



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 23, Number 1

March-April 2006

Pepsi Fest 20th Anniversary

Wow. It's hard to believe it's been 20 years since the first Pepsi Fest was held. In preparing for Pepsi Fest 2006, I've gone through photographs of past Pepsi Fests. I have noticed that some of us have aged. I myself had much darker hair 20 years ago! Over the years, families have increased. Children are now bringing their children to Pepsi Fest. But most importantly, the magic of the first Pepsi Fest is still at the heart of Pepsi Fest. We will have a display of photographs in the registration area. Be sure and bring your favorite photographs. Please bring duplicates or copies, as we cannot guarantee you'll get them back!

By now, you should have made your reservations with the hotel. If you haven't, do so immediately, because rooms are almost sold out. Pepsi Fest will be held at the

Indianapolis Marriott, 7202 E. 21st St., Indianapolis, IN 46219. The phone number is (317)352-1231. Be sure to tell the reservationist that you are with the Pepsi Cola Collectors Club.

If you have not registered with the club yet, send it in TODAY. At this point we cannot guarantee you will get a packet if you have not pre-registered. *For those of you who wait until you arrive at Pepsi Fest to actually register, there will be a \$2 service fee added to each registration.*

As always, we need volunteers to help at Pepsi Fest. If you'd like to help, please let us know at registration that you are available. If you are selling out of your room, or have other obligations at Pepsi Fest, it would be best that you do not volunteer. We appreciate all the help that

we can get.

If you watched the Super Bowl game expecting to see a lot of great, new Pepsi commercials, you may have been disappointed. The current philosophy of the Pepsi-Cola Company is to use the new media to market brand Pepsi. New media includes the internet, cell phones, Blackberries, etc. However, Diet Pepsi was featured during the game. Most people enjoyed the Jackie Chan Diet Pepsi commercial, which depicted a Diet Coke can getting crushed. The primary reason why Diet Pepsi commercials were shown during the Super Bowl is because Diet Pepsi is the official drink of the National Football League.

SEE YOU IN INDY!

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Pepsi Fest 1991

Chapter News

Chapters News - March/April 2006

Hi, there, all you fellow Pepsi enthusiasts! We are quickly closing in on yet another Pepsi-Fest during which Pepsi collectors are encouraged to completely lose themselves in wild Pepsi abandon, to go nuts in the euphoria of everything Pepsi, to embrace the annual event that we anticipate throughout the year. In essence, to enjoy Pepsi-Fest! Not only can we get excited about the discovery of Pepsi collectibles from the past, but, also those things present and future. In the same sense, I look at some of the accomplishments of some of our chapters and it makes me happy to see a number of them still intact and still active. Naturally, some of the chapters didn't last and that's usually due to members moving away, health problems, etc. However, I get excited hearing from collectors that would like to start or join a chapter. I am hoping that we can help those of you with that desire to get things going through our encouragement and advice. One of the best places to get such advice is at the Chapters Meeting which

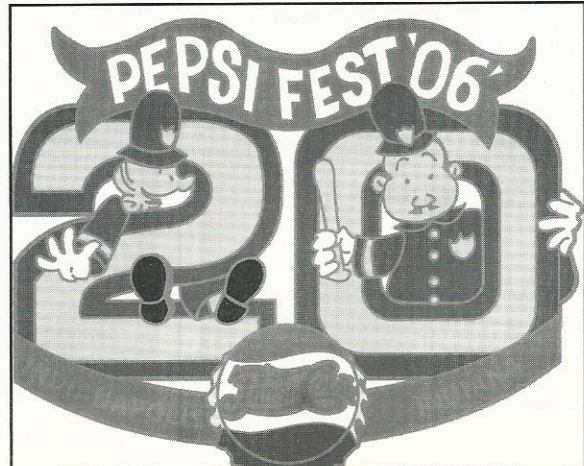
will be at 1:00 PM on that Thursday during Pepsi-Fest. If you cannot attend Pepsi-Fest or that meeting, you can always contact me at PD62Pepsi@aol.com or 708-799-8486 evenings and I'll help you get started. It's so easy to do that I'm hoping a number of you will take the initiative to call or e-mail me soon or talk to me at the meeting. If you already belong to a chapter of the PCCC, I hope you will attend the Chapters Meeting to help encourage those there that would like to start one. If you can give me the info about where you live, we can see if there is a chapter near you or we can include that info in the next newsletter so that others in your area can contact you. It can't hurt to try! Remember the "Challenge!"
The Chicago Connection Chapter will hold their next meeting on Saturday, April 8th, at the home of Phil and Amy Dillman in Homewood, IL, with Pepsi movies starting around 5:00 PM and the meeting starting around 7:00. Give me a shout if you would like to attend. Their future meetings will be in June, August, October, and December. For additional information regarding the other chapters, check

out Pepsi-Central.com. Those chapters that submit their newsletters have them posted on that website. For those that are driving through the Chicago area on the way to Pepsi-Fest, if possible, wait to get gas until you get to exit 9 (Grant Street) on I-80 in Indiana. It's much cheaper there.

-Phil Dillman

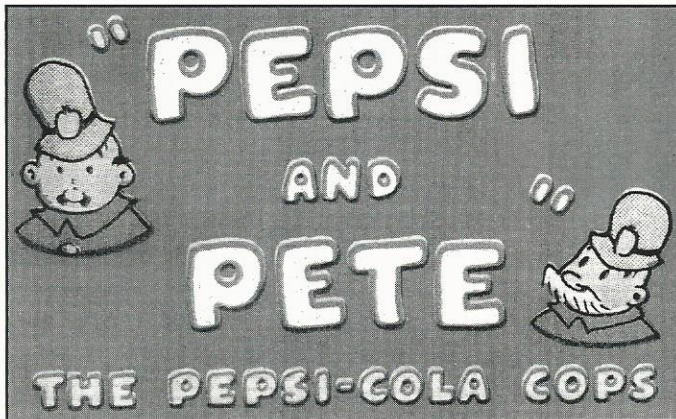
Future Club Events

PEPSI FEST 2006
March 23-25, 2006
Indianapolis, Indiana



Collector Information

ASK



Dear Pepsi & Pete:

With the introduction of newer, soft plastic bottles, I have noticed that some of my older bottles have started to form a 3-sided container. I am not sure what causes this. Is this evaporation of product, loss of carbonation, or some other cause? How do I prevent this from happening?

Signed,
Don

Dear Don:

Plastic bottles, like all non-returnables, are designed for a very short life cycle. Because of this, storing plastic bottles is very difficult. There are two forces at work that are causing your bottles to become 3-sided. The carbonation is migrating through the container, causing the bottle to become soft. At the same time, the chemicals that give the bottle its shape are dissipating, causing the bottle to lose its shape. Therefore, there is not much you can do to preserve these plastic bottles. Some collectors choose to save just the labels off these bottles.

Dear Pepsi & Pete:

I have a chance to buy some old Pepsi commercials on 16MM film. Are they worth anything?

Signed,
Craig

Dear Craig:

Old Pepsi 16MM film is not of much significant value. I would not pay more than \$5 per reel. There are two important reasons why the film is not valuable. The first is that you need a special projector to show the film. These projectors are becoming more and more difficult to get your hands on. Without the projector, your only option to view the commercials is to have the film transferred to VHS. This will add significant cost to your purchase. Trying to sell the VHS commercials to recoup your expenses is a violation of the Pepsi-Cola copyright. The second reason is that there were so many of these produced. Most bottlers received numerous copies of each commercial. This was done so they could be distributed to all the local media. Normally when you find one real old Pepsi commercial, you'll find scores more.

Dear Pepsi & Pete:

How can I insure my Pepsi collection?

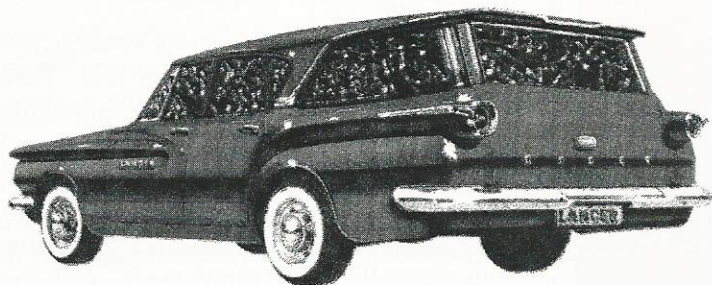
Signed,
Linda


Dear Linda:

Insuring your Pepsi collection is not the difficult problem. Most of the time, your Homeowner's insurance will cover the collection. But, to make sure, you should consult with your insurance agent. The more difficult part to insuring your collection is how to prove what is in your collection. Keeping good records is the essential ingredient in making sure your collection is properly insured. It is recommended that you keep a list of everything you purchase, when you purchased it, and what you paid for it. Beyond that, it is recommended that you videotape the entire collection and photograph important pieces. The key in keeping good records is to keep the records separate from the collection. If something were to happen to your collection, you don't want your proof of the collection to be destroyed at the same time. It is best to store this information at another location away from the collection.

1961 Pepsi-Cola Promotion

Pepsi's spring sweepstakes



win  **DODGE LANCER STATION WAGON**
(FILLED WITH PEPSI COLA)

Pepsi-Cola has a history of producing great promotions. The more attention a promotion gets, the better it is. This 1961 Pepsi promotion is no exception. Pepsi-Cola stuffed an entire interior of this Dodge Lancer with cans of Pepsi. The object was for consumers to guess the number of Pepsi cans were stuffed into the vehicle. The winner received the Dodge Station Wagon filled with cans of Pepsi. For die-hard Pepsi drinkers, it would be a toss up as to whether the grand prize was Pepsi or the Station Wagon!

-Picture Provided by Carole Browne



Collector Alert!
These Pepsi-Cola watch fobs are showing up on the internet. Be very careful. Watch fobs are notorious for being reproduced. Normally, reproductions do not have the detail visible in the original watch fobs.

To All Our Pepsi Friends:

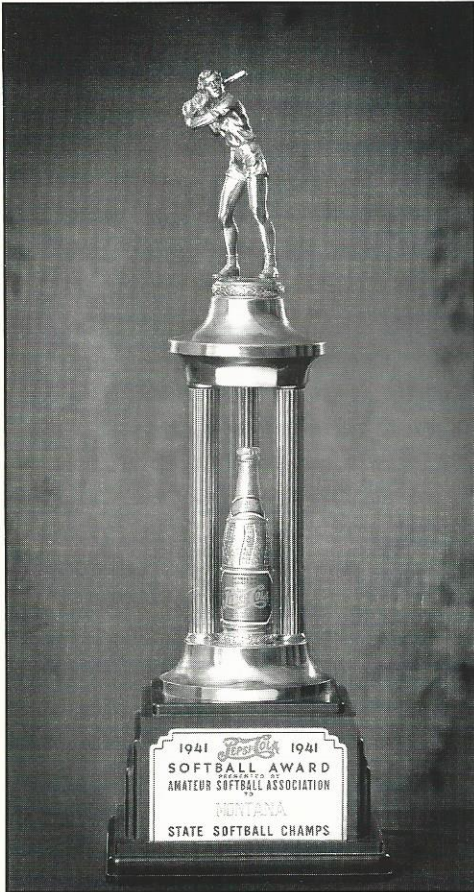
I want to take this time to express my appreciation and gratitude to all of you for the cards, monetary donations to Taylor's education fund, the monetary gift that was collected at Pepsi Fest West, the planters, flowers, phone calls, e-mails, etc. I cannot begin to tell you how much all of this meant to Taylor and I. Since Ben died, obviously mine and Taylor's lives have changed a great deal. We are doing the best we can minute by minute to get through this huge loss. It is so helpful to stay connected to the things and people that meant the most to Ben. I can tell you that our Pepsi friends meant a great deal to him, and likewise mean a great deal to Taylor and I.

Although you have all done so much for us already, I still have yet another favor to ask... If you would continue to stay in touch with Taylor and I through e-mails or phone calls, we would greatly appreciate it. Hearing stories about the funny things Ben did or said, seeing pictures of him, etc., are again, what gets us through. We are blessed to have so many wonderful and thoughtful Pepsi friends. Please stay in touch. We will continue to try to stay a part of the Pepsi functions as best we can. We can be contacted through e-mail at :
gailreeneb@hotmail.com.

Thank you again for your kind generosity and thoughtfulness. IT WILL NEVER BE FORGOTTEN!
Thanks again. With Love,

Gail and Taylor Bealer

1941 Pepsi Softball Trophy



During the 1940's, Pepsi-Cola sponsored a softball league. Many Pepsi collectors are familiar with the medals from the softball league. I have even seen the score sheets and other paper memorabilia associated with the league. Recently, Bill Dimich, from Billings, Montana, sent this picture of the trophy that was given to the winner of the league championship. As trophies go, it's okay, but that beautiful Pepsi bottle in the center is what makes this a great collectible. From what I'm told, that bottle is life-sized. Before you go running off to Billings, Montana to look for this trophy, I must warn you that it is under lock and key, and not for sale!



1941 Softball Medal

Pepsi "Hotshot"

by Phil Dillman

The Hotshot promotion was a nationwide contest in the U.S. in which boys and girls in different age groups would shoot basketballs from at least five designated locations on a basketball court. Each of these locations was marked using a round mat that was about 18" across and made of either nylon backed with rubber or straight rubber and individually numbered 1 through 5 and included the Pepsi Hotshot logo. The mats were set out on the court in much the same way as the game of "Horse" (or similar names) so that the kids in each age group had to shoot the ball from the same location as their peers. The kids in this competition each wore shorts and t-shirts emblazoned with the Pepsi Hotshot logo, as well. Since the contests were held in different parts of the country over a period of several years, the styles of the awards given to the winners varied for the winners, finalists, and runners-up from cloth patches, "silver" and "gold" medallions on chains and various plaques.

Among some of the other Hotshot collectibles I've seen are basketballs, baseball-style caps, pinback buttons, ceramic mugs, Pepsi bottling plant letterhead, and coordinator pocket badges. The neat thing about collecting these items is that there are many variations because many of the items were produced regionally.

PEPSI FEST 2006 REGISTRATION

March 23 - 25th, 2006

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2006, March 23 - 25, 2006, 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 \$23.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2006 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 ONLY # _____ @ \$ 8.00 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$23 each \$ _____

TACO FIESTA 3/23/2006 # _____ @ \$11.00 each \$ _____

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

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____
3/25/2006

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 \$27.00. Your packet will be mailed to you AFTER Pepsi Fest 2006.

of Packets _____ @ \$27.00 each = \$ _____

PEPSI FEST 2006 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2006 SCHEDULE

Schedule Subject to Change

Thursday, March 23rd, 2006

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 (\$11.00 per person)
7:00 P.M.	Room Hopping

Friday, March 24th, 2006

9:00 A.M.	Seminar on Reproductions
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 25th, 2006

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 2006 will be held at the Indianapolis Marriott. The room rate is \$89 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.

Reproduction Information

Reproductions are both good and bad. Being able to buy a replica of an old Pepsi sign for just a few dollars is a good thing. Paying hundreds of dollars for a reproduction sign while believing it to be an old sign is a bad thing. That is the state of reproductions today. Most are made legitimately for those who want to own a nostalgic Pepsi-Cola sign. Unfortunately, some of these legitimate signs are passed as old signs. Fortunately, this does not happen very often.

What does happen is that unscrupulous individuals create unauthorized reproductions and try to pass them as real. These are the individuals that give us the most concern. They are not part of established businesses, they are hard to track down if you want your money back. Many of them use the internet as a way to shield their identity.

Many collectors would like to see reproductions completely done away with. They feel that they create more problems than they are worth. The reality is that reproductions are here to stay. There is too much demand for reproductions for them to go away - especially with the popularity of nostalgic-themed restaurants. Themed restaurant from the 1950's have enormous needs for reproduction signs, primarily because the old signs are too expensive and too hard to find.

Rather than fight a battle that we cannot win by trying to do away with all reproductions, it is better that we work together to make collectors aware of what is out there, what is legitimate, and what is not.

Some basic information about reproductions may help you.

Legitimate reproductions are licensed by the Pepsi-Cola Company. Reproductions come in many forms. There are exact replicas of old Pepsi signs. There are modified reproductions of old Pepsi signs. There are "fantasy" reproductions.

Fantasy reproductions are items that were never produced by Pepsi-Cola, but are produced by authorized companies today. For example, the glass strawholder that was offered a few years ago is a reproduction of a 1950's strawholder. The use of Pepsi-Cola logos on it make it a fantasy item, because Pepsi never made a strawholder that looked like that strawholder.

Let me reiterate - I am not putting down reproductions or people who buy them. My only concern is that people who buy them know they are reproductions. Anybody that has been collecting for any length of time has been burned by something they thought was old - myself included. This experience can be very disheartening, and in some cases have caused people to quit collecting.

There are a few rules we can employ to make purchasing Pepsi-Cola collectibles safer. First of all, make sure you know who you are doing business with. If they will not guarantee in writing that the item they are selling is old, I suggest that you not buy it. Secondly, buy the item, do not buy the story. I have learned over the years that the bigger the story that comes with the item, the less likely it is legitimate. For example, when someone says "this came out of an old estate sale" that should get your antennae raised that they are trying to mislead you. They

are not actually saying it was part of an old estate, just that it came from the estate. Most likely, it arrived at the estate the day the estate sale began, if not that morning. Listen carefully to what people are saying to you. Within their stories you can find the truth. That especially goes for the internet. Many times the information provided is truthful, but terribly misleading. Be sure to read the descriptions very carefully, and read them several times. If you do this for a while, you can pick up on key words used when someone is trying to mislead you. Such as, "the dealer said the person he got it from claimed they've had it since they were a child." Remember, the story doesn't matter. The only thing that matters is will the seller guarantee that it is authentic. Most people that sell antiques and collectibles have a good understanding of age and authenticity. However, I have noticed that some of them have trouble knowing whether something is a reproduction or not when it is actually a reproduction. I have never seen a dealer try to sell an authentic piece as a reproduction! Unfortunately, many times they do sell reproductions as authentic.

If we all work together to pool our information on reproductions, we can make buying Pepsi memorabilia more fun. If you have found a particular interesting reproduction, please let us know.

QUALIFICATIONS REQUIRED OF PEPSI-COLA BOTTLERS

1. **Pepsi** is bottled in all parts of the United States, Canada and Cuba by reliable, experienced bottlers who are outstanding in their community.
2. **Pepsi** concentrated syrup, **Pepsi** crowns and **Pepsi** labels are supplied and controlled exclusively by the **Pepsi** Company.
3. The bottler who can meet the **Pepsi** qualifications is given an exclusive **Pepsi** bottler's appointment, in a territory where he guarantees to secure full distribution.
4. **Pepsi** bottler's appointment is valuable and remains the exclusive property of the bottler as long as he conforms to the **Pepsi** appointment contract, and the policy of the **Pepsi** Company.
5. **Pepsi** must be sold to retail dealers at the uniform price of 80c per case of 24 5¢ bottles, plus a deposit of 50c per case for the return of the empty bottles and case, and all sales must be made on strictly cash basis.
6. The distribution of **Pepsi** in every territory must be complete. No appointment will be made, or continued, with any bottler who cannot bottle and sell at least 1,000 cases of **Pepsi** per week in his territory. At the present time there are many bottlers who, in 1935, will bottle and sell from 100,000 to about 300,000 cases of **Pepsi** and several from 500,000 to 1,000,000 cases.
7. **Pepsi** is the most important 5c drink in a 12 ounce bottle that has ever been bottled and sold. It must be treated as such by every bottler who is fortunate enough to secure the **Pepsi** bottling appointment.
8. There must be no confusion or comparison between **Pepsi** and any other cola drink—there is no other 5c drink in the world like **Pepsi** which has been established more than 40 years, and stands strictly upon its own merits. It is the greatest seller and repeater in the market today.
9. **Pepsi** costs more to make, and is of finer quality than any other 5c drink on the market—the consumer gets the best and most for his money—the dealer likes it because it sells fast—repeats—and satisfies the customer.
10. The **Pepsi** Company does not put a single penny in advertisements, but does put every penny possible into the quality of each bottle of **Pepsi**. The bottler and consumer gets the benefit of increased sales, permanent business and profits. This is the greatest advertising it is possible to do.
11. The requirement of a **Pepsi** bottler is simple—investment is small—his volume in sales is large but he must be wide awake and exact. He is permitted to bottle and sell **Pepsi** only in strict accordance with instructions from the **Pepsi** Company, because he really bottles and sells **Pepsi** for the **Pepsi** Company and not for himself. Profit comes from the difference between the cost of **Pepsi** syrup, **Pepsi** crowns and **Pepsi** labels, which are furnished by the **Pepsi** Company, and the price he receives for the finished drink.
12. In making application for any territory that is available, the bottler should give the following information: A. Volume of sales in 1935—B. How long established—C. Description of machinery and capacity—D. How many salesmen and trucks—E. How many customers—F. State territory desired—G. References.

Address all letters to—

PEPSI COMPANY
BUILDING
47th Avenue and 33rd to 34th Streets
LONG ISLAND CITY, N. Y.

Advertisement for Pepsi-Cola Bottlers, Circa 1939

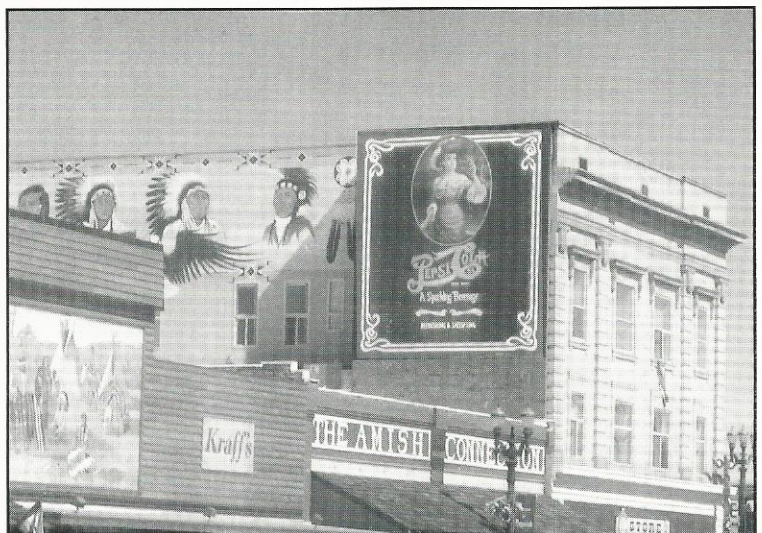
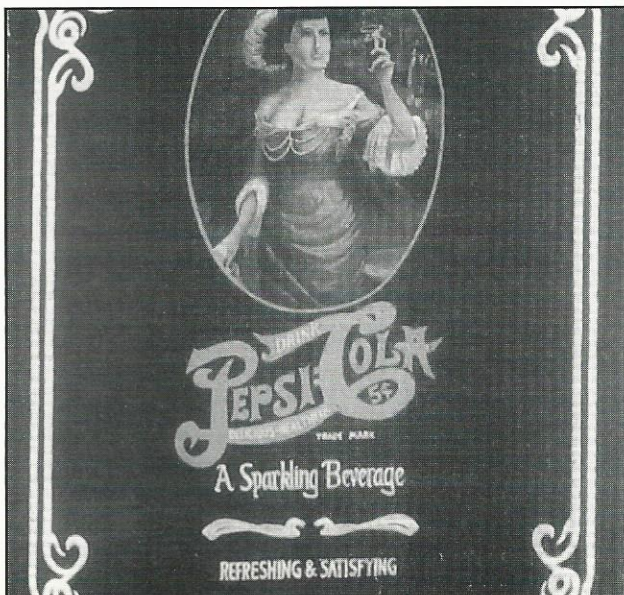


Photo Taken in Washington State by Joe Dillon

WELCOME NEW MEMBERS

**Irene Heil
Dover, OH**

**Richard Hagen Sr.
Bellevue, FL**

**Michael Harris
Poneto, IN**

**Mark & Lynda Harris
Hillsboro, MO**

**Angie Davis
Michigan City, IN**

**Pam Jenks
Michigan City, IN**

**Joanne David
Klamath Falls, OR**

**Gary McDowell
Commerce, TX**



Pepsi Fest Group Picture 1992

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:

Entire Pepsi collection, consisting of 100+ items. For listing, send SASE to Anita Hobbs, 709 Vest Dr., Warrensburg, MO 64093 or e-mail ajeannie@iland.net

For Sale: Pepsi-Cola photographs of wall art from Washington State pictured in this newsletter. 4 x 6 - \$7.50, 5 x 7" - \$12.50. Contact: Joe Dillon, 200 Mosley Dr., Springfield, TN 37172.

For Sale: Must Sell! Over 1114 Pepsi items collected over 30+ years. Pictures and descriptions - www.quickflashdesigns.com/pepsi Boxed and ready for pickup in Elkhart, IN \$5,000 for collection OBO. Contact: pepsipop@aol.com

For Sale: Extra Pepsi items from my collection. For list and photos send SASE to: Dennis Catlin, 1955 Lakeside Lane, Conover, NC 28613. Phone (828)466-1086

Email: PepsiBound1@wmconnect.com

WANTED:

1979 Arby's Normal Rockwell Pepsi Glass #1 of 4. I have #2, #3, #4. Contact: Dennis Catlin, 1955 Lakeside Lane, Conover, NC 28613 Phone: (828)466-1086

E-mail: PepsiBound1@wmconnect.com

Wanted: Bottle from the 1998 100th Anniversary set. Looking for the

clear bottle with the 1991 logo on the neck. Please help! Contact: Ralph Hoyt Jr., 1328 Adele Road, Montoursville, PA 17754 or Phone (570)368-3640

Notice:

If you are not planning on selling from your room at Pepsi Fest and want to save a few dollars, we have a good rate at the LaQuinta Inn, next door to the Marriott in Indianapolis. The rate for LaQuinta Inn is \$72 per night. The phone number for the LaQuinta Inn is (317)352-1231. Be sure and ask for the Pepsi-Cola Collectors Club rate.

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 Trucks Circa 1939

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



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 23, Number 2

May-June 2006

Pepsi Fest Success

The 2006 Pepsi Fest was one of the best we have ever had. Although it started out rather ominous with a snow storm a few days before Fest began, the sun came out and so did the collectors. It was one of the best turnouts we have had in a number of years. The Pepsi Fiesta Taco Party had 50% more people attend this year. Everyone seemed to have a good time and raved about the food.

To celebrate the 20th anniversary of Pepsi Fest, we had a premier of a documentary on Pepsi Fest presented by Christopher Orne, son of club member Bill Orne. In addition to that, there were two slide shows highlighting 20 years of Pepsi Fest. The Pepsi-Cola Company sent a special video message, delivered by the president of the Pepsi-Cola Company, Dawn Hudson. John Minges was our guest speaker who spoke to the group about the history of the Minges

Pepsi-Cola Bottling franchise in eastern North Carolina. Finally, certificates were passed out to members that have attended every Pepsi Fest since the very start. They include John and Carole Browne, Russ and Betty Kimbler, Dan and Judy Durbin, Richard McKernan, Kenneth and Doris Skillern, Dutch and Pat Richardson, John Hantz, and Lewis and Chris Carr.

Larry Woestman and Scott Kinzie did a seminar on Pepsi-Cola reproductions. Everyone found this to be very informative. Most attendees did not realize the depth of the problem of unauthorized reproductions.

We would like to thank all those who participated in making Pepsi Fest 2006 a successful event. A special thanks to Cathy Dial of Frito-Lay, the Pepsi-Cola Company, Dawn Hudson, Lisa Castaldo, our auction-

eer Ken Harris, Carole Browne, Kim Kinzie, Randy Schwentker, Laura Adam, and Lewis Carr. We also want to thank Pepsi & Pete for making a special appearance!

You may have noticed some changes in the newsletter. Our printer for almost 20 years, Todd Pavey, passed away unexpectedly last month. His untimely death precipitated a need to find a new printer. I found a company that could add color for just a small increase in cost. So, I hope you enjoy the new format in living color.

We are already planning Pepsi Fest 2007. We hope you will make plans to be with us! Now is the time to start working on Pepsi videos for next year's Pepsi Fest. This is your chance to make the commercial you've always thought Pepsi should make!

In This Issue

Trademark Registered

Pepsi Fest Photos

Chapters List

Pepsi and the Blues



20th Anniversary



PEPSI FEST 2006

Chapter News

CHAPTERS NEWS - MAY/JUNE 2006

A busy chapter delivers exciting, fulfilling gratification. However, intermittent jumpstarts kill. Less meetings necessitate overcompensation. Pepsi-Fest quickly revealed shortages throughout. United vision will "x-pose" your zest to start a chapter! (For those of you wondering what the heck that first paragraph meant, I wanted each word to start with a letter in alphabetical order - a, b, c, etc. Obviously, I didn't spend much time on it!)

Now, down to business!

As I expected, we had a number of chapters represented at the chapters meeting at Pepsi-Fest. A big "Thank You" to those that attended from SoCal, Chicago, Iowa, Keystone, Buckeye, and any other chapters I might have missed (I haven't watched the video yet!). At that meeting, I displayed a list of PCCC members that have contacted me over the years that were interested in starting or joining a chapter. The list is long with some of the letters being sent to me back in the 1990s! If you

currently want to start a chapter of the PCCC, give me a shout at PD62Pepsi@sbcglobal.net (new address) or call me at 708-799-8486 evenings. Two potential contacts that I met with after the meeting are Mark and Renee Engel from Spring Hill, TN 931-486-3919 and Dave and Carol Williams from Indianapolis, IN 317-322-1852 OR

indyhmca@hotmail.com. These folks are waiting to hear from you so that they can get a local chapter started in their respective areas of the country. A list of current chapters is included in this newsletter. If you see any mistakes or if you have any news regarding your chapter, let me know ASAP. There were a number of changes and updates made that you'll want to take note of. Is your chapter still active? Do you have an upcoming meeting? Have you started a chapter? Let me know!

I did revise my "helpful hints" page for starting and promoting a chapter. If you would like a copy, let me know. The Chicago Connection Chapter had their meeting during April. Besides enjoying snacks, pizza and Pepsi products, we also watched a number

of 16mm films about folks participating in the 1966 Pepsi Shopping Sprees and a film about Supermarkets starring Joan Crawford and sponsored by Pepsi-Cola. Their next meeting will be June 17th in St. John, IN with future meetings in August, October and December. Feel free to join them!

The Michiana Chapter has meetings slated for May 13, July 8, September 9, and November 11, 2006 in Elkhart, IN. For more information, call Sue Pletcher at 219-862-2496. If your chapter has any announcements that you would like to have included in the newsletter, send it to me by the 10th of each even month. By the way - someone at Pepsi-Fest said that they wanted a particular Star Wars can. I found one of the cans for you. Just call me and tell me why you wanted the can and which number it is, I'll send it to you.

-Phil Dillman

Future Club Events

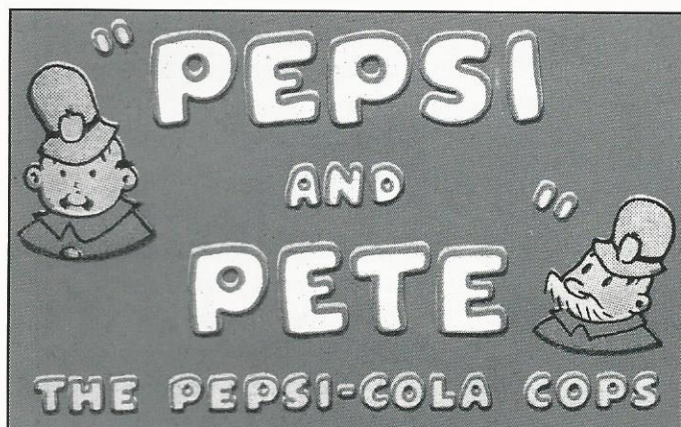
Pepsi Celebration
Las Vegas, NV
November 10-11th, 2006

Pepsi Fest 2007
Indianapolis, IN
March 22-24th, 2007



Collector Information

ASK



Dear Pepsi & Pete:

How can I clean an old cardboard sign?

Signed,
Terry

Dear Terry:

Cleaning cardboard signs can be difficult and possibly cause damage to the sign. In some cases, the dirt on the sign is just dust, and can be removed with either a feather duster or by spraying it with a can of air. When using air, make sure you spray at an angle and not directly at the sign. Anytime you try cleaning a sign, make sure you work on a small corner first in case your cleaning causes damage. That way you won't ruin the whole sign. The shinier cardboard signs can sometimes be cleaned with a damp cloth. This will remove any surface dirt. Signs that are not clear-coated and have a dull appearance are more difficult to clean. On these signs, the dirt has usually penetrated below the surface. At this point, you would need a professional to try to clean the sign.

Dear Pepsi & Pete:

What is the difference between a crown and a bottle cap?

Signed,
Lynn

Dear Lynn:

There is no difference, they are the same thing. The

proper nomenclature within the bottling industry is "crown." The term "crown" is rarely used outside of the industry. Most people refer to the crown as the "bottle cap."

Dear Pepsi & Pete:

I saw a sign that said Pepsi started in 1896. But, I read in a book that it was 1898. Which is correct?

Signed,
Richard

Dear Richard:

1898 is the official date of the beginning of Pepsi-Cola. The Pepsi-Cola Company did not start until 1903. In trying to trademark the Pepsi-Cola name, Caleb Bradham ran into problems with a company called Pep Kola. Pep Kola had been trademarked since 1896. Bradham purchased the Pep Kola name and trademark, which would make Pep Kola the grandfather of the Pepsi-Cola trademark. Because of this, the date 1896 has crept into some Pepsi documents. Occasionally, the 1896 date was used by mistake. The date 1898 is the date when Pepsi-Cola, the drink, was first created by Caleb Bradham.

Dear Pepsi & Pete:

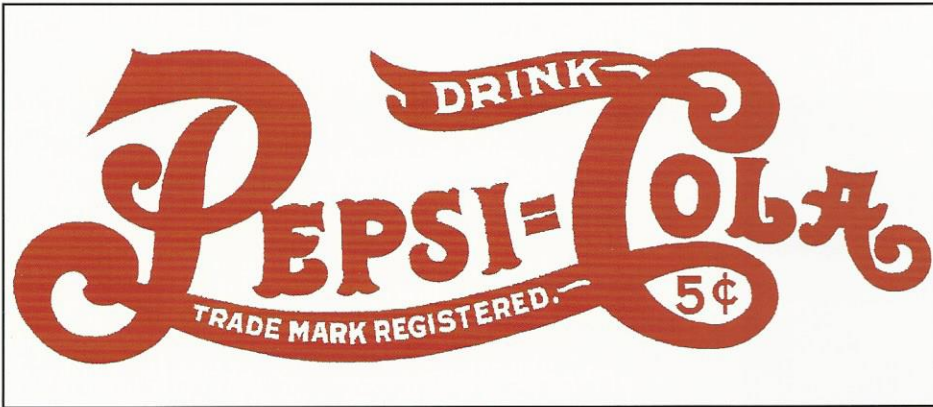
What is the name of the hillbilly on the Mountain Dew Bottle?

Signed,
Bill

Dear Bill:

Most often, the hillbilly is referred to as "Willy". I have occasionally seen where he is called "Grandpa". I believe that either name is appropriate for the hillbilly.

Trademark Registered



1905 Trademark

Aside from the formula for Pepsi-Cola, the trademark is the most valuable asset the Pepsi-Cola Company owns. An estimated value of the Pepsi-Cola trademark would have to be in the billions of dollars.

The United States Patent and Trademark Office is where companies register their trademarks, or symbols. The process is quite lengthy, and it involves a search to make sure the trademark you want to register does not infringe on an already registered trademark. For example, if you try to register the name Pepsi-Cola as a soft drink, your registration would be denied, because it is already registered to PepsiCo.

To let others know that your trademark has been registered, there is a symbol used in conjunction with your trademark. Currently, the symbol is a circle "R" placed near the trademark symbol or name. Failure to use the registration mark with your trademark would leave your trademark unprotected from would-be competitors. For this reason, the legal department at Pepsi-Cola goes to great lengths to make sure the registration symbol always accompanies the Pepsi-Cola trademark. That

means any Pepsi-Cola logo that does not bear the trademark symbol is either an error or a knock-off by



1909 Trademark

some unscrupulous entity.

Any time there is a modification

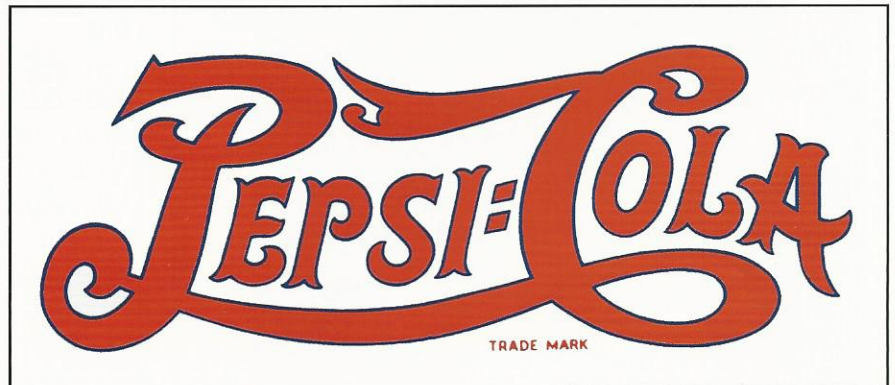
of the Pepsi-Cola trademark, the modification has to be registered with the United States Patent and Trademark Office. All line extensions of the Pepsi-Cola brand have to be trademarked individually.

Initially, soft drink companies were reluctant to use their flagship name on other products. They felt that to use their brand name on another product could jeopardize the trademark. In 1964, Pepsi-Cola had their lawyers investigate this belief, and found it to be false. Consequently, Diet Pepsi became the first line extension of the Pepsi brand. At the time,

this made soft drink history, because Pepsi became the first soft drink company to use their name on a diet drink. Since then,

there have

been numerous line extensions, such as Pepsi Free, Pepsi One, Pepsi Blue,



1939 Trademark



1943 Trademark

permission from the Pepsi-Cola Company.

Over the years, the trademark symbol used by the United States Patent and Trademark Office has changed.

They occasionally used the less popular Registered U.S. Patent Office.

In the late 1940's, all other trademark symbols were replaced by circle "R". The circle "R" was more convenient to use and easily recognized. The exception to this was that in Canada, the REG. U.S. PAT. OFF. was used until the mid 1950's. This is an important difference that you should keep in mind when dating Canadian signs.

The trademarks of the Pepsi-Cola Company were all issued to the Pepsi-Cola Company until 1965. At that time, PepsiCo became the parent company of the Pepsi-Cola Company, and all trademarks were then issued

etc.

Normally, the Pepsi-Cola trademark is reserved for use on soft drinks, but because of the popularity

For collectors, this is an ideal way to identify eras of Pepsi-Cola collectibles. The four most common registered trademark symbols are circle "R",

REG.US.PAT.OFF, Registered U.S. Office, and Trademark.

In the early 1900's, Pepsi-Cola seemed to be very erratic about using the trademark sign with their logo. At that time, they used just the word "trademark" under the Pepsi-Cola script.

With the sudden success of Pepsi-Cola in the 1930's,



1945 Trademark

of the Pepsi-Cola name, they have licensed companies to use their trademark on a variety of products, including t-shirts, hats, signs, and toy trucks.

No one is permitted to use the Pepsi-Cola name without permission from the Pepsi-Cola Company. We are reminded of this every year at Pepsi Fest, when we try to have the Pepsi Fest cake made. The bakery at Kroger Grocery Store will not put the name "Pepsi" on our cake without

they began to have imitators copying Pepsi's taste and trademark. One of the copycats that made a product similar to Pepsi-Cola was Pep-Ola. Pepsi believed the name Pep-Ola was a trademark infringement, so they sued them in federal court. The courts found that Pep-Ola had infringed upon the Pepsi-Cola trademark.

During the 1930's and 1940's, Pepsi primarily used REG. U.S. PAT. OFF. to symbolize their trademark



1952 Trademark

to PepsiCo. Any trademarked items bearing the name PepsiCo were produced in 1965 or later.

In summary, all Pepsi-Cola branded items must have a trademark registration symbol on them. In some cases, you can identify the age of an item by which trademark symbol is used.

LOCAL CHAPTERS AS OF 04-12-06

ARIZONA PEPSI CLUB Bob Boggs	P.O. Box 7476 Mesa, Az. 85216 bpboggs@cox.net	480-985-5935
BUCKEYE CHAPTER Keith Lane	kandklane@juno.com near Cleveland, Oh.	440-358-0907
CHICAGO CONNECTION Larry Woestman	14750 S. Karlov Av., Midlothian, Il. 60445 PEPCCONN2@aol.com	708-385-0646
Phil Dillman	18351 Cowing Ct., Homewood, Il. 60430 PD62Pepsi@aol.com	708-799-8486
KEYSTONE COLLECTORS Tom and Diane Gabriel	335 Mathews Way., New Castle, Pa. 16101 pepsiparktag@aol.com	724-658-6310
LAS VEGAS CHAPTER Don Howell		702-658-2855
MICHIANA PEPSI CLUB Sue Pletcher	27923 County Rd. 30, Elkhart, In. 46517-9516 bobnsuep@hotmail.com	574-862-2496
MINNESOTA CHAPTER Mike Vath	13796 Fairlawn Av., Apple Valley, Mn. 55124 pepsimike@yahoo.com	952-432-2074
NORTHWOODS PEPSI CLUB Kit Kramer Connie Gindt	250 E. 11th St., Fond du Lac, Wi. 54935	920-929-9669 920-921-3922
OLD DOMINION CHAPTER Scott and Kim Kinzie	12500 Harrowgate Rd., Chester, Va. 23831 msdoubledot@prodigy.net	804-748-5769
PEPSI CLUB OF IOWA Terry Brennan	2701 E. Madison Av., Des Moines, Ia. 50317 Dietpepzi@mchsi.com	515-263-0051
PEPZTIME - COLLECTORS FROM THE GREAT NORTHWEST Steve & Patti Bell	pepzkid@aol.com Tacoma, Wa.	253-531-3329
SHOW ME PEPSI CLUB Joe Sheahan	456 White Birch Way, Hazelwood, Mo. 63042 JOEPENPEPSI2@sbcglobal.net	314-838-0683
SOUTHERN CALIFORNIA CHAPTER Josh Broadwater	iwantpepsi@hotmail.com	951-284-8335

* ALL INFORMATION CONTAINED HEREIN SUBJECT TO VERIFICATION OR CHANGE *
PLEASE SUBMIT CHANGES/CORRECTIONS TO PHIL DILLMAN A S A P

Substitution

Substitution is the act of replacing one brand name product for another. Most of the time this occurs, it is an accident or a mistake. Occasionally, it is for fraudulent purposes. Whether the act of substitution is an innocent act or not, the manufacturer of the substituted product still has a grievance, as does the ordering party. Whether it is worth pursuing legally is up to the offended party.

Over the years, the Coca-Cola Company has sued numerous proprietors and operators of soda fountains, restaurants, and drug stores, claiming they had fraudulently substituted another cola product for Coca-Cola. In some of these cases, the request wasn't even made for Coca-Cola. The request was made using a term that was associated with Coca-Cola. For example, many people used to refer to Coca-Cola as "dope." So if a party had requested a glass of dope, and were served any other cola than Coca-Cola, that would be substitution in Coke's opinion.

Most of the small businesses sued by the mighty Coca-Cola Company were too intimidated to fight back. It was easier and cheaper just to switch to Coca-Cola and avoid any litigation involving substitution. This practice led to Coca-Cola's domination in the soda fountain business.

In 1931, Loft, Inc. decided to replace Coca-Cola at their fountains in nearly 200 outlets, which included the Happiness Candy Stores, and Muir Incorporation, in which Loft had con-

trolling interest. Initially, the Coca-Cola Company was shocked. In those days, nobody ever switched from Coca-Cola to any other cola

ber was not as egregious as it appeared. An investigation of the substitution revealed that with over 1800 soda jerks and waitresses, the majority of the complaints involved 41 soda jerks and 59 waitresses. The fraudulent acts occurred in only 44 of the nearly 200 outlets. In many cases, the agents would go into the establishment in small groups and order together when a substitution was made, each agent would log this as a single substitution. The agents found that during the business times of the day, more substitution mistakes were made. Therefore, they would concentrate on those busy times to make their request. Despite this effort to fabricate a large number of incidents, there was still enough evidence for the judge to see that substitution had occurred.

The judge noted that the policy of the Loft-operated stores was not to substitute, and that an effort had been made to have their employees notify the patrons that they only served Pepsi-Cola. Beyond that, each store had displayed signs noting that Pepsi-Cola was the only cola drink they served. Because of this, the judge dismissed Coca-Cola's petition without prejudice. This meant that Coca-Cola could refile the case with further evidence. Although this was a victory for Loft, Inc. and Pepsi-Cola, it still exposed them to further lawsuits from the Coca-Cola Company.

drink. But once the shock wore off, they went into action sending a team of lawyers and investigators to do whatever was necessary to stop this act of defiance.

In no time at all, the agents for Coca-Cola documented numerous cases for substitution of Coca-Cola. By the time the petition for an injunction was filed by the Coca-Cola Company, there were 620 cases of substitution documented. This num-

You'll say "It's The Best Cola Drink"

PEPSI-COLA
TRADE MARK
(DOUBLE STRENGTH)

Bucks You Up!
- Like a Cup of Strong Coffee!

3,500,000 DRINKS OF
PEPSI-COLA
Were Served during 1932 at
LOFT SODA FOUNTAINS

138 STORES IN GREATER NEW YORK

1933 Newspaper Advertisement

Sixteen different delicious fruit flavors—including the stimulating ingredients of Coffee—richly blended into this beautiful, refreshing beverage. The first sip of Pepsi-Cola is a revelation and a delight—Pepsi-Cola is, in our opinion, the outstanding Cola Drink—Double Strength—that's why it puts real "PEP!" in you. A large 8-ounce glass for 5 cents.

5¢ FULL 8-OUNCE GLASS at all Fountains

DO THIS Step into any Loft Store—ask for Pepsi-Cola by name—don't ask for Cola, or any name except Pepsi-Cola. Then if you ever tasted any other drink to equal Pepsi-Cola, please don't pay the check! (No other Cola drinks are served in Loft Stores)

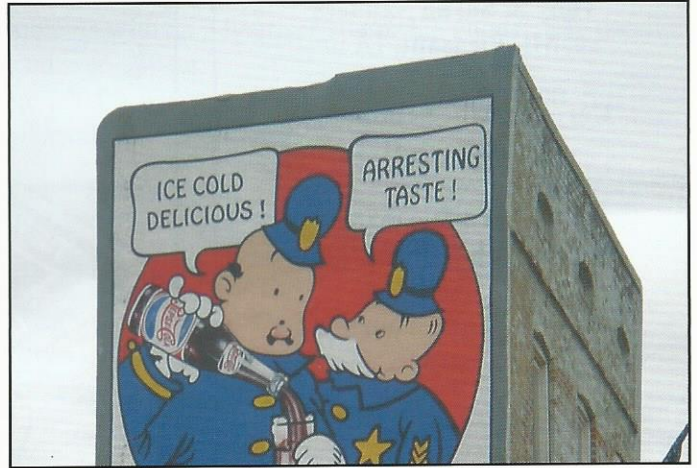
Millions of New Yorkers know the bracing, appealing and invigorating qualities of Pepsi-Cola, which trade name was registered in the United States Patent Office in 1900—nearly thirty years ago. All these years Pepsi-Cola has been the tested and true beverage of those who desire "pepping-up". Don't forget—it's Double Strength.

Delightful—Refreshing—Satisfying—Invigorating

Pepsi Fest 2006 Photos



Pepsi Gets the Blues



Memphis, Tennessee is considered to be the home of the blues. In Memphis, there is a street called Beale Street, which is somewhat of a tourist attraction, because it is where some people say the blues began. Today, Beale Street is lined with clubs, including one owned by blues legend, B.B. King. Today, Beale Street has another reason to be famous. It is an official "Pepsi spot!" Pepsi-Cola is the official soft drink of Beale Street, and Pepsi-Cola signage decorates the street. Pictured above are nostalgic signs on buildings. To the left is the Pepsi-Cola script logo on the Pepsi-Cola pavilion.

If your vacation plans take you anywhere near Memphis this summer, be sure to stop by Beale Street - the home of the blues and enjoy an ice cold Pepsi!



WELCOME NEW MEMBERS

Tony & Sarah Sanders
Mt. Pleasant, IA

Carol & Bruce Hamilton
Plainfield, IL

Richard Herman
Clermont, IN

Dave & Sandy Thornton
Villa Hills, KY

Jeff Swartz
Whiting, IN

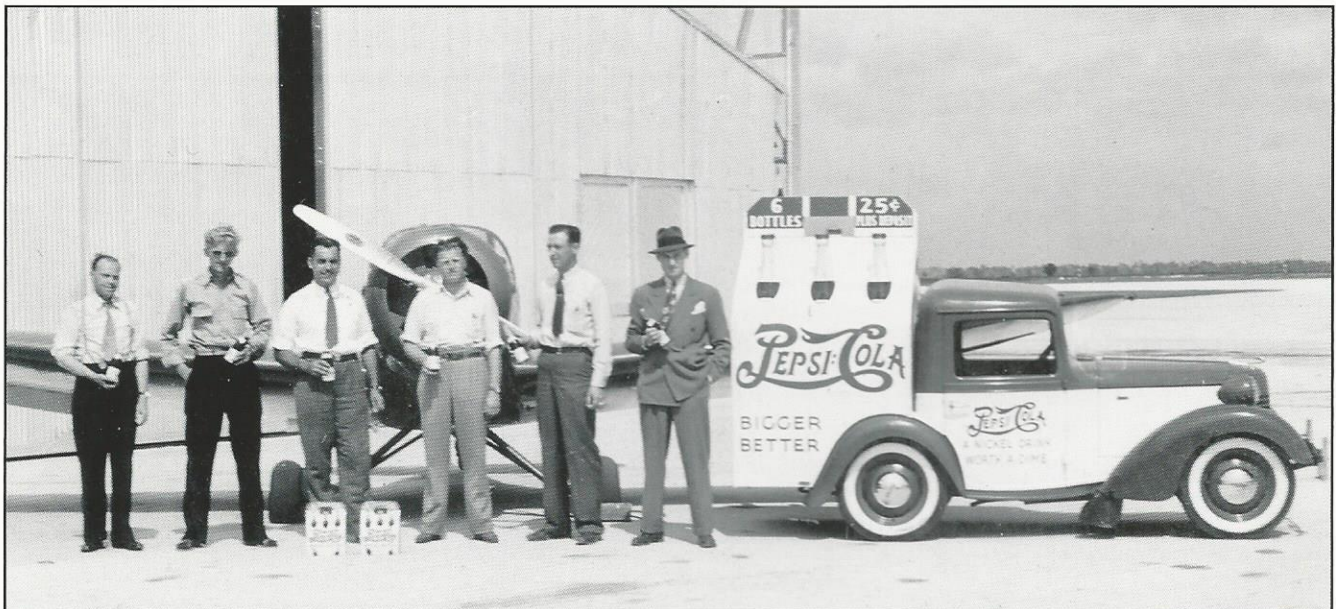
Greg & Sean Ashby
Davenport, IA

Greg & Sherry Detlie
Highland Park, IL

David Leach
Minnetonka, MN



The Birth Place of Pepsi Store
Visit Us Online Today!
www.pepsistore.com



Pepsi Truck Circa 1939 - Submitted by Carole Browne

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:

140-150 different pre-1940's Pepsi bottles. All bottles are the actual bottles that are pictured in the James Ayers book #1. If interested, send a large SASE to M.A. Noll, 1647 LaSalle Dr., Santa Maria, CA 93454-1553. For the complete list with prices, regular shipping is included in prices.

For Sale: Entire Pepsi collection - several 100 items. Over \$1,600 invested, will sell for \$800 or best offer. Contact: Larry Haskins @ 949-584-5610. Santa Ana, CA

WANTED:

Pepsi-Cola bottles from each country of the world. I prefer glass bottles. I also have a few for trade. Contact: Ray Davidson, 9464W 1300 N, Elwood, IN 46036, ray.davidson@insightbb.com Phone: (765)552-2374

Wanted: "New York" marked Pepsi cans. Looking for the 2002 Patriotic Forth of July designs and the 2003 Super Bowl Party Series. Also, looking for special issue Pepsi cans from around the country. Will buy or trade. Contact: John C. Hantz, 6846 New Jersey Avenue, Hammond, IN, 46323-1962 or e-mail usasoda@aol.com or usasoda@sbc-global.net

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

www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2006 Pepsi Gift and Collectibles catalog, email your request to: doubledot@earthlink.net

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.



2006 Pepsi Fest Group Photo

PEPSI-COLA COLLECTORS CLUB
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CLAREMONT, CA 91711

First Class Mail
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Permit No. 24

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