



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 18, Number 3

July-Aug. 2001

Oops, Pepsi Did it Again!

It looks like Pepsi is headed for a very busy summer. With lots of promotions, new products, and new Britney Spears commercials, the summer should be very interesting. Word is that Pepsi Twist (lemon-flavored Pepsi) will be released this summer throughout a large part of the United States. Depending on how well Pepsi Twist does, Pepsi will be looking for other flavors to add to Pepsi-Cola. The marketing people at Pepsi believe that there is an interest in flavored Pepsi.

Summertime is also the time when a lot of people attend the movies. One of the big movies of this summer is "Pearl Harbor." If you have seen the movie, you might have noticed that Pepsi has a cameo role in the film. There are a couple of scenes where vintage 1940 Pepsi bottles appear. This is a result of the hard work of the

folks at Davie-Brown Entertainment, whose job it is to get Pepsi placed in various films. Over the past 20 years, Pepsi has appeared in such films as "Back to the Future," "Golden Child," and "Doc Hollywood." I don't know about you, but for me it is always a thrill to see Pepsi on the big screen!

Recently, we reported that Pepsi Co has merged with Quaker Oats. This has resulted in the company having two sport drinks - Gatorade and All Sport. Because it is not practical for one company to market two competing drinks, Pepsi will most likely sell off All Sport within the next few months. For those of you who collect All Sport memorabilia, you will either have to now start collecting Gatorade, or collect All Sport as a non-Pepsi product.

I've had a number of people wanting to know about the Pepsi sign used

in the Britney Spears commercial. The sign is a large neon that Britney dances in front of. Through the magic of Hollywood, the Pepsi sign on top of the Long Island City, New York plant is magically transformed to a sound stage in Santa Monica, California. Below is a picture of the sign sitting on the top of the Pepsi plant in Long Island City, New York. This is indeed the same sign used in the commercial. Next time you are in Manhattan, you can stand at the United Nations building and look across the East River, and see the Pepsi sign.

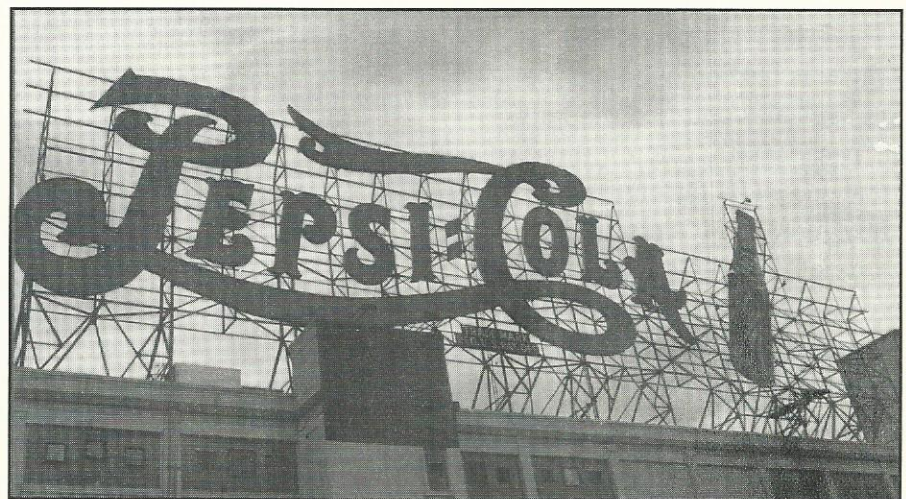
Have a great summer, and hopefully we will see you in New Bern, North Carolina.

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Bottle Code

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Summer in New Bern Info



Pepsi Sign in Long Island City, New York

Chapter News

from Phil Dillman

Okay, everyone, get out your pencils for the following corrections: Arizona Chapter Bob Boggs' address should read "Recker Av.", and the area code for both Bob Boggs and Allen Bensen is now 480. The current e-mail address for John and Kay Arbenz is now JnK14@home.com "Please make a note of it."

I hope everyone is enjoying the warmth of Summer, going out and finding Pepsi collectibles, and getting together with other members of the PCCC. The Chicago Connection Chapter will be holding our August meeting/picnic at the home of Jim Petersen in Shorewood, IL. Jim suggested that we bring our swimwear, our appetites, and our entire families. Obviously, you'll want to bring those newfound Pepsi treasures for show-and-tell-and-questions (a title I picked up from Bob).

As great as the computer auction sites are for finding collectibles, let's not forget that Summer is best enjoyed outdoors at garage sales and flea markets. This is especially true for those of us that see snow during the Winter months. It's also a great way to let the public know that there *really is* a Pepsi collectors club and that you'd like to get together with other Pepsi collectors in your area. Perhaps you'll meet someone that might like to join your chapter or to help you

start one. It doesn't hurt to ask. Anyway, I'm certain that I'm not the only one that could stand to lose a few of those extra pounds by walking to all of those sales and flea markets. Besides, I could use a break from the auction sites or the "21st Century Boob-Tube!" Hope to see some of you in New Bern!

PEPSI-News from Germany

Today I'll write about the German promotion, started in April 2001. On cans and bottles you can see the most successful soccer-players David Beckham, Rivaldo, Roberto Carlos and Edgar Davids. And there are 20 Trading cards with the 4 players with questions and answers about international soccer. You can find some of this cards in Trays with 12 cans inside..... In cooperation with www.sport1.de you can win a trip to Manchester United (an

English soccer team) and many more....

We have TV commercials from Pepsi, together with Lays. I think, that's unique - two different products in one commercial. (And Lays are new here in Germany, made in the Netherlands).

In week 19, I was at the German Pepsi headquarter. I saw a sample print for a Pepsi-bottle for the next promotion. It was Lara Croft. But for now, they don't know exactly the contents of the promotion - so we'll see.....

Hopefully, I can write something about the German Pepsi history in the next issues. But it's not easy to find the information about the beginning. If you know something about the German history, please write to me: Pepsi Club, Heddernh. Landstr. 95, 60439 Frankfurt/Germany or send an email: PepsiClub1@aol.com

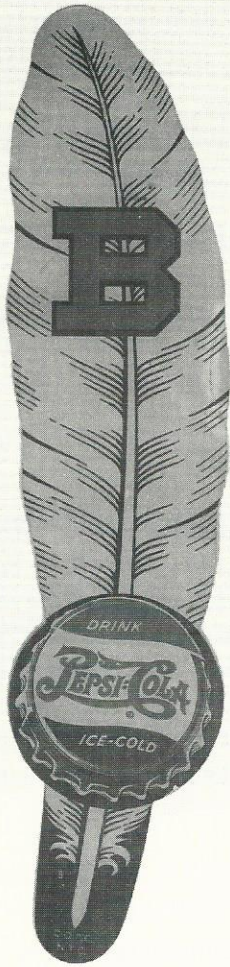
Future Club Events

Summer in New Bern
New Bern, North Carolina
August 9th-11th, 2001

Pepsi Celebration
Las Vegas, Nevada
November 2-3, 2001

Pepsi Fest 2002
Indianapolis, Indiana
March 13th-15th, 2002

Mystery Pepsi Feather?



1945 Book Mark

I saw my first Pepsi feather/bookmark about 20 years ago. It was blue and had a "S" on it. The gentleman I purchased it from told me it was a bookmark. He also said that if I kept looking, I could probably find the rest of the letters that would eventually spell "PEPSI." Well, 20 years later, I still haven't found the letters to spell Pepsi. I am somewhat doubtful if that is what the bookmarks were intended to do. I've seen several other bookmarks with different letters on them. These letters include L, P, N, B, WR, and ES. As you can see, these letters would spell out something other than just PEPSI. To add to the mystery, the feathers came in at least three different colors - red, blue, and natural. Could these letters possibly represent the name of the cities where the bottling plants were located? Perhaps they could be the letters in the name of the bottler? As you can see, there is more that we don't know about these feathers than what we do know. If anyone has any other letters, please let me know. If anyone has any information about what the letters designated, please let me know! Regardless, the next time you are out Pepsi hunting and see one, pick it up - it makes a nice collectible!

New Pinback Button Discovered?

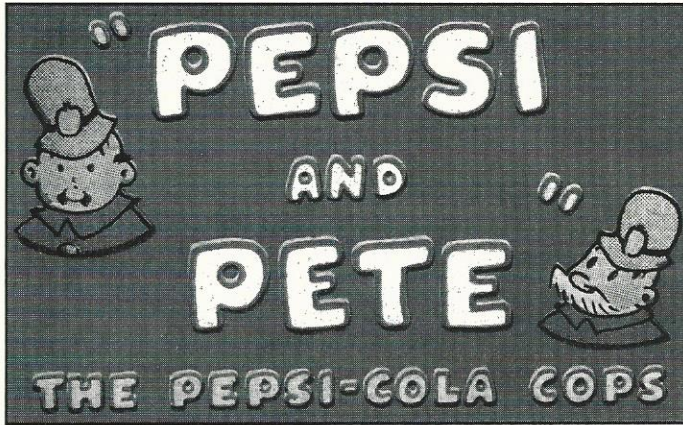


1943 Pinback Button

The biggest thrill for any collector is to find something that you've never seen before. Recently, I came across this pinback button that falls into that category. Based on the logo on the pinback and the color, I would date it at 1943. At the top of the pinback is a name badge fastened to the back. On the bottom is a blank circle. I am not sure what belongs there. I have numerous pinbacks in my collection, but as of now, this is my favorite. It just goes to show you that no matter how long you've been collecting, you can still find things you've never seen before.

Collector Information

ASK



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

Dear Pepsi & Pete:
What makes a Pepsi sign valuable?
Signed,
Brent

Dear Brent:
Ultimately, supply and demand determines what Pepsi signs and other Pepsi memorabilia are worth. Pepsi signs produced between 1900 and 1950 are in short supply, while demand for these signs is high. Therefore, the price of these signs reflect the high demand. Conversely, swirl bottles produced between 1958 and 1978 are readily available, with moderate demand. These bottles are available at low prices.

Dear Pepsi and Pete:
Are Pepsi cans worth collecting?
Signed,
Jack

Dear Jack:
The only thing you should consider when deciding what you want to collect is what you like. Currently, the cone top Pepsi cans are the only Pepsi cans that have great value. Despite this, many of the other Pepsi cans are attractive and do add to one's collection. As for commemorative cans, they currently do not have any great

value. The variety of commemorative cans does make it an interesting part of Pepsi collecting.

Dear Pepsi & Pete:
Is Mountain Dew a product of the Pepsi Company, or does Pepsi just distribute it?
Signed,
Judy

Dear Judy:
Yes, Pepsi-Cola does own Mountain Dew. They have owned it since 1965. Pepsi does own all the carbonated drinks that they currently distribute, with the exception of individual bottlers that in some cases distribute 7-Up, Dr. Pepper, and other secondary brands. The drinks not owned by Pepsi, but distributed by Pepsi, include Lipton Tea Flavored Drinks, and Dole Flavored Drinks. These drinks are distributed through partnerships with the respective companies.

Dear Pepsi & Pete:
I recently bought a reproduction Pepsi mirror. But, my friend told me it was a "fantasy item." What is the difference?
Signed,
Ben

Dear Ben:
Your friend was probably referring to the fact that your Pepsi mirror was not a reproduction of a mirror that Pepsi had never originally offered. A very common fantasy mirror features the 1909 Pepsi Girl as part of the mirror. This mirror was produced beginning in 1973, but was never produced in 1909. Therefore, this is technically not a reproduction, but a made-up item designed to look old. These type of items are referred to as fantasy items.

SUMMER IN NEW BERN
August 9th 10th 11th 2001

Name(s) _____
(please include names of all people who will be attending)
Address: _____
Phone #: _____ E-mail: _____

*In order to keep our group together please **do not** make your reservations directly with the Ramada. Complete the reservation information and return it along with registration information. You will receive a confirmation.*

RESERVATION INFORMATION: (Nightly room rate \$59.98 + N.C. tax 12% = total \$67.15).

Arrival date: _____ Departure date: _____ Number of Rooms: _____
Type of room(s) (circle one) 2 double beds 1 king bed smoking non-smoking
Selling from room (circle one) Yes No

PAYMENT TYPE: I would like to reserve my room with one of the following methods.

Credit Card Hold: For hotel use ONLY. Type of card: _____ Card #: _____
Expiration date: _____

Personal Check: A check for one nights stay per room made payable to the RAMADA INN (\$67.15 per room including tax).

4PM Hold: Rooms will be held until 4PM with NO DEPOSIT.

NOTE: All 1st and 2nd floor rooms have two double beds - 3rd and 4th floor rooms are king size beds only--non smoking rooms are limited -- the RAMADA will not be able to supply tables for room set up due to limited availability.

REGISTRATION FEE: Registration fee \$19.00 each (registration fee includes pizza party, lunch buffet, hospitality room and convention related expenses... no registration fee required for children under 12 yrs. of age).

Number of persons you are registering _____ x \$19.00 = total \$ _____

CONVENTION PACKETS: \$11.00 each (packets include 1 shot glass, 1 lapel pin)

Number of packets you are purchasing _____ x \$11.00 = total \$ _____

LUNCH AT THE CHELSEA: \$12.00 each

Number of people attending _____ x \$12.00 = total \$ _____

Please make check or money order for all fees (except hotel) payable to Kim Kinzie and send completed registration and reservation information form no later than **July 15, 2001** to: Kim Kinzie, 3510 Hemlock Rd., Chester, VA 23831, Phone #804-748-5769, E-mail: msdoubledot@prodigy.net

If you are not attending Summer In New Bern but would like to purchase a packet, please send check or money order for \$16.00 per packet to Kim Kinzie at above address. Price includes shipping. Packets will be mailed after Summer in New Bern.

SUMMER IN NEW BERN 2001

SCHEDULE OF EVENTS

WEDNESDAY AUGUST 8TH

EARLY REGISTRATION
HOSPITALITY ROOM OPEN

THURSDAY AUGUST 9TH

HOSPITALITY ROOM OPEN
REGISTRATION 1PM TO 5PM
GET ACQUAINTED PIZZA PARTY 6PM TO ?
ROOM HOPPING

FRIDAY AUGUST 10TH

SEMINAR 10AM
SHOW AND TELL 11:30AM
LUNCH BUFFET 12:30PM
SILENT AUCTION 1:30PM TO ?
ROOM HOPPING

SATURDAY AUGUST 11TH

LUNCH AT THE CHELSEA 12:00 NOON
SHOPPING AND VISITING IN DOWN TOWN NEW BERN

SCHEDULE SUBJECT TO CHANGE



*Workers in the Long Island City plant in the 1940's
(Notice the self-framed cardboard in the background)*



*Pepsi Printing Department taking a break from print-
ing Pepsi stationery, circa 1940's*

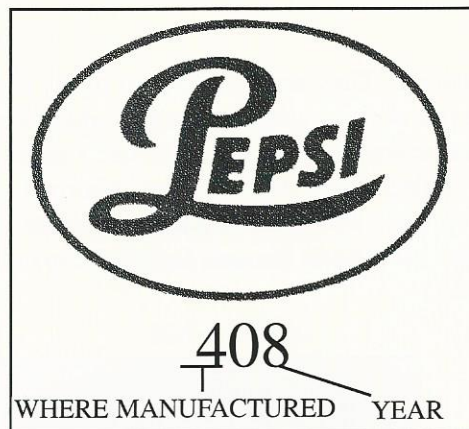
Breaking the Pepsi Bottle Code

One of the best things about collecting is learning more about the items in your collection. To help you with this endeavor, we are providing you with the information to decipher the codes on the back of Pepsi bottles produced in the 1950's. This information pertains only to bottles produced between 1951 and 1957.

On the back of the bottle is the word "Pepsi" in script. Below that are three numbers. The first two will tell you which glass manufacturing plant produced the bottle. The third number tells you the year the bottle was produced. As an example, "285" meant that your bottle was produced at the Glenshaw, PA plant in 1955.

This information was important to the Pepsi bottler in case there were any problems with the bottle. This way they would know who to contact.

For the collector, this is helpful information for you to know a little more about the bottles in your collection.



Back of bottle



Anchor Hocking Glass Corp.

Connellsville, PA	10
Los Angeles, CA	11
Jacksonville, FL	57

Armstrong Cork Company

Millville, NJ	13
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Ball Brothers Company

El Monte, CA	16
Okmulgee, OK	17

Brockway Glass Company, Inc.

Brockway, PA	18
Muskogee, OK	19

Buck Glass Company

Baltimore, MD	21
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Chattanooga Glass Company

Chattanooga, TN	23
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Glass Containers Corporation

Antioch, CA	25
Los Angeles, CA	26

Glenshaw Glass Company, Inc.

Glenshaw, PA	28
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Knox Glass, Inc.

Jackson, MS	30
Palestine, TX	31
Parker, PA	32

Latchford-Marble Glass Company

Los Angeles, CA	33
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Laurens Glass Works, Inc.

Laurens, SC	35
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Liberty Glass Company

Sapulpa, OK	37
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Obear-Nester Glass Company

East St. Louis, IL	39
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Owens-Illinois

Alton, IL	41
Bridgeton, NJ	42
Fairmont, WV	43
Huntington, WV	44
Streator, IL	45
Waco, TX	46
Clarion, PA	47
Oakland, CA	49
Los Angeles, CA	50

Reed Glass Company

Rochester, NY	52
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Thatcher Glass Mfg. Co., Inc.

Elmira, NY	54
Streator, IL	55
Saugus, CA	56

Pepsi Caps Come Out of the Closet

These caps are not for comfort or fashion. They are actually part of my collection. Yes, I am a closet Pepsi cap collector. Like many other collectors, I have a collection of Pepsi caps, which I rarely talk about. In the world of Pepsi collecting, where high priced signs and rare strawholders get everyone's attention, the lowly Pepsi cap is not highly thought of. But for those of us who do collect them, they are very important. Many of my caps have been given to me by friends and acquaintances. Others represent events that I have participated in. I can't look at my caps without remembering friends and fun times. I am sure this is the case for most cap collectors. So, to my fellow cap collectors, I say be proud, and come out of the closet!



Pepsi Twist



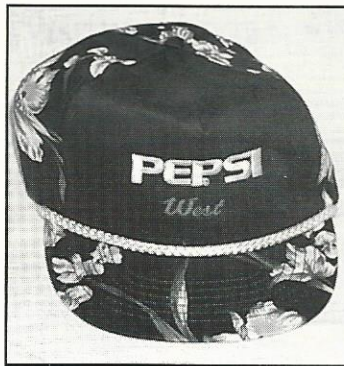
New Bern



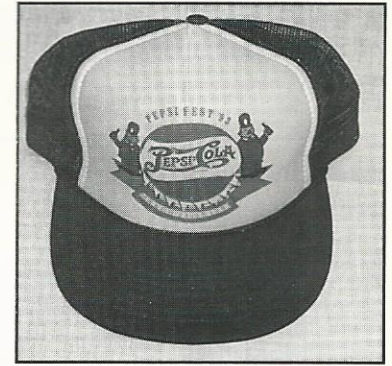
Pepsi Collectors Club



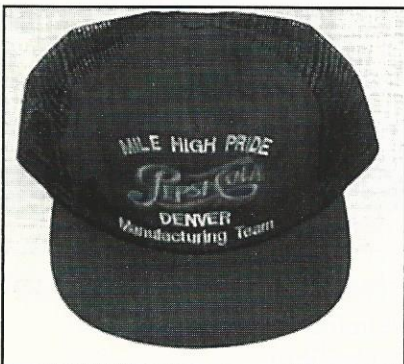
Generation Next



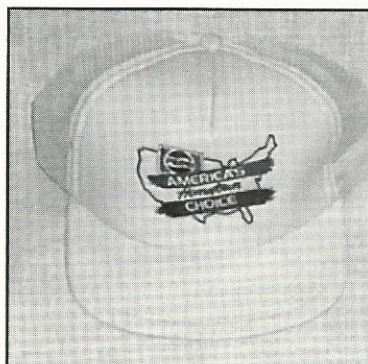
Pepsi West



Pepsi Fest



Denver, Colorado



Hometown Choice



China

WELCOME NEW MEMBERS

Al & Grace Miller
New York, New York

John & Kandy Beuter
Binghamton, NY

Jeff Harris
Omaha, NE

Betty Braxton
Murfreesboro, NC

Sydne & Elmer Anderson
Bonne Terre, MO

Jean Williams
Bristolville, OH

Donna & Howard Annis
Cander, NY

Deborah M. Crouse
Rural Retreat, VA

Steve & Cheryl Slayden
St. Charles, MO

Susan Bright
Carrollton, KY

Vicki Grimes Phillips
Wilson, NC

Barbara Martin
Apex, NC

Robert & Mary Thompson
Stewartville, MN

Nora Norwood
Santa Maria, CA

Shirley Pelz
Clearwater, KS

Ed Richardson
McCleansville, NC

Brad Bradley
Mesa, AZ

Janet Plunkett
Morristown, IN

Robert Kalal
Fisher, IL

Lawrence & Debbie Bradley
Mill Spring, NC

Christopher Fennell
Brooklyn, NY

John Jolly
Suffern, NY

David & Michelle Simmons
Christiana, PA

Terri Cunningham
Chesterfield, MI

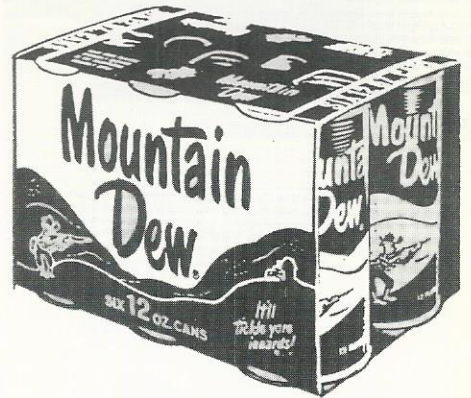
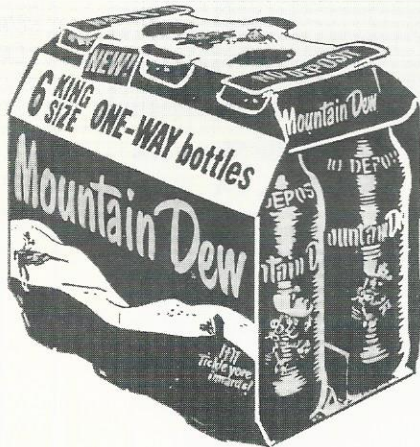
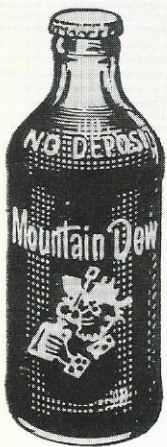
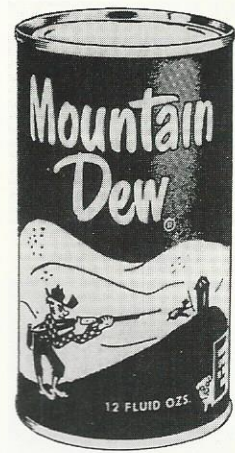
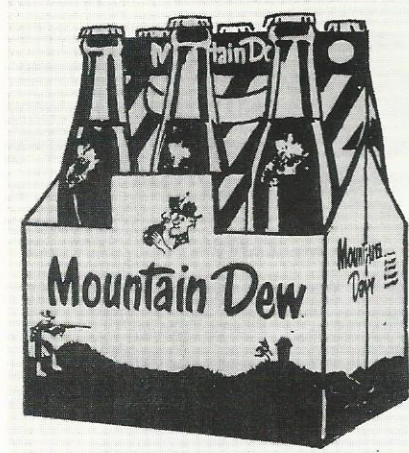
NOTICE

*To our members:
We are including this letter from Jeff
and Cindy Ervin, who suffered a
great tragedy last year.*

To our Pepsi Club friends:
We would like to thank everyone for
their kind words and donations. It's
been hard losing our home to a fire,
but it helps knowing that we have
such caring Pepsi Club members.
With your help, we have a great
start to a new Pepsi and Mountain
Dew collection.

Sincerely,
Jeff & Cindy Ervin

Mountain Dew Packaging from 1965



ya-hooo! Mountain Dew

Fill up yer house right now. Y'hear!

Hill tickle yore innards

ya-hooo! Mountain Dew

00¢

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: Very rare black Pepsi-Cola bottle cap. It reads "J.A. Long Pepsi-Cola Premium Greensboro, NC" \$275. Also a blue cap \$185. Contact: Cecil Buchanan (336)288-3780 or email cecilmb@aol.com for picture.

For Sale: Tiffany type plastic light shade. Picture of lite top ceiling left side of Mr. Staedel's picture in Nov/Dec 2000 issue of Pepsi Express. \$325. + shipping. Contact: L.H. Gregory (864)232-5206

For Sale: Pepsi cans. The affordable collectible. I still have several hundred unique cans to choose from. A nice addition to your Pepsi or Mountain Dew collection. Send \$3.00 for 40 page list. Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935.

Collectible Restoration: Experienced professional with great references. Skills include paper resurfacing, reinforcing and replacing crushed and missing corners, fixing tears and perforations, pinholes, cleaning, piece-in, touch-up, border painting, and replacing missing image and text. Cardboard a specialty! Call Chris Fennell at (718)349-0616 or email fennellc@earthlink.net

For Sale: "PEPSI MEMORABILIA - Then and Now" - a new guide to Pepsi-Cola memorabilia collecting from days gone by to the 100th anniversary in 1998. Included are over 600 color photos and their approximate values. A collectors guide by Larry Woestman and Phil Dillman. Send a check for \$29.95 to Larry Woestman, 14750 Karlov Ave. Midlothian, IL 60445. Free shipping if

order is received by August 31, 2001.

WANTED

Wanted: Discontinued PepsiCo brand cans such as Devil Shake, Diet Teem, Patio, Mountain Dew Red, etc. Let me know what you have. Email joepesiko@webtv.net or contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935.

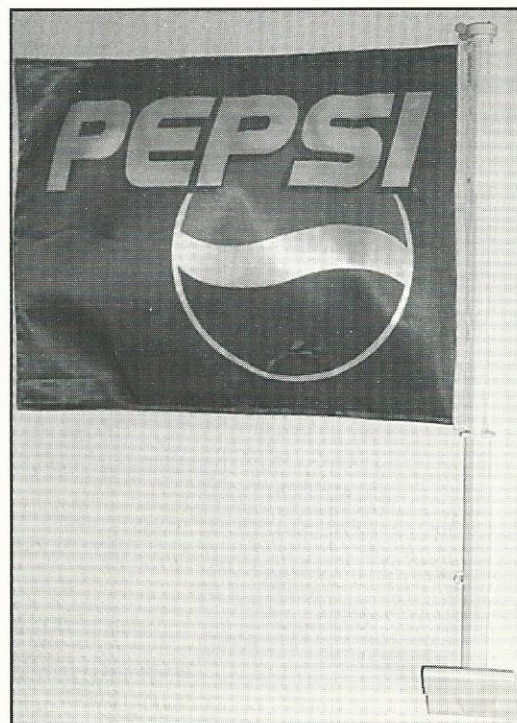
Wanted: Pepsi-Cola watch fobs, old calendars, amber bottles. Any rare item. Contact: Cecil Buchanan (336)288-3780. Email cecilmb@aol.com

New! Pepsi Car Flag

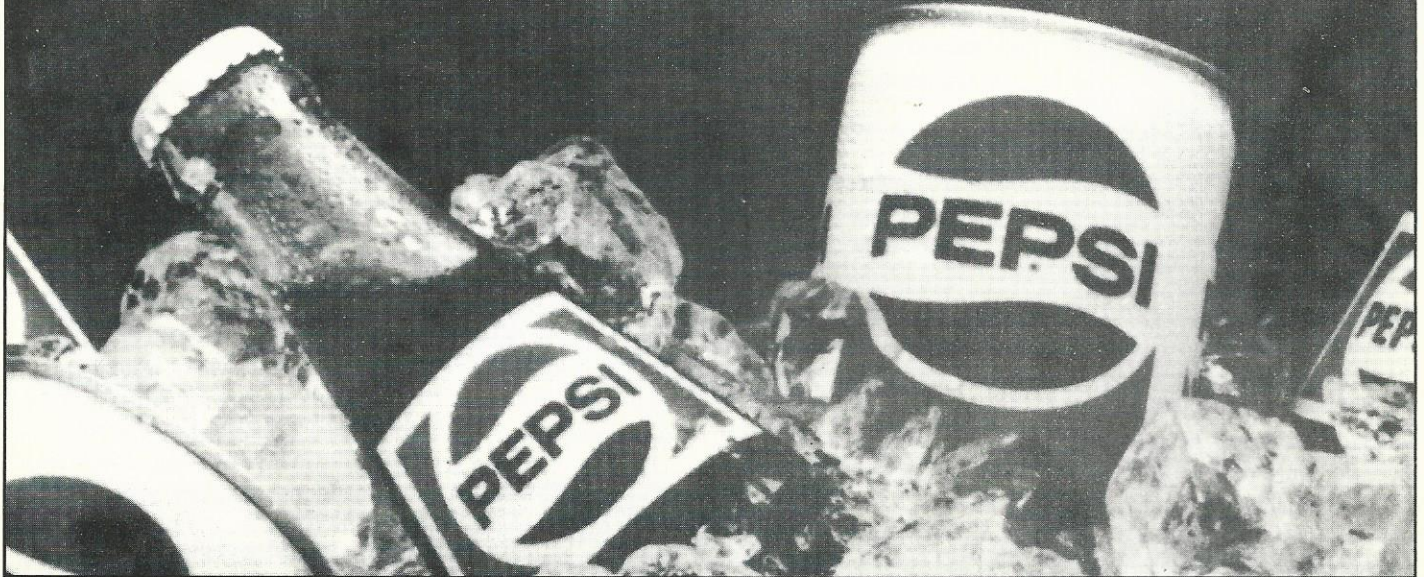
Show your Pepsi pride! Display your Pepsi car flag everywhere you go. The car flag is 3-color red, white, and blue and measures 18" tall (flag is 14" x 11"). Mounts on car window with a specially designed clip. Available now exclusively through Double Dot Enterprises at \$19.95 each, plus shipping. BUT... now through July 31st, club members will get FREE SHIPPING - a savings of \$5.00. Just send \$19.95 today and we will ship your flag immediately. For faster service, you can fax or call if using a credit card. Contact:

Double Dot Enterprises
P.O. Box 817
Claremont, CA 91711
Phone: (909)946-6026
FAX: (909)946-4786

Please refer to item #9075 Pepsi Car Flag \$19.95



SUMMER STOCK



1985 Pepsi Advertisement

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
17733 Highland Ave.
Homewood, IL 60430-1319
USA



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 18, Number 4

Sept.- Oct. 2001

\$100,000 Pepsi Can?

I hope everyone had a great summer. It's hard to believe the summer has gone by so fast. Soon we will be preparing for Pepsi Fest 2002.

We are sorry to report that due to circumstances beyond our control, Summer in New Bern had to be cancelled. The future of this event is uncertain at this time. We are rethinking the best way to make an event in the Carolinas successful. Kim Kinzie did an excellent job putting this event together, but lack of participation forced its cancellation.

The Pepsi Celebration in Las Vegas is scheduled for November 3rd & 4th. Registration for this event is included in this newsletter. If you've never been to the Las Vegas event, you are missing out on a lot of fun. It is definitely not your typical collector's event. Yes, you'll have your room hopping & swap meet, but additional-

ly, you'll have Las Vegas! That includes the Eiffel Tower, gondolas, volcanoes erupting, and pirates fighting. Nothing can be more fun than seeing all the Las Vegas sights with Pepsi friends. I'll be there, and hope to see you there too! The Las Vegas Pepsi Celebration is hosted by the Southern California Chapter of the PCCC. To help them with their planning, please complete and return your registration form to them as soon as possible.

Speaking of Pepsi Fest, I have recently signed a contract with the Indianapolis Marriott. The Marriott is located at 7202 East 21st Street, Indianapolis, Indiana, 46219. The phone number is (317)352-1231. I don't know if they are ready to take reservations at this time, but we will definitely have the registration information in the next newsletter. This is

a very nice facility. The published room rate is \$180 per night - but our PCCC rate is \$79 per night. I think this facility will meet everyone's expectations. It is located on the east side of Indianapolis, where the I-465 and I-70 meet. As many of you know, we experienced a number of problems at the Holiday Inn last year, including rudeness and lack of appreciation for our business. The Marriott is very excited to host our event, and have promised to make it a very special Pepsi Fest.

Keep your eyes open for a new Brittany Spears commercial. The new commercial will feature some nostalgic Pepsi-Cola memorabilia. I don't have any details at this time, but I know it will be aired sometime this fall.

In This Issue

Pepsi Multi-Packs

\$100,000 Pepsi Can

Las Vegas Celebration Info

The Concession Bottle



1950 Pepsi-Cola Cardboard Sign

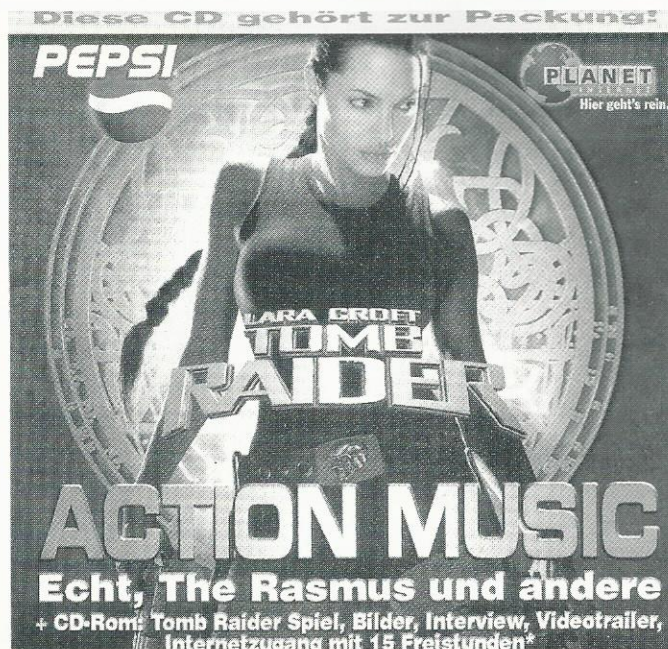
Chapter News

from Phil Dillman

Well, I didn't get down to New Bern as I had originally planned. Instead, I opted for a shorter trip closer to home to check out some of the antique shops and to sight-see around Galena and the Wisconsin Dells. At the same time, I was thinking about how great it would be if there were chapters in each of those areas. Not only would that mean more chapters, but, the scenery and history of those areas might help to draw new members from further away. The same is true for the area around New Bern. Actually, more so, given the importance of that area to the history of Pepsi-Cola. I know that the slow down in the economy is affecting almost everyone, even me. I know that with a reduced amount of spendable income, I would be more inclined to get together with nearby Pepsi collectors more often and travel less. Besides, you've usually got a better chance at getting some great deals on Pepsi collectibles at a chapter swapmeet than you would "antique-ing". Of course, that's just my opinion and I'm full of those!

The Chicago Connection Chapter is planning on a Halloween-themed meeting in October at the home of Lenny and Laura Vigna in Chicago, IL. If you'd like more info, give me a call.

If you are interested in starting a chapter, or, just want to find out if there is a chapter in your neck of the woods, give me a shout at 708-798-0404 or e-mail me at PD62Pepsi@aol.com. I'm always open to comments, suggestions, criticism, investment tips, and free Pepsi. Thanks!



NEWS FROM GERMANY

In the last issue, I told you about Lara Croft. It was not a big promotion. Pepsi made CD's with Lara Croft... On the CD's are 5 songs, screensaver, pictures, interview and a playable demo.

Now I have nearly 100 CD's here. First, I asked Pepsi Germany to get for all members a free CD. But, the PCCC is too big. Now I can make it like this: Write a postcard to me and I will write back to the first 100. If you receive a postcard from me, please send \$5 cash or International Money Order, and I'll send you the CD. Please - no email! It's not fair - maybe some members have no computer.

With friendly collecting greetings from Germany,
Stefan Wagner, c/o Pepsi Club, Heddernh. Landstr. 95, 60439
Frankfurt, Germany

Future Club Events

Pepsi Celebration
Las Vegas, Nevada
November 2-3, 2001

Pepsi Fest 2002
Indianapolis, Indiana
March 13th-15th, 2002

The Pepsi Feather Mystery Solved



Thanks to the response of a number of club members, I believe that we now have the answer to what these feathers were used for, and what the letters represent. Based on the current information we have, there is no doubt that these feathers were used as book markers. The letters on the feathers represent schools where the feathers were distributed. To prove the point, Terry Lunt sent me a copy of a feather with the letters "NP" on it. The NP stands for North Plainfield High School. Along with the feather was a program from North Plainfield High School. This solves another mystery in the history of Pepsi-Cola memorabilia. Thanks to all those who sent in information to help us unravel this mystery.

Do you have any Pepsi items that you are unsure of their use or history?

Award Plaques

Enter the lobby of any long-time Pepsi-Cola Bottling Company, and you will be immediately impressed by the number of award plaques on the wall. These awards usually range from Per Capita Awards to Quality of Product Awards. Of these awards, the Per Capita Award would have to be the most coveted.

Per Capita Awards are given to bottlers who achieve a high level of sales in their territory. It is based on the number of bottles consumed by each individual within the bottler's franchised area. This award is not given indiscriminately. It has to be earned.

Over the last ten years, Pepsi has been transitioning from hundreds of bottlers to a few giant bottling operations. This will ultimately result in fewer award plaques such as these. As this happens, the value and importance of these awards as Pepsi collectibles will increase. The next time you are out Pepsi hunting and come across a Pepsi award plaque, don't just walk by - take a look at it. It is an important piece of the Pepsi-Cola history. And, if you like it, buy it!

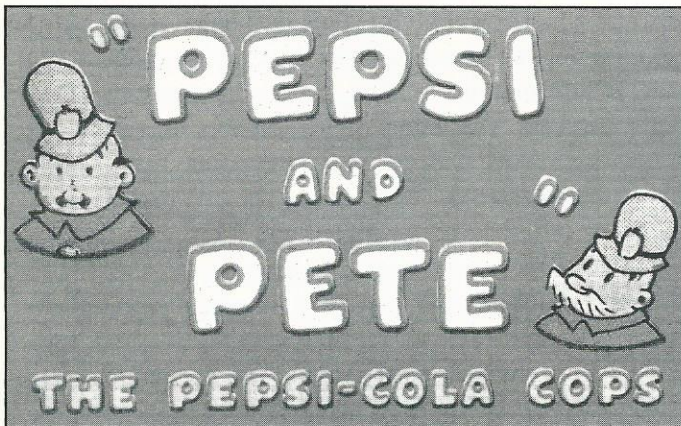


Top Left: 1956 Per Capital Award

Bottom Left: Bottler Receiving Per Capita Award

Collector Information

ASK



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

Dear Pepsi & Pete:
When did Pepsi stop using cone-top cans?
Signed,
Bob

Dear Bob:
Cone-top Pepsi cans were marketed between 1949 and 1951. During this period, the cans were decorated with three different graphic designs. There are no records of Pepsi using cans again until 1960. By that time, the flat top can had become the standard of the industry.

Dear Pepsi & Pete:
I hear everyone talking about Pepsi-Fest, and I've noticed a number of references to Pepsi-Fest in the newsletter. What is a Pepsi-Fest?
Signed,
Connie

Dear Connie:
Pepsi-Fest is the annual meeting of the Pepsi-Cola Collectors Club. Pepsi-Fest has been held annually since 1987. Besides being a great opportunity to buy and sell Pepsi memorabilia, it has become a great opportunity to make new friends and renew old friendships. Pepsi-Fest is held each year in Indianapolis during the month of March.

Dear Pepsi & Pete:
I want to restore my old Pepsi vending machine. I'm not sure what color to paint it.
Signed,
Don

Dear Don:
During the 1940's and most of the 1950's, Pepsi used a color called "Cooler blue" to paint their vending machines. Cooler blue is a medium to dark blue. The Sherwin-Williams number for this is FIL-380-G. Your local paint store may be able to cross-reference this number for you. In 1958, Pepsi began using a lighter blue on their vending machines.

Dear Pepsi & Pete:
I see a lot of these Pepsi cartoon glasses when I go Pepsi hunting. Where do they come from?
Signed,
Karen

Dear Karen:
During the 1970's, Pepsi used cartoon glasses to promote fountain sales of Pepsi-Cola. The glasses primarily featured Warner Brothers cartoon characters, and were distributed through restaurants that offered Pepsi at their fountains. In California, for example, In-N-Out Burger distributed these glasses.

Dear Pepsi & Pete:
What years were Pepsi and Pete memorabilia produced?
Signed,
Jim

Dear Jim:
Pepsi and Pete were used in Pepsi advertising from 1939 to 1951. The use of Pepsi and Pete on point of purchase materials occurred mostly from 1940-1945.

\$100,000 PEPSI CAN ?

On a recent excursion into cyberspace, I came across an interesting item on ebay. It was a 1971 Pepsi can. The interesting part was that the can was made upside down. The pull top had mistakenly been put on the bottom, rather than the top. The person selling this on ebay felt that this was a monumental mistake, therefore making this a "most valuable Pepsi can." In fact, the owner of this can believed that this can is so rare that it should bring at least \$100,000. The rationale for this high price was that it is near impossible for a can to get through a bottling operation without being thoroughly inspected several times. Whether or not the seller really expected to get that much money for his Pepsi can, I can't say. But, it does bring up some interesting questions.

First of all, what are "oopses" worth? In approximately 1910, a stamp was created by the United States Post Office with an airplane printed upside down. The error was quickly rectified, but somehow a few stamps did get out. Today, this stamp is worth tens of thousands of dollars. Are all mistakes this valuable? I don't think so. The reason why I do not believe that an upside-down Pepsi can, or any other mistakenly produced Pepsi item is worth much money, is because of mass production. These items are produced so rapidly by so many different people, that it would be impossible to prevent a person from making an intentional error. If someone could sell misprints and other mistakes for thousands of dollars, it would happen on a regular basis.

Secondly, who wants to own mistakes? They make nice conversation pieces, and it is a lot of fun to show our friends a Pepsi bottle with a 7-Up

cap on it, or even a can printed upside-down. How much would you be willing to pay for this conversation piece? Even a thousand dollars for this upside-down can would be too much, in my opinion. When I think of all the nice, old Pepsi items

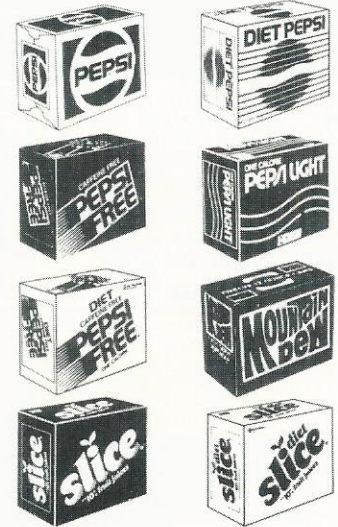


you could buy for \$1000, I can't believe that anyone would rather own an upside-down Pepsi can. Don't get me wrong. If I had one, I would keep it, but I would never pay more than \$20 or \$30 for a can like this.

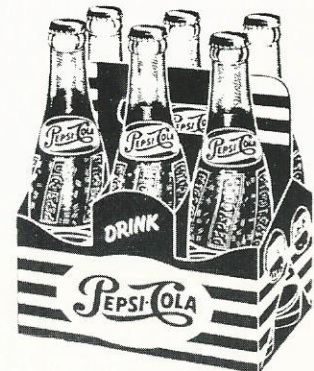
I get letters from people all the time with Budweiser caps on Pepsi bottles, double printing on cans, and other manufacturing errors. It is my honest belief that these are conversation pieces with little value. If you have any of these mistakes, let me know what you think yours is worth.

By the way, the \$100,000 Pepsi can received no bids.

Pepsi-Cola SPECIAL



00¢ 12 PACK CANS

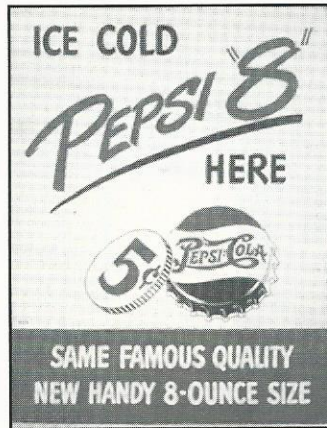


PEPSI 8 OUNCE BOTTLE



Above: Truck Filled with New 8-ounce Pepsi Bottles

Right: Cardboard Sign Advertising Pepsi "8" Bottles

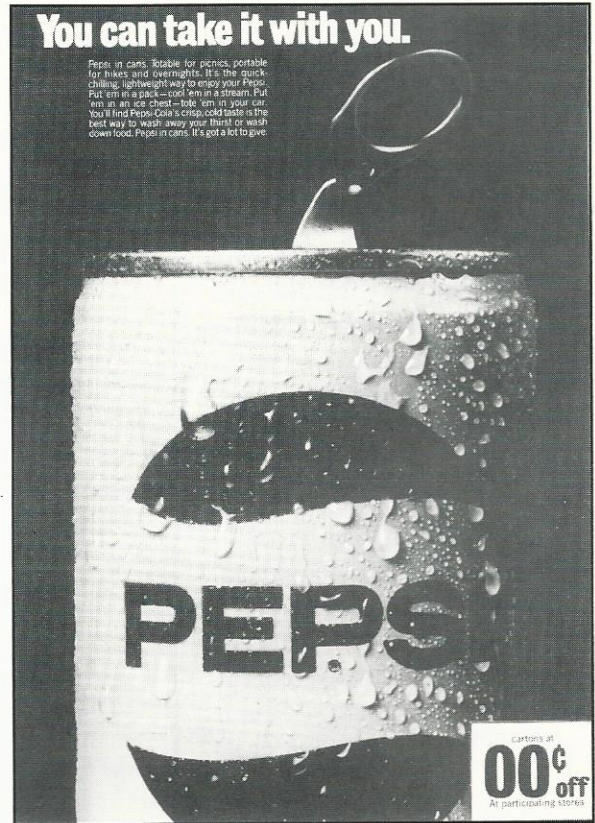


Anyone who has attended a baseball game or any event at an arena, knows that the concessionaire really takes advantage of you. Without competition, they are able to charge extremely high prices, such as \$4.00 for a Pepsi. This is nothing new. The monopoly of selling soft drinks in stadiums and other entertainment venues has been around for a long time. That is why, in 1947, Pepsi created an 8-ounce bottle to be sold in this market. At this time, the going price for a 12-ounce bottle of Pepsi was 5 cents. The profit margin on a 5 cent bottle of Pepsi was unacceptable to most vendors. To solve the problem, Pepsi made an 8-ounce bottle that was sold exclusively at concessions. This allowed the concessionaire to make the profit he needed, and Pepsi was made available to the public.

For collectors, we have an opportunity to collect the point of purchase material created for the 8-ounce bottle, as well as the 8-ounce bottle. The next time you see a cardboard sign that says "Pepsi 8-ounces," you'll know exactly why this bottle came into existence.

I hope that this information will add to the enjoyment of your Pepsi collecting.

PACKAGING INNOVATION



Pepsi-Cola Multi-Packs

The soft drink industry was born at soda fountains in drug stores all across America. The local druggist, wishing to increase sales, offered various concoctions of fruit and other flavors, mixed with carbonated water. These early drinks were sold and consumed inside the drug stores. At this time, there was no take-home or to-go packaging available. For this reason, the soft drinks were primarily sold as single drinks - one at a time.

By the early 1900's, bottles were becoming a serious competitor to the fountain drinks. Bottles offered more convenience and easier access. As

the popularity of bottles increased, so did the idea of selling multiple bottles to the consumers.

Pepsi was one of the first soft drink companies to sell multi-packaging to consumers. In 1917, Pepsi launched an effort to sell Pepsi directly to the consumers by delivering cases to their homes. Unfortunately, this good idea was way ahead of its time. It would take consumers another twenty years to accept multiple bottle packaging. In 1939, Pepsi, once again, began multiple bottle packaging. This time, it was in the form of a six bottle carton. With elec-

tric refrigerators now becoming the norm in every home, the idea of buying six bottles of Pepsi to keep in your refrigerator was not out of the ordinary.

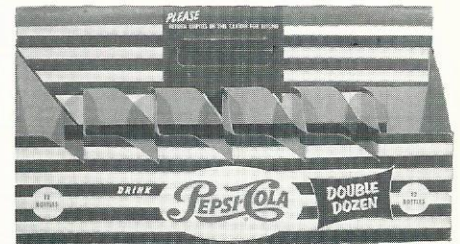
This was the beginning of an explosion of multi-bottle packaging. The home case, which included twelve bottles of Pepsi-Cola, was introduced in 1947. Over the years, Pepsi has offered multi-bottle packaging of 6, 8, 12, and 24 bottles. Currently, the most popular Pepsi-Cola packaging is the 24 can cube. What a difference 100 years makes!



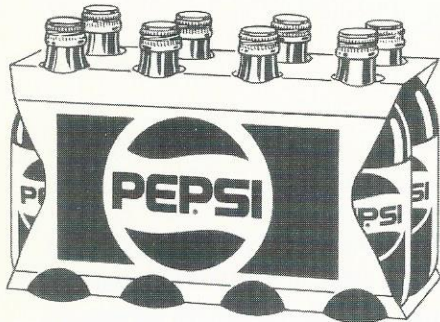
1939 Cardboard 6 Bottle Carton



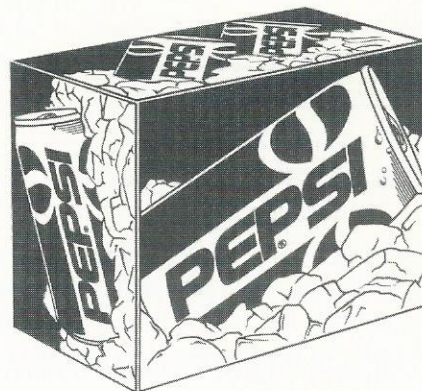
1947 Cardboard Family Case
Holds 12 Bottles



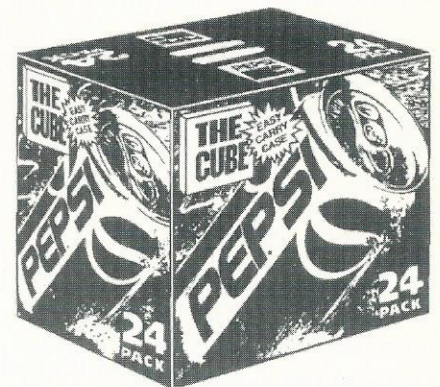
1950 Cardboard 12 Bottle Carton
Called Double Dozen



1979 Cardboard 8 Pack



1991 Cardboard 12 Pack



1994 Cardboard 24 Pack
Called the Cube

PEPSI CELEBRATION 2001 REGISTRATION
PRESENTED BY
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER

November 2nd and 3rd, 2001
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$18.00 per person. The packet will be a **Pepsi Celebration 2001 lapel pin, a glass bearing the Pepsi Celebration 2001 logo, and other Pepsi items**. Please complete this form, enclose your check and return to: John Arbenz, 9239 Bellagio Road, Santee, CA 92071. Any questions, please call John at (619) 448-0566 or email jnk14@home.com. (**Note we have a new email**)

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. **Sellers please note:** Any table not claimed **15 minutes** prior to the start of the swap meet will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Vacation Village must be made directly with them at 1-800-658-5000 and refer to **GROUP # 369**. Please keep in mind, the earlier you reserve, the better your chances are at getting the kind of room you request. The hotel is requesting reservations be made by Oct. 5th. Please try to have registration form to John Arbenz by **OCTOBER 25, 2001**.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

email address _____

Name of persons attending with you: (1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY	_____ @ \$10.00 ea	\$
Children under 10 free		
PACKET W/REGISTRATION FEE	_____ @ \$18.00 ea	\$
SWAP MEET TABLE(S)	# _____ x Cost (see below)	\$ _____
	Total Enclosed	\$ _____

SWAP MEET TABLES: \$9.00 for the first table and \$8.00 for each additional table - **ONLY IF STAYING AT THE VACATION VILLAGE**. If you are not stay at hotel the cost will be \$15.00 for the first table and \$10.00 for each additional table. Table must be paid for now in order to reserve them. **The hotel will not tolerate members setting up tables in the parking lot.**

If you cannot attend but you wish to order a packet, the cost is \$18.00 plus \$5.50 s/h (\$23.50 total). Your packet will be mailed after Pepsi Celebration 2001. Please mail _____ Packets X \$23.50.

VACATION VILLAGE HOTEL / CASINO

6711 LAS VEGAS BOULEVARD SOUTH, LAS VEGAS, NV 89119

MAKE RESERVATIONS AS SOON AS POSSIBLE

CALL 800-658-5000 TO MAKE YOUR RESERVATIONS

PLEASE USE GROUP CODE

369

NOV 2nd - NOV 3rd

RATE \$40.00 + Tax Per Room Per Night
Single or Double Occupancy

Check in time is 3:00 P.M.

PEPSI CELEBRATION 2001 SCHEDULE

Friday November 2nd

1:00 P.M.	2:30 P.M.	Registration
3:00 P.M.	4:00 P.M.	Clinic for Cleaning and Repairing
5:30 P.M.	6:00 P.M.	Welcome / Late Registration
6:00 P.M.	7:00 P.M.	Pizza Party / Show & Tell
7:00 P.M.		Room Hopping

Saturday November 3rd

8:00 A.M.	8:45 A.M.	Oral Auction Check In *
8:45 A.M.	9:15 A.M.	Oral Auction Preview
9:15 A.M.	12:00 P.M.	Oral Auction
12:00 P.M.	2:00 P.M.	BREAK FOR LUNCH
2:00 P.M.	2:30 P.M.	Swap meet Set up
2:15 P.M.**	4:30 P.M.	Swap Meet

* Please note: Only 2 items per registered member will be accepted for the oral auction.

** Swap meet will open as soon as sellers are set up.

WELCOME NEW MEMBERS

Roberta & Ed Dreksler
Schaumburg, IL

Don Heckenberg
St. Louis, MO

Anteaus Rezba
Chicago, IL

Robert Casadei
Las Vegas, NV

Gordan Turner
Seward, Alaska

Howard & Linda Thomas
Pittstown, NJ

Clifford Rothrock, Jr.
Shelby Twp., MI

Jo Lanham
Walnut, CA

Ed Cartwright
Riverside, CA

Karrie Hafeman
Hyattsville, MD

Jerry & Sharon Porter
Indianapolis, IN

J. Douglas Cummins
Independence, MO

Robert Fahey
Omaha, NE

George DeMay
Kewanee, IL

Garry & Kelly Nichols
Arkansas City, KS

Dan Ward
Six Mile, SC

Nicole Scheuerman
Irvine, CA

Josh & Jennifer Broadwater
Fullerton, CA

Stephanie Cousino
Gibralter, MI

Nancy Coe
W. Sacramento, CA

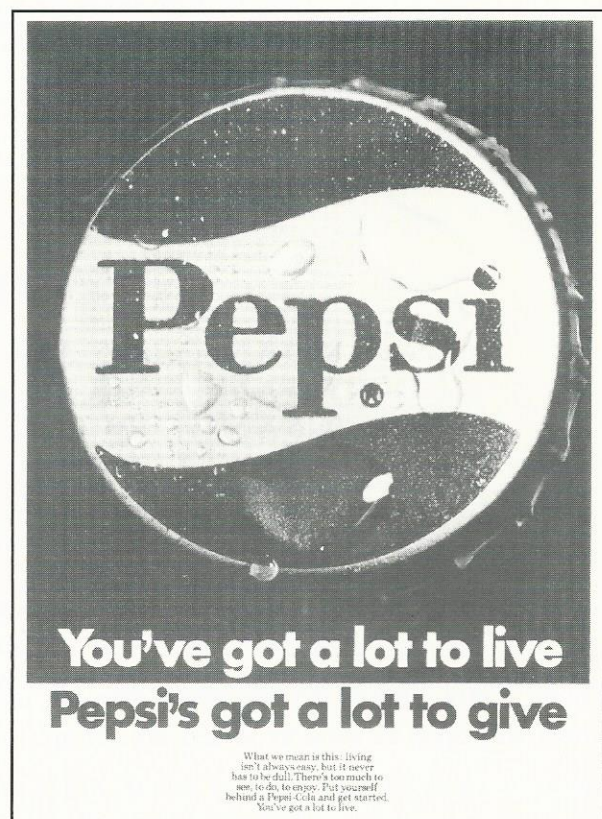
Doris Sutton
Uhrichsville, OH

Blaise and Charlene Graham
Carrollton, TX

Pepsi-Cola and AmeriCo Join Forces

Pepsi-Cola Company has signed an exclusive licensing agreement with AmeriCo Group to create new lines of apparel, footwear, and accessories for the Pepsi and Mountain Dew brands in the United States and Canada. The launches are scheduled for the spring 2002 fashion season.

AmeriCo Group is a leading apparel manufacturer and brand marketing company based in New York City, New York.



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: Omelia Food Markets/Pepsi/Indianapolis Indians 10" baseball glove - mint in cello - \$35 postpaid. Also, 1994 and 1999 Pepsi Challenge Skiing mugs from Hoyt Lakes, Town of White, etc., and other Minnesota towns listed four on each mug - \$15 = \$4 UPS. Contact Tom Hoder, 444 S. Cherry, Itasca, IL 60143.

For Sale: 1910 Pepsi-Cola tin sign. Stoddard #0311. I have been told that this sign is the best (condition wise) of the few known to exist. \$6,500. 1940 Self-Framed Cardboard sign. Stoddard #0010. Excellent Condition \$1,800. Send e-mail address for pictures. Contact: Bill Derrick (954)564-1942.

Oaklandbridge@hotmail.com

For Sale: A complete set of 10 Special cards (one per case) inside a hard plastic case screwed together, #'s C1 to C10. A set of 3 Premium Cards individual wrapped, #'s GF1 to

GF3. A set of 5 special cards to series II, #'s P1 to P5. 1st Series 100 cards in a plastic box 1993. 2nd Series completely sealed in a tin box 1995. 3rd Series completely sealed in a cardboard box 1996 7 cards per pack/30 packs. Make an offer for any part or all of these collectable cards.

Contact: Omer Hertweck, 107 Shannon Lane, Portersville, PA 16051-9614. E-Mail:

oh561pepsi@aol.com

For Sale: 1976 Pepsi Comic Glasses Super Series . 6 Shazan \$15 each, 6 Penguin \$25 each, 18 Supergirl DC Comics \$15 each. Glasses are mint. Will Take \$12 each if buy all.

Contact: Bobby Edwards, P.O. Box 553, Winterville, NC 28590. Phone (252)756-2619.

Email:vickiepcs@hotmail.com

For Sale: Pepsi items as follows: toys, bottles, glasses & other misc. items. SASE gets list. Will be selling off a lot of my collection because of age eventually almost all of it.

Contact: Les Whitman, 121 Skyline Blvd., Oroville, CA 95966, or Old Stuff Antiques, 1322 Huntoon, Oroville, CA 95965.

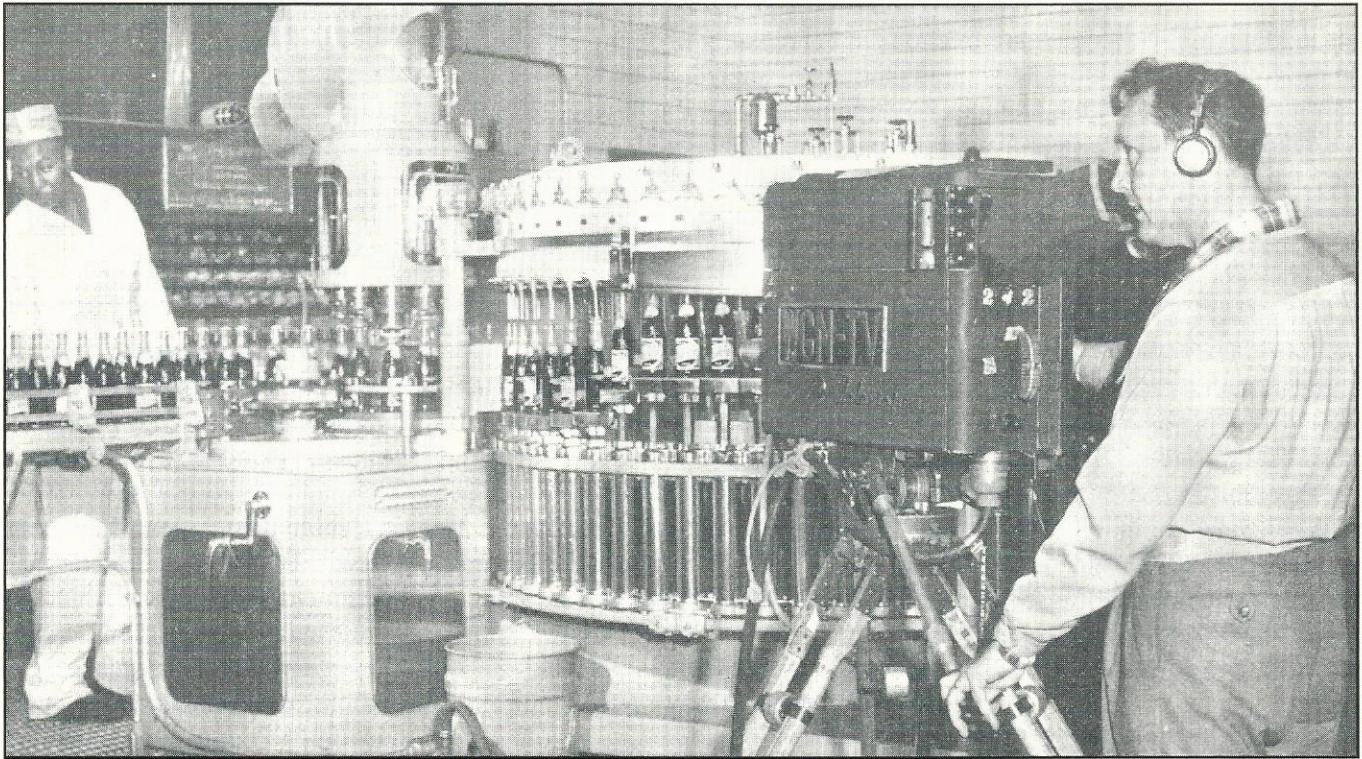
Collectible Restoration: Experienced professional with great references. Skills include paper resurfacing, reinforcing and replacing crushed and missing corners, fixing tears and perforations, pinholes, cleaning, piece-in, touch-up, border painting, and replacing missing image and text.

Cardboard a specialty! Call Chris Fennell at (718)349-0616 or email fennellc@earthlink.net

WANTED

Wanted: Pepsi RWB Single Dot Two Full Glasses Bottle. Evervess painted label bottle with Evervess script around shoulder and old Pepsi script bottles. Contact: Bobby Edwards, P.O. Box 553, Winterville, NC 28590 (252)756-2619, E-mail: vickiepcs@hotmail.com

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.



1957 Television Camera Filming Opening of New Pepsi Plant in Chicago, Illinois

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
17733 Highland Ave.
Homewood, IL 60430-1319
USA