



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 18, Number 5

Nov-Dec. 2001

Get Amped For Pepsi Fest!

It's that time again. Time to cook turkeys, eat pumpkin pie, and register for Pepsi-Fest! I want to apologize for the incorrect dates in the last newsletter. The actual dates are Thursday, March 14th, through Saturday, March 16th, 2002. Despite the current situation going on in America and around the world, we will, as President Bush suggests, go on with our normal life. For Pepsi collectors, this includes our annual event known as Pepsi Fest.

This year's Pepsi Fest will be held at the Indianapolis Marriott. The Marriott is located on the east side of Indianapolis, near the intersection of I-465 and I-70. Directions are included inside this newsletter. Please be sure to make your room reservations directly with the hotel.

Kindly register early for this event, so that we know how many to expect, as well as number of packets we will

need.

We especially invite new members to participate in Pepsi Fest. This is a great place to meet other Pepsi collectors, and add wonderful Pepsi stuff to your collection. I must warn first-timers that three solid days of drinking Pepsi, socializing, and buying, selling, and trading Pepsi memorabilia can be exhausting!

For the second year in a row, we will be having our amateur Pepsi commercial contest. Last year's contest was won by Dan & Judy Durbin, who "stole" a Pepsi truck to use in the commercial. I don't know about you, but I sure don't want to have to deal with Judy's gloating again this year! So get busy and make your own Pepsi commercial for the upcoming Fest. Commercials must be on VHS tape and last between 1 and 2 minutes. We have two categories. One for

Chapters, and one for individuals. I hope all the chapters get busy and submit their own commercials.

The commercials were a lot of fun last year, and I know that everyone is looking forward to seeing what Michael Noll creates for this year. Michael is the Woody Allen of Pepsi commercials.

This November marks the 18th year of the Pepsi-Cola Collectors Club. For Pepsi collectors, the club is an integral part of their Pepsi collecting. This newsletter and club events have helped make us a huge family of Pepsi collectors.

Have a Happy Thanksgiving, Merry Christmas, and Joyous Holiday Season!

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Chapter News

from Phil Dillman

Good afternoon, class. Today's topic will be "addition." To start, we have added yet another chapter to our extended family of Pepsi collectors. Steve Bell has informed me that they have started a chapter in the Seattle/Tacoma, WA area. I'll pass along the information about their chapter as soon as I get it.

The addition of another chapter also means that we could see an increase in availability of Pepsi collectibles from that region of the U.S. Another chapter also means more collectors in the PCCC which can mean more items for sale at future Pepsi-Fests, a definite plus. However, that can also mean more competition. Many folks are divided on this issue.

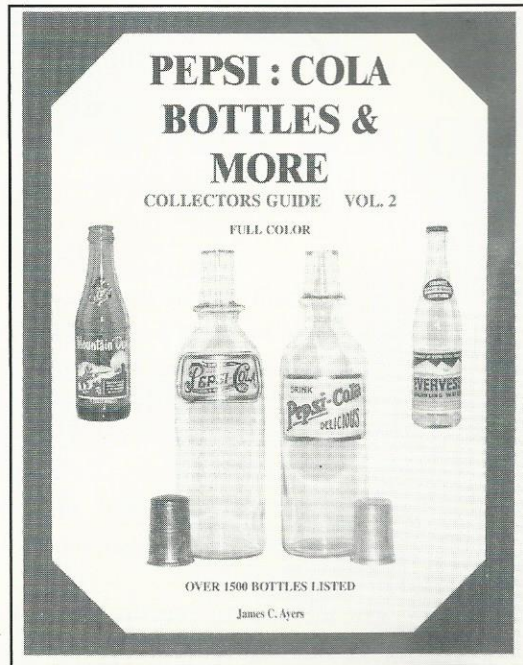
It's so easy to start and to maintain a chapter. All you need are a few Pepsi collectors that live in your area to share your interest with. Your group can actually help each other add new items to your individual collections. Add to that the fact that many friendships can develop within your chapter.

When you add it all up, there is nothing negative about belonging to a chapter. In fact, it almost always equals fun!

Class dismissed.

The Show Me Pepsi Collectors Club would like to once again wish our Pepsi friends a very merry Pepsi Christmas and a Happy New Year. Remember, if you must drink and drive, drink Pepsi. God Bless America and Pepsi Collectors.

Book Review



Once again, James Ayers has done a superb job identifying and pricing Pepsi bottles. In his new book, James has gone beyond Pepsi bottles, and has included Diet Pepsi, Teem, Pepsi Light, Patio, Mountain Dew, Evervess, and many of the other products marketed by Pepsi. The bottles identified in this book range from Pepsi's beginning to the present. The Mountain Dew section will make Mountain Dew collectors very happy to finally have a guide to the price and type of bottles produced bearing the Mountain Dew trademark. There are 169 pages with 1525 items. Of these items, 869 are Mountain Dew, 613 are Pepsi, and the balance being other Pepsi products. The quality of pictures in this book is excellent, which is important when trying to identify bottles.

I highly recommend this book to any bottle collector!

Pepsi-Cola Bottles and More Collectors Guide Volume 2 by James Ayers is available from RJM Enterprises. This book is available for \$35.00 plus \$3.95 from RJM Enterprises, 5186 Claudville Hwy., Claudville, VA 24076. For more information call (276)251-8015.

Future Club Events

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

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

Thank You, Pepsi-Cola

During World War II, the Pepsi-Cola Company sponsored numerous programs in support of those who served in the armed forces. Of those endeavors, the Pepsi-Cola Servicemen's Centers were the most visible, and possibly the most popular. The centers were located in New York City, Washington D.C., and San Francisco. Any serviceman or woman was provided with a place to relax, hang out, and of course - have a Pepsi! Recently, I received a letter from one such former serviceman who related his experiences at the San Francisco Center.

Dear Mr. Stoddard:

Looking back, by an ex-U.S. Navy serviceman, on liberty, during World War II, in San Francisco, and feeling that a long overdue, "Thank you" to the Pepsi-Cola Corp. for sponsoring the Pepsi-Cola Center for Servicemen, in San Francisco during World War II.

I arrived in San Francisco in July, 1945, after visiting Iwo Jima and other isles. This was my first liberty in a strange city. The number of days I had for leave were not enough time to travel home, so I did the usual serviceman things, like visiting the many arcades along Market Street, Van Ness, and Geary. Some time was spent in the upholstered, below street level lounges, enjoying the music and drinks.

During my travels, I came across the Pepsi-Cola Center for Servicemen. It was a six or seven story building, with a white exterior, and was located at Mason and Market Streets. In this building, they had one floor with a wall of telephones, which servicemen could call family or friends. It also had one floor with cots, that one could spend the night on if they wished. Writing material, recording equipment, piano playing, and sing-alongs, pool tables, table tennis, and an information center. Of course, there was free Pepsi-Cola, hot dogs, and hamburgers.

I have often wondered if the building still stands. This was a great place for servicemen to relax and feel comfortable while on leave. I understand that there was one of these centers in New York City and Washington, D.C.

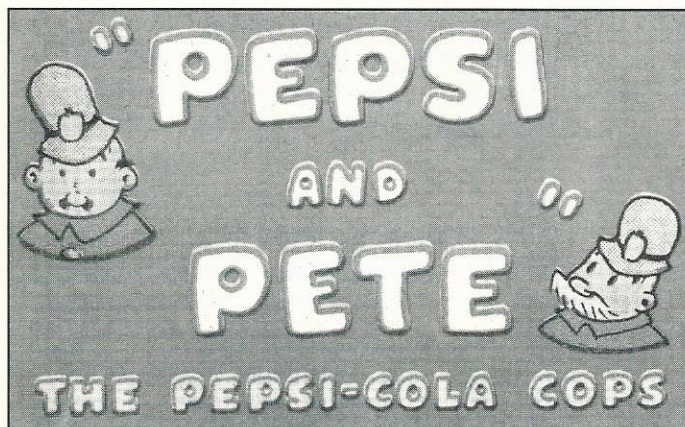
Once again, thanks Pepsi-Cola.

Dan Budzinski



Collector Information

ASK



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

Dear Pepsi & Pete:

Which Star Wars items are considered Pepsi collectibles?

Signed,
Stan

Dear Stan:

For a Star Wars collectible to also be a Pepsi collectible, it must have Pepsi's name or trademark on the item or the packaging. One example of this is the life-size Yoda. The base is made of plastic, and has Star Wars on the front with the Pepsi logo on the back. This would qualify as both a Pepsi-Cola and a Star Wars collectible.

Dear Pepsi & Pete:

I found an old metal Pepsi sign from the 1940's. It has been completely repainted, and looks beautiful. The price on the sign is extremely high. I want to know if a repainted sign is worth as much as an original?

Signed,
Jimmy

Dear Jimmy:

In my opinion, a repainted sign is not worth what an original sign is worth. In fact, I believe a repainted sign is a new sign. Therefore, it would only be worth what new, reproduction signs sell for. When buying this type of sign, you need to consider that it has very limited

resale value, and it is only good as a decorating item.

Dear Pepsi & Pete:

I recently purchased a Pepsi bottle that I believe is from 1947. It is full of Pepsi and sealed with a bottle cap. This concerns me, because the bottle cap only has the word "Pepsi" in block letters. The dealer assures me this is original, but I thought the original should have a double dot cap.

Signed,
Jack

Dear Jack:

You're right. The original bottle did come with a crown featuring the double dot script logo. However, this does not mean that the bottle is not an original. Bottles were used for years, which sometimes resulted in a bottle from one era featuring a cap from a different era. Therefore, your bottle could have been an original. On the other hand, many dealers have bottle cappers at home, which they use to recap old bottles they have filled with new product. Beware when buying full bottles. No matter how good they look, they may not be originals.

Dear Pepsi & Pete:

What year was Pepsi first sold in a bottle? I've heard several conflicting dates.

Signed,
Fred

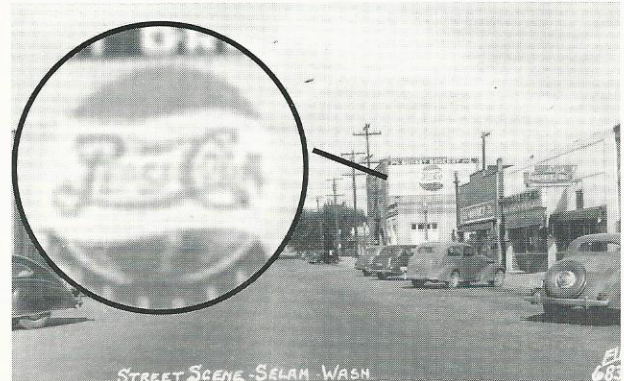
Dear Fred:

There has been some confusion over the years as to what year Pepsi was first sold in bottles. Although Pepsi began in 1898, it wasn't until 1905 that Pepsi-Cola was first available in bottles. Many believe Pepsi was bottled earlier than this date because of the Pepsi Hutchinson style bottle that pre-dates 1905. The Hutchinson bottle may have been used earlier, but not for Pepsi-Cola. It wasn't until 1905 that the Pepsi-Cola Company began offering franchises to bottlers.

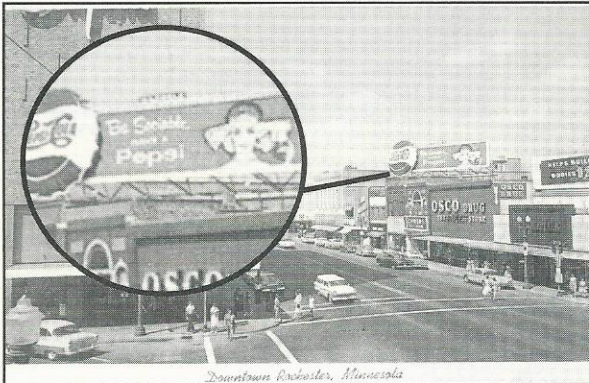
Scenic Pepsi Postcards



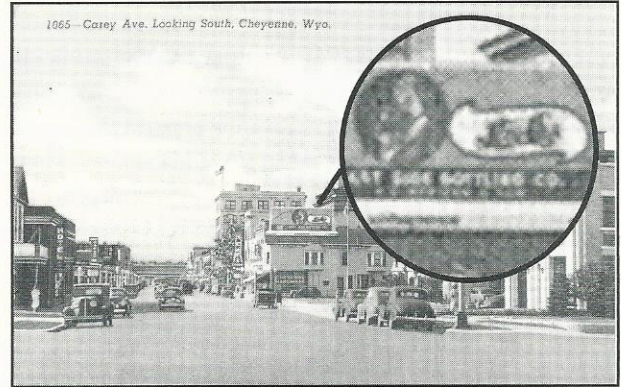
High Point, North Carolina



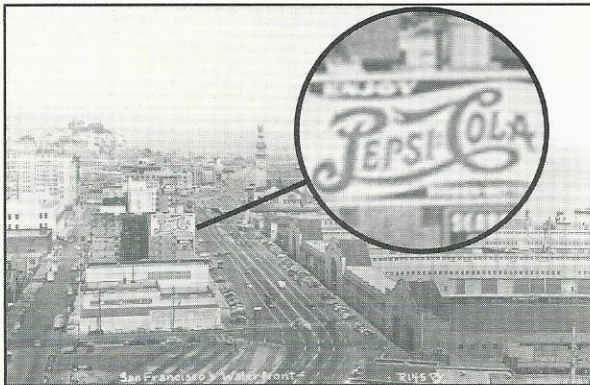
Selam, Washington



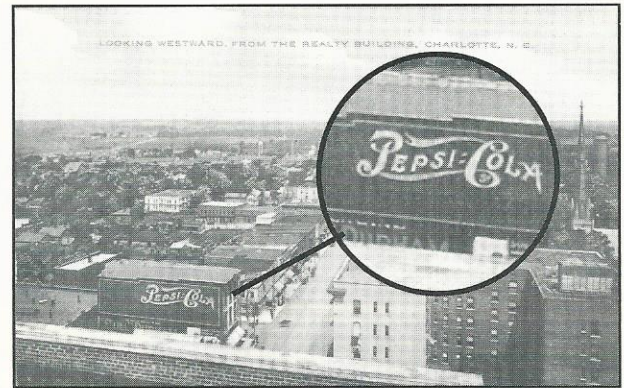
Rochester, Minnesota



Cheyenne, Wyoming

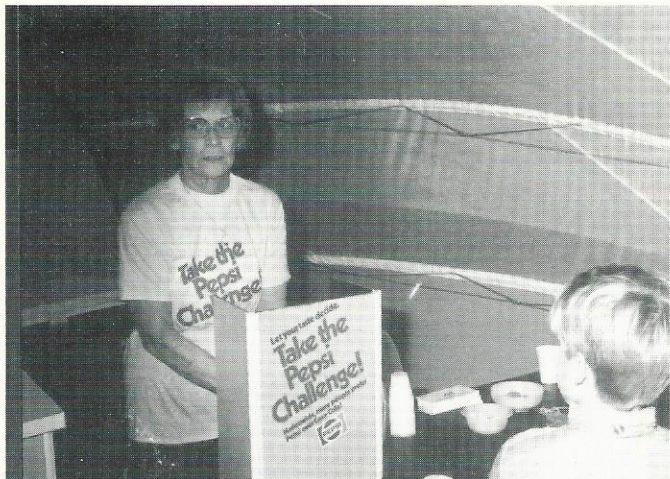


San Francisco, California



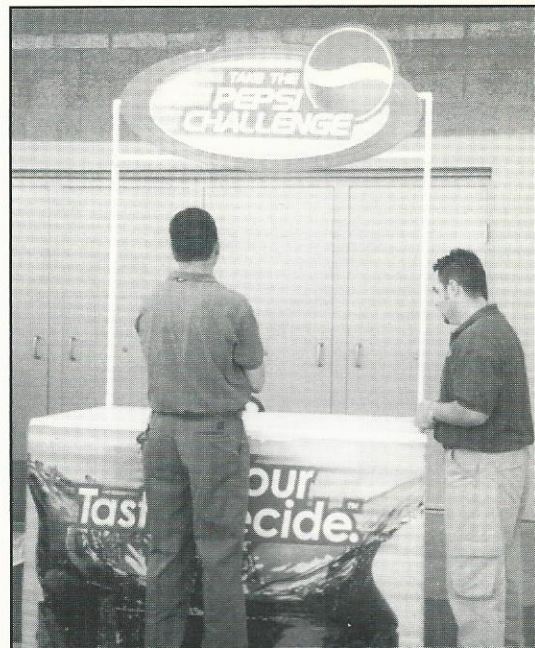
Charlotte, North Carolina

Over the years, I have collected dozens of Pepsi-Cola postcards. Pepsi-Cola postcards can be divided into two categories. The first is postcards that were created to promote Pepsi-Cola or a Pepsi-Cola franchise. The second type are not really "Pepsi" postcards, but just happen to have Pepsi signage depicted on the postcard. This second category is the type of postcard featured on this page. These postcards were originally created featuring different views in cities across America. When looking for Pepsi postcards, these type of city views are a great source of new cards. At the same time, it is very challenging to look at the postcard and find a Pepsi sign. In the postcards above, I have magnified the Pepsi signs for easier viewing. It would take a careful eye to find these while flipping through stacks of postcards! If collecting Pepsi postcards interests you, check your local newspaper for the dates of postcard shows in your area. Normally, a postcard show features dozens of dealers with thousands of cards. You can expect to pay anywhere from \$1 and \$5 for your postcard.

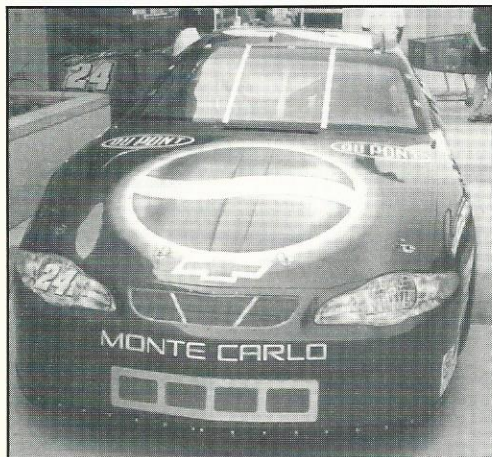
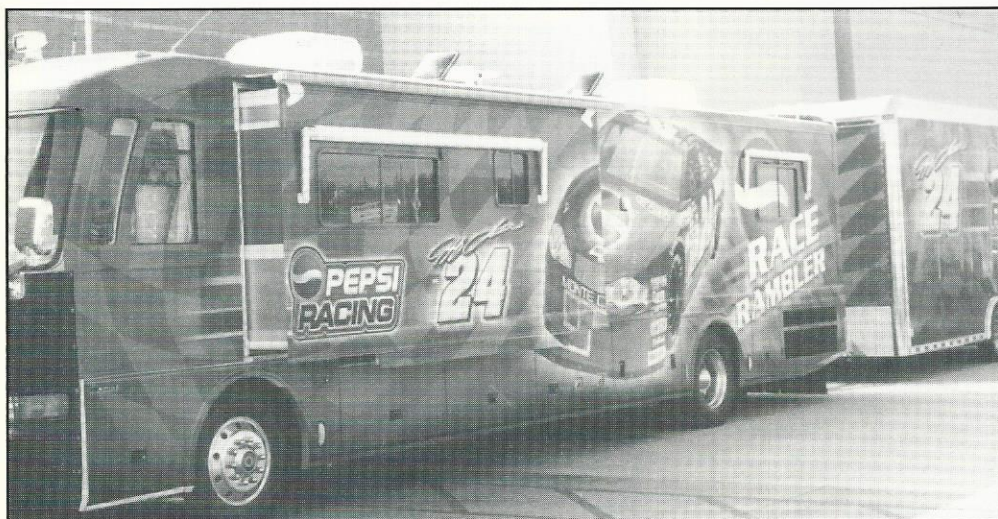


1981 Pepsi Challenge

After twenty-plus years, the Pepsi Challenge is still going strong. One of Pepsi's most effective weapons in the Cola wars is still very popular around the country. Visit the Pepsi Challenge in your area.

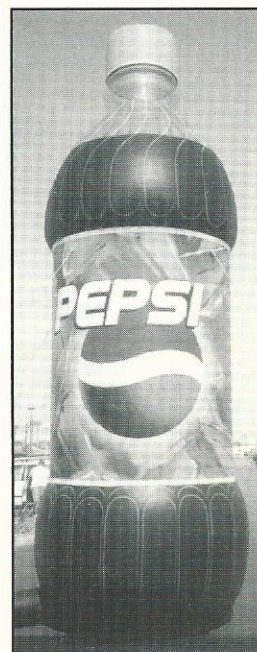


2001 Pepsi Challenge



Pepsi Racing Team

This Pepsi Racing Team (pictured here) has been making a tour around the country. They set up at locations in conjunction with Nascar racing. A Nascar-type Monte Carlo, a giant, inflated Pepsi bottle, and a recreational vehicle used to transport the Pepsi racing team are all available for viewing. If there is a Nascar race in your area, keep your eye out for the Pepsi Racing Team.



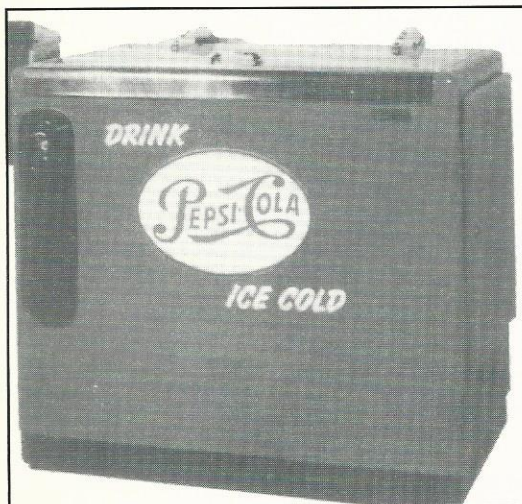
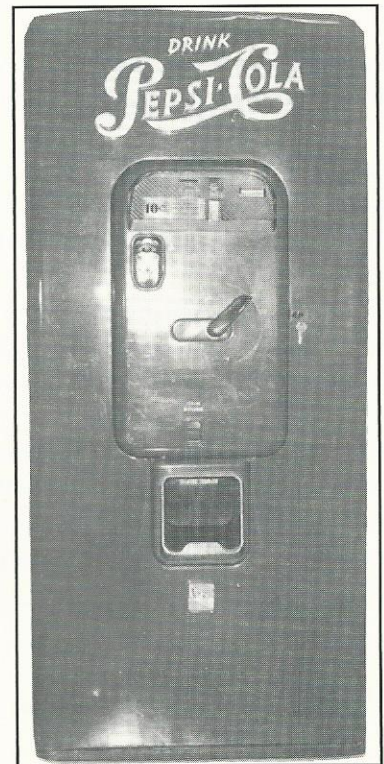
TO VEND OR NOT TO VEND?

To vend, or not to vend. That is the question (with apologies to William Shakespeare). The fun, the nostalgia, the pride of vending your own Pepsi-Cola at home is hard to resist. The only solution is to buy your own Pepsi machine. Then, the next time your annoying brother-in-law comes over, you can charge him for a Pepsi. Fun aside, what are the ups and downs of owning a Pepsi vendor?

First, you must know the difference between a vendor and a cooler. Essentially, a vendor is a cooler with a vending and coin mechanism attached. Coolers are basically refrigerators moving cold air through the interior compartment to chill the Pepsi. Older coolers used ice, or water, to accomplish the same purpose.

There are two main types of vendors - cans and bottles. Can vendors have been in use since the 1960's. These vendors present no major problems, since Pepsi cans are readily available.

Bottle vendors have been in use since the 1940's. The upright vendors from the 1950's are the most popular, and for that reason they command the highest prices. However, there are some drawbacks to these vendors. The most significant drawback is trying to obtain bottles for these vendors. Most vendors were designed to be used with the 8, 10, and 12-ounce returnable bottles. Unfortunately, finding returnable bottles today is extremely difficult, if not impossible. There are only a few bottlers in the United States still bottling



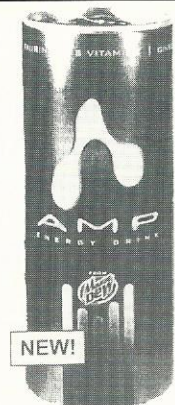
returnable bottles. Plastic and non-returnable bottles don't always fit in these older machines. In the southwestern United States, many people are now using returnable bottles from Mexico in their machines.

Another problem with vending machines is keeping them operational. This is not a monumental problem. Usually, any refrigeration company can fix the refrigeration equipment on most vendors. Once a machine is operating properly, they very seldom break down.

Now that you are aware of the problems associated with vending machines, you can make an intelligent decision whether or not to own one. I think they are great to have, whether you use them for decoration or to actually vend Pepsi-Cola.

**NEW
PEPSI
PRODUCT**

With the success of Code Red, Mountain Dew is introducing another new flavor called AMP Energy Drink. It's a powerful blend of taurine, guarana, ginseng, caffeine, B vitamins, and maltodextrin, a long-acting carbohydrate -- all in a great tasting fusion of citrus flavors. When it comes to energy drinks, leave it to Mountain Dew to take it to the next level. Due in stores November, 2001.



PEPSI FEST 2002 REGISTRATION

March 14 - 16th, 2002

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2002, March 14 - 16, 2002, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$21.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2002 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6.50 each \$ _____

Children under 10 free

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

FAREWELL DINNER 3/17/00 # _____ @ \$20 each \$ _____

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

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

3/16/02

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2002.

of Packets _____ @ \$25.00 each = \$ _____

PEPSI FEST 2002 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2002 SCHEDULE

Schedule Subject to Change

Thursday, March 14th, 2002

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

Friday, March 15th, 2002

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

Saturday, March 16th, 2002

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

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

Pepsi Fest 2002 will be held at the Indianapolis Marriott. The room rate is \$79 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

WELCOME NEW MEMBERS

Edmund McGovern
New Bern, NC

BJ McCown
Vallejo, CA

Diane Schultejans
Corning, KS

John Reinhardt
Brookline, UT

Gary & Charlotte Bowen
Logansport, IN

Tracy Noyes
DePere, WI

Bill & June Wise
Bayonet Pt., FL

Brent Clutter
Gahanna, OH

Gayle Linder
Bay City, WI

Mary Walker
Corbin, KY

Diane Hoover Gabay
Corbin, KY

Kenneth Beams
Springfield, IL

Ed & Barbara Schroeder
Dublin, OH

Linda & Charles Dyer
Southgate, MI

Richard Glacken
Finksburg, MD

Wayne Carter
Chesterton, IN

Chris Ostrander
West Covina, CA

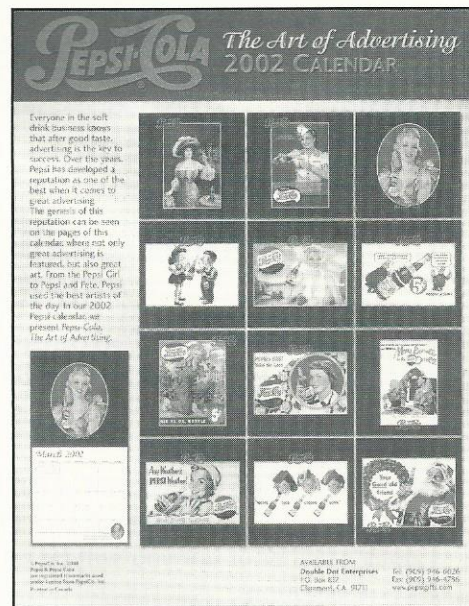
Don Burkhalter
Delphi, IN

Shara & Jim Sexton
Hughson, CA

Harvey Lambert
Granada Hills, CA

Robert and Nancy Oakland
Coon Rapids, MN

Darcy and Jordan Silverman
Hacienda Heights, CA



2002 Pepsi Calendars Available NOW!

Everyone in the soft drink business knows that after good taste, advertising is the key to success. Over the years, Pepsi has developed a reputation as one of the best when it comes to great advertising. The genesis of this reputation can be seen on the pages of this calendar, where not only great advertising is featured, but also great art. Send \$11.95 plus \$5.00 for shipping to: Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. For credit card orders, call (909)946-6026 or FAX (909)946-4786.

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: Pepsi Cone Top Cans.
Contact: Harold Rosentreter, RR1,
Box 157, Carrollton, IL 62016.
Phone & Fax (217)942-3768

For Sale: Pepsi collection for sale:
cans, bottles, Rockwell Santa, orna-
ments, cars, etc. Call Paul at
(217)864-5411. Paul Goss, 685 S.
Whitetail Circle, Mt. Zion, IL 62549

For Sale: Pepsi Christmas
Ornaments, 2-Santa on list, 1-Santa
on Clock, 2-Santa on Pepsi Fountain,
1-Santa on Tray. \$6.00 each
(includes postage). Also, Fabric
Pepsi Hair Scrunchies, \$4.00 each.
Send money order to: Shelly Taylor,
305 Woodland Rd., Montezuma, IA
50171.

For Sale: New book Mountain Dew
Collectibles, Volume I now in stock.
400+ color photographs of Mountain
Dew collectibles with prices includ-
ing name bottles, signs, and much
more. The first book entirely devoted

to Mountain Dew! \$24.95 + \$5.00
s/h, order from: Tim Tromp, P.O.
Box G, Fruitport, MI 49415 or
online at
<http://www.DewCollector.com>

For Sale: New limited edition (875
made) double dot Pepsi-Cola coolers.
\$129 delivered to you in continental
U.S. For picture, go to
www.sodaman.com or call (925)803-
1335 - ask for Roy Bosbach.

WANTED

Wanted: 1960's and earlier tin signs
and cardboard signs in nice condition.
Contact: Tony Llamas, 13845 Cherry
Ave., Chino, CA 91710. (909)591-
5859. sierratl@aol.com

Wanted: Foreign Pepsi-Cola crown
type returnable glass bottles.
Contact: Ray Davidson, 9464 West
1300 North, Elwood, IN 46036-8706
(765)552-2374

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.



Original Pepsi Bottling Plant in Red Lodge, Montana

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 6

Jan.-Feb. 2002

Have a Pepsi 2002

Happy 2002! With holidays behind us, it's time to focus on Pepsi Fest 2002. If you are not sure what Pepsi Fest is, just imagine a huge family reunion with Pepsi collectibles everywhere. That's exactly what Pepsi Fest is - a chance for new and old friends to catch up and at the same time, find those special items for your collection. With the low air fares, this is the perfect time to come to Pepsi Fest!

This will be the 16th Pepsi Fest. Each year it gets better and better. With collectors from all over the United States and Canada, there is a great variety of Pepsi memorabilia available. If you have been putting off coming to Pepsi Fest because you don't know anyone, or you are not sure what goes on, don't let these concerns stop you. First of all, Pepsi-Cola collectors are very friendly. In fact, most people feel like family after they

have attended their first Pepsi Fest. Pepsi Fest is a very informal event. The structure of the event makes it easy for first-timers. No matter what level of collecting you are at, you will find somebody you can relate to.

Again, the Pepsi Fest dates are March 14th through 16th. It is being held at the Indianapolis Marriott in Indianapolis, Indiana. To reserve rooms, contact the hotel direct at (317)352-1231. I recently checked with the hotel and there are still some rooms available. If you are told they are sold out, please call us and we will double check. Our phone number is (909)946-6026. Ask for Bob or Sue. For more information, see inside this newsletter.

To attend Pepsi Fest, you must also register with the club. The registration fee is \$6.50. If you want the Pepsi Fest packet along with registra-

tion, it is \$21. You do not have to buy a packet to attend Pepsi Fest, but you do have to register and pay the \$6.50 per person fee. The packet includes a Pepsi Fest glass, lapel pin, playing cards, tote bag, and pin-back button.

I have received several calls from people who are currently working on their Pepsi commercials for the contest at Pepsi Fest. If you haven't started working on your commercial - get busy! It's not that difficult - just grab a camcorder and make your commercial. It must be at least 30 seconds and no longer than two minutes.

I hope to see you all at Pepsi Fest. This should be a great Pepsi Fest. We have a new hotel that is excited to host us, and we are excited to be there. I can't wait to see all the memorabilia at Pepsi Fest!

In This Issue

Pepsi Legends

**Pepsi Generation
Trademark**

Pepsi Fest Registration



Pepsi Toy Truck

Chapter News

from Phil Dillman

Hi, Folks! Hopefully, everyone is now winding down from all of the holiday festivities and starting to focus on what is typically the most important time for any Pepsi collector... Tax Time! JUST KIDDING! Actually, I'm already taking notes for Pepsi Fest: what to bring, what I need for my collection, chapter information, show-and-tell, where to get more money for Fest, will s need a bigger trailer, etc. Even then, I usually discover that I'd forgotten to bring something with me.

Along with all of that planning, I'm also trying to decide exactly what to bring for our chapter show-and-tell display. Our Chicago Connection Chapter has decided to continue our pattern of displaying Pepsi items from particular eras in Pepsi's history. This year, we will be covering both parts of the "bookend logo" era, from 1971 to 1990. With so much for each of the chapter members to choose from in their own collections, we should be able to put on quite a nice display. All of the chapters attending Pepsi-Fest are encouraged to participate in the chapter displays that immediately follow the chapters meeting. You can display whatever you would like, provided it pertains to Pepsi. If you have any questions, give me a shout at PD62Pepsi@aol.com.

The chapters meeting is open to everyone that wants to find out about starting a chapter, increasing chapter membership, and to learn about what typically happens at a chapter meeting. I'll be speaking about my experiences in the Chicago Chapter and will open the floor to anyone else that would like to share similar information.

From the Southern California Chapter -

Pepsi Celebration 2001 is history. We had a great time. So much time and effort goes into putting everything together and hoping that all will go well and hoping no one notices any little glitches, that by the end of the weekend we are exhausted. More people signed up to attend than last year, but fewer showed up than expected. We were thrilled to see a lot of new faces. The Southern California chapter of the Pepsi-Cola Collectors Club worked hard and we hope everyone had as much fun as we did. Vacation Village is going on the auction block Nov. 19, so we are looking for a new hotel in Vegas for next year's celebration. As you all know, it is hard to find a place that will let us do all the things we like to do so freely. Finding a place that will let us room hop and bring pizza for the Welcome Pizza party is hard with the security issues and union concerns. We will keep you posted.

A lot of Pepsi stuff changed hands. I got a great deal on a group of old clocks and now I have to rearrange an entire room to find a place to display them!!! As always, there were surprises at the auction. Buyers got bar-

gains and sellers were surprised that they got so much for the items they were selling. I received twice what I expected for both items I put in the auction. We really missed Mike Noll at the auction, but were so happy to have Ben Sickels working and looking so good. Mike stayed home to be with Melissa while she is going through her chemo. Our prayers are with her. As always, we really appreciated Ed and Arlene Anderson taking care of the auction and bids for us (what would be do without them?)

We would love to hear your input on the Pepsi Celebrations and any other thing you feel like sharing. Hope you had a happy holiday season.

*-John Arbenz - President, SoCal Chapter of the PCCC
jnk14@home.com*

Future Club Events

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

Pepsi Legends

Just like urban legends, there are Pepsi legends. Pepsi legends are stories passed on from one collector to another about the existence or the heritage of a Pepsi collectible. Usually, these legends are the creation of people in search of stories which, in most cases, enhance the value of a piece of Pepsi memorabilia. Other times, they are created by collectors speculating on why something was used by Pepsi, or why so few were produced. Occasionally, these hypothetical conjectures get passed on, resulting in a Pepsi legend.

The following are a few of these Pepsi "legends" I have heard over the years:

Recently, I received a call from a gentleman who wanted my opinion on some bottles he owned. They were "Smile" bottles. This puzzled me, because I have never heard that Pepsi owned "Smile." However, a local bottler could have possibly bottled "Smile" in addition to Pepsi-Cola. I explained this to him. However, he insisted that "Smile" was the predecessor to Pepsi-Cola in bottles, and that originally Caleb Bradham was unwilling to use the Pepsi-Cola name nationally, for fear that the product would not take off. Instead, Bradham chose to use the "Smile" name to launch his new product nationwide. There were two reasons for the "Smile" name. For one, Bradham did not want to look like a Coke wannabe, and for another, in case the name did not take off, the Pepsi-Cola name would not be hurt. At the last minute, Bradham changed his mind, and ordered all "Smile" bottles destroyed. (Notice that in most Pepsi legends, everything was destroyed, except for a handful). But, as luck would have it, a case or two survived

- making these among the rarest and most valuable of all soft-drink bottles. The caller went on to explain that a number of auction houses were researching these bottles right now to determine their proper value. The problem is, there is no historical data to back up this story. There are no advertisements in old newspapers promoting "Smile" by the Pepsi-Cola Company. There are no records of Pepsi-Cola owning the "Smile" trademark. There is no mention of "Smile" on any Pepsi-Cola documents. Furthermore, it does not make sense that Bradham would use a name other than Pepsi-Cola to launch Pepsi-Cola. In 1905, when Bradham launched Pepsi-Cola in bottles, the company did not have enough money to test market under a different name. To be historically precise, Pepsi-Cola was not launched nationally at that time - only regionally through franchised Pepsi-Cola bottlers. This indeed appears to be a Pepsi legend -



a story designed to enhance the value of the "Smile" bottles. Though it is interesting, it is lacking in facts.

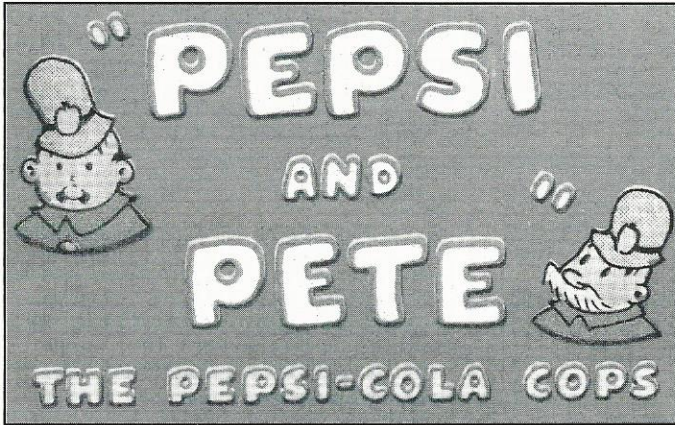
Another Pepsi legend is the green Pepsi bottle sign. In 1985, I bought

one of these green Pepsi bottle signs. At that time, it was the rarest item in my collection. I paid \$400 for it, which at that time, seemed like a small fortune. I had been in hot pursuit of this sign for a couple of years. I had heard stories about how rare it was, which only further peaked my desire to find the sign. The story goes that the Coca-Cola Company sued the Pepsi-Cola Company because the shape of the bottle on the sign violated a patent of the Coca-Cola Company. The Coca-Cola Company won the suit, which resulted in all the bottles, signs, etc., being destroyed. The court order was carried out. All of the signs and bottles were destroyed, except for a few survivors. This made the handful of surviving signs very valuable. This story was passed around for many years. Even though there is no truth to it, the fact is that the Pepsi-Cola Company went bankrupt about the same time this sign was issued. This resulted in no more of these signs being produced.

Have you heard any good Pepsi legends lately? Send them to us and we'll find out whether they are fact or fiction.

Collector Information

ASK



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

Dear Pepsi & Pete:
How can I get a key for my 1955 Pepsi machine?
Signed,
John

Dear John:
Your best bet is to drill out the old lock and replace it with a new one that you can purchase at most hardware stores.

Dear Pepsi & Pete:
I have been collecting Pepsi-Cola memorabilia from the 75th and 100th anniversaries. Is there other anniversary years I can collect?
Signed,
Sarah

Dear Sarah:
Yes, there were items created for the 85th anniversary in 1983. Additionally, you can collect anniversary items from PepsiCo and from Pepsi-Cola Bottlers. There are a number of items from these companies that are obtainable. Many bottlers have issued cans and bottles for major anniversaries.

Dear Pepsi & Pete:
Where is the best place to buy Pepsi collectibles?
Signed,
Marvin

Dear Marvin:
You should try to find antique stores and dealers who specialize in antique advertising. These dealers normally search out Pepsi-Cola items as well as other advertising collectibles. Lately, a lot of collectors have been searching on-line auctions to find Pepsi items. But for our money, the very best place to find Pepsi collectibles is Pepsi Fest - the PCCC annual event in Indianapolis.

Dear Pepsi & Pete:
How can I buy a video tape of all the Pepsi-Cola commercials I see on TV?
Signed,
Bailey

Dear Bailey:
Although there have been some unauthorized copies of Pepsi commercials sold, there are no authorized Pepsi video tapes of commercials available for sale. The problem is, that if Pepsi sold these videos, they would have to pay royalties to the hundreds of performers involved in making the commercials.

Dear Pepsi & Pete:
How many years was the double-dot logo used by Pepsi-Cola?
Signed,
Alfred

Dear Alfred:
The double-dot logo was officially used from 1903 through 1950. Primarily, the double-dot logo refers to the script of Pepsi-Cola. However, some bottlers continued using the double-dot logo into the late 1950's and in some rare instances, into the 1960's.

REGIONAL COLLECTIBLES

One of the most interesting aspects of Pepsi-Cola collecting is the fact that so many items were unique or more common in certain geographical areas. As an example, pre-1929 bottles are more common in the southeastern part of the United States. The reason for this is obvious. During that period, the majority of the Pepsi-Cola bottlers were located in that area. Less obvious was the choice of bottlers to promote or use a given bottle or some promotional item in their franchise area. This has been the case for decades, resulting in some items being plentiful in one area, while scarce in other areas.

There are numerous examples of this occurrence. The cone top cans were only used in a few markets, such as Alton, Illinois. Consequently, there have been a lot of cone top cans found in that region.



Another example of this is the Nylint Pepsi delivery truck. In 1962, this truck retailed for \$5.98. Five Pepsi bottlers, primarily in the north-eastern United States, decided to offer this truck as a promotional item. By collecting 14 Pepsi bottle caps, the truck could be purchased for \$3.69. There is no doubt that this resulted in more of these trucks being distributed in the areas where they were a part of the Pepsi promotion.

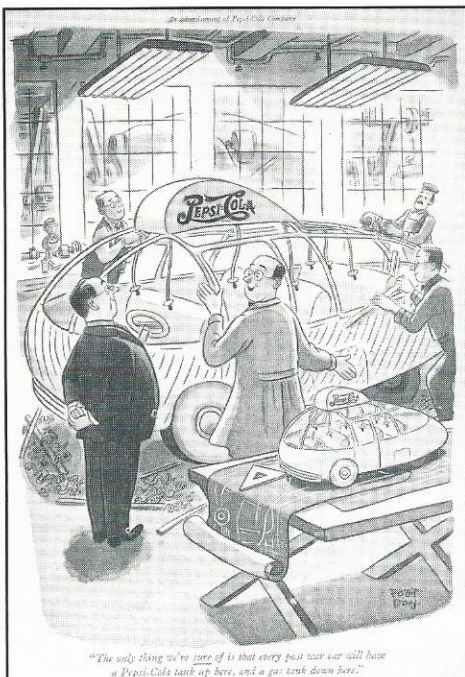
Hopefully, this has helped to explain why some items are more predominant in some parts of the country and scarce in others.

HOW TO MAKE YOUR OWN PEPSI COMMERCIAL

I've had a number of people tell me they are not exactly sure how to make their Pepsi commercial. Here are a few ideas and suggestions that will help you get started.

1. Think of what you want to say in your commercial.
2. Make a story board. That is, draw a series of diagrams of each scene of your commercial from beginning to end.
3. Film each scene of your commercial. Focus on one scene at a time, doing as many takes as you need to get it right.
4. Edit all the scenes together to make a complete story. Editing can either be done in your camcorder, on your computer, or with another VCR machine.
5. Bring your commercial to Pepsi Fest.

These steps do make it sound easy, and it is very easy. The most important part is to plan carefully before you begin filming your commercial.



"The only thing we're sure of is that every fast car we will have a Pepsi-Cola tank up here, and a gas tank down here."

1946 Time Ad

Pepsi Generation Trademark

Pepsi-Cola is now over 100 years old. But, when you look at the advertising and marketing, Pepsi appears to be a new, cutting edge company. The main reason that Pepsi has been able to keep their youthful image, is that they are always modernizing their look.

Since Pepsi-Cola was first sold in the Bradham Drug Store in New Bern, North Carolina, there have been over a dozen major changes to the trademark, as well as numerous minor modifications.



1954-1962

Some of these trademarks were used for decades, while others were used for just a few years. The duration of the trademark was determined by its effectiveness as a marketing tool. If the advertising and marketing people felt the trademark was not effectively portraying the Pepsi-Cola image, a new trademark was implemented. Normally, this was done through modification of the older trademark. Throughout the history of the Pepsi-Cola trademark, there was never a complete abandonment of the trademark - only an evolution.

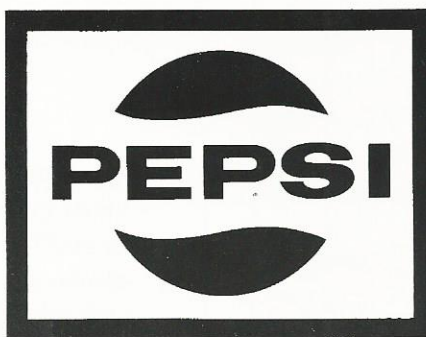
One of the trademarks that had a very short period of usage was the 1963 logo. This trademark is some-



1962-1965

times referred to as the serrated bottle cap logo. This was actually introduced in November of 1962. By 1965, this trademark was replaced by a smooth-edge bottle cap trademark. The only difference is the serrated edges on the cap. There is no documentation as to why this minor change was made. We can only assume that someone believed that the smooth-edge cap fit the Pepsi-Cola image better at that time. Signs and items bearing this trademark were produced from late 1962 to early 1965.

Like many of the other Pepsi trademarks, there is not an exact date when these changes were made. Normally the changes occur gradually over several months.



1965-1971

The interesting thing about this

trademark from the collector's viewpoint, is that it only lasted a few years. This means that there are fewer items that bear this trademark. Over time, this trademark will become scarce and difficult to find. If you do not have items in your collection with this trademark, you should try to find some before they all disappear. It is too hard to predict if these signs will become more valuable than other Pepsi signs, but they will become more scarce.

This is a prime example of the many nuances to Pepsi collecting. Finding those signs and other collectibles that represent certain eras, is both challenging and interesting. Even though this logo was only used for three years, it was used on signs, bottles, radios, publications, etc. Pictured below are a few collectibles from this era representing the 1962 trademark.

How Many Did Pepsi Make?

Two of the most common questions I am asked are, (1) is there a list of everything that Pepsi has ever made, and (2) how many of each item did they make? The answer to both of these questions is very simple. No, there is not a list, and no one knows. This answer is too easy. Without explanation, it sounds as if Pepsi doesn't know very much about their company. The truth to these questions is far more complicated.

As you may know, Pepsi-Cola has been bankrupt twice. Because of this, most of the records prior to Pepsi's rebirth in New York, in 1934, are missing. Therefore, we have little knowledge of what was produced from 1898 through 1933. The collectibles we do know about is the result of discoveries by collectors. Over the years, we have accumulated as much information as possible in numerous books on Pepsi collectibles. This, by no means, is a complete accounting of what was produced. Almost weekly, there is word of a new find - either a bottle, sign, or some other relic from the early Pepsi-

Cola Company.

The New York era of the Pepsi-Cola Company, from 1934 to the present, has produced millions of items bearing the Pepsi-Cola trademark. Only a small number of these items were actually manufactured by the Pepsi-Cola Company. From 1934 until 1945, many of the advertising items used by Pepsi-Cola were produced in their own printing shop. Even the cases and crowns were made by Pepsi-Cola themselves. Eventually, all of these items were sourced out to private manufacturers. This is where the story gets complicated.

For instance, the crowns (also known as bottle caps) were designed by Pepsi-Cola, and then given to several crown manufacturers to produce caps. The bottler had his choice of which manufacturer to purchase from. This was usually determined by price and location. Most bottlers wanted the best price and a reliable supplier, which was usually the closest supplier. This is how many of the signs, carriers, and other Pepsi-

Cola paraphernalia was purchased.

Many times, a manufacturer would approach the Pepsi-Cola Company with an advertising item, such as a clock. The Pepsi-Cola Company would then approve the item to be used by the bottlers. Whether or not these items were actually produced beyond the prototypes, was in the hands of the bottlers. If the bottler thought it was a good idea and affordable, they would order them. Otherwise, only the samples were ever made. This is the reason that occasionally an item is found in very limited quantities.

The fact that the bottlers ordered directly from the manufacturers is the primary reason why no one can be sure of how many were created, if any at all. Over the past 60 years, there have been hundreds of manufacturers authorized to produce items for Pepsi-Cola bottlers. Today, many of these manufacturers no longer exist. This is what makes Pepsi one of the most interesting of all collectibles. You never know what you might find when looking for Pepsi memorabilia.



The Pepsi 400 Racing Challenge at Michigan International Speedway

PEPSI FEST 2002 REGISTRATION

March 14 - 16th, 2002

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2002, March 14 - 16, 2002, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$21.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2002 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6.50 each \$ _____

Children under 10 free

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

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

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

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

3/16/02

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2002.

of Packets _____ @ \$25.00 each = \$ _____

PEPSI FEST 2002 REGISTRATION
(Hotel Registration Info on Reverse)

PEPSI FEST 2002 SCHEDULE

Schedule Subject to Change

Thursday, March 14th, 2002

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

Friday, March 15th, 2002

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

Saturday, March 16th, 2002

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

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

Pepsi Fest 2002 will be held at the Indianapolis Marriott. The room rate is \$79 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

New Collectible Book Available February 1st, 2002

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

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

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

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

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

*Hardcover with 256 pages.

Price: \$34.95

Free shipping if ordered before January 31, 2002.



To order prior to January 31st, send check or money order for \$34.95 to:

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

To order using a credit card, call (909)946-6026 or FAX (909)946-4786. Credit cards will not be billed until order is shipped. Orders received after January 31st must include \$6.00 for shipping. If you want your book autographed by Bob, please make a notation when placing your order. California residents only: add 8% sales tax. Shipping is via UPS - please be sure to indicate a street address when placing order.

The Pepsi Trading Spot

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

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

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

FOR SALE

For Sale: Pepsi machines - 81 very nice original \$3,600. 81 needs restored \$3,200. VMC 33 restored \$2,400. VMC 33 nice \$1,800. Pepsi and Coke 50's, other machines and cooler. Buy, sell, and restore. Contact Carl @ (717)533-7345, Hershey, PA.

For Sale: Pepsi anniversary Bear Set, 3 bears and 1 rabbit mint. \$40. Pepsi glass set 1979 4-12 oz. Old Advertising #832 (pg 190) P.C. Collectible Book Vol. 2 Mint \$40. My prices do not include shipping or insurance. Contact: Susan Rife, 7815 Red Oak Rd., Lincoln, NE 68516. (402)486-1107.

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 Mar. 1, 2002.

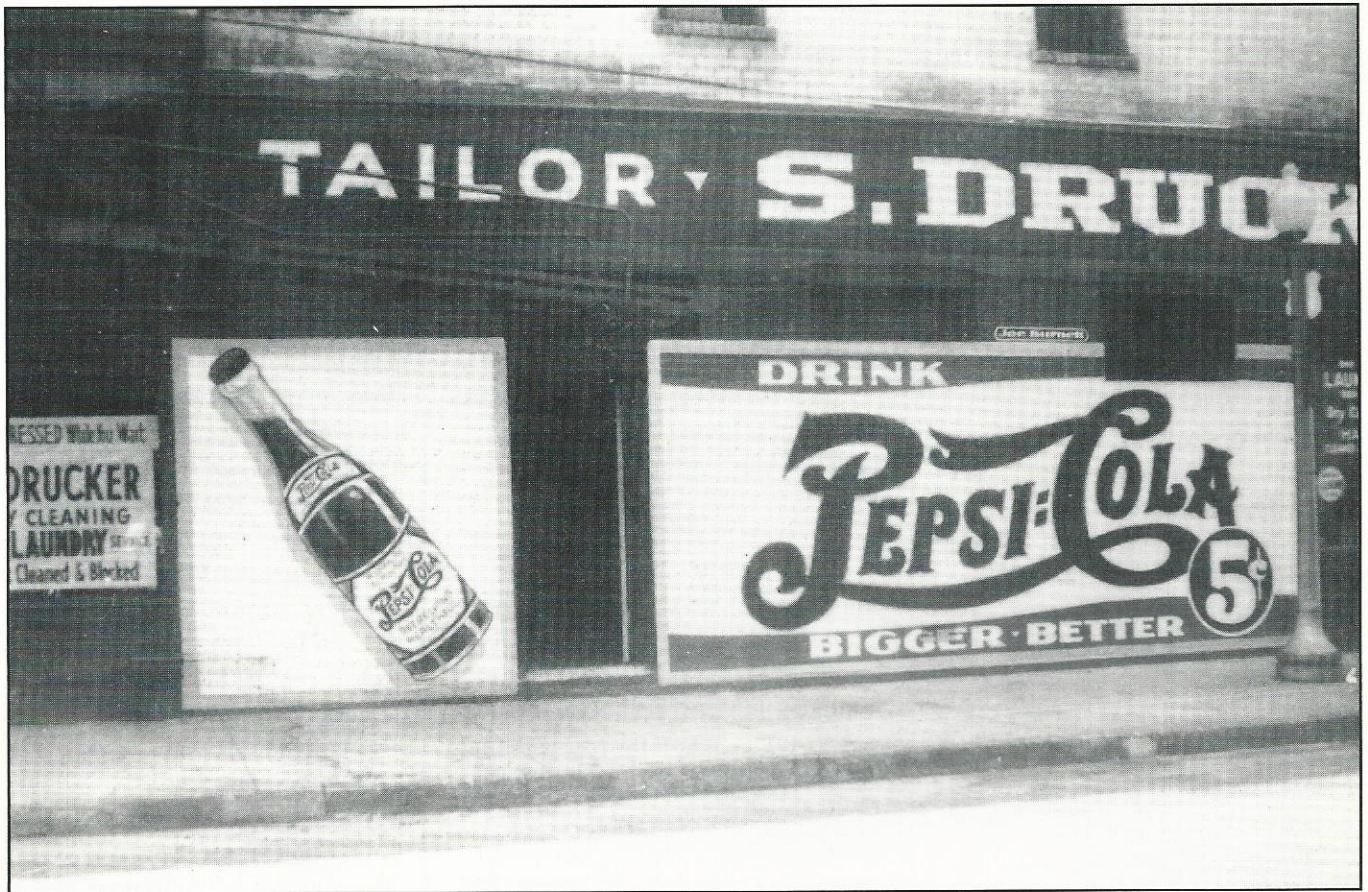
For Sale: Pepsi-Cola Collectibles: "Neon Clock" New! Replica Lima octagonal clocks, licensed. "Bottle & Cap" or "Double-Dot", spinner \$309 includes S.H.I. (in the 48 contiguous states). Four units left. My personal stock. Call Ed (586)773-5000 or send SASE .77 cents to: 19807 Sussex, St. Clair Shores, MI 48081.

WANTED

Wanted: Buying Pepsi cans from the 80's and 90's. If you have cans for sale, contact: Rich Lenger, 3 St. Dymphna Ct., O'Fallon, MO 63366, (636)379-2831. packrat729@juno.com

Notice: We are sorry to report that long-time club member, Lorayne Bills, recently passed away after a long battle with cancer. Lorayne attended many of the Pepsi-Fest events. Our condolences to Jim Tritt.

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.



1939 Pepsi-Cola Wall Display

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