



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 22, Number 5

Nov. - Dec. 2005

## Pepsi Faces the Future

Gambling is a big part of Las Vegas. But, for the Pepsi Cola Collectors Club, the Pepsi Celebration was no gamble. It was a slam dunk success! Although the Pepsi Celebration in Las Vegas is not as large as Pepsi Fest, the enthusiasm is just as intense. Once again, the Pepsi Collectors Club combined collecting with the fun of Las Vegas to create a great time. The Pepsi Celebration of Las Vegas is sponsored by the Southern California Chapter of the PCCC. We thank them for their hard work in making this a very special event for all Pepsi collectors.

After spending the weekend with Pepsi Collectors in Las Vegas, I am ready for Pepsi Fest 2006. As you know, this will be the 20th anniversary of the first Pepsi Fest held in 1987. Pepsi Fest 2006 will be held at

Marriott Indianapolis East. Registration information is included in this newsletter.

Pepsi Fest began almost by accident. In 1986, I was traveling across the country and stopped at a flea market in Indianapolis. While going from booth to booth looking for Pepsi stuff, I met a gentleman named Bill Vehling. We got to talking and Bill told me he thought that Indianapolis would make a great place for a national Pepsi-Cola Collectors Club convention. He explained to me that Indianapolis was a central location to many large city, and that many other collector groups had success in Indianapolis. He volunteered his help, along with his friend, Michael Hunt, in finding a hotel that would accommodate Pepsi collectors. This sounded great, so I sent out letters to everyone that was

a member of the Pepsi Cola Collectors Club. In 1987, we gathered at the Sheraton Hotel in Indianapolis for the first Pepsi Fest. We booked 34 rooms for the event, and we had about 65 Pepsi collectors attend. Everyone had such a good time, they returned year after year. Pepsi Fest has become part of the collectors lexicon.

I know this is a busy time of the year, but it would make our job easier if you register for Pepsi Fest as soon as possible. We are planning on making Pepsi Fest 2006 a very special event, and knowing how many plan on attending will help us solidify plans.

I hope everyone has a wonderful Thanksgiving and a Merry Christmas and Happy Holidays!

### In This Issue

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*Pepsi-Cola Soapbox Racer Circa 1940*



# Chapter News

Chapters News - Nov/Dec 2005

I guess I didn't preview the chapters list well enough before submitting it this year. The correct e-mail address for the Las Vegas chapter is halandfonda@hotmail.com. Sorry!

The Chicago Chapter will be holding their December meeting in the western part of Chicago near 63rd St. and Harlem Av. and their February meeting will be in Midlothian, IL. If you would like to attend either of these meetings, give me a shout at 708-799-8486 or PD62Pepsi@aol.com. Personally, I am interested in what the other chapters are doing. If possible, could y'all please include me in your mail or e-mail lists? Thanks! I do hear from the SoCal Chapter and the Las Vegas Chapter on a regular basis. If any of the chapters want to have anything included in each Pepsi Express newsletter, you can send it to me or directly to Bob at doubledot@earthlink.net no later than the 15th of each even month (Feb, Apr, Jun, Aug, Oct, Dec). Thanks! Actually, those folks that are willing to take the "Charged Chapter Challenge" can contact me and I will post your chapter-starting desires in

the Chapters News, as well.

Speaking of starting a chapter, I am going to, once again, beat the dead horse that seems to be hiding in Northwest Indiana. Yes, there is a chapter in Elkhart called the Michiana Chapter. However, I know that there are at least a dozen club members that live between Rensselaer and the Indianapolis area that have voiced an interest in starting a chapter. Maybe you could call it the "I-65" chapter? Anyway, I'm waiting for that horse to get up and start running. I know, I know. I'm not normally pushy like this, however, because of the number of people that have an interest in a chapter there...

Keith Lane held a meeting to re-establish a chapter in Ohio and had a couple of people turn out. He is located in Northeastern Ohio near Lake Erie and the Pennsylvania border. He is planning another meeting for sometime during the Spring. However, if you would like to contact him before then and help him get a chapter going, you can contact him at kandklane@juno.com.

For anyone that might be wondering what exactly can happen at a chapter meeting, here is the agenda that we

roughly follow at our Chicago meetings:

Starting Announcements, Old Business, New Business, Treasurer's Report, Stock Report for PBG, PEP, PAS and YUM, Next Meeting info, Past Shows (antique, collectibles, etc.), Future Shows, New Collectibles, Around the Room for Final Comments, Show-and-Tell followed by Look at Show-and-Tell (that way, everyone is able to show off what they've brought without the distraction of someone else's items being passed around or looked at. It's a courtesy thing). There are no set ways to run your meetings. An agenda just helps us sort of stay on track and to not forget anything.

-Phil Dillman

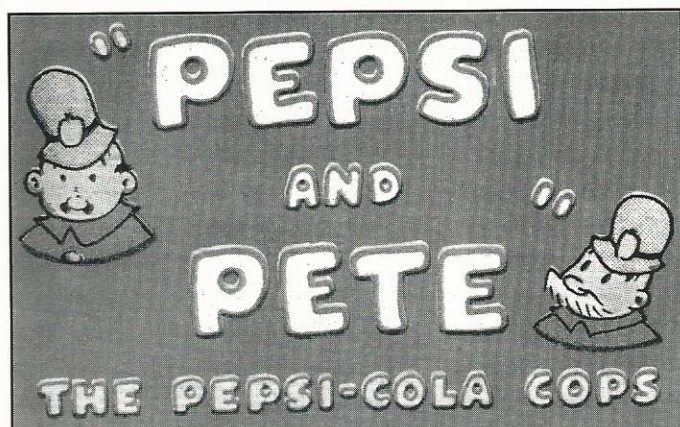
## Future Club Events

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



# Collector Information

## ASK



Dear Pepsi & Pete:

How do I buy copies of old Pepsi advertising commercials?

Signed,  
Harold

Dear Harold:

*Unfortunately those tapes are not available to the public. Because of contracts with the producers of commercials, if the commercials are sold to the public, the people in the commercials would have to be paid residuals. That means if Pepsi-Cola made these commercials available, they would have to pay for the cost of reproducing them, pay royalties to the actors participating in them, and pay someone to account for the monies collected. That would become a very expensive process that would never pay for itself.*

Dear Pepsi & Pete:

Recently I purchased an old Pepsi sign that has some paint flaking off. Is there any way I can preserve the sign without harming the paint?

Signed,  
Terry

Dear Terry:

*Sorry, we don't have the answer for your problem. Perhaps one of our many readers know something about how to prevent the paint from continuing to flake off. If so, they can get in touch with us and we will be*

*happy to pass that information along to you and our members.*

Dear Pepsi & Pete:

I thought I saw a stack of old Pepsi bottle labels at my local flea market. Were Pepsi labels ever reproduced?

Signed,  
Dennis

Dear Dennis:

*Unfortunately, there have been a number of Pepsi bottle labels reproduced. Paper items are very difficult to tell whether they are reproductions or not. Many times, the labels can be printed and left outside to make them look old. Most people who reproduce labels will glue them on old bottles that they can sell for more money. As always, when buying any old Pepsi memorabilia, make sure you know who you are doing business with, and ask them to guarantee that the items are authentic.*

Dear Pepsi & Pete:

I've collected all of the Star Wars cans, and I've heard that there is a metal case that they all fit into. Is this so, and how can I get one?

Signed,  
Luke

Dear Luke:

*Yes, there is a metal case that the Star Wars cans go with. Those cases were given by the Pepsi-Cola Company to their bottlers. Currently, the only way to get one of those cases is to find it on the internet or at a local flea market.*



# Pepsi-Cola - Fact or Fiction?

In this time of urban legends and internet hoaxes, it is sometimes hard to separate fact from fiction. Pepsi-Cola has been a victim of urban legends and misremembered facts. In the effort to set the record straight, here are a number of some of the most common Pepsi facts and fictions. As a Pepsi enthusiast, do you know the difference?

True or False?

1. The name Pepsi-Cola comes from pepsin, which is part of the original Pepsi formula.
2. The Coca-Cola Company had a chance to buy Pepsi-Cola for \$10,000.
3. Pepsi-Cola was created by a disgruntled Coca-Cola employee.
4. Pepsi-Cola used to be sold in old beer bottles.
5. Movie star Joan Crawford used to own the Pepsi-Cola Company.

Here are the facts:

1. The name Pepsi-Cola comes from the word "pepsin" because Caleb Bradham believed that, just like pepsin, Pepsi-Cola aided digestion. But, there was never any pepsin in the original formula, or any subsequent formula.
2. In late 1933, out of desperation, Charles Guth, unable to create a successful sales campaign for Pepsi-Cola, decided to cut his losses and sell Pepsi-Cola to the Coca-Cola Company. He sent one of his trusted

advisors to Atlanta with the offer. Since the Coca-Cola Company thought that Pepsi-Cola would go bankrupt again, they felt that spending \$10,000 would be a waste of money. A few months later, the 12-ounce bottle for a nickel was introduced by Pepsi-Cola, and as they say, the rest is history.

3. Pepsi-Cola was created by Caleb Bradham, who was a pharmacist. Bradham never worked for Coca-Cola, and had no interest in the Coca-Cola Company. His primary motivation for creating Pepsi-Cola was his desire to make a soft drink that was not only refreshing, but good for you too.
4. Yes, Pepsi was once sold in used beer bottles. In 1934, when the 12-ounce bottle for a nickel was introduced, the demand was so great, that Pepsi had to find a readily available supply of bottles. Because of the slim profit margin on the 12-ounce

bottle for a nickel, the bottles also had to be cheap. The best source for cheap bottles was used beer bottles. The beer companies had recently changed from the tall bottles to a squat bottle. This resulted in millions of beer bottles being available at a cheap price.

5. In 1955, Joan Crawford married Al Steele, who was the president of the Pepsi-Cola Company. In 1959, Al Steele died of a massive heart attack. At that time, neither Al Steele, or Joan Crawford owned a significant shares of the Pepsi-Cola Company.. Al Steele did owe a significant amount of money that was borrowed to remodel the penthouse he and Joan owned. Upon his death, Crawford became a spokesperson for the Pepsi-Cola Company to repay those funds. She was a valuable part of Pepsi-Cola public relations from 1959 until the early 1970's. At no time did she take part in the management of the Pepsi-Cola Company.

## WITH TOP HONORS

AT THE  
FOUNTAIN



IN THE  
HOME



FOR QUALITY • FOR TASTE • FOR SIZE



## The Promotion That Never Was

Pepsi-Cola is well known for its great promotions - everything from skywriting to the Pepsi Challenge. These promotions, along with many others, have set the standards for successful promotions that have captured the public's attention. Even a company as great as Pepsi-Cola does not create great emotion every time. In fact, they have had some that are quite forgettable.

Leading the list of forgettable promotions would have to be square dancing. When Walter Mack was president of the Pepsi-Cola Company in 1939-1950, he became interested in square dancing. It was reported in Variety magazine that Mack had single-handedly taken square dancing, a popular rural activity, and made it a popular urban event.

In the summer of 1945, more than

a quarter million people attended a square dance party, sponsored by Pepsi, in New York. Mack was so encouraged by the success of this event, they decided to make it a nationwide promotion. The plan was for Pepsi-Cola to buy two hours of network radio time each Friday night, and play square dance music. The local Pepsi-Cola bottlers would arrange for facilities that would accommodate square dancing. The radio show would then be broadcast at these facilities. There would also be square dance instructors that would give tips and other helpful information. Fortunately, for Pepsi-Cola's sake, this was an ill-conceived promotion. Immediately, the idea hit some snags. First of all, the network radio companies could not sell a 2-hour block of radio time because of their

local commitments. Not to be deterred, Mack approached AT&T about broadcasting the radio show over the telephone lines. The idea was to relay from the phone lines to a loudspeaker at each facility. Mack's enthusiasm for this idea was squelched when AT & T informed him that it would cost 5 million dollars per year to broadcast his square dance show. This put an end to Mack's idea to make square dancing a big part of Pepsi-Cola promotions.





# 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.



## Collector Information

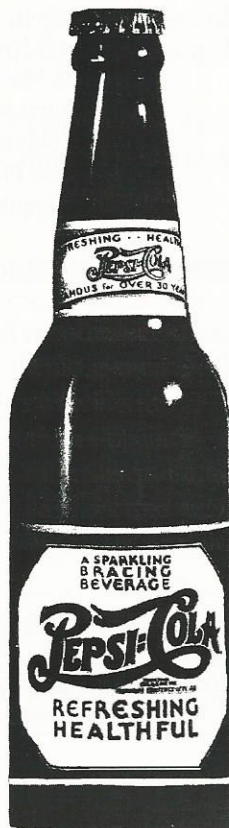
### Paper Label Bottles

In 1934, Pepsi-Cola introduced the first 12-ounce bottle for 5 cents. One of the primary reasons Pepsi-Cola could be sold for this low price was because of the availability of used beer bottles. There were millions of used beer bottles available from used bottle dealers. Normally, they sold these bottles for a penny apiece. At that time, deposit on bottles was 2 cents. If the bottle did not come back, the bottler still made a penny profit.

To make these used beer bottles look suitable for Pepsi-Cola, they had paper labels put on the body and



1936 Paper Label Bottle



1939 Paper Label Bottle

neck of the bottles. Despite the efforts to decorate the bottles properly, many of the bottles lost their labels in water coolers. In some cases, the bottlers only applied the bottom label.

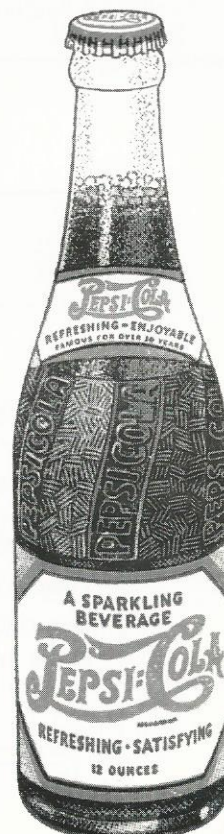
The used beer bottles came in green, clear, and amber. The bottles became the main staple of the Pepsi-Cola bottling operation between 1934 and 1940. As the Pepsi-Cola Company became more prosperous, the used beer bottle became more of an embarrassment than an aid. It helped solidify an image of Pepsi-Cola as a bargain basement drink.

To reverse this image, Walter Mack decided it was time for a new bottle. He contacted designer J.

Gordon Carr, who designed the interior of the Tiffany and Company store in New York. The new bottle was created to improve Pepsi's image. That is exactly what it did.

The new bottle had the Pepsi-Cola name embossed around the shoulder. For the first time in Pepsi-Cola history, they would be using a standardized bottle throughout the country. The only negative thing about the new bottle is that they still had to use paper labels on the bottle.

There were several problems with paper labels. They scuffed easily, became torn off the bottles (sometimes immediately), and they did not hold up in water coolers. Most of the bottlers did not like the paper labels



1940 Paper Label Bottle

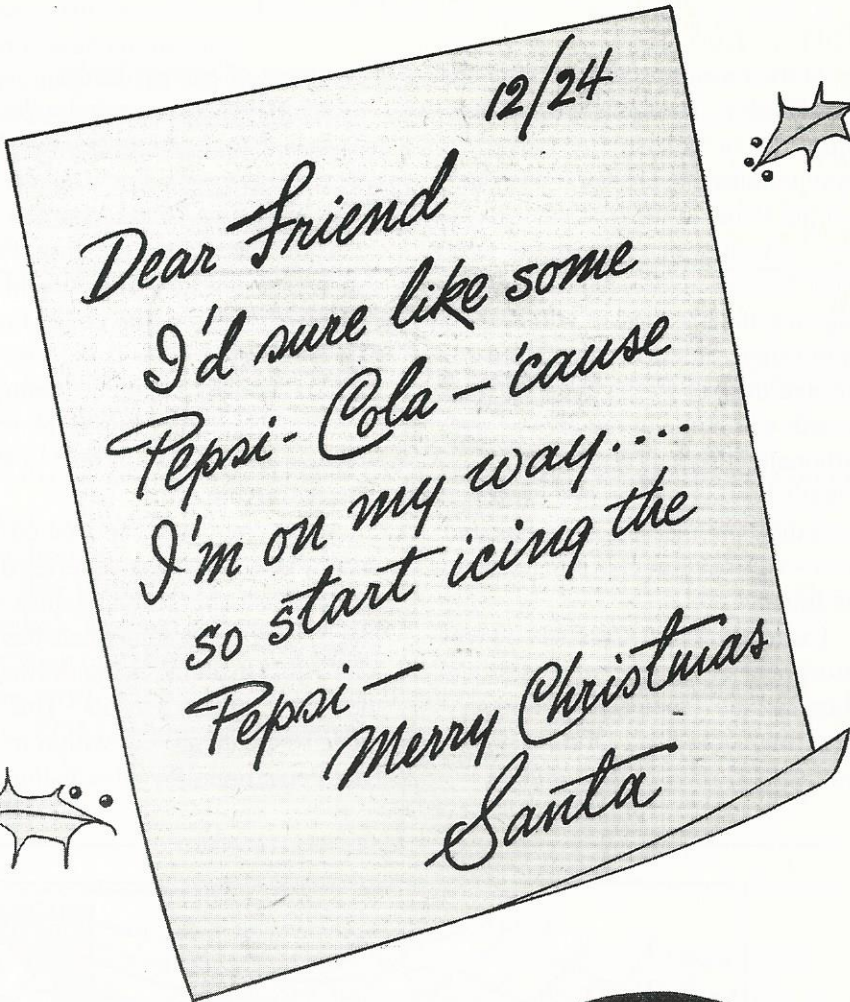


because it took too much labor to label the bottles. When the bottles were returned to the bottler, the labels had to be completely removed using a bottle soaker, washed, sterilized, filled, and relabeled. This was a very labor intensive process that slowed down the operation immensely.

During World War II, the equipment to apply color labels to bottles was developed. However, because of restrictions brought on by the war, Pepsi could not purchase the new equipment until the end of the war. By 1946, Pepsi-Cola made the decision to replace all paper label bottles with the new Applied Color Label, also known as the ACL bottle.

This marked the end of a very important era in the history of Pepsi. Paper label bottles had been used by Pepsi-Cola since it first began bottling Pepsi-Cola in 1905. Nostalgia aside, the new ACL bottle was more beautiful and less expensive to handle than the paper label bottle. The paper label bottles disappeared quickly, although a few bottlers continued to use paper labels, even into the 1950's.


In recent years, the paper label bottle has become one of the most sought-after by Pepsi collectors. The number of variations and the scarcity of the bottles have made them very popular among collectors. Today, you can expect to pay anywhere from \$1 to \$10 for an ACL bottle. A paper label bottle sells anywhere from \$10 to \$75.



12/24

Dear Friend  
I'd sure like some  
Pepsi-Cola - 'cause  
I'm on my way....  
so start icing the  
Pepsi -  
Merry Christmas  
Santa

★ ★ Yes, it's really a Merry Christmas with plenty of Pepsi for holiday hospitality. Treat your guests the Pepsi way—good, big, plenty.





## Pepsi Faces the Future

At the recent meeting of the Pepsi-Cola Bottlers, the focus was on the future. To be precise, they talked about making the changes now that will put Pepsi in the best position to meet consumer demands in the future. With the cola market being somewhat stagnant, the big growth will come in lemon-lime, diet drinks, and non-carbonated drinks. Perhaps the biggest growth will come in the area of non-carbonated drinks. With many schools barring carbonated drinks from their premises, non-carbonated drinks will become more important in the future.

Currently, Pepsi-Cola has a great assortment of non-carbonated drinks. They include Tropicana, Gatorade, Aquafina, Dole Fruit Drinks, Starbucks Coffee Drinks, and an

assortment of energy drinks.

Energy drinks seem to be the latest craze among young people. Pepsi will come out with a new drink called Mountain Dew Extreme.

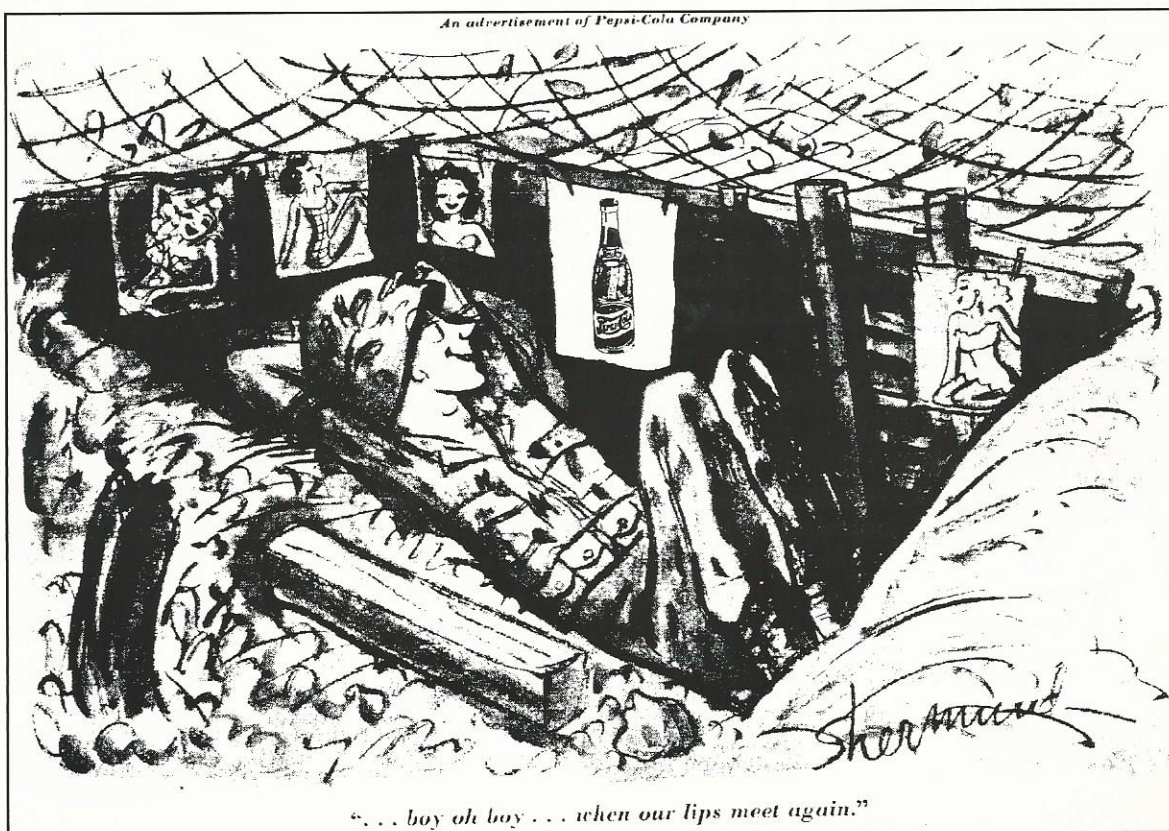
At the time of the meeting, Pepsi announced that they had outsold Coke in the period that ended this past September. This is the first time Pepsi had outsold Coke in a number of years. Hopefully this is the start of a new trend that will lead to Pepsi dominating big red.

As you may have noticed on television, Diet Pepsi has advertised during professional football games. In fact, one of the commercials has a Diet Pepsi machine being drafted by the New England Patriots. This is a move to create growth within in the Diet Pepsi brand by advertising to

males between the ages of 35-55. Traditionally, people believed that Diet drinks were only for women. But, as Miller Lite Beer has shown, men will respond to diet drinks if they are presented effectively.

One of the big changes you will see in the near future is the redesign of the 2-liter bottle. It will be designed with a grip built into it so it can be handled more easily.

There is no doubt that the cola war is more heated than ever. The only difference is that the battle is not just between Coke and Pepsi, but between Coke brands and Pepsi brands. There is no doubt that Pepsi has the better brands, the better marketing, and will ultimately prevail in the cola wars. Pepsi has a plan to make the future theirs.



World War II Era Pepsi Ad



## 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:

1114 Pepsi items collected over 30+ years. Pictures and descriptions - [www.quickflashdesigns.com/pepsi](http://www.quickflashdesigns.com/pepsi)  
Boxed and ready for pickup in Elkhart, Indiana. \$6,000 for collection OBO. Contact: [pepsipop@aol.com](mailto:pepsipop@aol.com)

\*\*\*\*\*

Buy, Sell, or Trade:

Soda bottle caps - Pepsi-Cola & many different brands - cork & Plastic lined - used & unused.

Contact: Dianne Shaw, 1604 Berry

Blvd., Louisville, KY 40215-1902

Email: [catmom123@msn.com](mailto:catmom123@msn.com)

Phone: (502)361-0400

\*\*\*\*\*

For Sale or Trade:

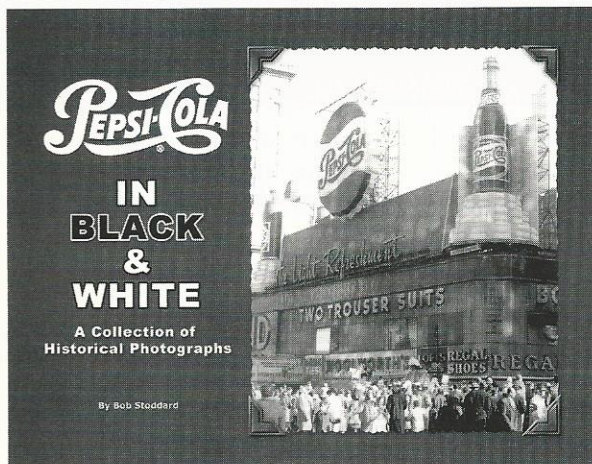
Extras from my collection. Pepsi cans: Star Wars, Sports Series (sets & singles). Limited edition cans with advertising or events. A few bottles, glasses, toys. Send SASE to Dennis Catlin, 1955 Lakeside Ln., Conover, SC 28613

Email:

PEPSIBOUND1@WMCONNECT.COM

828-466-1086

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### Pepsi-Cola in Black & White

*A Collection of Historical Photographs*

This book is a collection of nearly 300 photographs from Pepsi's first 50 years. It contains 112 pages and features photographs of vehicles, bottling plants, roadside signage, and other photographs related to manufacturing and delivering Pepsi-Cola. This is the latest book offered by Bob Stoddard. To order, contact Double Dot Enterprises @ (909)946-6026.

#1002

\$24.95

### 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.*





*Churchill Downs Circa 1940*

PEPSI-COLA COLLECTORS CLUB

P.O. BOX 817  
CLAREMONT, CA. 91711

**First Class Mail**  
**U.S. Postage**  
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Phillip Dillman  
18351 Cowing Ct.  
Homewood, IL 60430 USA





# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 22, Number 6

Jan.-Feb. 2006

## Pepsi Gets a Grip

Happy New Year to all! This should be an exciting year for all Pepsi collectors. Besides the 20th anniversary of Pepsi Fest, the Pepsi-Cola Company has a lot of exciting news.

There will be a new formula for Diet Mountain Dew this year. Also, a new Mountain Dew energy soda will be introduced. This new drink will be called MDX.

There is also some news regarding NASCAR and Pepsi-Cola. Brian Vickers has been signed to represent Mountain Dew. He is a member of Jeff Gordon's racing team. As for Jeff Gordon, his contract has been extended through 2010.

There is some news regarding the packaging of Pepsi and Diet Pepsi products. Pepsi will be introducing special graphics to commemorate the 2006 World Cup. For those not

familiar with the World Cup, it is the soccer equivalent of the Super Bowl.

A new 2-liter bottle will be introduced sometime this year. It will be known as "the grip." It is a half an inch taller and 3" thinner than the current 2-liter. It has been redesigned to make it easier to hold with one hand.

In 2007, Pepsi and Diet Pepsi packaging will receive a makeover. So make sure that you have all the current packaging you wish to save in your collection before it disappears.

Diet Pepsi will be taking part in a huge promotion this summer. The promotion will involve the movie "Superman Returns." This movie is slated to be one of the summer's big blockbusters. Diet Pepsi will continue this year as the official soft drink of major league football.

Speaking of football, don't forget to turn on your VCRs during the super bowl. There should be some great new Pepsi commercials to watch.

Just a reminder that the Pepsi Fest information is contained in this newsletter. There is a lot of excitement regarding the 20th anniversary of Pepsi Fest. We are expecting a very large turnout this year. It would be a good idea that you make your reservations with the hotel ASAP. Pepsi Fest will be held at the Indianapolis Marriott, 7202 E. 21st St., Indianapolis, IN 46219. Phone number is (317)352-1231. Make sure you tell the reservationist that you are with the Pepsi Cola Collectors Club.

Your Pepsi Fest 2006 packet must be ordered through the PCCC. To insure that you get your package, please complete the form ASAP.

### In This Issue

Reproduction Rip-Offs

The Big Single Drink

Pepsi Fest Registration



Pepsi Fest 2004



# Chapter News

## Chapters News - Jan/Feb 2006

As you may have noticed in the previous newsletter, the Chapters Meeting at Pepsi-Fest will be at 1:00 on Thursday afternoon. This is two hours earlier than the time we typically have it. This is the meeting during which I try to explain the advantages of belonging to a chapter or starting one, and the locations of existing chapters. I also ask those attending the meeting that do belong to a chapter to speak about their chapter's activities. If you want to start a chapter or want to join one and you will be at Fest, this is the meeting to attend. If you need that information but cannot attend, give me a shout at PD62Pepsi@aol.com or 708-799-8486 nights. Remember, there are no set rules as to the activities of your chapter provided they aren't illegal or immoral and are not harmful to the PCCC and your chapter remains local. So, if you have any questions regarding chapters, please ask! The more you know about a subject, the easier it is to tackle it. If I can't honestly answer some of the questions, I'll pick the brains of some

of the members of the other chapters. Also, keep in mind that Pepsi-Fest is a great way to meet others living near you that might be interested in starting a chapter with you. Contact me before Fest and let me know where you live or what city you are closest to and I'll mention your desire to start a chapter at the meeting. Maybe by then I will have thawed out from these below-average, Chicago-area Winter temperatures!

-Phil Dillman

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## NOTICE:

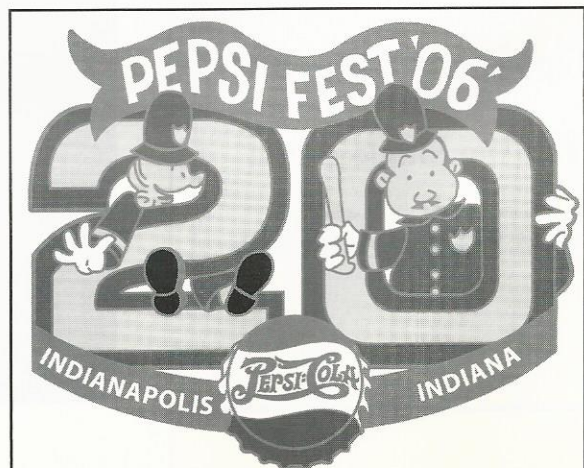
Regarding 2006 Pepsi Fest Silent Auction:

Carole Browne has called a brief meeting of the silent auction crew for Thursday, March 23rd, 2006 at 10:45 a.m. in front of the registration room.

It is with great regret we announce the passing of Elmer Sorenson, who died on Sept. 12, 2005. Elmer was 73 years old and a life-long resident of Milford, Indiana. Elmer was a member of the Michiana Pepsi Club and a regular at Pepsi Fest. He will surely be missed at the upcoming Pepsi Fest. Our condolences to his wife, Phyllis, and the rest of his family.

## Future Club Events

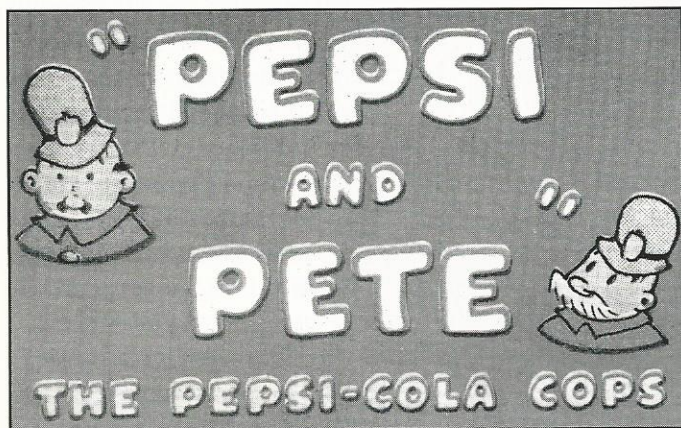
**PEPSI FEST 2006**  
**March 23-25, 2006**  
**Indianapolis, Indiana**





# Collector Information

## ASK



Dear Pepsi & Pete:

After reading the article about paper label bottles in the Nov.-Dec. Pepsi Express, a few questions came to mind about bottles. What is the value of a 12-ounce bottle, 1940's, with the Pepsi-Cola name embossed around the shoulders that does not have any labels on it? I have another bottle like that one, with a neck label and half a body label. Is this worth more than the one without the label?

Signed,  
Ralph

Dear Ralph:

Currently, there is very little interest in paper label style bottles that are missing the labels. Normally, these sell for only a few dollars. Your other bottle with a neck label and partial body label is definitely worth more, but not much. I would estimate the value to be between \$5 and \$10, depending on what graphics are on the neck label.

Dear Pepsi & Pete:

I was watching the history channel and I saw a program about the Cola Wars. It talked a little bit about Pepsi-Cola, including some history about the Pepsi-Cola Company. Do you know if this program is available on DVD?

Signed,  
Stuart

Dear Stuart:

The History Channel has aired two programs that feature Pepsi-Cola history. One is called "Cola Wars - Empires of Industry". It is available from the History Channel for \$24.95. You can order by phone at 1-888-423-1212.

The other is called "America Drinks - History in a Glass". It is also available for \$29.95 and can be purchased by calling that same number.

Dear Pepsi & Pete:

I have a 12-ounce swirl bottle that is green. Why is it green?

Signed,  
Kyle

Dear Kyle:

Normally, the swirl bottle was clear. Very often, when the bottles were being produced, they were also producing green bottles at the same time. Occasionally, when changing the bottling line over from clear to green, a few Pepsi swirl bottles were produced. These have become collectibles for bottle collectors and do command a premium price.

Dear Pepsi & Pete:

What do we get in the Pepsi Fest packet?

Signed,  
Melinda

Dear Melinda:

The following items are contained in the Pepsi Fest packet: a glass, button, lapel pin, deck of cards, and a tote bag that all bear the 2006 Pepsi Fest logo.

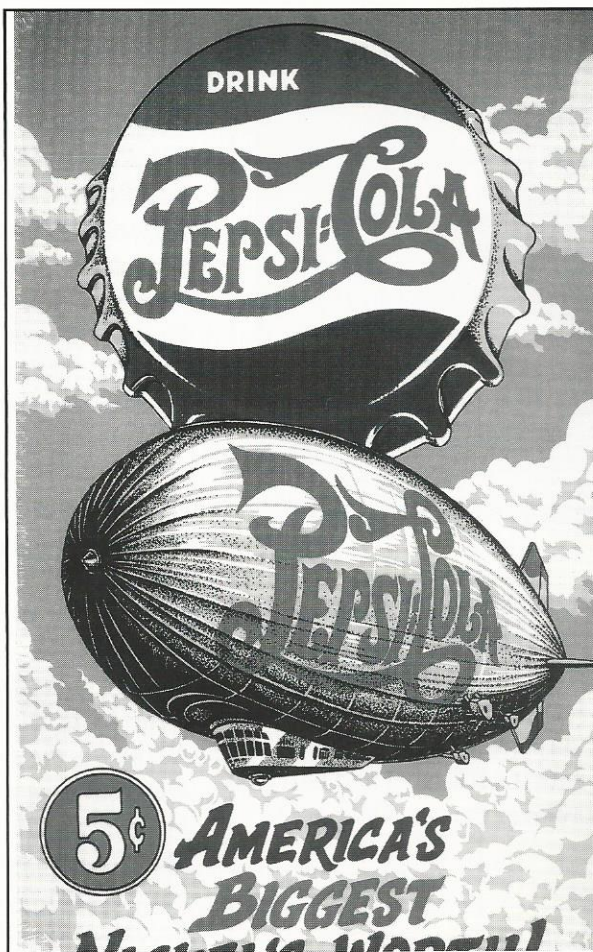


# Reproduction Rip-Offs

For the most part, reproductions are produced with the intent of providing artifacts for people who cannot afford or find the originals. There is nothing wrong with acquiring reproductions if that is your desire. On the other hand, buying a reproduction as a result of deception and false information is unacceptable. The people that do this need to be exposed. People who produce reproductions to be sold as originals not only steal from innocent people, but they hurt all collectors by taking the fun out of finding new Pepsi collectibles. The people that do this are not only acting immorally, they are also acting illegally.

Recently, I received information from several club members about Pepsi reproduction calendars being sold on ebay. There is no doubt that these calendars are reproduced as a means of deceiving collectors, rather than providing reproductions for collectors.

As a public service to collectors, I will analyze the advertisement around these calendars to show you how they have been designed to mislead and



1990's Fantasy Artwork

trick collectors into buying fraudulent items.

There are two items being offered on ebay. The first is called a "rare Hindenburg Pepsi-Cola dirigible 1921 calendar. At first glance, you can see that this is not a real Pepsi item. The bottle cap featured on the calendar was first used by the Pepsi-Cola Company in 1945. Therefore, it is impossible for a 1945 logo to be on a 1921 calendar. Furthermore, the artwork used on the calendar was actually never done by the Pepsi-Cola Company. It was a fantasy creation of a Pepsi-Cola licensee created in the 1990's.

Beyond the obvious lack of accuracy on this calendar, the advertisement that goes with it is very misleading. It starts out "Ladies and Gentlemen, it is simply the best of the best. A Pepsi-Cola calendar dated 1921, showing a huge German dirigible airship. The advertisement does not say that it is a 1921 calendar, it merely says the calendar is dated 1921. In other words, 1921 is printed on the calendar. In an effort to further mislead, the ad states that all the months are intact with no restoration or discoloration. This description is designed to make you think this is old, when actually, it is new.

The second calendar is dated 1949. Again, the words "dated" are used rather than a description

that says the calendar is from 1949. The 1949 reproduction



1945 Pepsi Logo



1943 Pepsi Logo

calendar uses artwork and a Pepsi logo from the mid-1940's. The logo is the oval logo that was used between 1943 and



1945. For Pepsi to create a calendar in 1949 that used graphics from 1943 would be unheard of. In 1949, the advertising slogan was "Why Take Less When Pepsi's Best?" Any calendar produced by Pepsi-Cola at that time would have included that slogan on it. The correct Pepsi-Cola logo on that would have been the Pepsi-Cola bottle cap, which was used from 1945 to 1950.

This is the most despicable act of deception in reproduction Pepsi memorabilia I can remember. This individual has one thing in mind, and that is to take advantage of unsuspecting Pepsi-Cola collectors. As I have mentioned many times, the best way to stop individuals like this is to make them guarantee in writing that the item they are selling is actually from the date they are claiming it is from. In the case of this individual, that warning has to come with an asterisk - that in the case of such a deceptive person, even a written guarantee would have to be read very carefully to make sure that it is a real guarantee.

Ultimately, it is your money that you are spending on Pepsi items, and it behooves you to be as careful as you can when purchasing items from unknown sellers. A little work on the part of the buyer would have immediately alerted him to the fact that the logos on the calendars did not match up to the dates on the calendars. With the amount of larceny that is committed on ebay every day, it is up to you as the buyer to do everything you can to make sure any item you are bidding on is authentic. There are a number of reference books that can help you determine the authenticity of any item. You should have these reference books and keep them handy when bidding on line. One of the primary principles of business laws is "caveat emptor" - buyer



1943 Pepsi Artwork

beware! You must assume that an item is a reproduction or a fraudulent piece until otherwise proven.

I hope this information is helpful. I am not trying to make Pepsi collecting less fun, but definitely more safe.

The only way to stop these unscrupulous dealers from selling phony memorabilia is to expose them. That is one of the purposes of this newsletter. If you see or know of anyone producing reproductions with the purpose of passing them off as authentic, please notify the PCCC. Together we can help to alleviate this growing problem.



# 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.

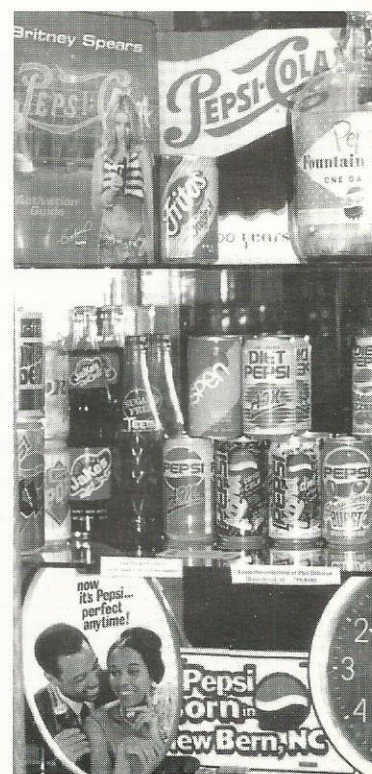
Directions: From I-70, (either way) - Get off at Shadeland Avenue (Exit 89), turn right onto Shadeland & left at the first intersection (21st). The Marriott is the 3rd building on the left.



## Collector Information

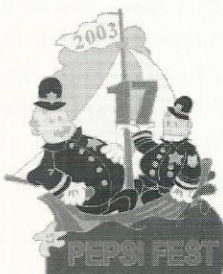
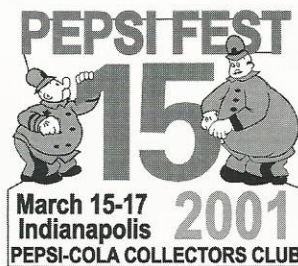
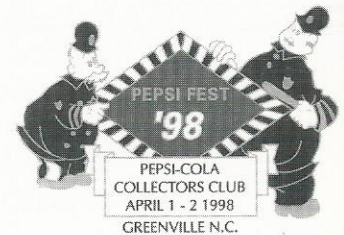
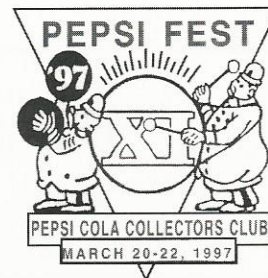


*In October, Phil Dillman displayed his collection at the Homewood, Illinois Community Center.*





# *Pepsi Fest Logos Over the Years*





## WELCOME NEW MEMBERS

Carol & Jeff Thorp & Family  
West Milford, WV

Dexter Combs  
Green Forest, AR

Cook Murdoch  
Plainfield, IL

Jerry Orving  
Rochester, WA

Lynn Allan  
St. Albert, Alberta, Canada

James & Jenell Kilgo  
Medina, OH

Charles Devaney  
Indianapolis, IN

Nina Waters  
Cullman, AL

Karla Chrisman  
Yukon, OK

Bill & Jackie Carpenter  
Okoboji, IA

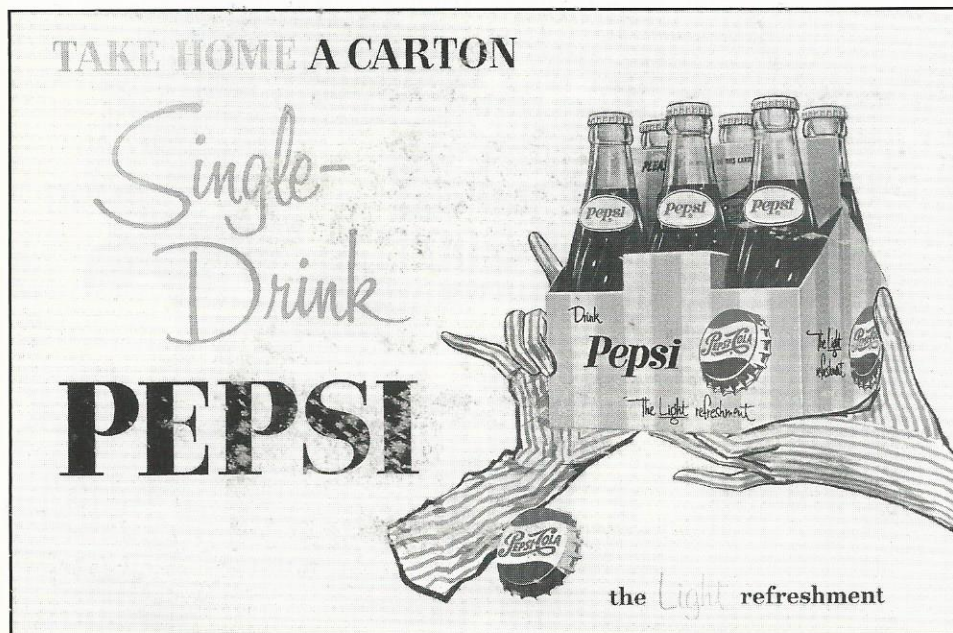
Anita Hobbs  
Warrensburg, MO

Gloria Downie  
Burbank, CA

Charles Amato  
Shawnee, OK

Larry Haskins  
Lake Forest, CA

## The Single Drink



Beginning in the 1930's, Pepsi-Cola was known as the Big Nickel Drink, Twice as Much for a Nickel, Bigger, Better, etc. When Al Steele became president of the Pepsi-Cola Company, he felt like they were missing a big part of the market by ignoring the single drink consumers. In the mid-1950's, they introduced the Single Drink. This was a 6-1/2 ounce bottle of Pepsi. The size was designed to compete with the 6-1/2 ounce bottle of Coca-Cola. Steele miscalculated this market. Although people liked the smaller drink, they preferred the 12-ounce bottle, which was almost the same price.



## 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:

Pepsi-Cola Salt and Pepper Shakers  
only \$7.99 @ PepsiCollectibles.com  
\*\*\*\*\*

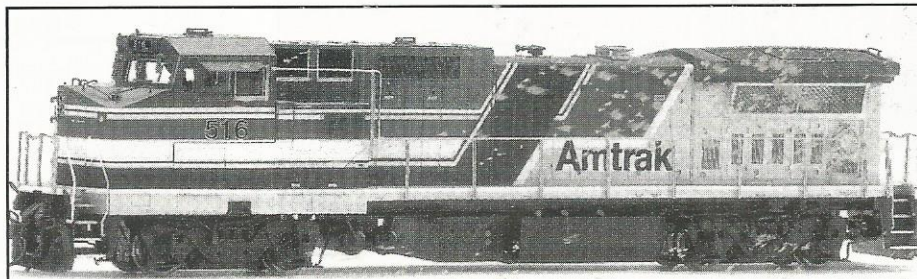
### WANTED:

Looking for Pepsi fabric. The new bottle cap fabric out now is not really what I'm looking for. I know there are a couple of others from earlier years. Contact: Barb Thomas, 1 Hemlock Rd., North Reading, MA 01864. Call (978)664-4575 or e-mail Grambert1@hotmail.com

### 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.*



*This new Amtrak train, painted red, white, and blue, has been nicknamed "Pepsi Cans"*





*Durham, North Carolina 1940's*

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 60430USA