



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 27, Number 1

Jan.-March 2010

Happy 2010

Happy 2010! I hope everyone had a joyful and happy Christmas season. This new year should be a very exciting one for the Pepsi-Cola Company. Besides some great promotional programs, Pepsi will also be doing some retro promotions, including a retro Pepsi can. If you are planning on watching the Super Bowl for the Pepsi commercials, don't bother. Pepsi has decided not to participate in the annual Pepsi-Cola advertising extravaganza. In this economic environment, Pepsi believes money would be better spent elsewhere.

PepsiCo has announced that they have completed the acquisition of Pepsi Bottling Group and Pepsi Americas. These are the two largest Pepsi-Cola bottlers in the world. They will be merged together to form

a new entity that will be the world's largest bottling operation. The new company will begin operation sometime in January 2010. Although owned by PepsiCo, this company will operate as an independent company under the PepsiCo umbrella.

Included in this newsletter is the registration for Pepsi Fest 2010. This is the 24th year of this event. Despite our late-night room-hopping, the Marriott East has asked us to continue to hold our event at their facility. To make your reservations, contact the Marriott East in Indianapolis at (317)322-3716. Make sure you tell the reservation clerk you are with the PCCC. The dates for Pepsi Fest 2010 are March 18th - 20th.

By popular demand, we will bring back the crazy Pepsi hat con-

test at the Friday night pizza party. The rules are simple - wear any hat decorated with Pepsi logos, memorabilia, or product. The crazier, the better! One hat per person, please, and it must be worn! The winner will receive a wonderful Pepsi gift.

There will not be another newsletter before Pepsi Fest, so if you are planning on attending, please register with the club ASAP. This helps us plan better for the event, and guarantees that everyone who wants a packet gets one. Registrations received after February 15th are not guaranteed a packet. Rooms go fast at the hotel, so be sure to reserve your rooms with them right away.

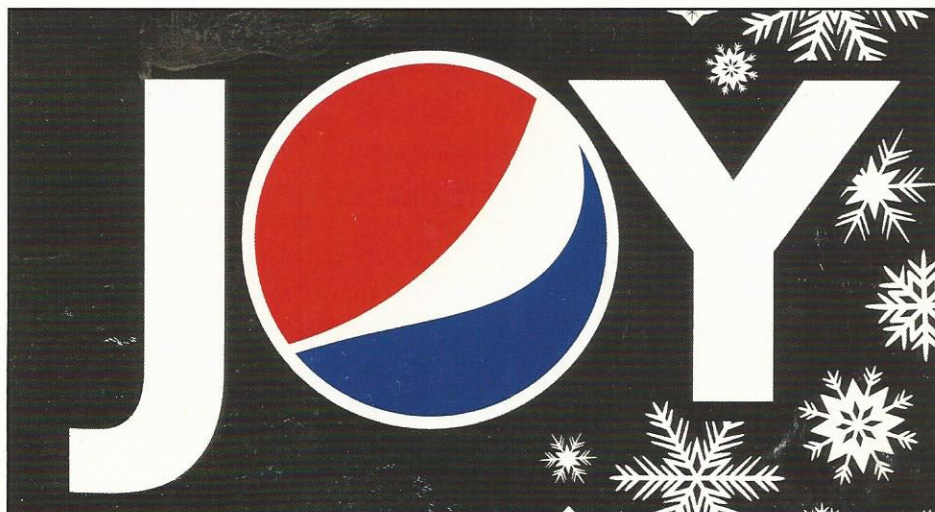
Have fun, be safe, and drink PEPSI!

In This Issue

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Chapter News

Chapters News

Well, I believe it's about time to take action! There is a holiday during the third month of every year that just isn't getting the recognition that it should. I hereby declare that the name of that month be changed to "Festuary!" Now, if I can get my employer to make it a paid holiday...

(For those of you that can't attend Pepsi-Fest, please, bear with me.) For those of you that belong to a chapter that are planning on attending Pepsi-Fest this year, we will have the opportunity to promote our chapters at the Friday night meeting/pizza party! Naturally, there will be the usual meeting on Thursday afternoon during which I try to suggest ways to start or promote chapters of the PCCC and then field questions from the attendees. Past chapters meetings have been more successful when those from the other chapters have explained how they got started and what they do at their meetings. I would like that same participation again this year. However, for the Friday night meeting, I would like us

to have a few tables set up in order for each chapter, active or "resting", to display photos or newsletters or whatever you might have that shows your chapter and its activities. Since there are typically more attendees at the Friday night meeting, that will be the perfect time to really advertise your chapter to potential recruits or, better yet, to help rekindle the "resting" chapters or to help other PCCC members start their own local chapter in their part of the world. Be sure to bring applications for your chapter and a list of your meeting dates! Active chapters that I am aware of are...

The Chicago Connection Chapter (NE Illinois and NW Indiana)

The Show-Me Club (St. Louis, MO area)

The Southern California Chapter (LA, San Diego area)

The Iowa Pepsi Club (the entire state and surrounding areas)

The Michiana Chapter (North Central Indiana)

The Buckeye Chapter/Keystone Chapter (NE Ohio and NW Pennsylvania)

The Northwoods Chapter (Oshkosh/Fond du Lac, Wisconsin area)

I believe the Las Vegas Chapter is still active but I haven't heard from them for some time. The East Coast Pepsi Connection event this year in Richmond, VA will be just the thing to rekindle the Old Dominion Chapter.

The Iowa Club's 2010 meetings, so far, will be in Melcher, IA in April, Camanche, IA in June, Otley, IA in August, and, Dahinda, IL in October. Exact dates were not yet available.

The Chicago Connection's meetings will be in Worth, IL on Feb. 13th and in Homewood, IL on April 17th.

Everyone is welcome to attend any of the chapter's meetings and all meeting dates and times are subject to change.

-Phil Dillman

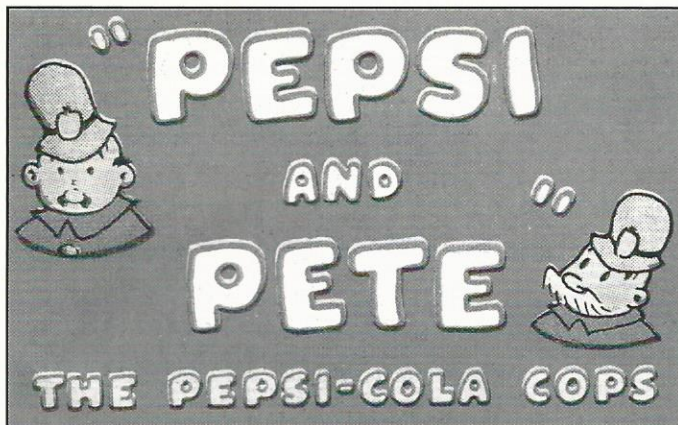
We regret to inform you that long-time club member and former Pepsi distributor, Harold Rosentreter, passed away on December 29th. Harold was a regular at Pepsi Fest and will be missed by his fellow collectors. Our deepest condolences are extended to his family, including Steve Rosentreter.

Future Club Events

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

East Coast Pepsi Connection
Richmond, Virginia
July 23-24th, 2010

Dear Pepsi and Pete



Dear Pepsi & Pete:
What happened to Pepsi Natural?
Signed,
Jeannette

Dear Jeannette:
Pepsi Natural was an LTO - what's known in the industry as a Limited Time Offer. Not all Pepsi bottlers participated in this, so it was not available everywhere across the country. There is no definite decision as to whether or not it will be brought back for any length of time, but it seems unlikely.

Dear Pepsi & Pete:
I recently traveled abroad, and found that the "C" drink was easier to get. Why is that?
Signed,
Mike

Dear Mike:
Unfortunately, the company in Atlanta does have an advantage over Pepsi-Cola in the international market. This situation is a result of a sweetheart deal between big red and the federal government during WWII. The federal government helped big red get equipment and people to locations around the world where bottling plants could be built to be sure troops had access to their cola. When the war ended, big red was way ahead of everyone else as far as having new bottling plants in war-torn Europe, North Africa, and other

locations around the world.

Dear Pepsi & Pete:
The Pepsi-Cola cone top cans were used between 1949 and 1951. It wasn't until 1960 that the flat-top cans were used. Was there a Pepsi can used between 1951 and 1960?
Signed,
Les

Dear Les:
After the bad experience with cone top cans, Pepsi-Cola decided to get out of the can business for a while. The liner used in the cone top cans wasn't very good and caused the metal flavor to contaminate Pepsi-Cola. This inferior liner also allowed the product to leak from the can. So, it wasn't until 1960 that a better liner and better materials were available to insure the integrity of the product. But, during this time, there was some Pepsi-Cola produced in cans for export purposes only to be used at military installations around the world.

Dear Pepsi & Pete:
I noticed that early Pepsi bottles were random sizes and shapes. Why was that?
Signed,
Sam

Dear Sam:
In the early days of the soft drink industry, bottles were made locally by independent glass makers. This resulted in the glass maker using molds they already had, rather than making new molds for each customer. The only requirement by the Pepsi-Cola parent company was that the bottle be 6.5 ounces, and bear the Pepsi-Cola label and crown.

Point of Sale Cardboard Signs

Point of sale advertising primarily consists of any item used to advertise a product in the location it is being sold. That includes signs, clocks, displays, change receivers, and other gadgets. Of the signs, cardboard are far and away the best of the point of sale items. Not only are they attractive, but they tell a story about the era in which they were used. For example, a cardboard sign featuring a woman tells you something about hair styles, clothing, and images that were popular during that period. Cardboard signs are cultural and social icons, giving us clues to the past.

Cardboard signs were produced in three different categories - tackers, inserts, and self-framed.

Tackers are cardboard signs that are tacked, pinned, or glued to a wall, window or counter. Usually, tackers are lower in quality, both images and material the sign is printed on. Insert signs are cardboard signs that were made to be inserted into a wood or

metal frame. These are generally made of higher quality cardboard with a standard size that can easily fit into the frame. In some cases, other cardboard signs are included with the frame to be rotated, depending on the occasion.

Although there were Pepsi cardboard signs used in frames as early as 1909, it wasn't until the 1940's that the use of framed cardboard signs became popular. The piece de

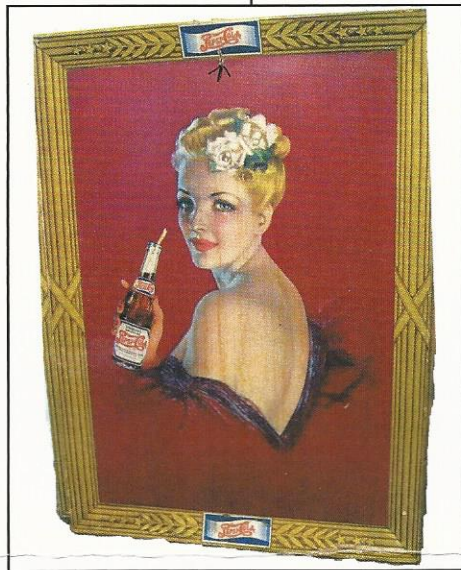
resistance of all cardboard signs is self-framed signs. They were the most expensive to produce and the most attractive to look at, and had the highest quality of printing used to produce them. They were, very simply put, the best.

Self-framed signs are not actually made with a real frame around

them. The frame is printed around the edge of the sign, then the edges are folded out to produce a 3-D frame around the edges. Because the signs were very expensive to produce, there were not as many self-framed signs produced as other cardboard signs.

Of those produced, very few survived, due to the fragile nature of the self-framed edges. In most cases, these self-framed edges were either smashed, ripped off, or bent.

Most self-framed signs were made between 1940 and 1945. Although there were some early cardboard signs



1940 Self-framed Sign



1949 Cardboard Insert in Wood Frame

with frames printed on them, they were not three-dimensional signs. These were produced in the early 1900's, and were used primarily to hang on the wall.

In most cases, cardboard signs are more valuable than metal signs from the same era. This is due to the nature of cardboard - it is easily damaged or destroyed. For this reason, self-framed cardboard signs are in the upper level of pricing of all Pepsi collectibles. Self-framed, cardboard signs generally sell for \$800 to \$2000, depending on rarity and condition.

If you ever have a chance to acquire a self-framed cardboard sign, I would highly recommend that you do. They are a great addition to any collection.

PEPSI FEST 2010 REGISTRATION

March 18th - 20th, 2010

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2010, March 18-20, 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 2010 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 # _____ @ \$ 12.00 each \$ _____

Children under 10 free

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

TACO FIESTA 3/18/2010 # _____ @ \$15.00 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 2010.

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

PEPSI FEST 2010 REGISTRATION

PEPSI FEST 2010 SCHEDULE

Schedule Subject to Change

Thursday, March 18th, 2010

| | |
|------------|--|
| 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 (\$15.00 per person) |
| 7:00 P.M. | Room Hopping |

Friday, March 19th, 2010

| | |
|------------|-----------------------------|
| 9:00 A.M. | Reproduction 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 20th, 2010

| | |
|------------|---|
| 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 2010 will be held at the Indianapolis Marriott. The room rate is \$99 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.

Pepsi In Print

Today, it is rare to see a magazine advertisement for any Pepsi-Cola product. In the 1930's and 1940's, it was hard to pick up a newspaper or magazine without a Pepsi advertisement. Besides being omnipresent in print, Pepsi-Cola also had award-winning advertisements. Many of their ads were judged to be the best in the magazines.

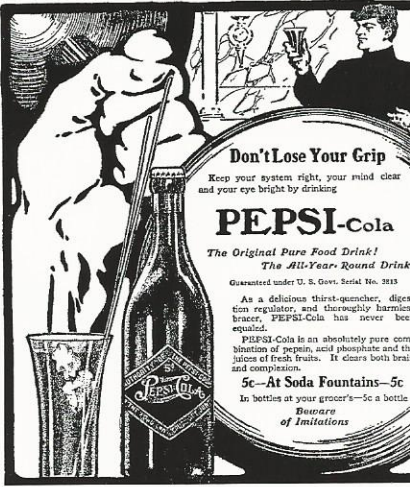
The first Pepsi-Cola advertisements were in newspapers, just about the same time Pepsi-Cola was invented. These were small ads that usually only covered 2-3 column inches. By 1907, Pepsi was running quarter to full-page ads in newspapers and magazines. These ads were created by professional advertising agencies, and had a common theme and quality to them. From 1907 until about 1917, the New Bern Pepsi-Cola Company provided the advertisements for the local bottlers throughout the United States. After the bankruptcy in 1923, the print advertising program of the Pepsi-Cola Company fell on hard times. Ads appeared randomly throughout newspapers in areas where Pepsi-Cola bottlers were more successful. After the Richmond Pepsi-Cola Company went bankrupt, Pepsi-Cola did not appear in newspapers again until 1934, when at that time they began advertising the 12-ounce bottle for a nickel. From that time through 1960, Pepsi-Cola had an ongoing print advertising program, selecting the best magazines to advertise their product.

In these difficult economic times, collecting print ads is an inexpensive way to ad to your collection. The average price of print ads is \$5 to \$10.



AT ALL SODA FOUNTAINS.
Delicious, Healthful, Refreshing and Invigorating. The most Cooling and Satisfying.

5c.



Don't Lose Your Grip
Keep your system right, your mind clear and your eye bright by drinking

PEPSI-Cola
The Original Pure Food Drink!
The All-Year Round Drink!


Guaranteed under U. S. Govt. Serial No. 2813

As a delicious thirst-quencher, digestion regulator, and thoroughly harmless bracer, PEPSI-Cola has never been equalled.

PEPSI-Cola is an absolutely pure combination of peptin, acid phosphate and the juices of fresh fruits. It clears both brain and complexion.

5c—At Soda Fountains—5c
In bottles at your grocer's—5c a bottle

Beware of Imitations



"It makes me feel fit!"

Pepsi-Cola gives me the same peppy thrill—the exhilarating coolness that I get from a drink in the tavern or in my family beverage. When it's hot and sticky on the street or in the "shop," a glass of Pepsi-Cola turns the sticky heat out, and makes me cool and happy again. *John*

Peppifying, Satisfying, Cooling
PEPSI-COLA
"It Makes You Scintillate!"

Drink **PEPSI-COLA**

Raleigh Pepsi-Cola Bottling Co
W. J. RICHARDSON, Mgr. PHONE 564.



PEPSI-COLA
DOUBLE SIZE
BOTTLE... 5c

More satisfying and more of it! Everybody's making for this double-size Cola. You'll find it all over town.

12 OUNCES
5c


BOTTLED BY THE MAKERS OF FAMOUS SODA WATER Club Ginger Ale



BIG BELL-RINGER
In the Beverage Industry

Here's the big bell that's rung up the big sales record. It's the bell that's rung up the biggest business in Pepsi-Cola history in its full run. From coast to coast, the entire year in and the sales go up, that Pepsi-Cola bell-ringer is ringing the home depot... with a new way to get it! "Pepsi-Cola"

THE HOME OF PEPSI-COLA COMPANY - LONG ISLAND CITY - NEW YORK



POST CARD

THE PICTURE'S PERFECT FOR SUMMER

Pepsi-Cola bottles look just what you need for the hot season here. Here's why: Pepsi-Cola will help you stay cool, and even faster than you can get it, it's the perfect for the hottest summer here. You see, the picture's perfect for the hottest summer in Pepsi-Cola history.

PEPSI-COLA COMPANY
LONG ISLAND CITY, N. Y.

East Coast Pepsi Collectors 2010

Hi Fellow East Coast Pepsi collectors! It's not too early to start planning for next summer's East Coast Pepsi Connection event! This year it will be the weekend of July 23-24. We had so much fun in Virginia we're going back, this time near Richmond. What's the draw, you may ask???? Nothing less than the Kim & Scott Kinzie Collection! Kim & Scott have graciously offered to host our picnic and have an open house to show off their wonderful collection to PCCC members. Believe me - it IS worth seeing - I spent a couple of hours with them last year and was overwhelmed! It is like going to the Pepsi Museum (oh - wait - there ISN'T a Pepsi museum - so this is a REAL bonus for those of us who think there should be) I can't wait to go back!

Plus, the area is loaded with Antique shops and lots of historical sites that make it a perfect vacation destination as well. There's lots to do

in addition to our usual Pepsi fun. Although we haven't contracted with a hotel yet, we have confirmed these dates. The schedule of events that follows is definitely "subject to change" -

Thursday, July 22: Early birds have dinner at local eatery

Friday, July 23: Your days to hit Garage Sales, antique shops (find that early rare Pepsi item!), sightsee or just visit with fellow Pepsi collectors in the registration room. Registration will start at 10 AM. The Planning Committee will handle registration for most of the day. We'll be having our lunch together and welcome anyone else who wants to join us!

Evening: Pizza Party, show and tell/'ask the experts' - bring a special item to show or to get more information about from the group. Let's learn from each other! Room hopping follows for as long as you can

handle (or afford) it!

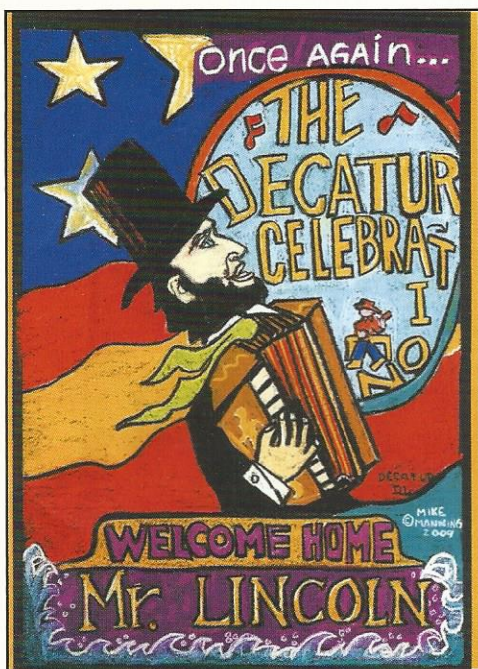
Saturday, July 24: A day with the Kinzie's - picnic and open house

As you can see, we are continuing the casual laid-back schedule of the first two events. Our goal continues to be to bring East Coast members together to network, build communications and enjoy our common interest - collecting Pepsi memorabilia and history! Of course, as always we welcome attendees from all over who might want to enjoy some East Coast hospitality! Further details will be posted on the PCCC website AND sent to last year's participants. A registration form with full details will be in the next edition of Pepsi Express. Questions?

Contact me at EastCoastPepsiConnection@live.com. We hope to see you in March at Pepsi Fest, and again in July! June Frost (on behalf of the ECPC PC)



Pepsi on Display at Decatur Celebration



Decatur Celebration - August 2009

Mel and Karen Weseloh had a great opportunity to show off their Pepsi collection in early August. Their home town of Decatur, IL annually hosts the largest free street festival in the state. The attendance in 2009 was estimated to have been 250,000.

The director of the Decatur Celebration contacted the Weselohs

and asked them to show some of their collection, since Pepsi Refreshment Services of Decatur is a major sponsor of the celebration. The organization provided a prime spot, between two major stages and directly on the parade route. Mel and Karen could not estimate how many stopped but there were many times when there were several visitors. They were happy to instruct them on the joys of collecting the premier drink of America.

The local Pepsi bottlers were very much involved in planning and setting up the display. Mike Gillenwater from the company helped set up and provided tables, Pepsi bar stools, and a large Pepsi snow globe as added attractions. He transported the collection to the site and left a van for night storage.

The Weseloh children and grandchildren also helped. Their son,



President Grant Visiting Pepsi Display at Celebration

Daryl and his son Logan, from Minier, IL are also Pepsi collectors and were glad to help. Also helping were their daughter Diane Sheets, and her two daughters, Heather and Kristine from Sun Prairie, WI.

The Celebration had actors portraying President Abraham Lincoln, General and President Ulysses S. Grant, and Commodore Stephen Decatur. All three stopped to see the collection and posed holding an aluminum Pepsi bottle. General Grant stopped several times and was happy to share a Pepsi from a Pepsi trailer next door to the display. He also named Heather Sheets a brigadier general of the United States.

While Mel regularly sets up displays on Collectors Day at the Illinois State Museum in Springfield, this was a major undertaking. However, the family had so much fun, they were so glad they had undertaken the task.



Karen and Mel Weseloh Pepsi Display

Welcome New Members

Craig Grim
New Creek, WV

Tony Keltz Sr.
Hillsboro, OH

Fred & Wanda Holland
Gloucester, VA

Cobra & Collena Cary Family
Wagoner, OK

Everette Anderson
Charlottesville, VA

*Best New Year's
Resolution -
Stay with*

New Year's and all year round, Pepsi-Cola is the drink for you—big, good, flavorful, twelve ounces, only a nickel.

5¢

Pepsi-Cola Company, Long Island City, N. Y. Franchised Bottler: (Name of local bottler to be inserted here)

The Pepsi Trading Spot

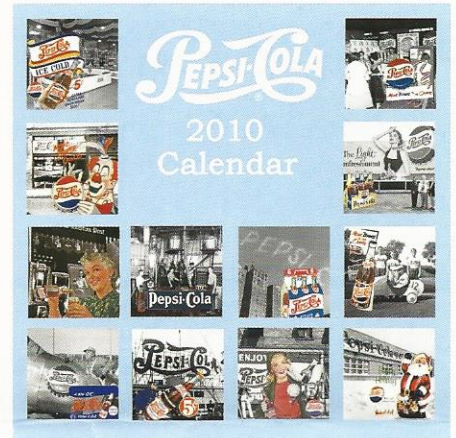
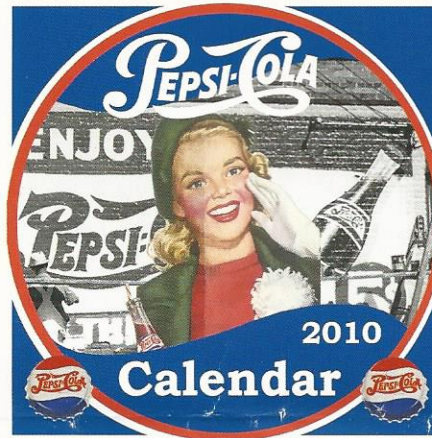
Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is for sale, wanted, or trade.

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 selling some things from my 30 year Pepsi collection, due to job loss and recent surgery. Bottles, cans, glasses, signs, cups, etc. Send SASE with 2 stamps to: Dennis Catlin, 1955 Lakeside Lane, Conover, NC 18613 or call (828)466-1086 9 a.m. to 8 p.m. EST.



#9110 **NEW!** Pepsi Nostalgia Calendar 2010 \$12.95

Due to popular demand, we offer this twelve month 2010 calendar featuring historical black and white photographs enhanced by colored images from Pepsi-Cola's past. 12" x 24" opened. To order, send \$12.95 plus \$5 shipping to Double Dot Enterprises, P.O. Box 978, Lake Elsinore, CA 92531. To order with credit card, call 909-946-6026.

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

ON-LINE ORDERING NOW AVAILABLE!

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

2010 Catalog Now Available

PEPSI-COLA COLLECTORS CLUB

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CLAREMONT, CA 91711

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Claremont, Ca 91711
Permit No. 24**

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA



1914 Pepsi-Cola Bottlers Meeting, New Bern, North Carolina



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 27, Number 2

April-June 2010

Sun Shines on Pepsi Fest

Pepsi Fest 2010 was greeted with the best weather we have ever had in the history of Pepsi Fest. The beautiful weather helped lift the already high spirits of gathered Pepsi collectors. With a hotel full of Pepsi friends and wonderful Pepsi treasures left to be discovered, enthusiasm was contagious.

The buzz at Pepsi Fest 2010 was about the 1947 Pepsi decorated Chevrolet in the parking lot. This was followed by a 1942 Chevrolet pick-up truck, also adorned with Pepsi graphics. The vehicles belong to club members Lewis and Chris Carr and Dwayne Basham respectively. Lewis and Chris restored their 1947 Chevrolet and added Pepsi graphics to make it look as though it was an actual Pepsi car from that era. Dwayne Basham's 1942 Chevrolet

pick-up was decorated with numerous historic Pepsi images. This was done through the process known as "wrapping." A plastic material is wrapped around the car, giving the appearance it was painted with the images.

One of the important events at Pepsi Fest was the reproduction seminar conducted by Scott Kinzie and Larry Woestman. The seminar was very informative and helped educate club members on the extent of reproductions within the hobby of Pepsi collecting.

Next year will be the 25th anniversary of Pepsi Fest. We are already working on plans to make this a very special event. The dates are March 17-19th, 2011. It is my plan to step down as President of the PCCC following Pepsi Fest 25. I

will stay involved with the club. The newsletter and Pepsi Fest will continue as always. It has always been my belief that the best is yet to come. Change is sometimes hard, but ultimately, I believe that the best days are ahead for the PCCC. A transition committee has been formed and will be headed by Phil Dillman. If you have any questions regarding the transition, please contact Phil.

The success of Pepsi Fest 2010 is due, in large part, to the hard work of club members, and the support of PepsiCo. We'd like to thank those who worked to make it a success - Kim Kinzie, Carole Browne, Randy Schwentker, Tom and Diane Gabriel, just to name a few. As always, thanks to Lewis Carr for the Pepsi Fest photos.

In This Issue

Pepsi Fest Photos

East Coast Pepsi Connection 2010

Pepsi Beverages Company



Lewis and Chris Carr with 1947 Chevrolet at Pepsi Fest 2010

Chapter News

Chapters News 2010-2

At Pepsi-Fest, I led the Chapters Meeting on that Thursday afternoon. During that meeting, I suggested ways to expand the membership of an existing chapter since everyone at the meeting already belonged to one. I then asked for input from some of the attendees about their chapter's activities and asked why we all got together as chapters. The reason everyone gave was "FUN!" Mel Beaver from the Pepsi Club of Iowa Chapter came up front and spoke at length about what typically happens at their meetings and the enjoyment of simply getting together with fellow Pepsi collectors who have become very close friends.

Naturally, there are the obvious reasons for getting together with our fellow Pepsi collectors such as the chance to learn about new Pepsi collectibles that are available in our areas, the chance of obtaining some of those new collectibles, seeing someone's collection, and the occasional raffle or swap meet or opportunity to trade. However, everyone

agreed that the bottom line was "fun."

At the Friday night meeting/pizza party, we had items from a number of different chapters on display to show some of what they've done through the years. Unfortunately, I'm afraid I wasn't clear to everyone about my desire for all of the chapters to bring items for the display. Knowing that next year is the 25th Anniversary of Pepsi-Fest and that there will be a large number of you in attendance, I'll start right now in asking the leaders of each chapter to start planning on bringing anything pertaining to your chapter for a display at the Friday night meeting/pizza party. This is the perfect opportunity for us to promote our existing chapters and to inspire those collectors that want to start a new chapter.

Chapters are fun, easy, and, for many, they are like mini-Pepsi-Fests. And, for those that cannot attend Pepsi-Fest, a chapter meeting might be their own mini-Pepsi-Fest. On the other hand, starting a far-away chapter also creates the opportunity for carpooling and sharing other expenses in order to attend Pepsi-Fest in

Indianapolis.

Those are my thoughts but I'd like to hear your thoughts, as well. Send me an e-mail at pd62pepsi@sbc-global.net or find me on Facebook. 'Til next time...

-Phil Dillman

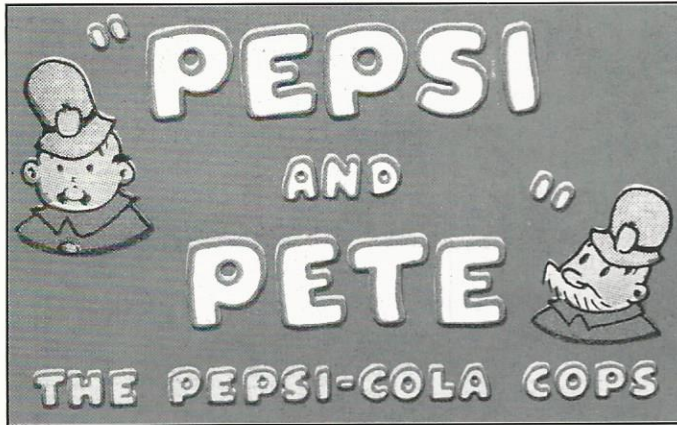
We are sorry to announce the passing of Dean Taylor, long-time Pepsi Collector and club member. Dean and his wife, Karen, were just with us at Pepsi Fest 2010. He suffered a sudden heart attack on March 30th. Our thoughts and prayers are with Karen and her family.

Future Club Events

East Coast Pepsi Connection
Richmond, Virginia
July 23-24th, 2010

Pepsi Fest 2011
Indianapolis, Indiana
March 17-19, 2011

Dear Pepsi and Pete



Dear Pepsi and Pete:
Is PepsiCo and Pepsi-Cola the same company?
Signed,
Ben

Dear Ben:
Not exactly. PepsiCo is the parent company for the Pepsi-Cola Company. PepsiCo also owns Frito-Lay, Gatorade, and Quaker Oats. PepsiCo was formed in 1965, when the Pepsi-Cola Company merged with Frito-Lay.

Dear Pepsi & Pete:
When did Pepsi-Cola stop using cork in their bottle caps?
Signed,
Linda

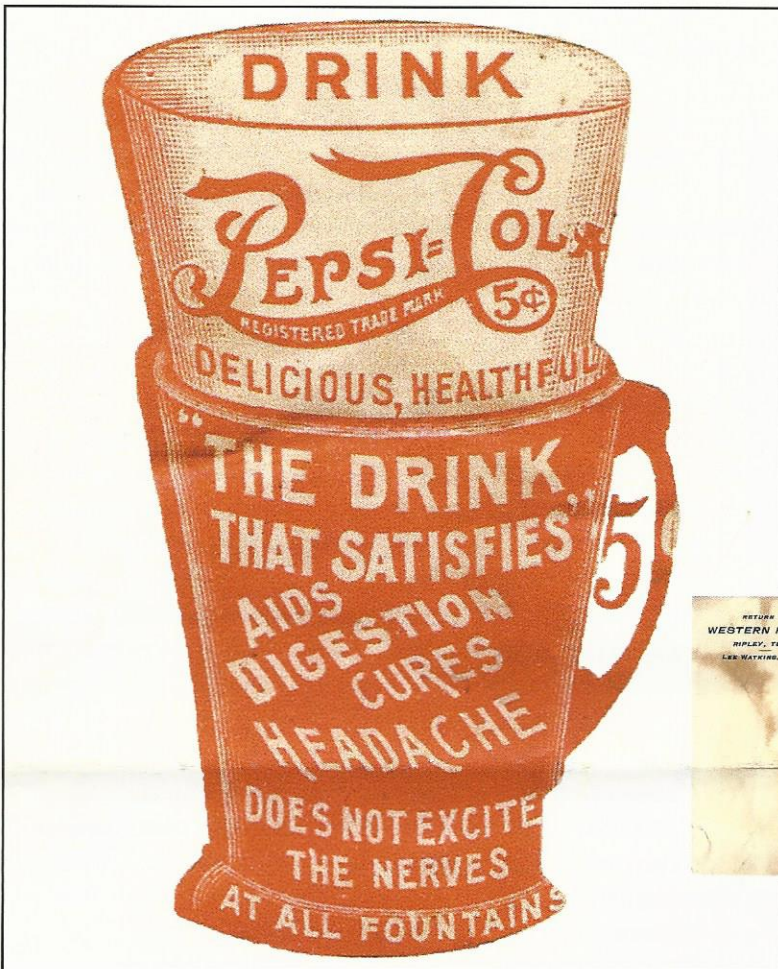
Dear Linda:
Changes like these are not made subtly. They are made gradually across the country as old supplies run out and the new style replaces the old style. It is that way with the cork bottle caps. In the late 60's, they began to change to a plastic-type seal inside the bottle cap. By the mid 1970's, cork was gone from all Pepsi-Cola bottles across the country.

Dear Pepsi & Pete:
I saw a paper label Pepsi-Cola bottle at Pepsi Fest that said "Empire State Building" on the label. Did Pepsi-Cola have a bottling plant at the Empire State Building?
Signed,
Richard

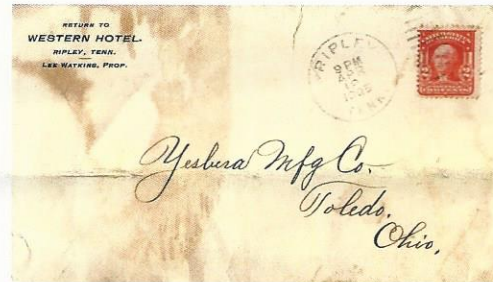
Dear Richard:
No, the Pepsi-Cola Company never bottled at the Empire State Building. For a short time in the early 1930's, they had an office at the Empire State Building that served as headquarters for the Pepsi-Cola Company. The office was not really used for the headquarters, but was used primarily for Pepsi-Cola marketing at that time.

Dear Pepsi & Pete:
Someone said that since the passing of Michael Jackson, the Jackson cans are now worth more money. How much is it worth?
Signed,
Lorne

Dear Lorne:
Despite the tragic death of Michael Jackson, the Jackson Pepsi can is still only worth about \$1. It is estimated that there were over 1 billion Jackson cans produced during the 1984 Victory tour. It will be decades before this can has any significant value. As far as the Michael Jackson/Pepsi memorabilia, many of these items have increased in value to Michael Jackson collectors.



One of the fun things about Pepsi collecting is finding or hearing about something you've never seen before. Recently, I received a copy of a Pepsi-Cola advertisement discovered by Clifford Rufkahr. The advertisement on the left features an image of an old glass with Pepsi-Cola advertising. The advertisement was stamped onto the back of an envelope dated 1905. This is an important discovery because the copy in the advertisement is unlike any I've seen before. It just goes to show you that nobody knows what's out there, and there are new discoveries all the time. Keep searching. Maybe the next big discovery will be made by you!



100 Years of Pepsi Bottler Conventions

One hundred years ago, (1910) Pepsi-Cola bottlers gathered in New Bern, North Carolina for the first ever Pepsi-Cola Bottlers Convention. The convention served several purposes, but the overall objective was to help bottlers build their business. There were seminars on how to use local advertising, the need to operate a sanitary bottling plant, the importance of using proper labels on the bottles, and information on the latest bottling techniques. Also, the Pepsi-Cola Company used the convention to pre-

sent the latest advertising programs and to explain the latest promotions offered by the company. The bottlers also used the convention to talk about problems and offer solutions to one another. This tradition of helping each other has carried on to the present.

Over the past 100 years, the Pepsi-Cola Bottler meetings have been held in many locations, from New York to Hawaii. But, the original format is still used today. Of course, long-winded speeches have been replaced

by high-tech, multi-media presentations.

With the advent of the mega-Pepsi Bottlers, the number of attendees has declined. There are still a significant number of attendees whose families have been in the Pepsi business for decades. It is these family bottlers that are the heart and soul of Pepsi-Cola. They carry on the traditions started by their parents and grandparents. They embody the Pepsi spirit.

PEPSI FEST 2010



PEPSI-COLA COLLECTORS CLUB EXPRESS



EAST COAST PEPSI CONNECTION (ECPC)
2010 REGISTRATION
July 23rd - 24th, 2010
Chester, Virginia

If you plan to attend ECPC 2010, July 23-24,2010, please complete and return the form below as soon as possible but not later than 7/15/10. This will help us plan appropriately for the Pizza Party, Open House and picnic.

Registration includes ECPC ID to attend the Open House, Show and Tell and the picnic. Please sign in with our group starting at noon on Friday 7/23/10 in the Holiday Inn Express Meeting Room OR by contacting June Frost in the hotel.

Reservations to stay at the Holiday Inn Express Chester (804) 751-0123 must be made directly with them by 7/05/10 to get our special group rate of \$89 per night, double occupancy. Please mention that you are registering in the 'ECP' block. Our block of rooms is for Double rooms. If you prefer a King room, you may request one at the same rate, but you will NOT be on the same floor as our blocked rooms and none are being held for us, so they may not be available.

To register, please complete the following information and enclose your check made out to June Frost (write 'ECPC Reg' in the lower left of your check) and send both to:

ECPC c/o June Frost
PO Box 5616
Endicott, NY 13763-5616.

If you have questions, contact June Frost: (607) 757-9195 or EastCoastPepsiConnection@live.com.

Name _____ Phone _____

e-mail _____

Address _____ City _____ State _____ ZIP _____

Names of family members attending with you: 1. _____ 2. _____

3. _____ 4. _____ 5. _____

| | | |
|------------------------|------------------------|--------------|
| Registration Fee: | # _____ @ \$15.00 each | \$ _____ |
| Children 12 through 15 | # _____ @ \$7.50 each | \$ _____ |
| Children under 12 | #* _____ free | \$ N/C _____ |
| Pizza Party (ages 12+) | # _____ @ \$6 each | \$ _____ |
| Children under 12 | #* _____ free | \$ N/C _____ |

TOTAL ENCLOSED \$ _____

* please show # for planning purposes - Thank you

EAST COAST PEPSI CONNECTION 2010
REGISTRATION

East Coast Pepsi Connection 2010

Schedule Subject to Change

Friday, July 23, 2010

| | |
|---------|--|
| Noon | Registration opens (in Holiday Inn Express Meeting Room) |
| 2:00 PM | Welcome Meeting - |
| 5:00 PM | 'Show & Tell' and Ask the 'Experts' |
| 6:00 PM | Pizza Party |
| 7:30 PM | Room hopping and visiting |

Saturday, July 24, 2010

| | |
|-----------|---|
| Morning | 'attack' on local antique shops or yard sales |
| Noon | Picnic at Scott & Kim's house starts |
| Afternoon | **Kinzie collection** Open House tours, Q&A, discussions of Pepsi collection envy! |
| Evening | Room hopping and visiting |

Chester Virginia is right outside Richmond and is teeming with historical sites, antique shops and parks. Come a day early or stay an extra day and make it a family get-away. The hotel will honor our rates for both Thursday and Sunday night as well - take advantage of the family fun this area has to offer!

HOLIDAY INN EXPRESS CHESTER

1911 West Hundred Road

Chester, VA 23836

(804) 751-0123

East Coast Pepsi Connection 2010 will be held at the Holiday Inn Express Chester. The room rate is \$89 per night for registered participants. Please state that you are part of 'ECP' when you make your reservation by 7/05/10. Guests will be assigned Double rooms UNLESS you request otherwise. Our 'block' of rooms will only have Doubles. King rooms are on another floor and are available on a first come first serve basis only.

Directions: From I-95 N or S: Take Exit 61A towards Hopewell - Hotel is on the right
From I-295: Take Exit 15B towards Chester: Hotel is on the left

Pepsi Beverages Company

In 1905, when Caleb Bradham began offering bottlers an opportunity to bottle Pepsi, there was no thought of the Pepsi-Cola Company owning bottling operations. The Pepsi-Cola Company was focused on selling Pepsi-Cola syrup to the bottlers and fountain operators.

After two bankruptcies, the Pepsi-Cola Company was in the hands of the Loft Candy Company of New York. Loft Candy Company was a producer and distributor of chocolate and other candies

to their own stores and other retail locations. The candy company relied on distributors to sell their goods, so when they began selling Pepsi-Cola, they used the same distributor model.

The distributor system worked well in the bigger cities, but to make Pepsi-Cola a nationwide soft drink, a franchise system would have to be developed. To do this, they employed Joe Lapides and several other territorial reps. These territorial reps franchised most of the United States between 1934 and 1940. By 1940, there were nearly 400 franchise bottlers in the United States.

Despite the good results of the Pepsi-Cola franchise bottlers, the Pepsi-Cola Company retained several bottling franchises for themselves in New York, Pittsburg, and Philadelphia. Eventually, these company-owned bottling plants became a business unit within the Pepsi-Cola Company called Metro.

In the 1970's, Metro's name changed to the Pepsi Bottling Group, a division of the Pepsi-Cola Company. Along the way, Pepsi Bottling Group purchased bottlers, who for a variety of reasons, decided to sell their franchises. By the 1990's, PBG accounted for approximately 25% of the Pepsi-Cola franchises in the United States.

The mission of selling and marketing Pepsi-Cola syrup became muddled with such a large bottling distrib-

utors, they could not tell this new company what to do.

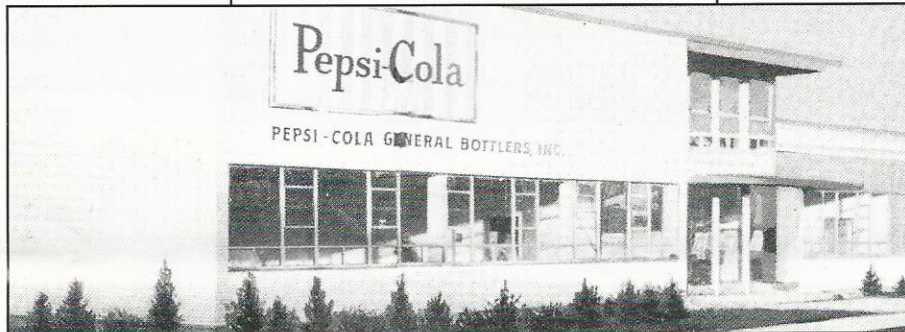
While Metro was growing and becoming the Pepsi Bottling Group, the Chicago bottler was also expanding. E. E. Beisel, owner of the Chicago Pepsi-Cola franchise, began purchasing Pepsi franchises in the midwest. In 1945, he purchased the Des Moines, Iowa and Kansas City, Missouri franchises. With the later purchase of the Louisville, Kentucky franchise, these all became the nucleus of General Bottlers.

General Bottlers flourished in the 1970's and 1980's with acquisitions of dozens of Pepsi-Cola franchises. Their efforts to acquire more Pepsi-Cola franchises was focused primarily in the midwest.

In the 1990's, General Bottlers merged with several other large Pepsi bottlers to form Pepsi Americas. Between Pepsi Bottling Group and Pepsi Americas, they represented about 80% of Pepsi-Cola soft drink sales in North America.

Because of the ever-changing conditions in the soft-drink industry, and the need to reduce cost, PepsiCo decided they needed to own these large bottling operations. In 2009, PepsiCo announced the acquisition of Pepsi Bottling Group and Pepsi Americas at a cost of nearly 8 billion dollars.

The new bottling company began operation in February of this year, and is called Pepsi Beverages Company.



Chicago General Bottlers, Circa 1956

ution business under the same roof. By the 1990's, this problem became acute. In 1998, PepsiCo, parent company of the Pepsi-Cola Company, decided to spin-off the bottling operation into a separate corporation called Pepsi Bottling Group.

The spin-off was completed March 31, 1999, when the Pepsi Bottling Group was incorporated. The new corporation was helped by the largest initial public offering of stock in Wall Street history. Craig Weatherup, former President of the Pepsi-Cola Company, became the first CEO and chairman of the Pepsi Bottling Group.

PepsiCo retained about 30% of the stock of the new Pepsi Bottling Group. Although PepsiCo had some influence over the PBG Board of

Welcome New Members

Eddy Campbell
Fayette, NC

Eric Widemon
Washington, MO

Harold Lareau
Sidell, IL

Jerry Crist
Somerset, IN

Bob Dack
Las Vegas, NV

Robert Schultz Jr.
Waterford, MI

Ronald & Diana Smith
Alpine, TX

Charles Youngpeter
Delphos, OH

Joseph & Susan Chettle
Finleyville, PA

Weldon Cook
S. Hutchinson, KS

Ralph Davidson
Harriman, TN

Sarah Oyen
Liberty, MO

Donald Johnson
Oshkosh, WI

William Noal
Golden, CO

Sue Jurjen
Eau Claire, WI

Leonard Brown, Jr.
Chester, VA

Shasta Rosentreter
Cedar Rapids, IA



WHEN THE STARS STEP OUT,

PEPSI-COLA IS A FAVORITE

Pepsi-Cola heads the order with those who order the best. Flavorful and fresh, Pepsi-Cola is welcomed by millions all over America. Feel

your thirst disappear as that finer flavor hits the spot! Big help to any party—the big home carton of Pepsi-Cola—pick one up today.

Jean Rogers and Bob Crosby,
appearing in RKO Radio's
"Let's Make Music."

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:

Selling 30 year Pepsi collection - offering to members before placed on ebay or auction. I have a variety of items. Few Pre-50's, mainly 50's and up For online viewing, email PEPSIBOUND1@CHARTER.NET Questions and orders, call 828-466-1086 9a.m.-8p.m. Contact: Dennis Catlin, 1955 Lakeside Lane, Conover, NC 28613

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

www.pepsigifts.com

ON-LINE ORDERING NOW AVAILABLE!

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

2010 Catalog Now Available



"Princeton? Heck no... it's for Pepsi-Cola."

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.

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