



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 19, Number 1

Mar.-Apr. 2002

## PEPSI GOES NOSTALGIC

The Pepsi-Cola Company has always tried to present a cutting edge image. This is especially true when it comes to advertising. From "You're in the Pepsi Generation" to "Generation Next," Pepsi advertising has paid special attention to the youth culture. So, when Pepsi debuted it's latest Pepsi commercial during the Super Bowl, many were surprised to see the theme of the commercial was nostalgic.

If you haven't seen the commercial yet, it features Brittany Spears in an early 1960's diner, singing the "Think Young" Pepsi jingle. Behind Brittany is a number of old pieces of Pepsi memorabilia, including a 1960 fountain dispenser. She is also featured at the beach with a Pepsi picnic cooler.

For those of us who love Pepsi-Cola memorabilia, it is very exciting to see these wonderful treasures be a

part of the current Pepsi advertising program.

Pepsi Fest 2002 is now just days away. Many of you are already packed and ready to go! Others are still deciding if this is the right year to go to Pepsi Fest. Stop vacillating- this indeed is the best time to attend Pepsi Fest! With over 70 tables of Pepsi collectibles for sale at the swap meet, there is not doubt that you will be able to find something to add to your collection. There will be over 600 Pepsi collectors in attendance - which means you will have a chance to meet collectors who specialize in every category of Pepsi collecting.

Pepsi Fest dates are March 14th through 16th. It is being held at the Indianapolis Marriott in Indianapolis, Indiana. To reserve rooms, contact the hotel direct at (317)352-1231. Remember to register with the club.

The registration fee is \$6.50 . If you want the Pepsi Fest packet along with registration, it is \$21. The packet includes a Pepsi Fest glass, lapel pin, playing cards, tote bag, and pin-back button.

Pepsi Fest is sponsored by the Pepsi-Cola Collectors Club. All the events are manned by volunteers. We are not professionals - just people who love Pepsi collecting. We welcome all volunteers who want to be a part of making Pepsi Fest successful. If you are interested in participating as a volunteer, please let us know at the Pepsi Fest registration room at the hotel.

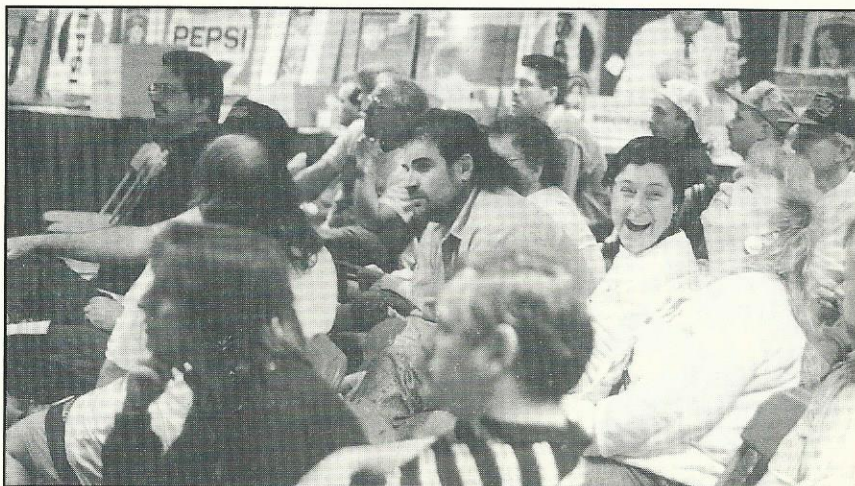
This should be a great Pepsi Fest - one you don't want to miss! See you in Indy for three days of non-stop fun, Pepsi drinking, pizza eating, and most importantly, Pepsi collecting.

### In This Issue

**What is a Pepsi collectible?**

**Pepsi Cigarettes?**

**Indian Rock Pepsi Bottle**



*Early Pepsi Fest*

## Chapter News

from Phil Dillman

Howdy, Y'all! I'm-a getting' ready to head on South to that thar Pepsi-Fest in Indy. Okay, so it's only three hours south from Chicago! I'm still excited about it!

Barring any problems, our chapter will have created our commercial entry at our meeting on Feb. 16. I think we have a great idea for a commercial and it should be fun to make, as well. I hope that some of the other chapters will also have a commercial made and that you have fun making it since that is the main reason for belonging to a chapter, isn't it? To have fun? Granted, there are Pepsi collecting benefits that come from being in a chapter, but, I think the fun that you can have while in a chapter is the most important aspect.

If you don't belong to a chapter or don't know if there's a chapter near you, give me a shout at PD62Pepsi@aol.com or (new number) 708-957-4269. We'll see if we can't get you connected to one or, perhaps, help you start a chapter in your area.

Don't forget that we have a chapter's show -and-tell immediately following the chapters meeting at Pepsi-Fest. Every chapter is invited

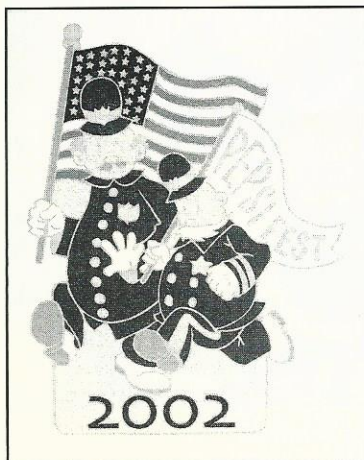
to participate and everyone at Fest is welcome to check out the displays. Everyone that does have a display should set it up just before the meeting begins at 3:00. The purpose of the display is to have everyone in your chapter be involved in the decision of what to display and to have something from their own collection included. See y'all down thar!

### Pepsi Fest Video Contest

Remember, we will be holding our 2nd annual Pepsi Fest Video Contest. There will be two categories - local chapters, and individual. There will be prizes awarded to the winners. Once again, the idea is to make your own Pepsi commercial. Just grab a camcorder and make your commercial. It must be at least 30 seconds and no longer than two minutes. Be sure to turn in your video to Bob Stoddard prior to the Be Sociable Party on Friday. Good luck!

### Special Notice

For those early arrivals at Pepsi Fest, the hotel will be offering a group meal for Pepsi-Cola collectors on Wednesday, March 13th, from 6:00 to 8:00 p.m. at the hotel restaurant. You do not have to make reservations in advance. You will pay at the door. At this time, the menu has not been finalized. The hotel will provide you with this information when you check in.



### Future Club Events

Pepsi Fest 2002  
Indianapolis, Indiana  
March 14th-16th, 2002

## Pepsi Books

Learning about Pepsi and Pepsi collectibles is an enjoyable part of this hobby. Over the years, there have been many books written on the history and memorabilia of Pepsi. The following is a comprehensive list of books on Pepsi. Some of these books are currently available, and others are only available as collectibles.

Twelve Full Ounces  
by Milward W. Martin

The Other Guy Blinked  
by Roger Enrico

Brad's Drink - A Primer for Pepsi-Cola Collectors  
by Fred Rawlinson

Pepsi-Cola Collectibles  
by Bill Vehling & Michael Hunt

Pepsi-Cola Collectibles Vol. 2  
by Bill Vehling & Michael Hunt

Pepsi-Cola Collectibles Vol. 3  
by Bill Vehling & Michael Hunt

Pepsi Memorabilia Then and Now  
by Phil Dillman and Larry Woestman

Pop Culture - Stories From Pepsi's First 100 Years  
by Legs McNeil

A Pepsi Day - Twenty-four Hours in Pepsi-Cola's World  
by PepsiCo

Introduction to Pepsi-Collecting  
by Bob Stoddard

The Complete Guide to Pepsi-Cola Collectibles  
by Bob Stoddard

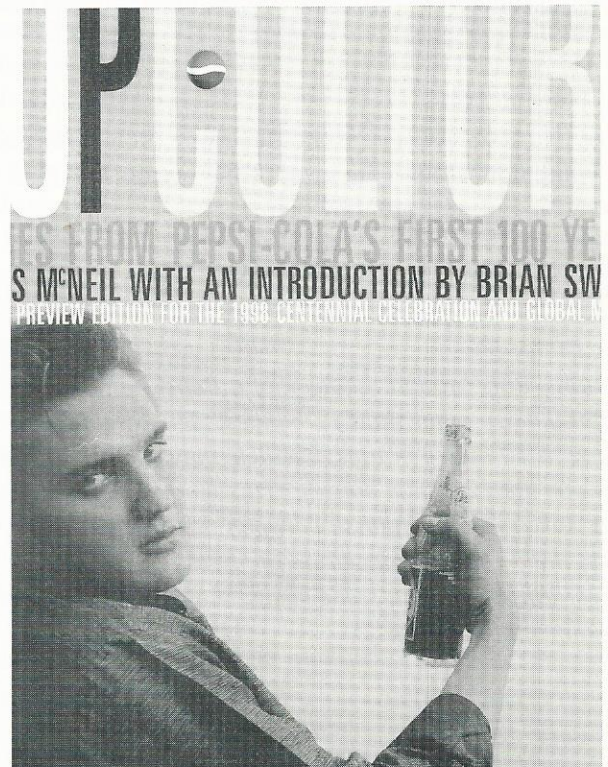
Pepsi: 100 Years  
by Bob Stoddard

Pepsi Now and Then  
by Bob Stoddard

The Encyclopedia of Pepsi-Cola Collectibles  
by Bob Stoddard

Pepsi-Cola Bottles Collectors Guide  
by James C. Ayers

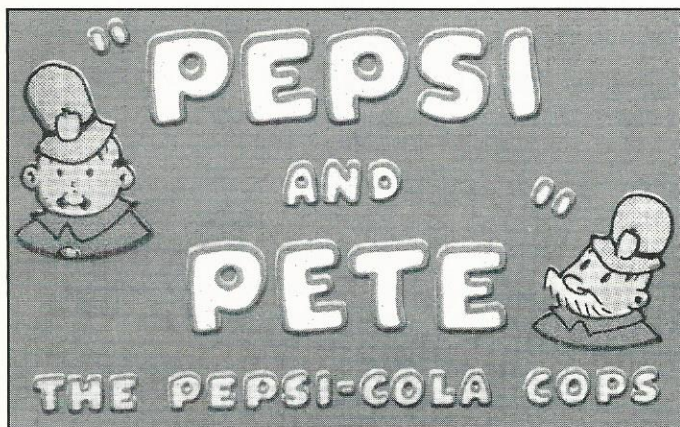
Pepsi-Cola Bottles & More Collectors Guide Vol. 2  
by James C. Ayers



Pop Culture - Stories From Pepsi's First 100 Years

# Collector Information

## ASK



If you have any questions for Pepsi & Pete, contact them by sending your questions to the PCCC.

Dear Pepsi & Pete:

I have two 8 oz. ACL Pepsi bottles from 1948. One has five white dots around the neck of the bottle. What do they mean and why are they there?

Signed,  
Brent

Dear Brent:

Normally, dots around the neck of a Pepsi bottle denote a different size other than 12 ounces. This was primarily done with 10 ounce bottles, because they were the same height as the 12 ounce bottles. This made it difficult for bottle sorters to distinguish between the two bottles - hence, the dots were placed on the necks of 10 ounce bottles. Apparently, in some cases, they were also placed on 8 ounce bottles.

Dear Pepsi & Pete:

When did Pepsi first begin using paper labels on bottles?

Signed,  
Ken

Dear Ken:

Most people associate paper labels with the 12 ounce bottles from the 1930's. But, the use of paper labels began much earlier. The original Pepsi-Cola bottles used in 1905 had diamond-shaped paper labels on the

body of the bottle. Although the label application was considered mandatory by the Pepsi-Cola parent company, many of the bottlers left those labels off in order to save money. Since the bottles were all embossed with "Pepsi-Cola" on the bottom, they felt the labels were unnecessary.

Dear Pepsi & Pete:

Are "no deposit, no return" bottles collectible?

Signed,  
Sally

Dear Sally:

Yes, the no return, or "NR" bottles are collectible. However, due to the wide availability of these bottles, they are not very valuable. There are a few exceptions. "NR's" are primarily from the 1960's to the present.

Dear Pepsi & Pete:

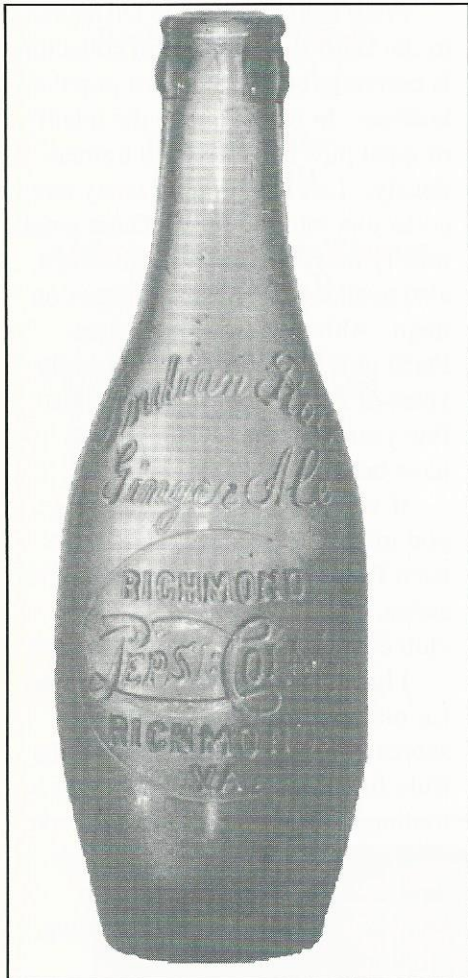
I was told that if a sign has a trademark registered symbol on it, that it is an original sign. Is that true?

Signed,  
Rick

Dear Rick:

That is not exactly correct. Legally, no one can use the Pepsi-Cola trademark without permission of the Pepsi-Cola Company. Unfortunately, this has not stopped unscrupulous people from reproducing Pepsi signs without permission. In some cases, people have left off the trademark symbol, believing that this makes it okay to reproduce. This, too, is unauthorized reproduction. There is no precise way to tell if something is a reproduction. It takes a lot of time and experience to begin to recognize an authentic Pepsi sign. The best thing you can do is to get the person selling the sign to guarantee in writing that the sign is authentic.

## Indian Rock Ginger Ale Bottle



*Indian Rock Bottle*

The softdrink bottling business dates back to the late 1800's. However, it wasn't until the early 1900's that innovations in equipment and bottles made the softdrink business popular with entrepreneurs. Almost overnight, bottling operations popped up in towns across America. These new bottlers were anxious to bottle any flavors they could sell to the public. Among the most popular flavors were cola, root beer, and ginger ale.

In 1905, Caleb Bradham decided that the best way to expand the Pepsi-Cola business was to license bottlers. Later, these licensed bottlers were given Pepsi franchises. Each bottler, in return for signing an exclusive Pepsi-Cola agreement to only sell Pepsi as their only cola drink, was given crowns, labels, and Pepsi-Cola syrup at a pre-determined price.

Between 1905 and 1912, Pepsi licensed over 200 bottlers. Of this number, many bottled other drinks besides Pepsi-Cola. Two of the more popular drinks were Green River and Indian Rock Ginger Ale.

Despite the fact that other flavored drinks were bottled by these bottlers, most of their bottles had the Pepsi-Cola trademark embossed along the bottoms. This was for identification of ownership, rather than brand recognition. During this period, bot-

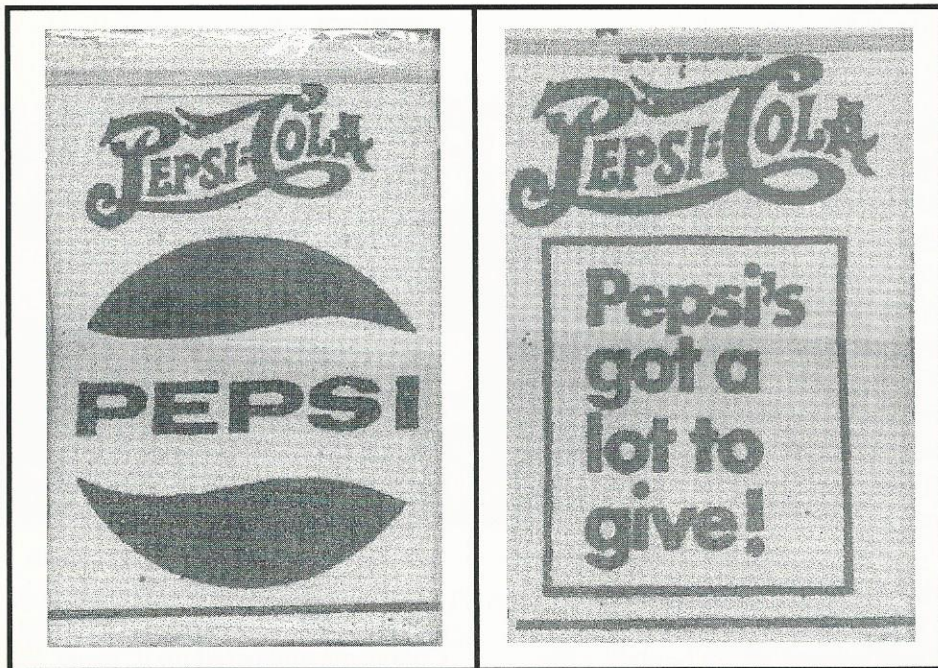
tle theft was a significant problem, making it necessary for bottlers to mark their bottles.

That brings us to the point of this article. Are these non-Pepsi product bottles as valuable as Pepsi bottles? I don't believe that they are. It is only by circumstances that they have the Pepsi-Cola name on them. Each collector has to decide the answer to this question for themselves. Take, for example, the Indian Rock Ginger Ale bottle shown on this page. This is not a Pepsi bottle. It is an Indian Rock Ginger Ale bottle distributed by a Pepsi bottler. Because it has Pepsi-Cola name embossed on it, many collectors believe that this makes it a valuable Pepsi collectible. Recently, this bottle sold for over \$1000. Was it worth that? I don't know. However, I do believe that if the Pepsi-Cola name was not on this bottle, the value would be significantly less.

I am sure that my opinion on this subject has offended some people. I am not saying that this is the way it is, I am simply saying I do not believe this is a Pepsi bottle, and therefore should not have the same value as a Pepsi bottle. You may disagree with me. Debates of this type are an interesting part of Pepsi collecting.



## Warning: May be Hazardous to Your Collection



On line auctions have been a blessing and a curse. Yes, they have made a lot more Pepsi items available, but some of these items are fakes and frauds. Most recently, Pepsi cigarettes have shown up on the internet.

These cigarettes are obvious frauds for many reasons. Most importantly, Pepsi would never use their flagship brand name on a product other than a beverage. The major concern is consumers would associate cigarettes with Pepsi-Cola. This is not the image Pepsi wants to present. They have spent millions of dollars developing a positive image of refreshment and fun. To put the Pepsi logo on a pack of cigarettes would negate this effort.

Also, the name Pepsi-Cola on a pack of cigarettes would be confusing. Some might think the cigarettes would have a Pepsi-Cola flavor. There is no way the Pepsi marketing department or the Pepsi legal department would allow the use of the

Pepsi-Cola trademark on a package of cigarettes.

Other than the image issue, there is a problem with the trademarks. The double dot script logo was used between 1909 and 1950. The crown-line logo was used between 1965 and 1970. These two trademarks would not be used together as part of packaging. The only time they appear together is for nostalgia purposes.

Another important factor regarding the logos on the package is that they are all missing the trademark registration mark. A product authorized by the Pepsi-Cola Company would never be authorized without the registration mark.

I am not condemning this item as a collectible. I am merely stating that this is not an authorized Pepsi product. If you like the idea of Pepsi cigarettes in your collection, do so with the knowledge that they are not legitimate. Most importantly, do not overpay, thinking you have a unique Pepsi collectible.

### Pin Collecting and Trading

From the Olympics to Disneyland to the Hard Rock Cafe, pin collecting is currently one of the most popular hobbies. In recent years, the quality of lapel pins has increased tremendously. This has brought many new collectors into the field. These small, mostly inexpensive collectibles are also available with Pepsi images on them. Although there have been Pepsi pins produced since the early years of Pepsi, it is only in the last few years that the cloisonne pins have become popular.

If you don't collect Pepsi pins, you might reconsider. There have been Pepsi pins produced for anniversaries, special Pepsi events, Pepsi club events, and local Pepsi bottlers.

I have been collecting Pepsi pins for many years, and have found scores of different pins. One of the truly fun aspects of pin collecting is trading. Because of the inexpensive price of pins, you can usually buy duplicates. This enables you to increase your collection by trading with other collectors.

Pepsi Fest is the perfect place to bring your duplicate pins for trading. There will be hundreds of Pepsi collectors there - many with pins you probably have never seen. Occasionally, you'll have to look on someone's hat or lanyard to find a pin that you need. I'll be bringing my duplicates - so let's trade!

## WELCOME NEW MEMBERS

**Kathy Dehn**  
North Chili, NY

**Denise Endsley Family**  
Hesperia, CA

**Richard Miller**  
Milford, OH

**Audrey & Ronald McWhorter**  
Bloomington, IL

**Kevin Stuckey**  
Thief River Falls, MN

**Dan & Sally Wise**  
Gurnee, IL

**Freedom Gray**  
Moorhead, MN

**Arvel Berry**  
Joplin, MO

**Nancy Adkins**  
Chandlerville, IL

**Cindy Irby**  
Lynchburg, VA

**Patricia Dale**  
Las Vegas, NV

**Cheryl Angle**  
Montoursville, PA

**Tom Austin**  
Chittenango, NY

**Ronald & Rosemary Grabowski**  
Granger, IL

**Mike & Lydia Hernandez**  
Las Vegas, NV

**Renee Greenshields Family**  
Salem, MO

**Gary & Christine Leffler**  
Shelbyville, IN

**Nancy Olsen**  
Concord, CA

**Kim Schaefer**  
Morrison, IL

**Gorden Gerds**  
Eastpointe, MI

**Charles Wilkins**  
Georgetown, DE

**Carol & Ernest Grigsby**  
Lawrenceburg, IN



# PEPSI FEST 2002 REGISTRATION

March 14 - 16th, 2002

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2002, March 14 - 16, 2002, 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 \$21.00 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 2002 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 # \_\_\_\_\_ @ \$ 6.50 each \$ \_\_\_\_\_

Children under 10 free

PACKET WITH REGISTRATION FEE # \_\_\_\_\_ @ \$21 each \$ \_\_\_\_\_

FAREWELL DINNER 3/16/02 # \_\_\_\_\_ @ \$20 each \$ \_\_\_\_\_

Child's Meal # \_\_\_\_\_ @ \$ 5 each \$ \_\_\_\_\_

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

3/16/02

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 \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2002.

# of Packets \_\_\_\_\_ @ \$25.00 each = \$ \_\_\_\_\_

**PEPSI FEST 2002 REGISTRATION**

(Hotel Registration Info on Reverse)



# PEPSI FEST 2002 SCHEDULE

Schedule Subject to Change

## Thursday, March 14th, 2002

12:00 Noon	Registration
2:00 P.M.	Welcome First Timers
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

## Friday, March 15th, 2002

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

## Saturday, March 16th, 2002

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

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

Pepsi Fest 2002 will be held at the Indianapolis Marriott. The room rate is \$79 per night for club members. Please note when you make your 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.

## New Collectible Book Available Now!

The Encyclopedia of Pepsi-Cola Collectibles will be available February 1st! This is Bob Stoddard's 3rd book on Pepsi-Cola collectibles. This latest book is clearly the most comprehensive guide on Pepsi-Cola memorabilia to date.

Divided into four sections - signs, containers, novelties and toys, and paper collectibles - collectors will find everything from early Pepsi trays to cardboard signs, and match-books to toys. Features 2,000 individual items with current values, accurate descriptions, rarity ratings, and full-color photographs. Presents a fascinating historical perspective of the Pepsi-Cola Company, including the evolution of their famous logo.

\*Includes listings and photos for 2,000 Pepsi-Cola memorabilia items.

\*History of the Pepsi-Cola Company, including the evolution of their logo.

\*Author is a long-time collector and founder of the Pepsi-Cola Collectors Club.

\*Hardcover with 256 pages.

Price: \$34.95

Shipping: \$ 6.00



Send check or money order for \$34.95 plus \$6.00 for shipping to:

Double Dot Enterprises  
P.O. Box 817  
Claremont, CA 91711

To order using a credit card, call (909)946-6026 or FAX (909)946-4786. Credit cards will not be billed until order is shipped. Orders must include \$6.00 for shipping. If you want your book autographed by Bob, please make a notation when placing your order. California residents only: add 8% sales tax. Shipping is via UPS - please be sure to indicate a street address when placing order.

## 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

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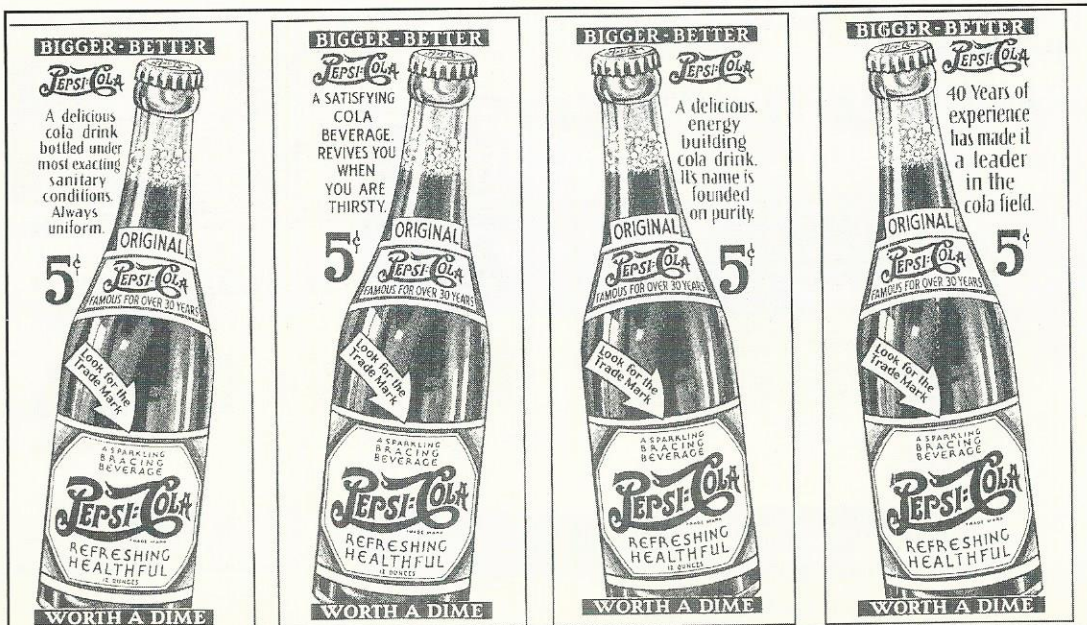
For Sale: Pepsi-Vendo VF 63 53" x 27" x 21". One of the smaller square top machines for bottles \$525. Very good condition. Contact: Dan Ballard, RR1, Box 98, Tower Hill, IL 62571 (217)567-3229  
sodapop1@mcleodusa.net

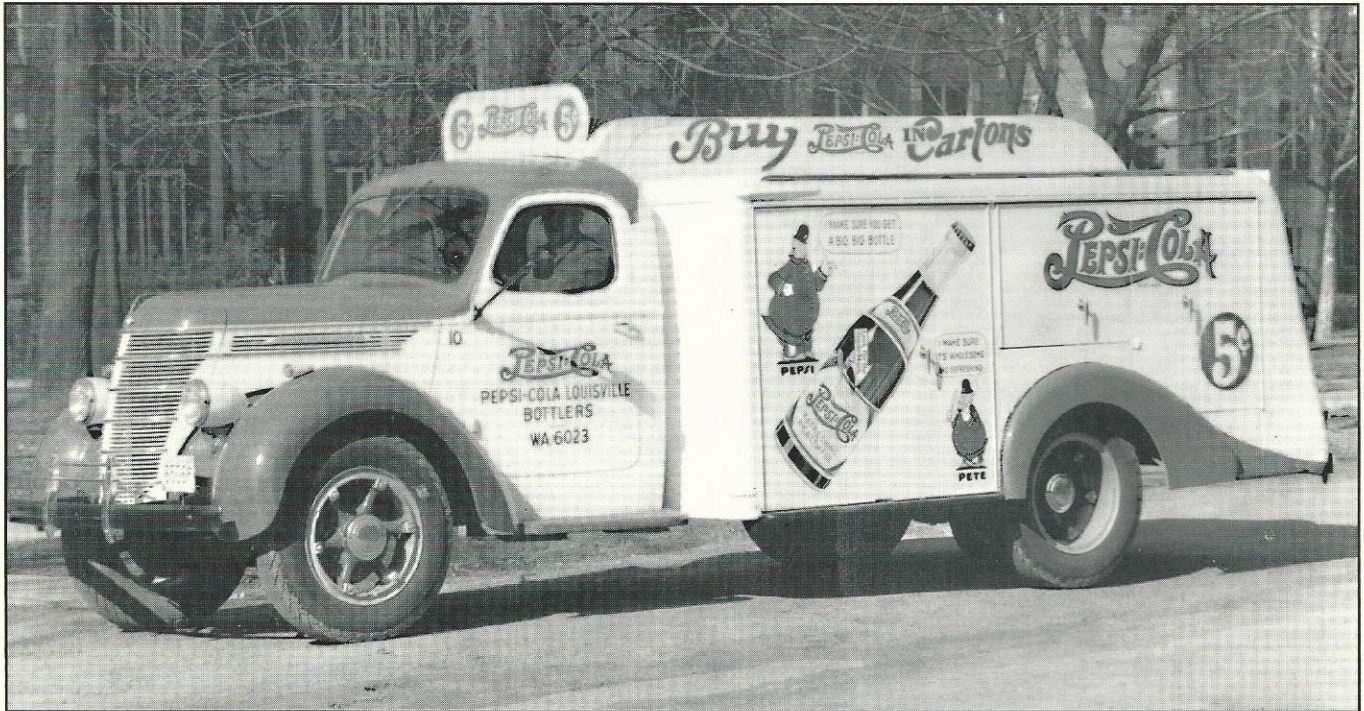
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For Sale: 1976 Pepsi (action) Looney Tunes glasses.  
Sylvester/net/tweety/dog, 2 - pepe/hose/daffy, 2 - Road Runner/coyote/catapult, daffy/bomb/Tax, Sylvester/Limb/Tweety/Saw, and porky/fish/Taz. For price information, please write: Jason Mattlin, 1403 Superior St., Genoa, OH 43430

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*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.*





*1940's Pepsi Truck from Louisville, Kentucky*

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  
1928 Hickory Rd. Apt. 2 N  
Homewood, IL, 60430



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 19, Number 2

May-June 2002

## 16TH FEST BIG SUCCESS

The term Pepsi Fest was coined to give the Pepsi-Cola Collector's annual convention a user-friendly name. Over the past 16 years, Pepsi collectors have given this term meaning. Today, Pepsi Fest means fun, friends, and of course, an abundant supply of Pepsi-Cola collectibles.

By this definition, Pepsi Fest 2002 was indeed a Pepsi Fest, and a big success. This year's event was held at a new location - the Marriott East in Indianapolis, Indiana. This was the first time we've been at this Marriott, and based on the reaction of the club members, we will be returning! The hotel rolled out the red carpet for us. Not only in accommodations, but in service as well. This helped get Pepsi Fest off to a great start.

This year's activities included the usual - auctions, swap meet, room-hopping, etc. Unlike previous years,

there was a sense of happiness of being together with other collectors. With so much uncertainty in the world, it was so good to renew friendships with other Pepsi enthusiasts. Once again, there were a number of first-timers at Pepsi Fest. They agreed that Pepsi Fest is really something special, and they were sorry it took so long to attend one.

Pepsi Fest is run by volunteers. We would like to thank everyone for making it a successful event. A special thanks to Ken Harris as auctioneer, to Kim Kinzie for running the oral auction, and Carole Brown for running the silent auction. Rich Pochervina graciously donated his time and computer for auction reconciliation. Thanks to Larry Woestman and Scott Kinzie for their seminar on Pepsi reproductions. Thanks also to Randy Schwentker for running the raffle dur-

ing the swap meet. We would also like to thank the following for their donations to the raffle: Cathy Dial of Frito-Lay, Greg Ashby of Pepsi-Cola Davenport, Iowa, Wally Gross of Pepsi-Cola in Lexington, Kentucky, Larry Cook of New Bern, North Carolina - The Birthplace of Pepsi, Stewart Sargent of Dart Flipcards, and Dan Durbin of Mansfield, Ohio.

For those planning on attending Pepsi Fest next year, this is your advance notice that there will be an amateur Pepsi commercial contest again - so start working on your commercials now.

Most importantly, thanks to all who attended Pepsi Fest. You make it the best Pepsi event in the world!

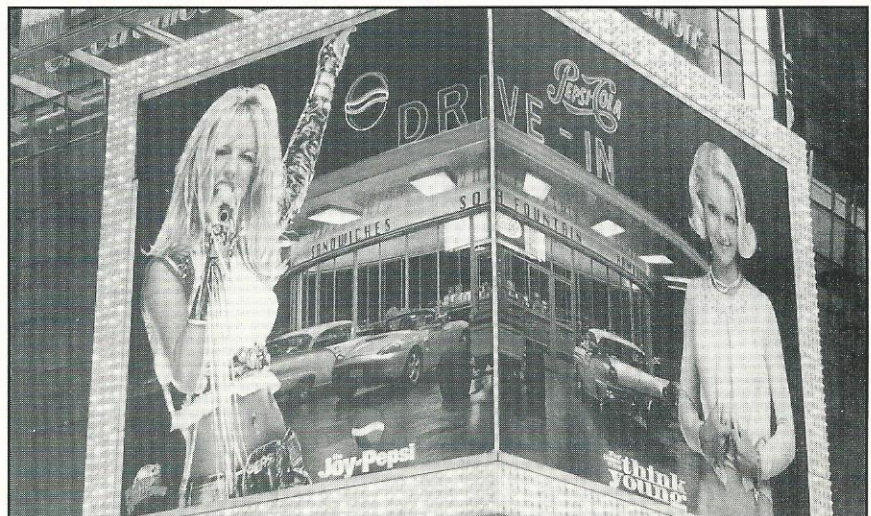
### In This Issue

**Pepsi Fest Photos**

**New Diet Pepsi Can**

**Collecting Pepsi Trays**

**New Chapter List**



*Pepsi-Cola Billboard in Times Square*

# Chapter News

from Phil Dillman

Now here's a trend that I like! Last year, we added one chapter to our family of Pepsi collectors. This year, we are adding two more! Brent Clutter and Jim Overmier have started the Buckeye Chapter in the area around Columbus, Ohio. The first meeting will be on Sat., June 8th, with all of their meetings after that to be on the second Saturday of each even month. They do have a website where you can find more of the specific information at [www.geocities.com/buckeyechapter](http://www.geocities.com/buckeyechapter). You can contact them at [pepsiworld2@yahoo.com](mailto:pepsiworld2@yahoo.com) or call Jim at 614-751-0553.

There are plans under way to start a chapter around Nashville, Tn. That information will be forwarded in one of the next newsletters as soon as I receive it.

The list of chapters in this newsletter contains the most current information that I have. If there are any mistakes or if any of those chapters have disbanded, please, let me know ASAP! Give me a shout at 708-957-4269 or [PD62Pepsi@aol.com](mailto:PD62Pepsi@aol.com) or 17733 Highland Av., Homewood, Il 60430-1319.

The Chicago Connection Chapter was the only chapter entry in the commercial contest at Pepsi-Fest. The commercial was fun to make and entertaining to everyone that saw it. We have already bounced around some ideas for next years entry and I hope we have inspired some of the other chapters to create their own commercial for 2003.

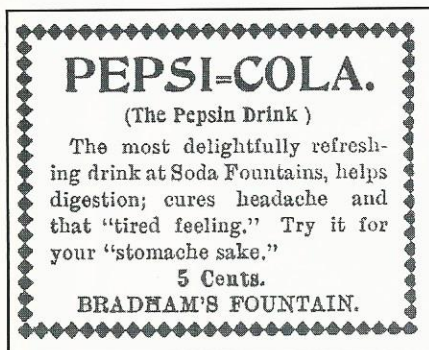
Anyone that might have a desire to start a chapter but you're not quite sure how to get started, it can be as simple as two collectors from the same area getting together from time to time to talk about Pepsi collecting. It's really up to you to decide how often you want to get together, what you want to discuss or do at your meetings, where you want to meet, etc. Once you get your chapter going, it will pretty much keep itself going with the enthusiasm of the other members.

## Southern California Chapter

The Southern California PCCC is excited to tell you "WE HAVE A NEW HOTEL FOR LAS VEGAS!" The Pepsi Celebration 2002 will be

located at the FITZGERALD HOTEL. The Fitzgerald is located downtown and is a great hotel. It takes a lot of work to find a place that will let us do all the things we like to do. You have to admit, we just don't go into a hotel and attend a few meetings and leave quietly, do we? But, they seem to think we were made for each other. Getting to and from the airport is easy, shuttles right out the doors of the airport will take you right downtown. The rooms are clean and have towels. There are 5 restaurants. We will have discount tickets for the buffet. Elevators are plentiful. Also, all you have to do is walk out the front door and you are in the middle of the Fremont Experience, which is a great show. The Fitzgerald is located across the street from the Four Queens. We look forward to a lot better turnout this year. So reserve the dates of November 1st and 2nd! We will have the registration form and all pertinent information in the next PCCC Express.

-John Arbenz  
[jnk14@cox.net](mailto:jnk14@cox.net)



First known Pepsi-Cola  
Advertisement 1902

## Future Club Events

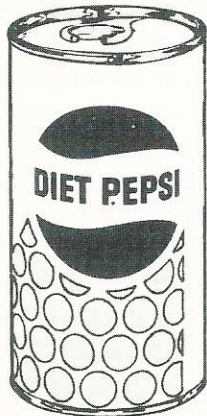
**PEPSI CELEBRATION**  
November 1-2, 2002  
Las Vegas, Nevada

**PEPSI FEST 2003**  
March 13th-15th, 2003  
Indianapolis, Indiana

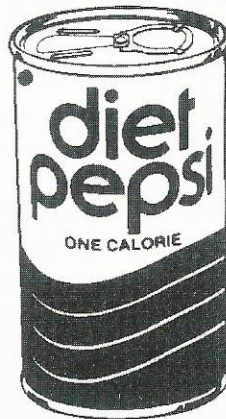
## New Look for Diet Pepsi

With thousands of products on the market competing for the consumer's attention, it is important that the product look good. This is especially true in the competitive world of soft drinks. To reach this goal, Pepsi has always tried to make sure their products not only look good, but they also look current. This practice has kept Pepsi products on the top of most consumer recognition surveys.

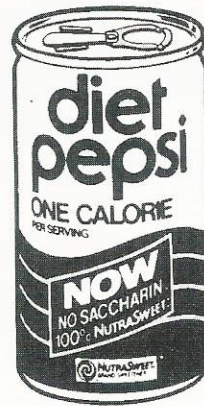
As part of this desire to constantly update products and packaging, Pepsi has recently changed the graphics of Diet Pepsi cans, bottles, and cartons. For collectors, this adds more items to the category of retired Pepsi packaging - also known as collectibles. If you collect Diet Pepsi cans, etc., this would be a good time to get some of the old products before they disappear. The diagram below illustrates the evolution of the Diet Pepsi can over the past thirty plus years.



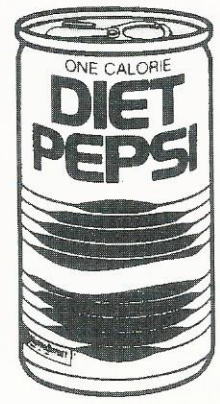
1968



1975



1983



1987



1991



1994



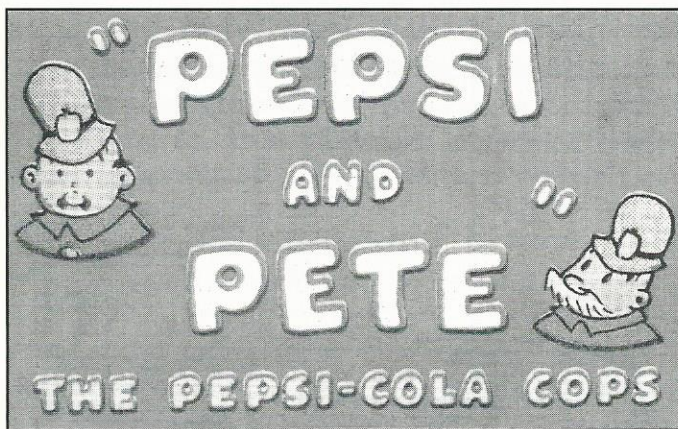
1997



2002

# Collector Information

## ASK



*If you have any questions for Pepsi & Pete, contact them by sending your questions to the PCCC.*

Dear Pepsi & Pete:

Why is my Hutch bottle that used the old stopper closure system is the same age as the amber Pepsi bottle with a standard bottle cap?

Signed,  
James

*Dear James:*

*Your assumption is correct - the stopper system of sealing bottles pre-dates the crown (bottle cap) closure system. However, Pepsi was not available in bottles until 1905. Therefore, regardless of the closure system used, it cannot be older than 1905. The reason why the Hutch bottle was being used in Pensacola, Florida long after other bottlers had switched to the newer, easier to use crown closure system, is not known. We would guess that it was a matter of economics. Perhaps the cost of new bottles and equipment was prohibitive at that time.*

Dear Pepsi & Pete:

Are there any Pepsi collectibles that would be considered to be antiques?

Signed,  
Diane

*Dear Diane:*

*According to the most widely-used definition of an*

*antique, and item has to be over 100 years old. I don't know of any Pepsi-Cola collectible that is over 100 years. This should change very soon. Within the next few years, many of the earliest Pepsi-Cola collectibles will become antiques by definition.*

Dear Pepsi & Pete:

Does Pepsi offer any of their television commercials for sale?

Signed,  
Michael

*Dear Michael:*

*By contract with the celebrities, actors, and musicians that are involved with Pepsi commercials, they cannot be sold to the public. In order to make these commercials available to the public, there would have to be a system developed to pay royalties to the contributing parties. This, undoubtedly, would increase the cost of making commercials, which would deter from Pepsi's primary goal of selling Pepsi-Cola.*

Dear Pepsi & Pete:

Are there any Pepsi & Pete dolls?

Signed,  
Jennifer

*Dear Jennifer:*

*Yes, in the late 1970's, there was a set of Pepsi & Pete dolls made by a company that is no longer in business. They usually sell for between \$45 and \$65. We've heard stories about the existence of original Pepsi & Pete dolls, but as of this date, we have not seen them.*



# Collecting Pepsi Trays

There are few Pepsi collectibles that have as such a rich and as long a heritage than Pepsi tip and serving trays. Because Pepsi was originally sold in drug stores and soda fountains, trays were a useful and easy way to advertise Pepsi-Cola. Trays were distributed to the soda fountains based on how many gallons of Pepsi-Cola syrup they ordered. This resulted in most of the soda fountains that sold Pepsi-Cola having an abundance of trays. It's not hard to imagine a server carrying a tray of glasses of Pepsi-Cola across the room to a table of thirsty patrons, or perhaps that same server using a tip tray to place the bill on the table. What an exciting piece of Pepsi history to own! This era produced trays between 1905-1911. Most people consider this to be the golden era of Pepsi promotional trays. Trays from this era are the most sought-after, the hardest to find, and of course, the most valuable. Many of these trays sell for thousands of dollars.

Don't despair - there are many other Pepsi trays not quite so expensive and much easier to come by. The Pepsi trays produced in the 1930's and 1940's were not exclusively made for soda fountains. In most cases, they were given away to grocery stores, drug stores, restaurants, and in some cases, directly to consumers. This broad-based distribution resulted in thousands of these Pepsi trays being made.

One of the most valuable Pepsi trays from the 1930's and 1940's is the "Coast to Coast" tray. This is due, in part, to the beautiful graphics on the tray. A Pepsi bottle is overlaid on a map of the United States.

Two trays from early 1940's are the black tray and the children singing tray. These trays are easily found in the \$10 to \$30 price range. The primary reason for this is that the Pepsi graphics are not very prominent. The Pepsi logo consists of a



*Tip Tray*  
1908



1909

## *Serving Trays*



1939



1940



1940



1939



1950

number of yellow bottle caps placed strategically around each tray. Despite this, these are two legitimate Pepsi-Cola trays.

Another tray that is easy to find and reasonably priced is the so-called "Coney Island" tray. The graphics on this tray picture an amusement park with all the buildings decorated with Pepsi signs. The low price on this tray is not due to unattractiveness, but because of the abundant quantity produced.

A nice thing about collecting trays is that they are versatile. They can either be displayed in a case, or hung on the wall like a sign. If you decide to hang your tray, be careful not to do anything that will harm the tray. Usually, magnetic devices or plate holders work well when hanging trays.

If you have never considered collecting trays, or thought they would be too expensive to collect, take a second look. Trays come in all price ranges, all eras, and provide an interesting look into Pepsi's history.



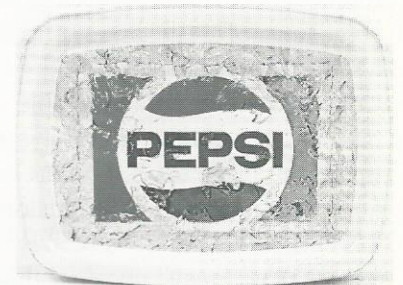
1945



1955



1967



1973

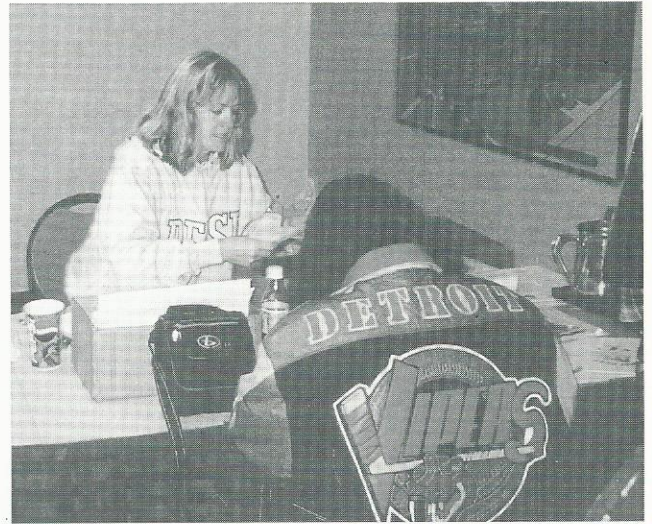


**Fly the Friendly Skies**

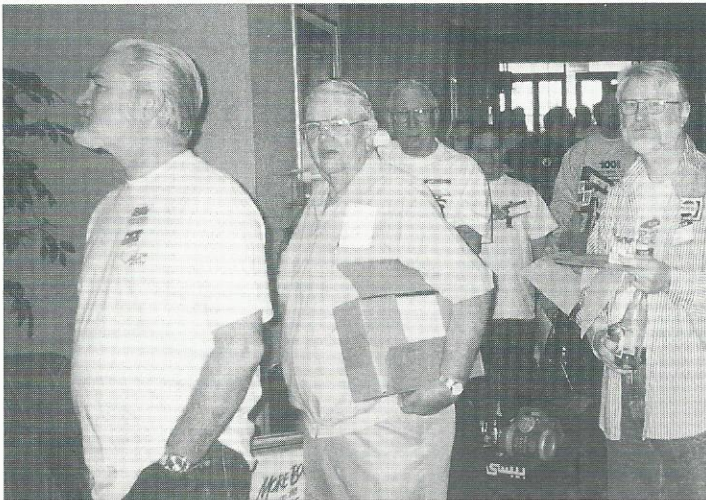
Recently, Pepsi-Cola has signed a multi-year contract with United Air Lines, replacing a long-standing relationship with Pepsi-Cola's arch rival. This is part of an aggressive program by Pepsi-Cola to make the world's best tasting cola available everywhere. Now, the friendly skies are just a little bit friendlier.



*Kisseeme, Florida*



Registration



Silent Auction Check In

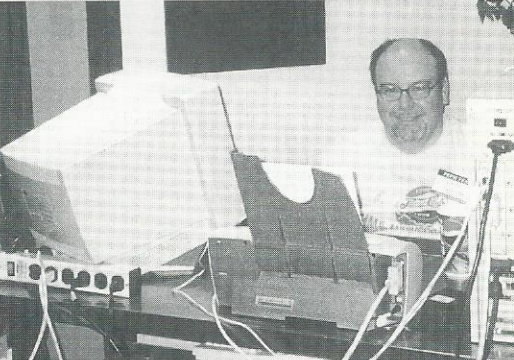


Be Sociable Meeting



Friends Being Sociable at Pepsi Fest

# Pepsi Fest Photos



**PEPSI-COLA COLLECTORS CLUB EXPRESS**

**LOCAL CHAPTERS AS OF 03-04-02**

**ARIZONA PEPSI CLUB**

Allen Benson  
P.O. Box 7476 Mesa, Az. 85216  
6012 E. Billings St.,  
Mesa, Az. 85205 480-981-7952  
OR  
Bob Boggs  
1055 N. Recker Av. #1277,  
Mesa, Az. 85205 480-985-5935

**CHICAGO CONNECTION**

Larry Woestman  
14750 S. Karlov Av.,  
Midlothian, Il. 60445  
708-385-0646  
PEPCCONN2@aol.com

**PEPSI CLUB OF IOWA**

Terry Brennan  
2701 E. Madison Av.  
Des Moines, Ia. 50317  
515-263-0051  
Dietpepzi@mchsi.com

**KEYSTONE COLLECTORS**

Tom and Diane Gabriel  
401 Park Av.  
New Castle, Pa. 16101  
724-658-6310

**MICHIANA PEPSI CLUB**

Sue Pletcher  
27923 County Rd. 30  
Elkhart, In. 46517-9516  
219-862-2496

**MILE HIGH PEPSI CLUB**

Brent Hinton  
6511 W. Elmhurst Av.,  
Littleton, Co. 80123  
303-973-9675

**MINNESOTA CHAPTER**

Mike Vath  
13796 Fairlawn Av.  
Apple Valley, Mn. 55124  
952-432-2074

pepsimike@visi.com

**OLD DOMINION CHAPTER**

Scott and Kim Kinzie  
3510 Hemlock Rd.,  
Chester, Va. 23831  
804-748-5769

msdoubledot@earthlink.net

**NORTHWOODS PEPSI CLUB**

Kit Kramer  
250 E. 11th St.,  
Fond du Lac, Wi. 54935  
920-929-9669

OR  
Connie Gindt 920-921-3922

**SHOW ME PEPSI CLUB**

Joe Sheahan  
456 Whitebirch Way  
Hazelwood, Mo. 63042  
314-838-0683

OR  
Chris Paradowski  
314-781-0781

**SOUTHERN CALIFORNIA  
CHAPTER**

John & Kay Arbenz  
9239 Bellagio Rd.  
Santee, Ca. 92071  
619-448-0566  
jnk14@cox.net  
Gary Nichols 714-970-2660  
Alice Parra apparra@aol.com  
626-962-1936

ALL INFORMATION CONTAINED HEREIN SUBJECT TO VERIFICATION OR CHANGE \*

## WELCOME NEW MEMBERS

Edward & Bonny Martin  
Penticton, Canada

Rhonda Castaneda  
Carmichael, CA

Thomas Hall  
Canton, OH

Tom & Joan Miller  
New Hope, MN

Jeff & Brenda Cummins  
Clear Creek, IN

Rhonda Kleppen  
Greenwood, IN

Tina Humble  
Whiteland, IN

Pat & Bob Joho  
Joliet, IL

Linda & Larry Rodino  
Mishawaka, IN

Ronald & Roy Walker  
Clintonville, WI

Mary & Heidi Martell  
Grand Prairie, TX

John Romero  
Merced, CA

Lisa Spina  
Baldwinsville, NY

Bryan Hudgins  
Painesville, OH

Laura Adam  
Bloomington, IL

Roger Munsey  
Philadelphia, PA

Gary Fuss  
Grand Junction, MI

Phillip Selio  
Rialto, CA

Jim & Pattey Daniel  
Sylvester, GA

Steven & Linda Diring  
Waunakee, WI

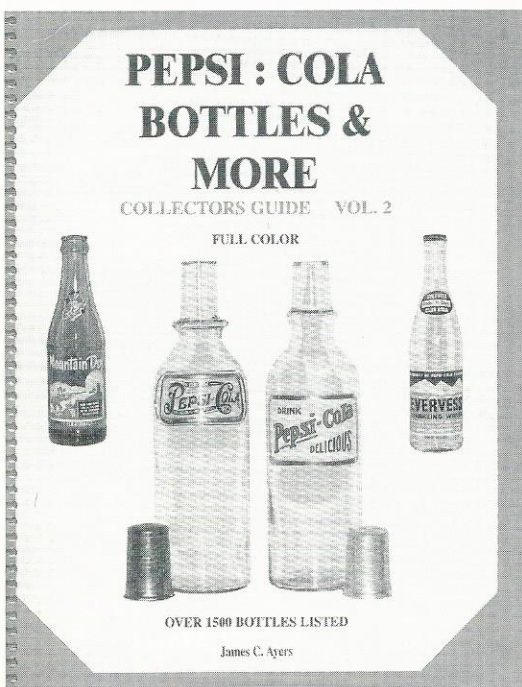
Rick Humphreys  
Memphis, TN

Karen & Virgil Ates  
Linden, MI

Scott & Jill Albright  
Greenville, OH

Tonya & Jay Small  
Greenville, OH

Jim Morey  
Middletown, OH



## *Pepsi-Cola Bottles and More Collectors Guide Volume 2*

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### The Pepsi Trading Spot

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

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

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

### FOR SALE

For Sale: Nylint Pepsi sound machine semi. Pepsi Gotta Have It on side, mint in box \$50. Mountain Dew glass (narrow at base) It'll Tickle Yore Innards (one side) Mountain Dew (other) mint \$25. Prices don't include shipping and insurance. Contact: Susan Rife, 7815 Red Oak Rd., Lincoln, NE 68516. (402)486-1107

\*\*\*\*\*

For Sale: A 900 plus piece Pepsi collection, a 110-page picture catalog is available with item descriptions, condition, and approximate values. Collection is from a long time collector, all areas of items, no large signs. If interested in a sale catalog contact: Danne Wright (727-547-4680) or pepsinut@tampabay.rr.com Saint Petersburg, FL

\*\*\*\*\*

For Sale: 1940's Pepsi & Pette glass. Original Libbey logo embossed on bottom. In near mint condition.

\$350, postage and insurance included. Contact Mike Vath at 942-432-2074 or pepsimike@visi.com

\*\*\*\*\*

For Sale: 20 unique Pepsi and Pete signs and miscellaneous items for \$19,000.00 Delivered in the continental United States. If you are a serious buyer you can contact me by phone at (209)869-5024, email at tklunt@inreach.com

also:

Syrup Dispenser made for Pepsi-Cola in 1979. This one is number 84 of 1000. On the bottom of the dispenser it says #84 of 2000, however the company that made them says it should read #84 of 1000! Even so they only made 165, so there are probably more originals made than the reproduction. The price is \$3000 plus it will take special packaging for shipment. For pictures, information and such contact Terry "K" Lunt at tklunt@inreach.com or phone (209)869-5024.

\*\*\*\*\*

### WANTED

Wanted: 1997 Pepsi Fest Deck of Cards. I lost mine. Contact: Mel Weseloh, 109 Fenway Dr., Decatur, IL 62521-5609 or revpepsimel@aol.com

\*\*\*\*\*

Wanted: Souvenir glass from Pepsi Fest 2000. Contact: Charles Lambe, 20996 159th Ave., Zwingle, IA 52079-9503 (563-686-4229 (after 5:00 CST).

\*\*\*\*\*

*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.*



1960's Pepsi Display

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

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

Phillip Dillman  
1928 Hickory Rd. Apt. 2 N  
Homewood, IL 60430 USA