 1934. In an act of sheer desperation, the Pepsi-Cola Company began to offer Pepsi-Cola in 12-ounce bottles for a nickel.

The big, big bottle for 5 cents was exactly what people were looking for. The country was in the depths of the great depression. A refreshing, bargain cola was happily received by

consumers. The response to this bargain Pepsi-Cola was enormous throughout the country. Finally, Pepsi-Cola was on the road to success. - thanks to the Pepsi-Cola bottle.

Once again, the bottle played a key role in history, when in 1958, the swirl bottle was introduced. This bottle was designed to give Pepsi-Cola a more modern, youthful image. The swirl bottle was used throughout the 1960's and 1970's. Unfortunately by the 1980's, cans had replaced the bottle as the consumer's choice for drinking Pepsi-Cola.

Although glass Pepsi-Cola bottles are almost extinct at this time, there is no doubt that the Pepsi-Cola bottle will always be remembered for the significant role it has played in the history of the Pepsi-Cola Company. As we celebrate the 100th anniversary of Pepsi-Cola in bottles, it is nice to look back at the history of the bottle, but it is also important to remember our own good times, drinking Pepsi from the glass bottle.

## **PEPSI FEST 2005 SCHEDULE**

Schedule Subject to Change

### Thursday, March 10th, 2005

12:00 Noon	Registration
2:00 P.M.	Pepsi Fest Kick-Off Meeting
3:00 P.M.	Chapters Meeting
6:00 P.M.	Pepsi Taco Fiesta (\$11.00 per person)
7:00 P.M.	Room Hopping

### Friday, March 11th, 2005

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

### Saturday, March 12th, 2005

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:30 P.M.	Group Picture - Meet in Registration Room
2:00 P.M.	Dealer Set-Up for Swap Meet
3:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours

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

Pepsi Fest 2005 will be held at the Indianapolis Marriott. The room rate is \$82 per night for cub 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.



Pepsi Fest 2004 Group Photo



"The only thing we're sure of is that every post war car will have a Pepsi-Cola tank up here, and a gas tank down here."

1945 Pepsi Ad Featuring a Car We'd All Like to Own

**—to the last drop!**

**YES, sir!**—you want it *all*—every teeny-weeny drop! For, you know, a single sip of this sparkling, jumping joy-o'-life makes you want *all you can get* of the big nickel's worth.

Be your own judge! There is no substitute for PEPSI-Coia—resent the suggestion.

Fire for the kiddies, too—get from the grocer a crate for your ice-box. Or at all fountains

**DRINK**  
**PEPSI-Cola**  
*for Healthful Refreshment*

**Why you should drink PEPSI-Cola**

Pure cane sugar, carbonated spring water, fruit juices, and phosphate and flavoring—this is PEPSI-Cola. No mystery in its formula! Not a proper blending of ingredients—a delightful, wholesome beverage of special value as it is refreshing, invigorating, as it is thirst-quenching. Some people call it a "Liquid Confection"! It is the kind of drink you would make at home—if you could!

1917 Pepsi Ad



## Burnett Family Celebrates 100 Years With Pepsi-Cola

This year, the Burnett family of Roxboro, North Carolina, celebrates 100 years in the Pepsi-Cola business. The Burnetts, like many of the other early Pepsi-Cola bottlers, were in the wholesale grocery business. It was not uncommon at that time for wholesale grocers to operate a bottling business for additional income. For the most part, they bottled a few local, popular drinks, such as Good Grape and Pilot Pale Ginger Ale.

Somehow, Caleb Bradham heard about the industriousness of the Burnetts, and decided he needed to meet them. In the spring of 1905, Bradham arrived in Durham, North Carolina to meet the Burnetts. Impressed with their work ethic and their entrepreneurial spirit, he offered them a license to bottle Pepsi-Cola.

The Burnetts accepted and within a short time, they were bottling Pepsi-Cola from their small bottling plant. The operation consisted of one man operating a filler that was only capable of filling one bottle at a time. By pushing a foot pump, syrup and carbonated water were dispensed into the bottle. The bottles were then capped with a Pepsi-Cola crown. To make sure the product was mixed properly, the filled bottles were turned upside

down. This process was repeated several times to be sure all the syrup and carbonated water were mixed properly. Despite the primitive nature of this equipment, they were able to produce nearly 80 cases of Pepsi-Cola per day.

By 1909, the upstart bottling company had outgrown their cramped

the new Pepsi-Cola Company was formed in New York, Durham was one of the first bottlers to be issued a new franchise agreement.

During this period, Burnett's three sons and two daughters and their husbands joined the business. In 1947, Marvin passed away. His children continued operating the franchise. In

1952, the children realized that there were two many differing philosophies to operate the Pepsi-Cola business efficiently, so they split the franchise into two territories. The daughters and their husbands received the Raleigh portion of the franchise, and the sons kept the Durham area.

In 1954, Marvin's oldest son, Albert Clarence Burnett, died, leaving his interest in the bottling facility to his son, Brantley. Brantley

worked with his two uncles

until 1962, when management disagreements once again caused them to split the franchise. This time, the franchise was separated into three areas, with Brantley taking the Roxboro territory. His uncle Edward took the Burlington territory, and his Uncle Marvin Jr. kept the Durham area.

Since 1962, Brantley Burnett has operated the Roxboro franchise. It is one of the most respected Pepsi-Cola franchises in North Carolina. Over the years, the other Burnett franchises were sold to larger bottlers, leaving Brantley's family as the only descendants still in the Pepsi-Cola business.



*Early Pepsi Bottler Meeting Attended by Marvin Burnett*

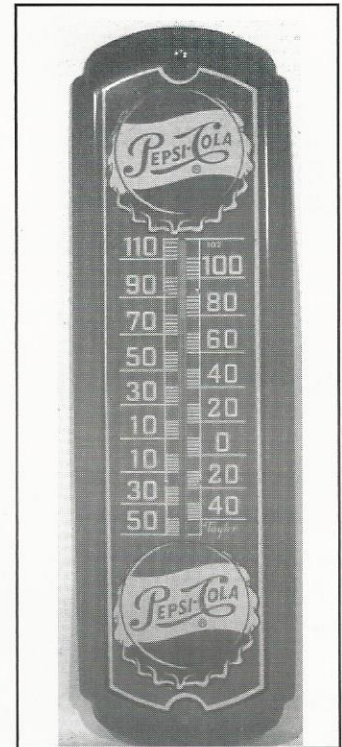
quarters at 112 East Parish St. in Durham, North Carolina. To facilitate growth, the business was moved across the street to a much larger building. After the move, Colbert Burnett decided that the bottling business was just too risky for him, so he sold his share to his brother Marvin.

In 1923, the Pepsi-Cola Company filed for bankruptcy. In order to keep operating, Burnett purchased as much Pepsi-Cola syrup as he could afford. The Durham Pepsi-Cola Bottling Company remained in business through the bankruptcy of 1923 and the eight years that Pepsi-Cola was located in Richmond, Virginia. When

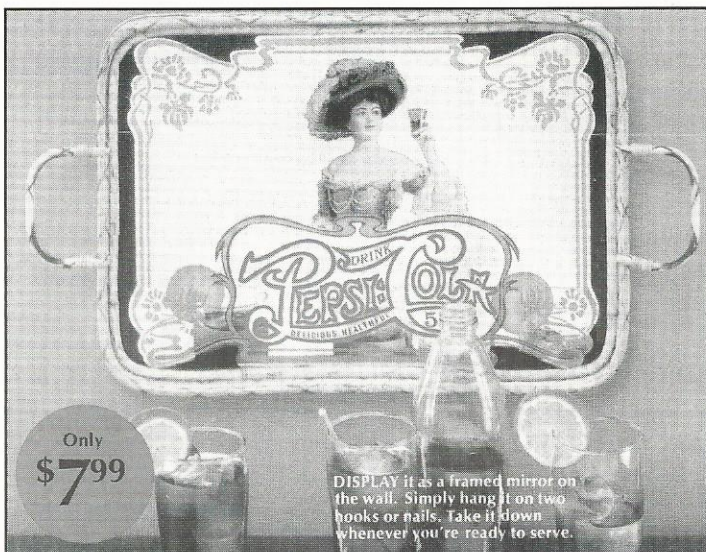
# Pepsi Collectibles



This tray is often referred to as the Coney Island Tray, because it is believed that Coney Island was the inspiration for the tray. However, there is no information in Pepsi documents that can confirm this. In fact, Pepsi refers to it as a "T.V." tray.



This red Pepsi thermometer is frequently mistaken for a legitimate Pepsi thermometer from the 1950's. It is actually from the 1980's.



Only  
**\$7.99**

DISPLAY it as a framed mirror on the wall. Simply hang it on two hooks or nails. Take it down whenever you're ready to serve.

This reproduction (fantasy) mirror/tray was offered to the public during the 1980's.



Belts and belt buckles such as this were produced as promotional items in the late 1970's.

# WELCOME NEW MEMBERS

Thomas Rea  
Warren, MI

David Lau  
New York, NY

Martin Mack Jr.  
Rochester, MN

Glen Welton  
Poland, OH

Lisa Maley  
Suffolk, VA

Jim Brown  
Reading, MI

Gary Olson & Family  
Indianapolis, IN

Kenneth Salsbery  
Parsons, KS

Kathy Grimes  
Cicero, IL

Tom Jepson  
Grosse Point Woods, MI

Daryl Hale  
Camden, OH

Vicki & Rex Bergdahl  
Butler, IN

## The Pepsi Trading Spot

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

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

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

### FOR SALE:

Swinging street talker Pepsi Stuff sign. Also a plastic 3 tier Pepsi display table. If interested please call CMann76527@aol.com to see pictures. Carolyn Mann, 6221 N. Dale Mabry, Apt. #2907, Tampa, FL 33614.

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Buy, Sell, or Trade: Soda bottle caps - many different brands-cork lined and plastic lined - used and unused. Contact: Dianne Shaw, 1604 Berry Blvd., Louisville, KY 40215-1902. Email: catmom123@msn.com Phone: 1-502-361-0400.

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### WANTED:

Pepsi salt & Pepper shakers, 1989 Anniversary set with lazy diamond. Contact: Bob Mastronicola, 103 Fairground Rd., Painesville, OH 44077. (440)352-9573.

\*\*\*\*\*

Wanted: Christmas tree lights in shape of small Pepsi cans. Contact: Mel Weseloh, 109 Fenway Dr., Decatur, IL 67521 or revpepsimel@aol.com.

\*\*\*\*\*

Wanted: 2002 & 2003 Patriotic and 2003 Superbowl party series cans marked New York (New York deposit cans). I collect Pepsi and Pepsi product cans. www.usasoda.com Contact: John C. Hantz, 6846 New Jersey Ave., Hammond,

IN 46323 or [usasoda@aol.com](mailto:usasoda@aol.com) or [usasoda@sbcglobal.net](mailto:usasoda@sbcglobal.net)

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*Pepsi Truck Being Filled in 1955*

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

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

Phillip Dillman  
18351 Cowing Ct.  
Homewood, IL 60430 USA



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 22, Number 2

May-June 2005

## Pepsi Fest A Success

On March 9-11th, the Pepsi-Cola Collectors Club celebrated their 19th annual get-together called Pepsi Fest. Once again, the event was held in Indianapolis. Due to circumstances beyond our control, the event was held earlier than usual. Despite this, the weather was fairly mild with just a touch of snow.

This year's event began with a taco party on Thursday night. The turnout was larger than anticipated, which caused the hotel to go into panic mode in order to get enough tables to seat everyone. Regardless of this minor set-back, it turned out to be one of the most successful dinners we've ever had. The majority of those club members that attended found the food to be very good and plentiful. It's always nice to have dinner with over 100 Pepsi fanatics!

Other 2005 Pepsi Fest highlights

included a seminar on bottles, which was conducted by James Ayers and Bob Stoddard, a Chapters meeting by Phil Dillman, and an oral auction that turned out to be the best we've ever had. There were a number of important collectibles in the silent auction that resulted in some of the most intense competition we've had in years. This year's raffle, which is held during the swap meet, included a prototype of a new Pepsi cooler. The cooler is a replica of a 1939 Pepsi ice cooler. When the winning ticket was drawn, the winner, Barb Johnson of Davenport, Iowa, all but flew from the back of the room to claim the grand prize. This ended Pepsi Fest on a very high note.

The success of Pepsi Fest 2005 is the result of a lot of hard work by some super club members, including Kim and Scott Kinzie, Ken Harris,

Carol Browne, Tim Tom O'Donoghue, Laura Adam, Dan Durbin, Pepsi-Cola Bottling Co., of Mansfield, Ohio, Pepsi-Cola Bottling Co., of Davenport, Iowa, the Pepsi-Cola Company, and Frito-Lay. Besides these people, there are dozens of others that helped conduct the auctions and countless other things. We thank you all! A very special thanks to Lewis Carr for providing the Pepsi Fest photos in this newsletter.

We are planning a very special Pepsi Fest 2006 - which will be the 20th anniversary of Pepsi Fest.

### In This Issue

**Pepsi Fest Pictorial**

**Pepsi Jingle Story**

**The Big Nickel Price**



## PEPSI FEST 2005

# Chapter News

May/June 2005

Well, Pepsi-Fest 2005 is now a pleasant memory and it's time to focus on a topic that still remains fun and challenging to me; CHAPTERS. At Pepsi-Fest, I handed out lists of our current chapters and that list should be included in the next newsletter.

Also at that meeting, I met with a couple of gentlemen that had an interest in either joining a chapter in the areas where they live or in helping to start a chapter with help from others. Keith Lane, kandklane@juno.com, lives about 25 miles east of Cleveland, Ohio and would like to hear from members of the Buckeye Chapter to help rekindle that once active group. Meanwhile, Larry Porter, jlporte@christcom.net, lives in Indianapolis, Indiana and is willing to help start a chapter with others from the area. You can call him at 317-786-8262. Greg McAnally, everythingpepsi@charter.net, lives in Tullahoma, Tennessee and would like to help start a chapter near his home. You can reach him at 931-393-2607. John and Kay Arbenz, jnk141@cox.net, are now living in Sapulpa, Oklahoma and are looking for others in that state that would like to start a chapter. Give them a call at 918-227-1593. This is sounding more like a dating service! Sorry!

If you are interested in starting a chapter, give me a shout at PD62Pepsi@aol.com or 708-799-8486 and I'll try to hook you up with someone in your neck of the woods or else I'll provide information on how to get started. It's very easy to do once you find others living near you that share your interest in col-

lecting Pepsi. To find out what some of the other chapters are doing, check out Pepsi-Central.com to read the latest (and past) newsletters from those chapters that submit them. Start planning now to be in Indy next year for the 20th Anniversary of Pepsi-Fest! The "Charged Chapter Challenge" is still on. Make me smile!

Let's start some more chapters!! GO, TEAM!!! I got carried away, didn't I?

-Phil Dillman



Grand Prize Winner Barb Johnson (right) with friend Terri-Lyn Selby

## Future Club Events

**Pepsi Celebration**

**Nov. 11-12, 2005**

**Las Vegas, NV**

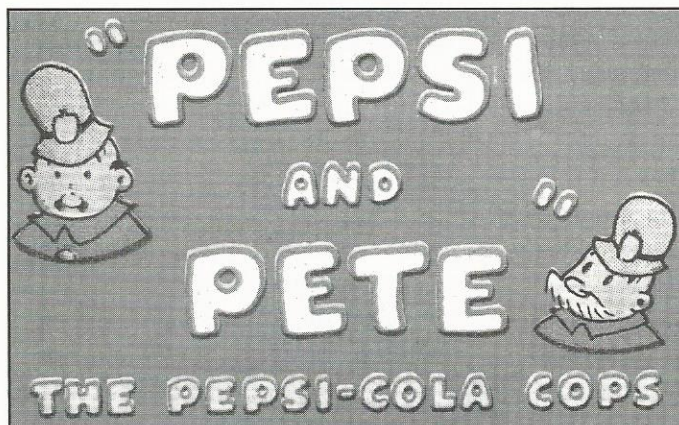
**PEPSI FEST 2006**

**March 23-25, 2006**

**Indianapolis, Indiana**

# Collector Information

## ASK



Dear Pepsi & Pete:

What years did Pepsi use the diamond labels on their bottles?

Signed,  
Fred

Dear Fred:

*The diamond labels were used on Pepsi bottles from approximately 1905 until the time of the bankruptcy in 1923. This does not mean that every Pepsi-Cola bottle produced at that time had a label on it. Many times the label was left off at the request of the retail establishment. They did not want the paper labels to come off in the ice coolers.*

Dear Pepsi & Pete:

I saw a Pepsi-Cola sign that was a single-dot from 1910. Is that correct?

Signed,  
Penny

Dear Penny:

*Maybe. If the sign had script lettering on it, it was not from 1910. But, if the hyphen was between block lettering, that would be correct.*

Dear Pepsi & Pete:

I have a sled with Pepsi-Cola printed on it. Does this make it more valuable?

Signed,  
Jim

Dear Jim:

*Not necessarily. Normally, things like bicycles, sleds, tennis rackets, and golf clubs have value because of what they are. Many times the value of the item exceeds the value of the item as a Pepsi collectible. A bicycle worth one hundred dollars would more than likely be worth one hundred dollars with or without Pepsi printed on it. The exception to this rule is if the item was done exclusively for Pepsi in a very limited quantity.*

Dear Pepsi & Pete:

Is anyone reproducing labels for Pepsi bottles?

Signed,  
Carlos

Dear Carlos:

*Yes, there have been a number of reproduction Pepsi bottle labels spotted on the internet. With laser color copiers it is very easy these days for people to reproduce things. If the label looks too good to be true, it might not be real. Remember, always make sure you know who you are doing business with.*

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

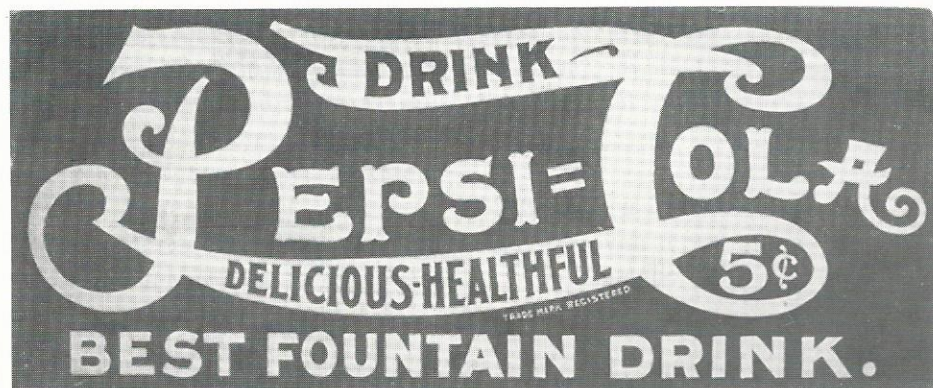
# Pepsi-Cola - The Nickel Drink

Pepsi-Cola and 5 cents go together like a horse and carriage. At least that's how it started out. The price of 5 cents for a glass or bottle of Pepsi-Cola was almost sacrosanct for almost 50 years. It wasn't until 1946 when post-war inflation forced some bottlers to increase the price of Pepsi-Cola from a nickel per bottle to 6 cents for a 12-ounce bottle.

In reality, this was not the first time that Pepsi-Cola was sold for more than a nickel. In fact, in 1933,

results were unbelievable. Suddenly, Pepsi-Cola had the kind of results they had always hoped for. The bottling operation could not keep up with the demand. Almost overnight, Pepsi-Cola had doubled production. Within a very short time, Pepsi-Cola was a major player in the soft drink business. The folly of a 12-ounce bottle for a dime turned out to be the key ingredient to Pepsi's eventual success. And, as they say, the rest is history. Well, almost anyway.

always sold their Pepsi syrup for \$1.25 per gallon to the bottlers. With the increased price of sugar they had to increase the price to \$1.37 per gallon. The bottlers were unwilling to absorb the cost increase, so it was decided to increase the price of Pepsi-Cola to 6 cents per bottle. This may have been the proverbial straw that broke the camel's back. Eventually, the price went back to 5 cents per bottle, but within two years of the price increase to 6 cents, Pepsi-Cola was bankrupt and out of business.



1906 Cardboard Sign

the price of Pepsi-Cola was ten cents for a 12-ounce bottle. At this time, other soft drinks were selling a 6-ounce bottle for a nickel. In an attempt to make Pepsi-Cola distinct and different, Pepsi-Cola offered a 12-ounce bottle for a dime. They believed that people would pay twice as much if they got twice as much. To their dismay, nobody was interested in paying ten cents for a soft drink in 1933, regardless of the size of the bottle. Realizing the monumental error they had made, they decided to go back to the nickel price. Unfortunately, they had a whole lot of 12-ounce bottles. In desperation, they decided to sell the 12-ounce bottles of Pepsi-Cola for a nickel. The

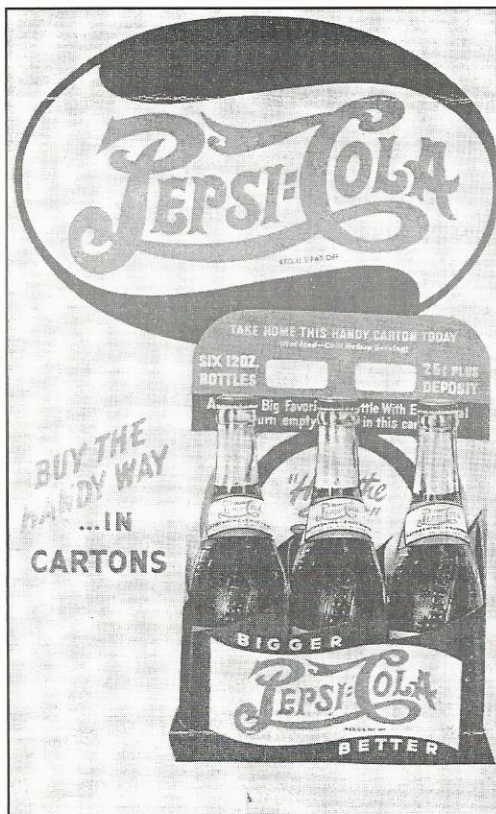
Recently discovered information indicates that the nickel price was abandoned much earlier than 1933.

During World War I, rationing and price controls kept the cost of sugar low, but once the price controls were lifted, prices began to escalate rapidly. In 1920, the price of sugar went from 3 cents per pound to a high of 26 cents per pound. For soft drink manufacturers like Pepsi-Cola, this was a catastrophe. Although the cost of sugar, which is a key ingredient in Pepsi-Cola syrup, went up nearly tenfold, the price for a bottle of Pepsi-Cola remained at 5 cents.

After several years of losing money, the company had to do something to stay in the black. They had



## Now in Handy 6-Pack



1941 Advertising Sign

In the early days of the soft drink industry, most beverages were consumed where they were purchased. If you bought a Pepsi-Cola at the corner market, you drank it there. This is basically the way the soft drink industry functioned until the late 1930's. At that time, electric refrigerators began to replace antiquated ice boxes in most homes. This made it easier and more convenient to chill Pepsi-Cola at home.

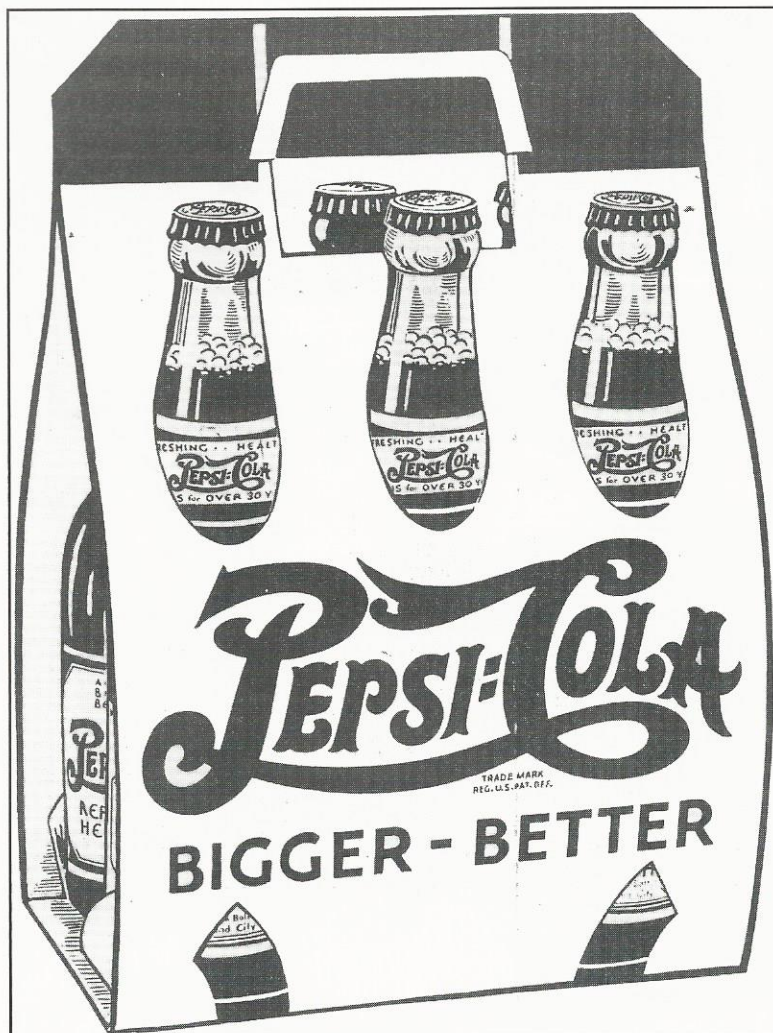
To take advantage of this change in consumer habits, Pepsi-Cola began researching what type of carriers would be best for the take-home market. Although Pepsi-Cola had tried home delivery in 1917, they had no recent experience in this market. Ultimately they decided on a 6-pack cardboard carrier. Pepsi-Cola's first 6-pack bottle carrier was introduced

in 1939. Although this new carrier was attractive, it was somewhat labor intensive to load the bottles into the carrier. The cardboard carrier had to be opened, the bottles inserted, then the carrier folded up with a locking tab on top.

The take-home market was ideal for Pepsi-Cola. Housewives looking for ways to stretch the family budget were pleased to find Pepsi-Cola's 6 twelve-ounce bottles for 25 cents. The take-home market became an essential part of the Pepsi-Cola marketing strategy over the next fifty years.

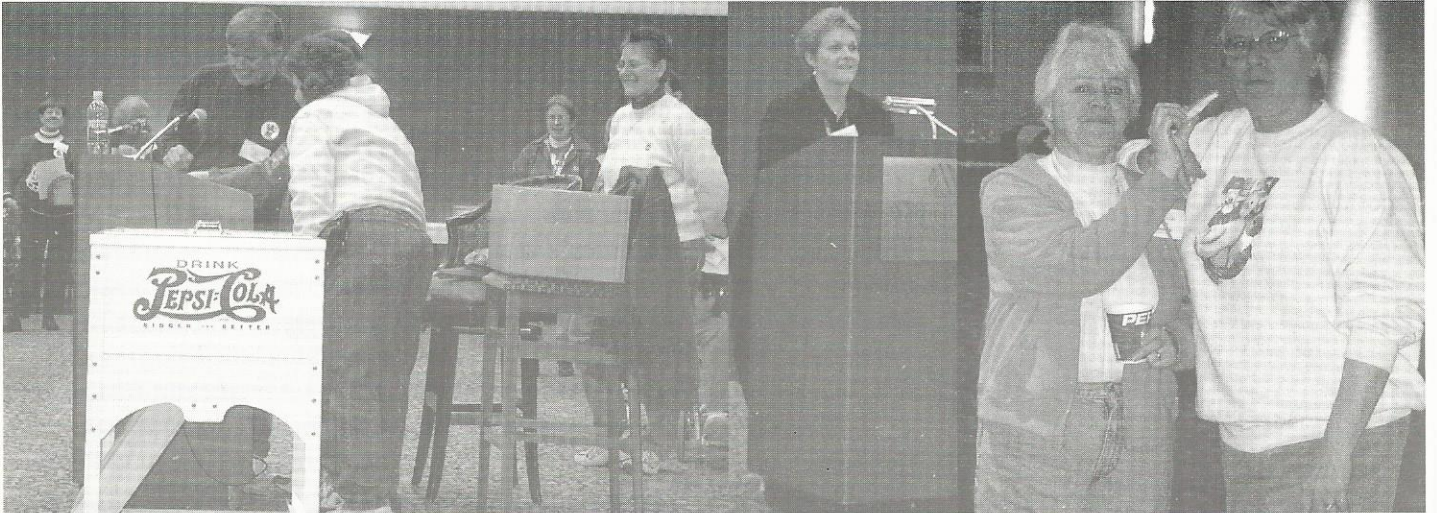
Numerous programs and strategies were implemented to develop the take-home market, but none as important as the 6 bottle carrier.

Over the years, Pepsi-Cola has used dozens of different styles and types of carriers, including plastic, wood, metal, paper, cardboard, and cloth. No carriers were as representative of the culture and the times as the cardboard carriers. The graphics on these carriers included slogans and other important marketing data. These carriers have become essential to anyone seriously collecting Pepsi-Cola memorabilia.

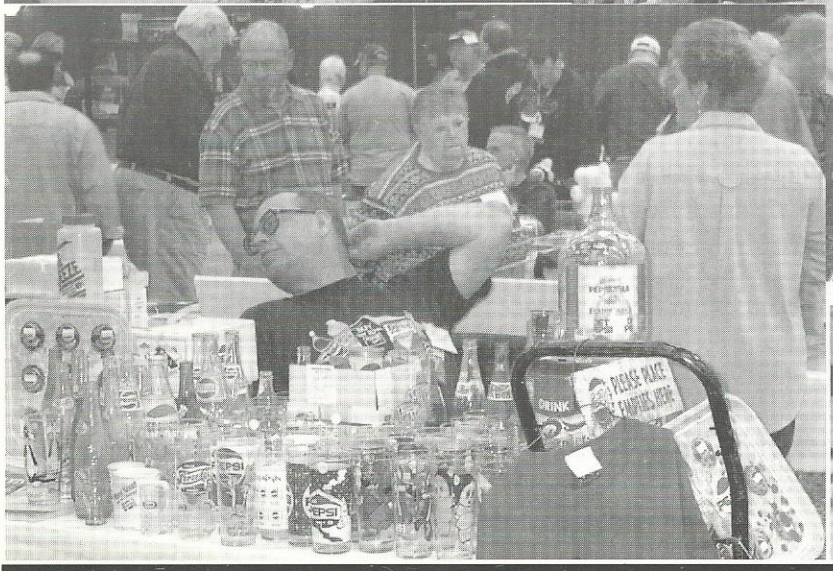
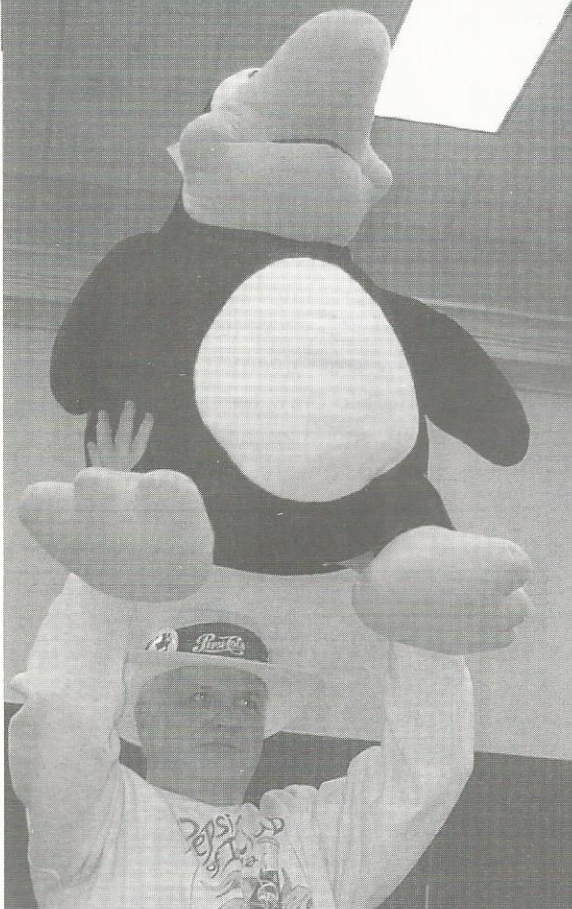
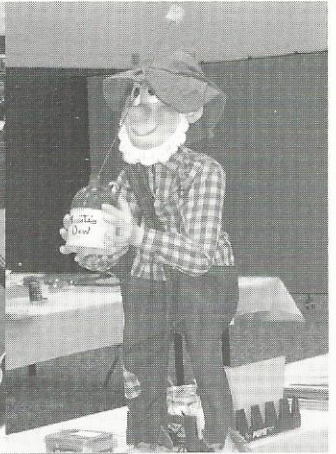
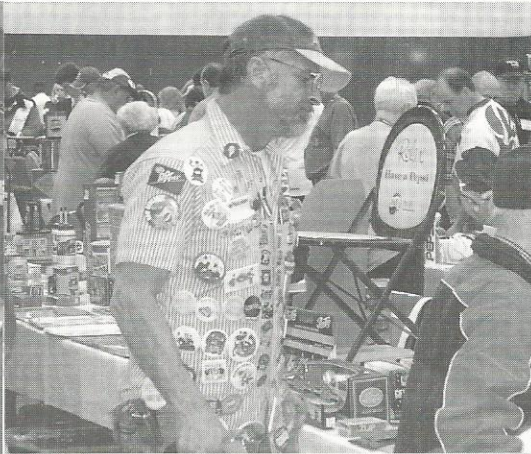


1939 Cardboard Carrier

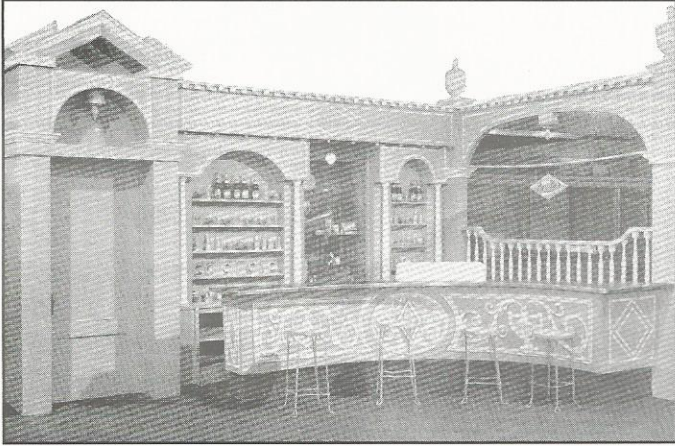
# Pepsi Fest 2005 Pictorial



PEPSI-COLA COLLECTORS CLUB EXPRESS



## Collector Information



The Pepsi-Cola Company has always tried to be cutting edge with their marketing and advertising. This was especially true in the 1940's. During this period, they created advertising and marketing targeted for almost all demographic groups. One of these groups were teenagers. Among the things they did to reach them was to advertise in teenage magazines and support events for teenagers. One of the activities they supported was an effort to draw teenagers to department stores with the use of Pepsi bars. This was a place where teenagers could hang out, socialize, and enjoy Pepsi. The pictures above show one of those Pepsi bars at Bamburgers Great Department Store in Newark, New Jersey.

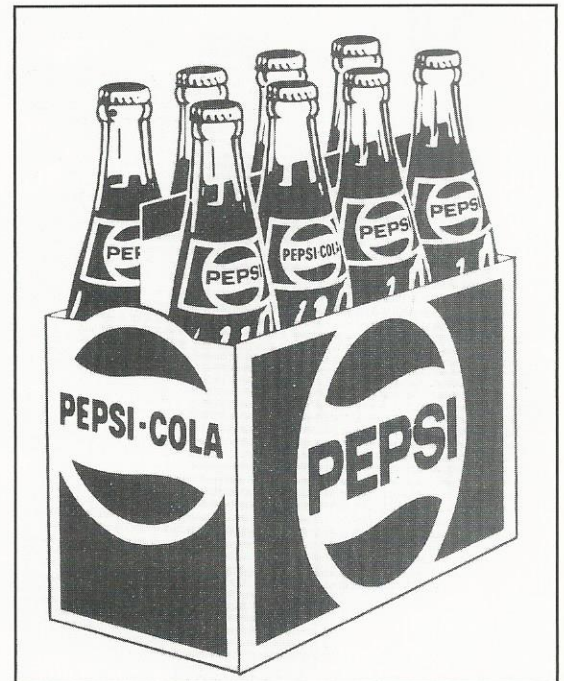
### Collector Spotlight

My name is Barb Johnson and I live in Davenport, Iowa. I have been drinking Pepsi since I was a kid and collecting since 1979.

In December of 2001, the Davenport bottling plant stopped producing Pepsi in returnable bottles. So you can imagine my surprise, when two weeks ago, a girlfriend of mine called to tell me she had just received an ad for Pepsi 16 oz. bottles in 8 packs on sale! I got the number from her and called the store, thinking this was too good to be true. Sure enough, they had these 8 packs on sale for \$3.49 and .80 cents deposit. The lady in the store assured me there was plenty there.

So I drove to the little amish town in Iowa. If I had blinked, I would have missed it! It was busy, as it was the only store in town. I searched the aisles and found the Pepsi and Diet Pepsi in bottles. I got two carts and grabbed all the Pepsi there. That night when I went home, I chilled one for an hour, then opened it, and was in awwwhhhh when I took the first drink. I checked the lids to see when they expire. It looks like I have until November 21, 2006 to drink the 88 bottles of 16 oz. Pepsi.

I am one lucky Pepsi person!



# Pepsi-Cola is the Drink For You!

For years, Pepsi-Cola has been known for their great commercials. From puppies to archaeologists, these commercials have become a part of American pop culture. But long before Pepsi-Cola had great TV commercials, they had what may arguably be called the greatest radio commercial of all - the Pepsi jingle.

With the success of the 12-ounce bottle for a nickel, the Pepsi-Cola Company suddenly had an abundant amount of money to use for advertising. As they considered the various mediums of advertising, they decided it was time to get on the radio. Prior to this, Pepsi-Cola had never put together a nationwide radio advertising campaign. So whatever they chose to do, they felt it had to be something very special. Their first step was to hold a competition between advertising agencies to see who could come up with the best idea. Although Newell and Emmett eventually won the competition, it was two musicians hired by Lord & Thomas who came up with the best advertising jingle. Not willing to hire the agency, Walter Mack, President of Pepsi-Cola Company, asked for permission to speak to the musicians who had come up with the jingle. Their names were Allen B. Kent, and Austin H. Croom-Johnson. Mack got together with these two musicians and asked them to perform the jingle again. At that time, the Pepsi jingle

with the spoken part of the commercial was about 45 seconds long. This was not what Mack was looking for. He asked them, along with Newell and Emmett, to get the jingle shortened to about 15 seconds. That is exactly what they did. Rather than the standard long commercial, the jin-

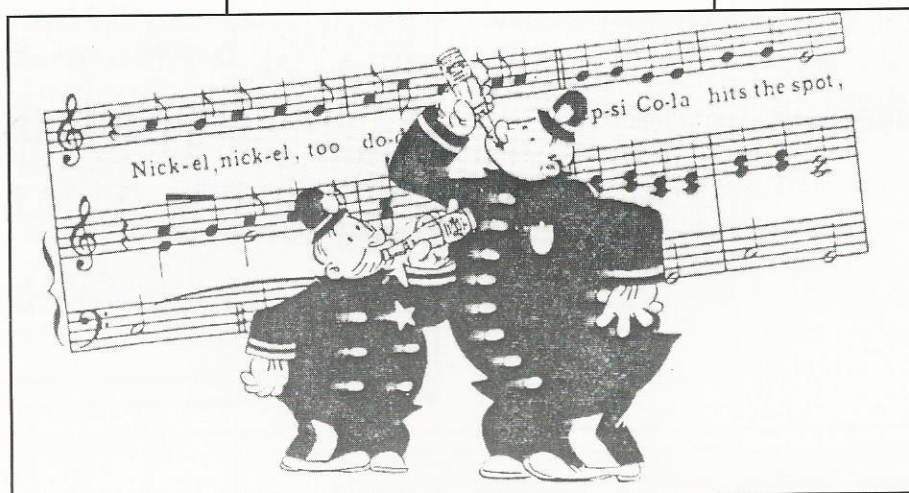
seconds long, it was very economical to run it. This enabled Pepsi-Cola to run the jingle on hundreds of radio stations across the country. Soon the Pepsi-Cola jingle became so popular, that it seemed almost everyone knew it by heart. It was said that the Pepsi-Cola jingle was only second in popularity to the national anthem. In fact, jukebox operators had requests for the Pepsi-Cola jingle to be on their jukebox play list. It's hard to believe that someone would pay a nickel to play a commercial, but in the case of Pepsi-Cola, they did.

The Pepsi jingle was part of Pepsi

advertising from 1939 to 1952. Over the life of the Pepsi jingle commercial, it was changed and modified several times, but throughout its life, it kept reminding consumers that Pepsi-Cola hit the spot!

Occasionally, I have the opportunity to speak to various groups. Every time I begin to talk about the Pepsi jingle, a number of senior citizens in the audience will begin to sing the commercial, even though the Pepsi jingle has not aired in over 50 years.

Even though this was probably the most successful radio advertisement in history and has been played over the air over ten million times, the two musicians, Kent and Croom-Johnson only received \$5,000 for their work.



gle was merely:

*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*

The commercial made its radio debut on station WOR in Newark, New Jersey, in September of 1939. The listeners loved the commercial instantly. Mack knew he had something big on his hands. Soon the commercials were being played on independent radio stations all over the country. The networks who were previously unwilling to take on a 15 second commercial decided they had better get on the bandwagon too. Within weeks, the Pepsi-Cola jingle was playing on the networks coast to coast.

Because the jingle was only 15

## Pepsi Fest 2006

20th Anniversary  
March 23rd-25th, 2006  
Indianapolis Marriott East  
Indianapolis, Indiana  
317-322-3716

2006 room rates will be \$89 per night at the Marriott. Additionally, we are being offered rooms at the LaQuinta Inn for \$69 per night. If you want to save a little money and are NOT selling from your room, the LaQuinta may be the place for you. It is right next door to the Marriott. Remember, all club events will be held at the Marriott.

This is the Pepsi Fest you don't want to miss. Mark your calendars now.



-- Pepsi-Cola --  
Let the Children Drink  
Delicious, Healthful  
**Pepsi-Cola**

There is nothing in Pepsi-Cola to harm even a child. Just a blend of pure Fruit Juices and Cane Syrup. Order a crate today.

**Raleigh Pepsi-Cola Bottling Co.**  
W. J. Richardson, Mgr. Phone 544

## WELCOME NEW MEMBERS

Jay Davis & Family  
Bainbridge, OH

Mary Williams  
Detroit, MI

Andy & Jan Reynolds  
Indianapolis, IN

Bill Wingrin  
Oshkosh, WI

Nancy Anderson  
Orland Park, IL

Ken Gaffney  
La Mirada, CA

Kathy & Roy Moreland  
Stockton, CA

Keith & Cindy Light  
Perry, IA

Dennis & Leah Esselborn  
Indianapolis, IN

Phillip Cottrell  
South Bend, IN

Daniel Albrecht  
Chicago, IL

Robert Hart  
N. Manchester, IN

Gus Brown  
Piney Flats, TN

Gayle Portman  
Shively, KY

Keith Kramer  
Bicknell, IN

Martin Coats  
Rocky Mount, NC

Bob Schoonover  
San Antonio, TX

Steve & Karen Boggs  
Waynesville, OH

### 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:

Complete Pepsi Collection. Buyer will have to pick up. Will send pictures on request. Have a large game room full, plus more stored in storage Bldg. and in garage. \$8000.00 firm. Contact: Phenix Benton, 7705 S. 85th E. Ave., Tulsa, OK 74133. [gintoby@gbronline.com](mailto:gintoby@gbronline.com) (918)254-4884

\*\*\*\*\*

For Sale: Star Wars Al. cans: 8 Mt. Dew, 4 Diet Pepsi, 3 Pepsi One, and 8 Pepsi. Contact: David Shaver, 4191 Perry Ridge, Nelsonville, OH 45764 (740)593-5054

\*\*\*\*\*

For Sale: Warner Bros. 1979 Action Series 2 ea. Daffy Duck & Porky Pig \$10 ea., Walt Disney Series 2 Donald Duck \$10 ea., Sports Collection Series 3 Birdie (Golf) \$10 ea., Lil Abner Series 1 Lil Abner \$50.

Contact: Patricia Williamson, 201 Co. Rd. 1236, Vinemont, AL 35179

\*\*\*\*\*

For Sale: Very large Pepsi & Mountain Dew collection, which includes clocks, trays, thermometers, metal signs, glasses, Mountain Dew Hillbilly man with oak case.

Hundreds of small items. Contact: John Russell (304)489-2405 or at [jostaman1@juno.com](mailto:jostaman1@juno.com)

\*\*\*\*\*

Buy, Sell, or Trade: Soda bottle caps - Pepsi-Cola & many different brands - cork & plastic lined - used & unused. Contact: Dianne Shaw, 1604 Berry Blvd., Louisville, KY

40215-1902 or Email: [cat-mom123@msn.com](mailto:cat-mom123@msn.com)

Call: (502)361-0400

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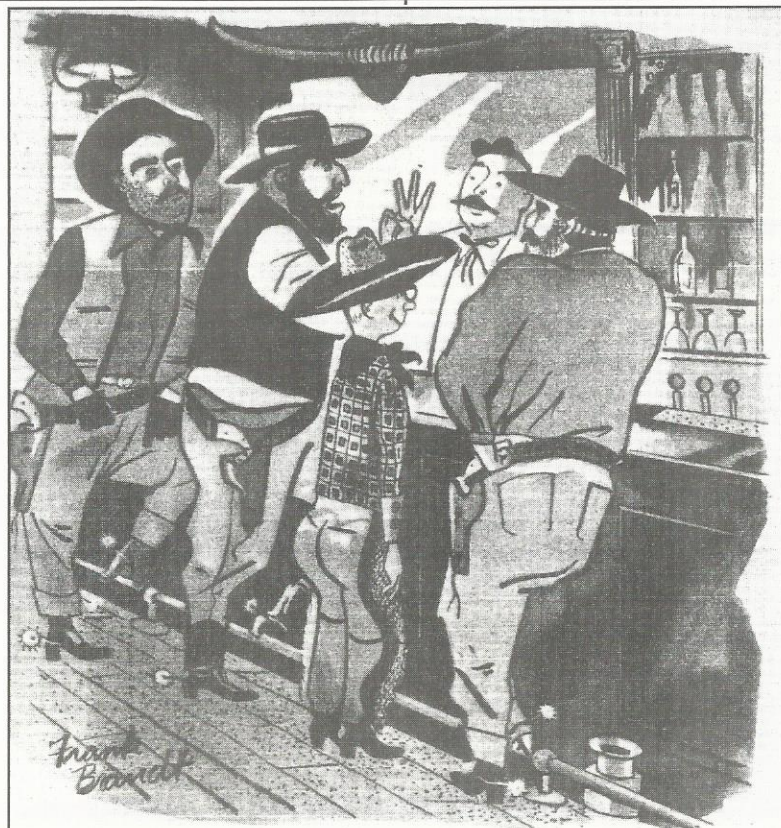
### WANTED:

The 1962 yo-yo "Think Young - Drink Pepsi." Also the 1950's round trays in Chinese and Arabic. Also foreign glass Pepsi bottle with the original caps. Please email at [ray.davidson@insightbb.com](mailto:ray.davidson@insightbb.com) or mail to Ray Davidson, 9464W 1300 N., Elwood, IN 46036.

\*\*\*\*\*

Wanted: I need the 12th Day of Christmas Round Bottom from 12 Days of Christmas Series. Contact: Patricia Williamson, 201 Co. Rd. 1236, Vinemont, AL 35179.

\*\*\*\*\*



"Three Pepsi-Colas and a shot of red-eye for the dude here!"



1947 Advertising Display

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

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

Phillip Dillman  
18351 Cowing Ct.  
Homewood, IL 60430 USA