



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 22, Number 3

July-August 2005

Charlotte Celebrates 100 Years

Happy Fourth of July to everyone! Remember, Pepsi and fireworks go together. That's because Pepsi goes with everything!

In May, I had the pleasure of attending the 100th anniversary party for the Pepsi-Cola Bottling Company of Charlotte, North Carolina. One of the best parts of the trip was getting to spend time with the Carolina bottlers. Many of them are still family-owned, and they care a great deal about the Pepsi-Cola history. I planned my trip so that I would have time to visit several of these bottlers at their bottling plants. In South Carolina I had planned a quick stop at one of the bottlers. That quick stop turned out to be a 3 hour lunch where we discussed the history of the franchise and the history of Pepsi-Cola.

It is hard for me to pass up an opportunity to hear these great stories about the early days of the franchises. Despite keeping the Pepsi bottler from his business, he invited me back to talk about more Pepsi history.

According to reports, Pepsi Edge will soon be taken off the market. Apparently, there isn't much demand for a low-carb Pepsi drink. On a positive note, Pepsi Lime is doing very well.

Pepsi Celebration Las Vegas registration is included in this newsletter. If you have been wanting to go to Las Vegas, this is probably the best time to go. The weather is usually nice in November, and with a lot of Pepsi people in town, it makes it much more interesting.

As most of you know, next year will be the 20th anniversary of Pepsi Fest. To celebrate this momentous occasion, we are making some special plans. One of the things I'd like to do is to create a collage of old Pepsi Fest Photos. To make this a success, I need your help. If everyone brings 2-3 of your favorite Pepsi Fest pictures, we will have quite a nice display. Don't wait until the last minute - start looking for your pictures now.

If during your travels this summer you come across any great Pepsi finds, whether it be something new for your collection or an unusual Pepsi road sign, send us a picture for the newsletter.

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Charlotte Celebrates 100 Years



Dale Halton, President of Pepsi Charlotte, with Jeff Gordon

Chapter News

Chapters News - July and August, 2005

Oh, there ain't no cure for the summertime blues (unless, of course, you attend the occasional Pepsi chapter meeting!). Yes, it's that time of year again! Time to travel to various destinations on our well-earned summer vacations and reach the startling realizations that Pepsi-Fest is still over eight months away! For many of us, however, this time of year allows the opportunities to schedule our travels to coincide with a chapter meeting or two along your route. If you know that you will be traveling to one of the states that has a chapter of the PCCC, you can contact them at the phone numbers or e-mail addresses in the list of chapters located in this newsletter. From what I understand, some of the chapters meet every month, some meet every other month, some meet every three to four months...you get the picture. It's best to contact the appropriate chapter before you travel. The Chicago Chapter just had their meeting on June 11th with their next one scheduled for August 13th at 7:00 PM in the Chicago suburb of Worth, IL. Give 'em a shout if you would like to attend the meeting. If you won't be traveling this summer or you can't get to any of the possible meetings and are intrigued by the thought of belonging to a chapter, summer is probably the easiest time of year to start one in your area. Starting a chapter is incredible easy and is worth the effort to at least try to start one. You can contact anyone at any of the other chapters with questions or for advise as to how to go about starting a chapter. (The following e-mail was edited from the original)

Hi Phil: I would like to have the first Northeast Chapter of Ohio meeting for the pepsi club on Saturday, August 27th, 2005, starting around 2:00 PM and lasting until the Pepsi runs out. You can put my name and phone number along with my e-mail address for people who want directions. Thanks. Keith Lane

Las Vegas Chapter News

Our recently formed Las Vegas Chapter has had no let-up in the enthusiasm for Pepsi-Cola collecting and discussions.

The September meeting was held at Hal and Fonda Rhea's, featured were "The Pretty Pepsi Lady" from the "1943 festoon" and Mt. Dew Pitch Black. November found us at The Annual Pepsi Celebration (Pepsi Fest West) at the Union Plaza Hotel, Las Vegas. The Southern California Chapter has made this an outstanding event. Our December Holiday Party was held at Don and Phyllis Howell's where we were treated to an exceptionally fine holiday dinner, with of course Pepsi Holiday Spice. That meeting ended our proud first year as every club member took part in mak-

ing it a success.

Year Two started at Amy Wiesenberg's with a kitchen fully decorated with Pepsi memorabilia. On to Raymond and Charlotte Meservey's for their second spring picnic. We had so many members wanting to host a chapter meeting that a week later we met at the Henderson Airport where Don Derby and Pat Canfield have a hangar with Pepsi items and then on to Don's two houses where the more expensive items are displayed. And of course we had an airplane ride and also got to drive an old John Deere tractor. Our June meeting we will caravan to Orange, California at Hart Park for a joint meeting with the Southern California Chapter's annual picnic and flea market event. By the way, let me know if the info for your particular chapter on the list is accurate.

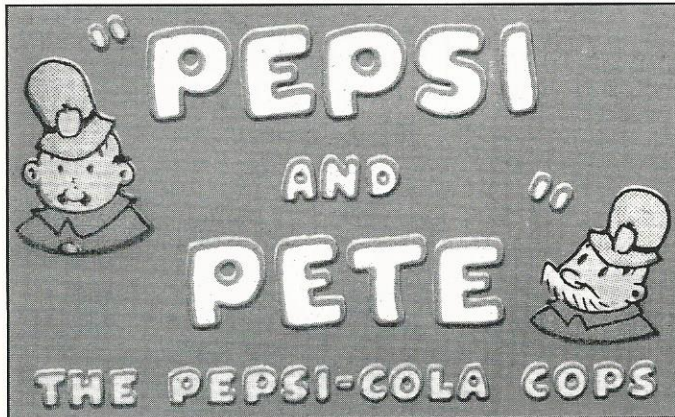
Future Club Events

Pepsi Celebration
Nov. 11-12, 2005
Las Vegas, NV

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

Collector Information

ASK



Dear Pepsi & Pete:

Can you provide some history on the Stout Sign Company of St. Louis, Missouri? I know they made tin/metal signs for Pepsi in the 1960's and perhaps the 1970's. Are they still in operation and are they making Pepsi signs?

Signed,
Robby

Dear Robby:

Yes, the Stout Sign Company still makes signs for the Pepsi-Cola Company. They have been making signs for Pepsi-Cola since the late 1930's. The heyday for the Stout Sign Company and Pepsi-Cola was the 1940's and 1950's. Due to the large amount of money spent on other advertising mediums, such as television, very little is spent on metal signs these days. If you look through back issues of the PCCC newsletter, there is a story on the Stout Sign Company.

Dear Pepsi & Pete:

I've heard people use the expression "Pepsi crown." What is a Pepsi crown?

Signed,
Dennis

Dear Dennis:

The word crown is the term used for the closure on top of bottles, commonly referred to as the bottle cap. The term crown and bottle cap are interchangeable, but be

careful - when speaking to old-time Pepsi bottlers, the word "crown" is the only acceptable word for a bottle cap!

Dear Pepsi & Pete:

Where is Pepsi-Cola headquarters located? I've heard several different locations referred to as headquarters.

Signed,
Karen

Dear Karen:

Over the more than 100 years of Pepsi-Cola history, the headquarters have been located in several places.

Beginning in 1931, Pepsi-Cola corporate offices were located in New York. Currently, Pepsi-Cola headquarters are located in Purchase, New York.

Dear Pepsi & Pete:

What does PBG stand for?

Signed,
Ellen

Dear Ellen:

PBG stands for Pepsi Bottling Group. Pepsi Bottling Group is an anchor bottler. PBG qualifies as an anchor bottler because they own more than 200 Pepsi franchises. They are a publicly owned company listed on the New York Stock Exchange.

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.

Pep-Kola - Pepsi-Cola?

A trademark is a symbol or name that identifies a specific product or service. One such trademark is Pepsi-Cola. When people are looking for a good tasting cola drink, they can easily find it by looking for the trademark Pepsi-Cola. A successful trademark is worth millions of dollars. For that reason, the United States government has set up an office to protect trademarks. It is called the United States Patent and Trademark Office.

One of the rules of registering a trademark is that it cannot infringe upon a trademark that has previously been registered. Since the very earliest of days of Pepsi-Cola, the trade-

Trademark Office believed that Bradham's trademark closely resembled a trademark already registered. The trademark already registered was by A.W. Stewart and Company for a product named Pep-Kola. The date of this registration was June 8, 1896. Rather than change the Pepsi-Cola name, Bradham purchased the Pep-



Pep -Kola Trademark 1896

Kola name from A.W. Stewart and Company. With this obstacle out of the way, Bradham was given the trademark for the name Pepsi-Cola.

Another interesting aspect of Pepsi-Cola is that it contained pepsin and kola nut. This may be the reason that so many people have suggested Pepsi-Cola contained pepsin - which it did not. The Pepsi-Cola

which is the official date of the start of Pepsi-Cola. One of the reasons for confusion is because the Pepsi-Cola Company did not begin until 1901. We must remember that Pepsi-Cola was a product before there was a Pepsi-Cola Company.

Although Pepsi-Cola did not begin until 1898, technically the trademark goes back to 1896, because the Pep-Kola trademark was purchased by Bradham in order to trademark Pepsi-Cola. This makes the Pep-Kola

trademark the predecessor to the Pepsi-Cola trademark.

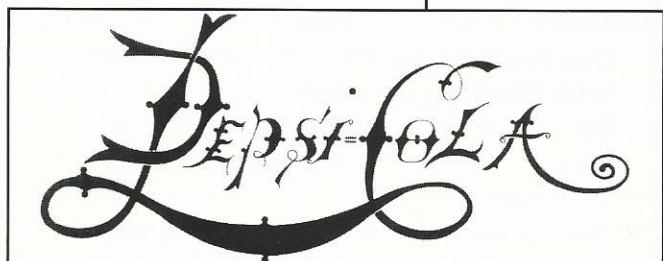
The Pepsi-Cola trademark was updated and registered at the United States Patent Office on August 7, 1906. At that time, Bradham did state that the trademark had been used since February 15th, 1896.

In order to protect the trademark, the Pepsi-Cola Company has reregistered the trademark whenever the parent company has changed hands, or whenever there has been a variation of the trademark. There are several lawyers who work for the Pepsi-Cola Company, whose sole responsibility is

to make sure that all the registrations for the trademark are in order. It is also important that they sue anybody who

infringes upon

their trademark. If they do not sue offending companies, the Pepsi-Cola trademark could be in jeopardy.



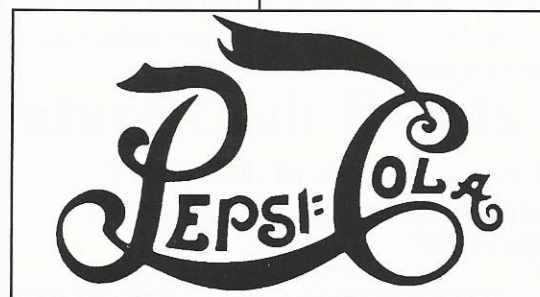
Pepsi-Cola Trademark 1898

mark has been duly registered. In fact, it is the registration of the first Pepsi-Cola trademark that has created confusion as to when Pepsi-Cola began.

Here's what happened. On September 23rd, 1902, Caleb Bradham filed the necessary documents to register the Pepsi-Cola trademark. At that time, Bradham stated that Pepsi-Cola had been used in his business since August of 1901. Bradham's registration request was turned down October 2, 1902. The commissioner of the Patent and

trademark has caused quite a bit of confusion over the years. Many, including Caleb Bradham, have used Pep-Kola's starting date of 1896 as Pepsi-Cola's starting date.

In papers filed with the state of North Carolina, Bradham gave the starting date of Pepsi-Cola as August 28th, 1898 -



Pepsi-Cola Trademark 1906

Charlotte Throws Birthday Bash



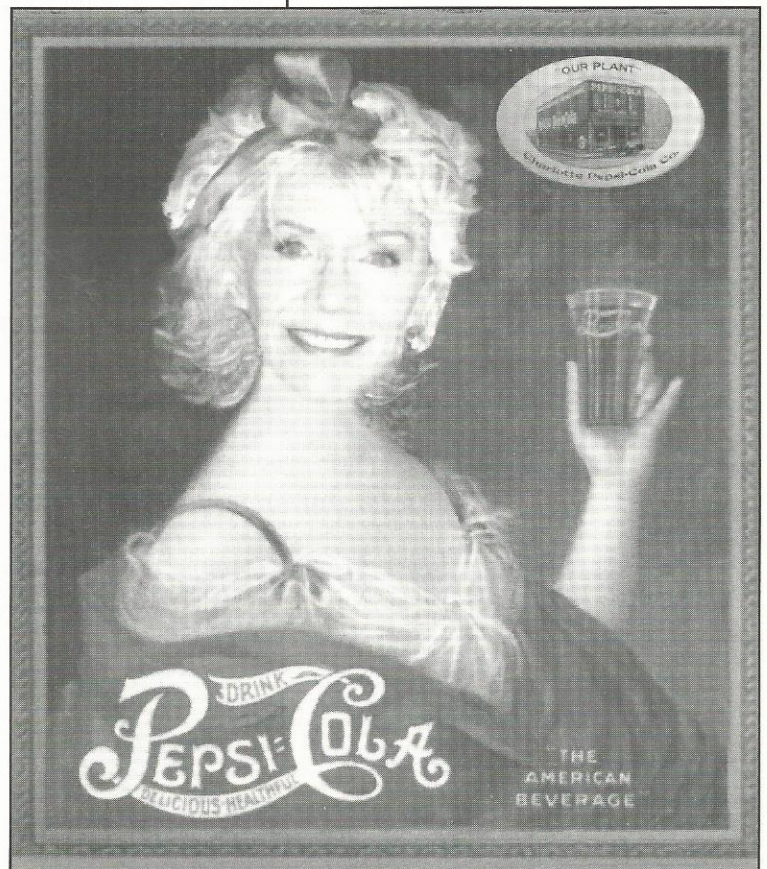
Bob Stoddard and Dale Halton

On May 23, 2005, Pepsi-Cola Bottling Company of North Carolina celebrated its 100th anniversary. The celebration consisted of a black-tie affair for VIPs. Included at the event were Pepsi North America CEO Dawn Hudson, North Carolina Lt. Governor Beverly Purdue, and race car driver Jeff Gordon. The event featured a reception before dinner. The reception hall was decorated in Pepsi-Cola memorabilia, where everyone could walk around, sip Pepsi, and talk about this amazing accomplishment. After the reception, everybody adjourned into the main hall where a fabulous dinner was served. After dinner, various dignitaries presented Dale Halton, granddaughter of the founder, Henry Fowler, with numerous awards and gifts. One gift of special interest was presented by Jeff Gordon. It was a NASCAR racing helmet autographed by Gordon. Following the presentation there was a performance by Cirque Productions. Despite the amazing event that night, the employ-

ee celebration the previous night will be remembered most. At the dinner held for employees on Sunday May 22nd, every employee was presented a \$1000 bonus. No big deal, right? Well, each employee received \$1000 for every

year they had been with Pepsi-Cola Bottling Company of Charlotte! Some of the employees had been there 40-50 years! It was estimated that over \$3 Million dollars in bonus money was paid out. This happy night for Dale Halton turned out to be an amazingly wonderful night for the over 400 employees. Happy 100th Anniversary to the Pepsi-Cola Bottling Company of Charlotte.

Also of note to collectors - 100th anniversary glasses were given to attendees. Before you all start calling Charlotte requesting glasses, they've all been distributed.



Dale Halton, Granddaughter of Founder, Henry Fowler

PEPSI-COLA COLLECTORS CLUB EXPRESS

**PLAZA HOTEL
#1 MAIN STREET
LAS VEGAS, NEVADA 89125**

1-800-634-6575 OR 1-702-386-2110

MAKE RESERVATIONS BY OCTOBER 10, 2005

Please ask for the Pepsi Celebration Group Rate

November 10th & 11th, 2005

\$34.00 + tax per night

Friday & Saturday \$62.00 + tax per night

Single or double occupancy
Check in time is 3:00 pm

PEPSI CELEBRATION 2005 SCHEDULE

Friday, November 10th

2:00 p.m. to 4:00 p.m.	Registration
5:30 p.m. to 6:00 p.m.	Be Sociable Party
6:00 p.m. to 7:00 p.m.	Welcome, Show & Tell, and late registration

Saturday, November 11th

8:00 a.m. to 8:45 a.m.	Oral Auction Check In*
8:45 a.m. to 9:00 a.m.	Oral Auction Preview
9:00 a.m. to 12:00 noon	Oral Auction

12:00 noon to 1:30 p.m. BREAK FOR LUNCH

1:30 p.m. to 2:15 p.m.	Swap Meet set-up
2:15 p.m. to 4:30 p.m.	Swap Meet

*Please note: 3 items per registered member will be accepted for the oral auction.

SCHEDULE SUBJECT TO CHANGE

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2005 REGISTRATION

Presented by

PEPSI COLA COLLECTORS CLUB-SOUTHERN CALIFORNIA CHAPTER

November 11 - 13, 2005

Las Vegas, Nevada

To register, please complete the form and return it as soon as possible. Registration fee is \$20.00 if registered before October 10, 2005. Forms received after that date and registration at the door will \$25.00 per person. Included in the registration packet will be a Pepsi Celebration 2005 lapel pin, a glass bearing the Pepsi Celebration 2005 logo, and other Pepsi items.

Send completed forms to Robert Hernandez, P. O. Box 30145, Santa Ana, CA 92735. For any questions, please call Grayce at 714-667-7998 or e-mail BeSociable05@aol.com. Make checks payable to PCCC.

Swap Meet tables are being reserved on a first come basis. Any table not claimed 20 minutes prior to the start of the event will assigned to those on the waiting list. No refunds on unclaimed tables. Tables are \$10.00 each. You must be a registered attendee to have a swap meet table. Tables must be paid in advance to reserve them. Tables purchased at the door will be \$15.00 each, if available.

RETURN THIS FORM BY OCTOBER 10, 2005

Member's name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

REGISTRATION FEE ONLY # _____ @ \$10.00 \$ _____
Children under 10 free

REGISTRATION W/ PACKET # _____ @ 20.00 \$ _____
(at door registration will be \$25.00)

SWAP MEET TABLES # _____ @ 10.00 \$ _____

Total enclosed \$ _____

If you cannot attend but wish to order a registration packet, the cost is 25.00. Your packet will be mailed after Pepsi Celebration 2005. Number of packets at 25.00 _____.

Collector Information

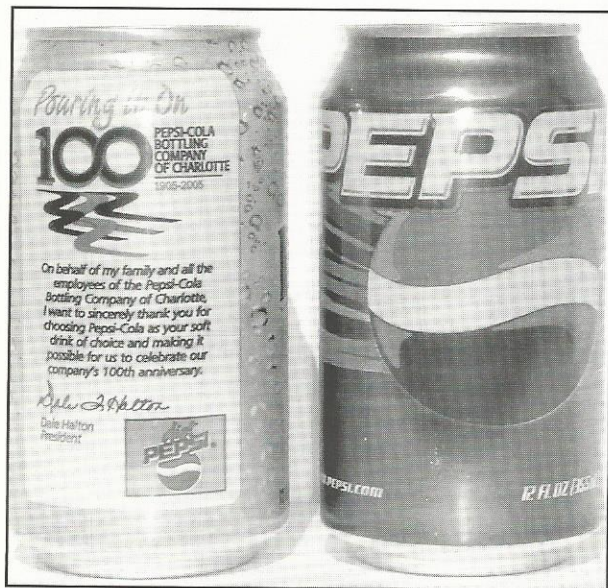


Charlotte 100th Anniversary Commemorative Glasses in Gift Box



Permission The New Yorker. © The F-R Publishing Corporation

This cartoon showing Coca-Cola guys trying to shoot down the Pepsi skywriter is symbolic of the cola wars. The Pepsi-Cola skywriter was so successful that Coke would have done anything they could to stop it.



Charlotte 100th Anniversary Commemorative Cans

Local Chapters as of 06-01-2005

ARIZONA PEPSI CLUB

Bob Boggs P.O. Box 7476 Mesa, Az. 85216 480-985-5935
 boboggs@cox.net OR boboggs@coxnet.com

BUCKEYE CHAPTER

Keith Lane (proposed) near Cleveland, Oh.
 kandklane@juno.com

CHICAGO CONNECTION

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

OR
 Phil Dillman 18351 Cowing Ct., Homewood, Il. 60430 708-799-8486
 PD62Pepsi@aol.com

KEYSTONE COLLECTORS

Tom and Diane Gabriel 335 Mathews Way., New Castle, Pa. 16101 724-658-6310
 pepsiparktag@aol.com

LAS VEGAS CHAPTER

Hal and Fonda Rhea 10135 Clark Wooldridge Ct., Las Vegas, Nv. 89129
 halandfonda@msn.com

MICHIANA PEPSI CLUB

Sue Pletcher 27923 County Rd. 30, Elkhart, In. 46517-9516 574-862-2496
 bobnsuep@hotmail.com

MINNESOTA CHAPTER

Phyllis & Steve Dragovich
 mnpepsidrigo@bigfoot.com

NORTHWOODS PEPSI CLUB

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

OR
 Connie Gindt 920-921-3922

OLD DOMINION CHAPTER

Scott and Kim Kinzie 12500 Harrowgate Rd., Chester, Va. 23831 804-748-5769
 msdoubledot@earthlink.net

PEPSI CLUB OF IOWA

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

PEPZTIME - COLLECTORS FROM THE GREAT NORTHWEST

Steve & Patti Bell pepzkid@aol.com Tacoma, Wa. 253-531-3329

OR
 Ed & Jo Woodall edsattic@aol.com Renton, Wa. 425-227-0672

SHOW ME PEPSI CLUB

Joe Sheahan 456 White Birch Way, Hazelwood, Mo. 63042 314-838-0683
 JOEPENPEPSI2@MSN.COM

SOUTHERN CALIFORNIA CHAPTER

Robin Batten rbatten@pacbell.net

Gary Nichols 714-970-2660

Alice Parra aparra@aol.com 626-962-1936

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

WELCOME NEW MEMBERS

Rusty & Kathy Beasley
Sedalia, MO

Marsha Broyles
Columbia City, IN

Mike Lange
Rutherfordton, NC

Tony Lane
Willowick, OH

Thomas Engel
Fairview, TN

Barbara Vallejo-Drake
Apache Junction, AZ

David & Kelly LeFebyre
Excelsior Springs, MO

Yvonne Turner
Brighton, CO

W.R. Hardee
Sapulpa, OK

Jason Ockerman
Negaunee, MI

Wm. & Mary Field
Omaha, NC

Allen Young
Bloomfield, Ontario

LaVerne Carlson
Whittier, CA

Lillian Stevens
Glendora, CA



On a recent trip to North Carolina, I came across this old Pepsi-Cola sign painted on a wall. I would guess that this sign was painted between 1910 and 1920. Unfortunately, it was too large to fit in my suitcase, so I had to leave it there. If you are traveling between Goldsboro and Wilson, North Carolina, you can find this sign in a small town called Fremont. Incidentally, there were about 4 other walls painted with newer Pepsi graphics.

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:

Complete Pepsi Collection. 20 years of collecting with over 500 items. Buyer will have to pick up. \$2000 firm. Contact Walt or Janine Tysk, St. Paul, MN (651)450-1932 or email wetysk@comcast.net

For Sale: 140-150 different pre-1940's Pepsi Bottles. All bottles are the actual bottles that are pictured in the James Ayers book #1. If interested, send a SASE to M.A. Noll, 1647 LaSalle Dr., Santa Maria, CA

93454-1553 for the complete list with prices, regular shipping is included in prices.

Buy, Sell, or Trade: Soda bottle caps - Pepsi-Cola & many different brands-cork & plastic lined-used & unused. Contact: Dianne Shaw, 1604 Berry Blvd., Louisville, KY 40215-1902. Email: catmom123@msn.com or call (502)361-0400.

For Sale: Moved - Must Sell 20 Year Pepsi Collection. Contact: Steve Lowrimore, Muskogee, OK. Call (918)685-2692.

WANTED: Diet Mt. Dew 8 oz. cans. Have several different ones for sale or trade. Contact: Larry Woestman (708)385-0646 after 6 CST (Home) (708)514-4495 (Cell) Email: pepconn2@aol.com

Pepsi Fest 2006

20th Anniversary

March 23rd-25th, 2006

Indianapolis Marriott East

Indianapolis, Indiana

317-322-3716

2006 room rates will be \$89 per night at the Marriott. Additionally, we are being offered rooms at the LaQuinta Inn for \$69 per night. If you want to save a little money and are NOT selling from your room, the LaQuinta may be the place for you. It is right next door to the Marriott. Remember, all club events will be held at the Marriott.

This is the Pepsi Fest you don't want to miss. Mark your calendars now.

Announcement

Terry Lunt wishes to express his appreciation and thanks to all of you who sent cards and letters during his treatment for heart problems. Terry is now home recovering from heart surgery.



East Chicago Route Salesmen Ready to Deliver Pepsi-Cola in the 1950's

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

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

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 22, Number 4

Sept.- Oct. 2005

PCCC Gambles on Vegas

Each year, the interest in Pepsi Celebration in Las Vegas continues to grow. Many collectors who attend the event like the combination of hanging out with Pepsi friends, and seeing the sights of Las Vegas. The Las Vegas event is on a smaller scale than Pepsi Fest, but it does not lack any of the excitement and enthusiasm. Where else can you climb the Eiffel tower, visit an Egyptian pyramid, ride a gondola through a Venetian canal, and find Pepsi memorabilia at the same time?

If you are planning on attending the Pepsi Celebration in Las Vegas, I urge you to make your reservations as soon as possible. The dates are November 11-12, 2005. It is being held at the Union Plaza Hotel. See you there!

In the next newsletter, you will receive information for Pepsi Fest

2006. This will be the 20th anniversary of Pepsi Fest. I have received numerous inquiries as to what will take place at this event. We will have the normal Pepsi Fest activities, plus some special surprises. I am encouraging everyone to bring photos of past Pepsi Fest events so that we can put them on display. If you have any ideas or thoughts as to what you would like to see take place at Pepsi Fest 2006, please let me know.

As reported in the last newsletter, the Pepsi-Cola Bottling Company of Charlotte, North Carolina celebrated its 100th anniversary. Unfortunately, this will be the last celebration by the family that has owned the Charlotte franchise for over 100 years. In August, 2005, the Pepsi-Cola Bottling Company was sold to the Pepsi-Cola Bottling Group. The Pepsi-Cola Bottling Group is known

as an anchor bottler because they currently own more than 200 franchises. It is inevitable that these changes occur in the business, but it is still sad to see another family owned franchise disappear. Also, the Florence, South Carolina Pepsi-Cola franchise has been sold to the Carolina Canners. Apparently this has been done for estate planning purposes, and will still be operated by the family that has owned it since the 1930's.

In This Issue

PepsiCo Celebrates 40th Anniversary

Keeping Records

Time for Pepsi



Pepsi-Cola Bottling Company of Charlotte, NC Circa 1960

Chapter News

Chapters News - Sep Oct 2005

I was informed of two corrections for the list of chapters. For the Arizona Chapter, contact Bob Boggs at bboggs@cox.net. For the Old Dominion Chapter, contact Kim Kinzie at msdoubledot@prodigy.net. For the So Cal Chapter, the President is Robert Hernandez at zednan-rehr@aol.com. Their secretary is Cathie Betz at thepepsiqueen@netze-ro.com.

Well, the summer activities are winding down and many of us are getting back into the routine of that less-hectic time of year. For a large number of us, that also means weather that is less-than-wonderful which typically means less time outside. So, what's a person to do with all of this extra time inside? You could start, or join, a local chapter of the PCCC! It's less difficult than you might think and, in doing so, it can make the wait for Pepsi-Fest less stressful. If you can team up with another collector living in your area that is also interested in starting or joining a chapter, that would lessen the burden of starting one yourself. Teaming up with another area collector could allow you to carpool to the nearest chapter meeting meaning one less vehicle on the road (and, with the current less-than-pleasant trend in gas prices...).

If you want to start or join a chapter but aren't quite sure how to go about it, give me a shout at pd62pepsi@aol.com or call me at 708-799-8486 evenings.

To read some of the latest local chapter newsletters or to contact them for information about their chapter and how often they meet, check out Pepsi-Central.com.

Remember the "Charged Chapter Challenge?" It's still on!
I think that's more-or-less all I have for this installment.

-Phil Dillman



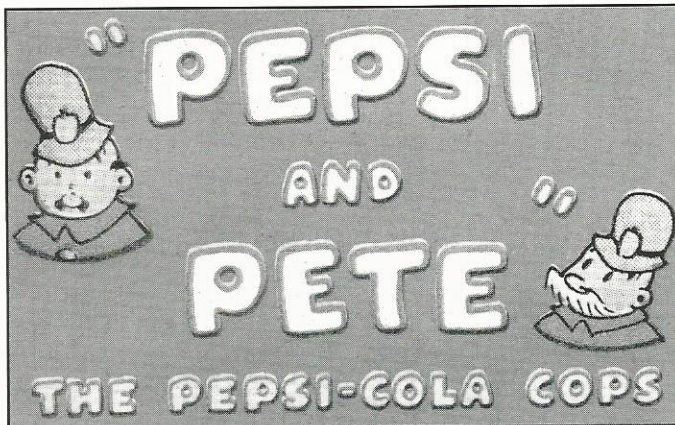
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March 23-25, 2006
Indianapolis, Indiana

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ASK



Dear Pepsi & Pete:

I recently purchased a cardboard sign featuring the cops. The person I bought it from told me he wasn't sure if it was old or not. The price was good, so I bought it. Did I make a good buy?

Signed,
Mike



Dear Mike:

I am sorry to inform you that you have purchased a reproduction Pepsi-Cola sign. Besides a size difference, the original sign did not have a grommet in the string hole at the top. These reproduction signs normally sell for \$10-\$20.

Dear Pepsi & Pete:

I recently found this Pepsi-Cola mason jar. Can you tell me anything about it?

Signed,
Lynette



Dear Lynette:

During the early 1980's, a company obtained a license to use the Pepsi-Cola logo on mason jars. These jars were produced for a short time and then discontinued. Currently, they are fairly easy to obtain and normally sell for between \$3 and \$5.

Dear Pepsi & Pete:

I recently found this old Pepsi-Cola box with a checkerboard on top. I was told it is from the 1940's. Is that correct?

Signed,
Barney



Dear Barney:

The Pepsi box you refer to is a wooden storage box that was sold primarily through the Sears retail stores during the late 1970's and early 1980's. These boxes are normally sold for between \$25 and \$35.

Time for Pepsi

The Pepsi-Cola Bottling Company of Quincy, Illinois, does business as Refreshment Services. The company is operated by the Vecchie family. They own a number of Pepsi-Cola franchises, and have a long tradition as successful, dedicated Pepsi bottlers. The Vecchies actually started in Taylorville, Illinois, and over the years acquired other franchises, including Quincy.

Although Quincy is a very successful Pepsi-Cola franchise, it may be best known for the clock on top of the building. Over the years, this clock has become a local landmark, and a destination for Pepsi enthusiasts looking for interesting Pepsi signs to photograph.

Gazing up at this tall monument to Pepsi-Cola, one does not realize that the clock is only part of the story. The more interesting part of the story is why the clock was placed there in the first place.

In the 1950's and 1960's, Joan Crawford made personal appearances at Pepsi plants and events all over the world. Bottlers loved it when Joan Crawford visited, primarily because a

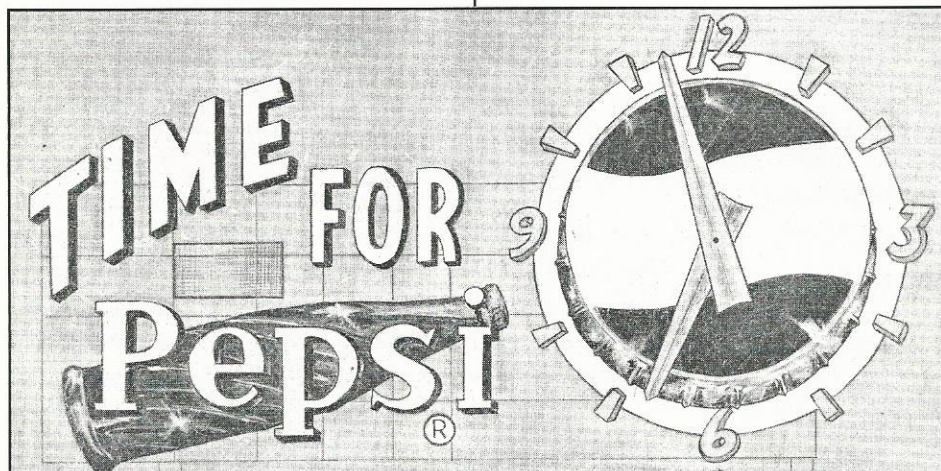


Pepsi-Cola Bottling Company of Quincy, Illinois

visit would insure a lot of free publicity. Anytime Crawford showed up, tens of thousands would come just to get a glimpse of her.

That's what Oscar Weiss, the original owner of the Quincy franchise, had in mind when he contacted the Pepsi-Cola parent company about scheduling her for a visit to Quincy.. Weiss was the type of man who believed that in business, it was essential that you got your money's worth for every dollar spent. So,

when the Pepsi-Cola Company informed him that it would cost \$10,000 to have Miss Crawford visit Quincy, Weiss could not believe it. All that money for one visit did not seem to be a prudent way to promote Pepsi-Cola in Quincy. There was no doubt in Weiss's mind, that for the day that Crawford was there and a few days after there would be a lot of interest. But, long term, he could not see any benefit in the Crawford visit. After considerable, thoughtful contemplation, he decided to take the \$10,000 for Joan Crawford and place a clock on the top of the building. He felt the clock would benefit the community much more than one day with Joan Crawford. Weiss was right. The clock has been advertising Pepsi-Cola for over 40 years. His investment has given the community and the Pepsi-Cola Company of Quincy something to be proud of.

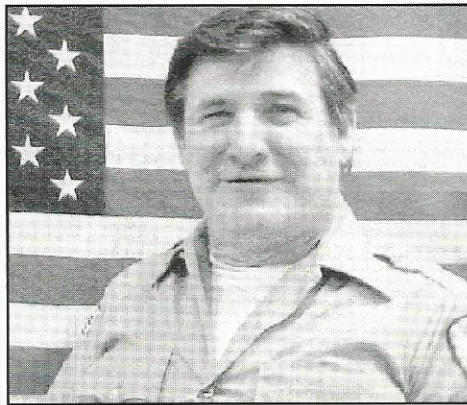


Book Cover Featuring Clock on Top of Building

In Memory of Ben Sickels

It is with deepest sorrow that we report the death of long-time club member, Ben Sickels. Ben attended club events from coast to coast, resulting in friendships around the country. Ben attended Pepsi Fest for the past 16 years, where most Pepsi collectors got to know him. Ben was always among the first to arrive and the last to leave Pepsi Fest. He was always eager to help anyone in need. A lot of us will remember Ben walking around Pepsi Fest with his t-shirt featuring horse urinating into a Coke can. Ben once told me that when he was at Pepsi Fest he felt like he was with family.

Several years ago, Ben was stricken with cancer, which we all watched him battle valiantly. His victory over cancer came with a tremendous price - the treatment



Sept. 9, 1951 - August 2, 2005

damaged his heart. On August 2nd, 2005, he passed away after suffering a severe heart attack.

Ben was born on September 9, 1951, in Fairmont, West Virginia. He lived in Wellington, Ohio most of his life. He is survived by his son, Timothy Sickels, his daughters Leslie Sickels and Taylor Bealer, and his

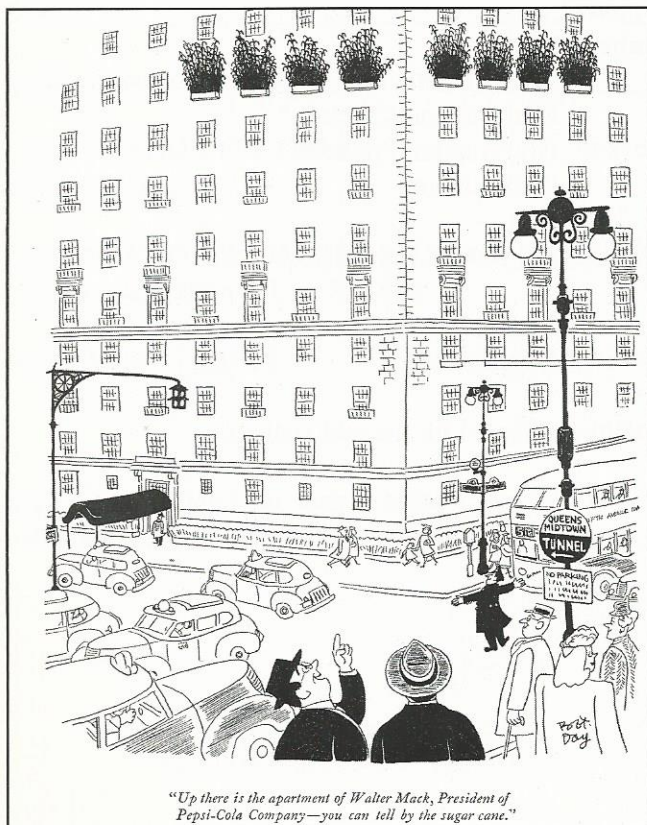
companion, Gail Bealer.

A scholarship trust fund has been established for Ben's youngest daughter, Taylor Bealer. Anyone wishing to contribute may do so by sending check or money order in the name of Taylor Bealer to:

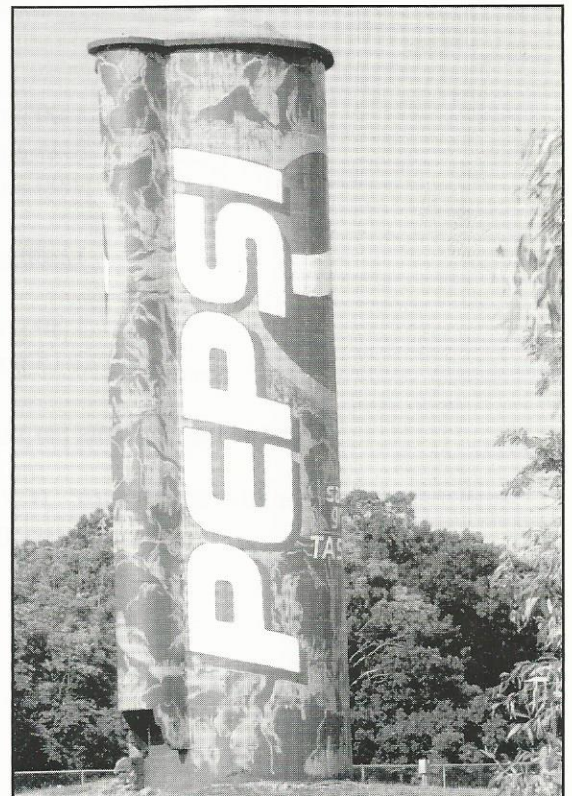
Lormet Community Federal Credit Union
216 North Main Street
Wellington, OH 44090

It is an honor to call Ben my friend. He is one of those people who made Pepsi Fest special, and he will be dearly missed.

It has been reported that in keeping with Ben's wishes, his remains have been cremated and placed in three Pepsi bottles - one for each of his children. Anyone who knew Ben is not surprised by his final request.



"Up there is the apartment of Walter Mack, President of Pepsi-Cola Company—you can tell by the sugar cane."



*Silo at Michigan Intl. Speedway in Brooklyn, Michigan
Submitted by Cathy Henry*

PEPSI-COLA COLLECTORS CLUB EXPRESS

**PLAZA HOTEL
#1 MAIN STREET
LAS VEGAS, NEVADA 89125**

1-800-634-6575 OR 1-702-386-2110

MAKE RESERVATIONS BY OCTOBER 10, 2005

Please ask for the Pepsi Celebration Group Rate

November 10th & 11th, 2005

\$34.00 + tax per night

Friday & Saturday \$62.00 + tax per night

Single or double occupancy

Check in time is 3:00 pm

PEPSI CELEBRATION 2005 SCHEDULE

Friday, November 10th

2:00 p.m. to 4:00 p.m.	Registration
5:30 p.m. to 6:00 p.m.	Be Sociable Party
6:00 p.m. to 7:00 p.m.	Welcome, Show & Tell, and late registration

Saturday, November 11th

8:00 a.m. to 8:45 a.m.	Oral Auction Check In*
8:45 a.m. to 9:00 a.m.	Oral Auction Preview
9:00 a.m. to 12:00 noon	Oral Auction

12:00 noon to 1:30 p.m. BREAK FOR LUNCH

1:30 p.m. to 2:15 p.m.	Swap Meet set-up
2:15 p.m. to 4:30 p.m.	Swap Meet

*Please note: 3 items per registered member will be accepted for the oral auction.

SCHEDULE SUBJECT TO CHANGE

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI CELEBRATION 2005 REGISTRATION

Presented by

PEPSI COLA COLLECTORS CLUB-SOUTHERN CALIFORNIA CHAPTER

November 11 - 12, 2005

Las Vegas, Nevada

To register, please complete the form and return it as soon as possible. Registration fee is \$20.00 if registered before October 10, 2005. Forms received after that date and registration at the door will \$25.00 per person. Included in the registration packet will be a Pepsi Celebration 2005 lapel pin, a glass bearing the Pepsi Celebration 2005 logo, and other Pepsi items.

Send completed forms to Robert Hernandez, P. O. Box 30145, Santa Ana, CA 92735. For any questions, please call Grace at 714-667-7998 or e-mail BeSociable05@aol.com. Make checks payable to PCCC.

Swap Meet tables are being reserved on a first come basis. Any table not claimed 20 minutes prior to the start of the event will assigned to those on the waiting list. No refunds on unclaimed tables. Tables are \$10.00 each. You must be a registered attendee to have a swap meet table. Tables must be paid in advance to reserve them. Tables purchased at the door will be \$15.00 each, if available.

RETURN THIS FORM BY OCTOBER 10, 2005

Member's name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

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

REGISTRATION FEE ONLY # _____ @ \$10.00 \$ _____
Children under 10 free

REGISTRATION W/ PACKET # _____ @ \$20.00 \$ _____
(at door registration will be \$25.00)

SWAP MEET TABLES # _____ @ \$10.00 \$ _____

Total enclosed \$ _____

If you cannot attend but wish to order a registration packet, the cost is 25.00. Your packet will be mailed after Pepsi Celebration 2005. Number of packets at 25.00 _____.

Collector Information

Pepsi collecting is fun. It is a great distraction from the serious part of life. But, that doesn't mean you shouldn't take your collection seriously! Most collectors take pride in displaying and caring for their collections. Unfortunately, collectors don't keep very good records of what they have acquired.

Recordkeeping is a necessity for insurance purposes, estate information, and for various other reasons. It is a good idea to keep records of your collection. Some people believe videotaping or still photographs will suffice. They are partially right. Insurance companies do recommend taking pictures of items, but that doesn't resolve the question of value. Records would greatly help with this. The information you keep does not have to be very elaborate. You can easily make a standard form.

The best way to get started is to assign a number to every item in your collection. Affix that number to the bottom or the back of each piece. Then, set up a form with boxes for the information you need. The type of information that should be on your form is item number, date purchased, purchase price, current value, and any other pertinent information that you feel is necessary. Some people like to keep track of where they purchased their items, and who they purchased them from.

If you have a computer, a simple data base program will make this task fast and easy. If you opt to keep your records on a computer, don't forget to back up your data.

Another good idea is to talk to other collectors about how they keep track of their collection. We can all learn from each other.



Confiscated Bottle Used to Violate Pepsi-Cola Trademark



*Downtown Winnipeg, Manitoba
Submitted by Carl Bailey*

PepsiCo Turns Forty

Get out the Pepsi and Lay's potato chips - it's time to celebrate! PepsiCo celebrates their 40th anniversary this year. In 1965, the Pepsi-Cola Company merged with the Frito-Lay Company to form PepsiCo. Some say this merger was made in snack food heaven. It was actually the result of a friendship between Henry Lay, founder of Lay's potato chips, and Don Kendall, President of the Pepsi-Cola Company. The two had met at a trade show, which resulted in a close friendship. The two men were convinced that a merger between the two companies would create the perfect corporation. Frito-Lay was the manufacturer of salty snack foods, including Lay's potato chips and Frito's corn chips. Pepsi-Cola was the manufacturer of carbonated beverages, which are a necessity for anyone enjoying salty snack foods.

Over the years, PepsiCo has acquired other companies, including North American Van Lines, Wilson Sporting Goods, Taco Bell, Pizza Hut, and Kentucky Fried Chicken. Most of these other companies did not fit into the PepsiCo synergy as well as Frito-Lay. Wilson and North American were sold off. The restaurants were spun-off into their own company. PepsiCo recently acquired companies with better synergy - Tropicana Fruit Juices and Quaker Oats.

Tropicana makes PepsiCo a major

player in the juice market. The acquisition of Quaker Oats gave PepsiCo Gatorade, which currently controls 84% of the sports drink market. Quaker Oats snack foods



Herman Lay and Don Kendall Signing Merger Agreement

became part of Frito-Lay's snack division.

Over the last several years, PepsiCo has done a lot of reorganizing to make the various divisions work better together. Pepsi-Cola and Frito-Lay have created a program called "Power of One", where they use their market share to gain advantage for the two companies.

All of the PepsiCo beverage divisions have been organized under one division, called PepsiCo Beverages. This division includes a number of the top selling beverages in the United States, including Pepsi-Cola,

Mountain Dew, Aquafina, Lipton Teas, Tropicana Juices, Gatorade, and Starbucks coffee drinks.

The last ten years for PepsiCo have probably been the most successful in their history. All the reorganizations have resulted in PepsiCo becoming one of the most admired corporations by Wall Street investors. Perhaps the most important factor in making PepsiCo what it is today was the acquisition of Quaker Oats. PepsiCo had some of the most dominant drinks in almost every category of drinks, except for sports drinks. They even had their own sports drink called All Sport, which never did better than 3 or 4% in that market.

When they found out they had a chance to acquire Quaker Oats, they made a bid. Fortunately, Quaker Oats felt it was too low. They believed that the Coca-Cola Company would offer them a better deal. In fact, the President of Coca-Cola shook hands with the President of Quaker Oats & said they had a deal. The Coca-Cola board of directors disagreed and voted the deal down. PepsiCo went back to Quaker Oats with a lower offer, which was accepted. After Classic Coke, this may be Coke's biggest blunder in their history.

Some analysts wonder if Coke will ever be able to make up the difference between the sales of Powerade and the sales of Gatorade. There is no doubt that PepsiCo is primed for another 40 years of great successes.

WELCOME NEW MEMBERS

Paul & Laura Neel Jr.
Ironton, MO

Tom Loomis
Roseburg, OR

Sharon Burkholder
Pomona, CA

Tim DeYoung
Savage, MN

Mike Dockendorf & Family
China Spring, TX

Steve & Becky Bowman
Abingdon, VA

Patrick McKee
Santa Rosa, CA

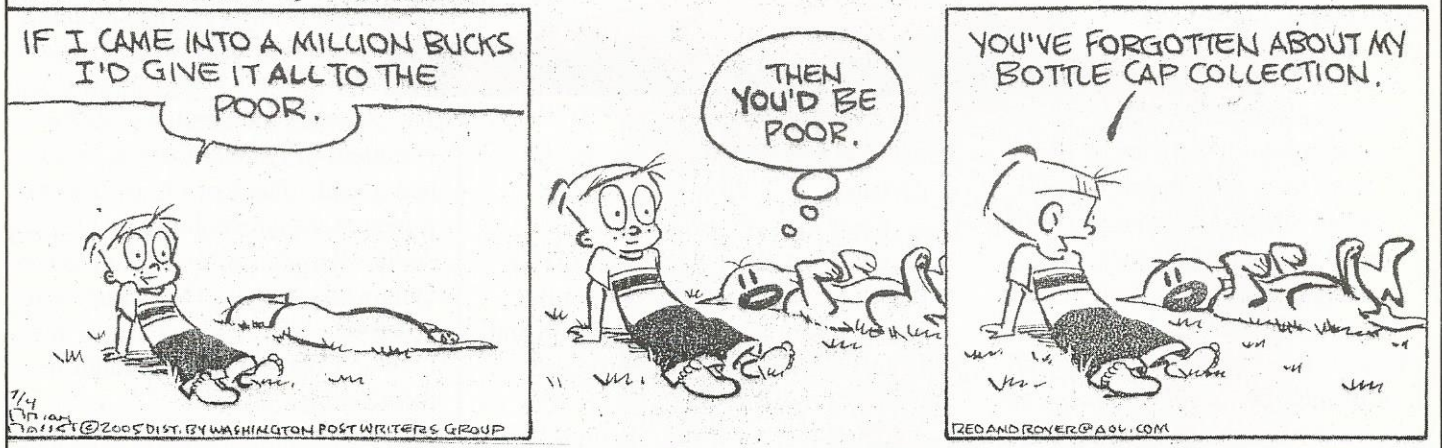
Vernon Mustin
Spiro, OK

Charles Frazier
Sarasota, FL

A. Maurice & Barbara Dula
Berea, KY

Lawrence Jyhl
Easton, MO

Red and Rover / by Brian Basset



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 a list of 700 Pepsi-Pepsi product items I have for sale, send 3 - 37cent stamps with your name & address to: M.A. Noll, 1647 LaSalle Dr., Santa Maria, CA 93454-1553.

For Sale: Complete Pepsi collection. Approximately 200 items, buyer will have to pick up. Contact: Chris McMartin (937)492-0173 or (937)726-2065 or email chuee@bright.net

For Sale:

Pepsi-Cola bottle cap fabric by the yard at PepsiCollectibles.com.

Buy, Sell, or Trade:

Soda bottle caps - Pepsi-Cola & many different brands - cork & plastic lined-used & unused. Contact: Dianne Shaw, 1604 Berry Blvd., Louisville, KY 40215-1902 or email catmom123@msn.com (502)361-0400.

For Sale:

Very large 30 year Pepsi collection \$10,000 firm. Will consider delivery.

Contact: Darlene Fiest-Ohio (330-889-3334) or email darfiest@aol.com

Pepsi Fest 2006

20th Anniversary

March 23rd-25th, 2006

Indianapolis Marriott East

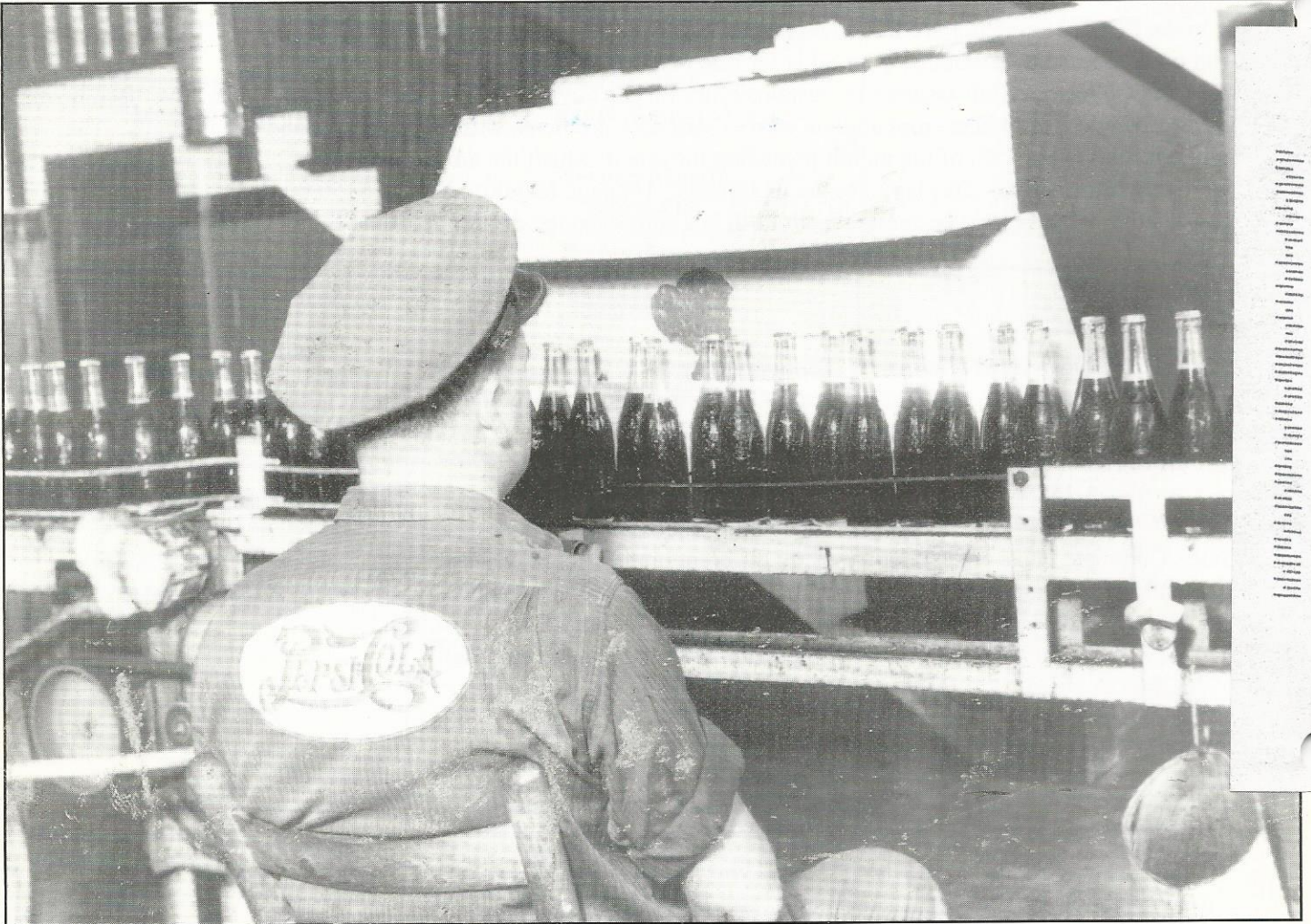
Indianapolis, Indiana

317-322-3716

2006 room rates will be \$89 per night at the Marriott. Additionally, we are being offered rooms at the LaQuinta Inn for \$69 per night. If you want to save a little money and are NOT selling from your room, the LaQuinta may be the place for you. It is right next door to the Marriott. Remember, all club events will be held at the Marriott.

This is the Pepsi Fest you don't want to miss. Mark your calendars now.

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$18 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.



Pepsi-Cola Worker Inspecting Bottles Circa 1940

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