



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 19, Number 5

Nov.-Dec. 2002

Less than 125 days to Pepsi Fest 2003

This is the newsletter you've been waiting for - the Pepsi Fest 2003 registration edition! This will be the 17th annual gathering of the Pepsi-Cola Collectors Club. We are expecting a great turnout this year, so be sure to make your reservations as soon as possible.

Once again, we are at the Marriott East in Indianapolis. Based on the comments by those who attended last year, this is the most accommodating hotel we've been at. From a friendly staff to ample meeting rooms, the hotel seemed to please everyone.

The dates for Pepsi Fest 2003 are March 13-15th. The Marriott East is located at 7202 East 21st St., Indianapolis, IN 46219. The phone number for reservations is (317)352-1231. Be sure to identify yourself as a member of the Pepsi-Cola Collectors Club. The room rate for club mem-

bers is \$79 per night for up to 4 people per room. (Normal rate is \$129 for a single).

Pepsi Fest begins on Thursday, March 13th. For the early birds who arrive prior to this date, there are always a number of club members room hopping and getting acquainted.

From Thursday through Saturday night, there is almost non-stop room hopping - with over 100 rooms selling and trading Pepsi collectibles, you are almost sure to find something new for your collection. The schedule is printed inside this newsletter.

Please be sure to send in your Fest registration as soon as possible. It is important to have a good count so that everyone who orders a packet will be assured of getting one. We also need a reliable count of those attending for setting up the meeting rooms.

Don't forget to make your Pepsi

commercial for our Amateur Pepsi Commercial Contest on Friday night. Those who participated last year made some great commercials that all the club members enjoyed. It is more fun to participate. Remember, we are all amateurs and it doesn't have to be perfect! The commercial should be between 30 seconds and 2 minutes long on VHS tape. Commercials should be turned in by Friday at noon. Be sure your name and address is on the tape.

All members of the Pepsi-Cola collectors club are welcome at Pepsi-Fest. So, if you've never attended, don't feel like you won't fit in. If you love Pepsi collecting, Pepsi people, and Pepsi drinking, Pepsi Fest is the place for you.

In This Issue

Charles Guth Story

New Pepsi Can Set

**Pepsi Fest 2003
Registration**



Early Pepsi-Cola Wall Sign

Chapter News

Hold on to your Pepsi hats, folks! We have another new chapter (insert cheering and applause here)! They are currently calling themselves "Pepztime Collectors from the Great Northwest." They are based out of the area around Tacoma, Washington and Portland, Oregon. Their first get-together was a swap meet/garage sale back in July. They meet on the third Sunday of the month (every other?) at 2:00 p.m. For more information about their chapter, you can contact Steve Bell, 2806 92nd St. E., Tacoma, WA 98445 or pepzkid@aol.com.

Speaking of chapters (as I always seem to be doing), I have to believe that there are enough members in various parts of this country that probably live in close proximity to other collectors, with many of you wanting to start or join a chapter. If one of the existing chapters is too far from where you live, perhaps you

should go ahead and search out those collecting neighbors and start a chapter. Once your chapter is up and running you can always hand off the reins to a willing member.

Not only could we use some additional chapters in the states, but we would certainly welcome chapters from the rest of the world, too! Imagine...chapters from Germany or Russia, Australia or Sweden, Africa or Poland... how cool would that be?!

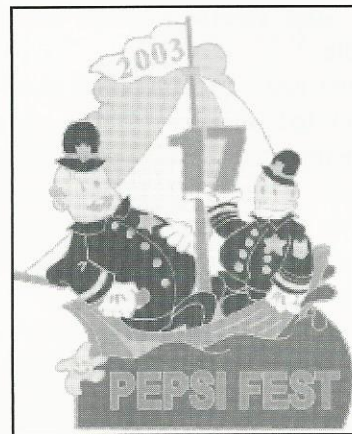
Speaking of commercials (I know, I really wasn't but let's pretend), the Chicago Connection Chapter decided what our Pepsi-Fest commercial contest entry should be about. While I can't tell you what the commercial will be about, I can tell you that you'll probably never look at a Pepsi-Cola the same way again!

So, have you started your commercial yet?

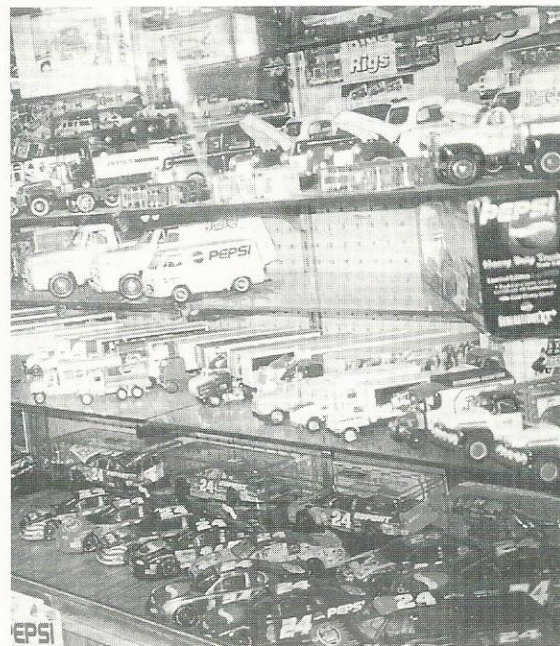
-from Phil Dillman

Future Club Events

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



Photos from the collection of John Merson of Pasadena, Maryland



The World of Pepsi

PEPSI ISSUES FALSE RUMOR ALERT

No one is sure where this rumor began or why it still persists. But, there is no doubt it is false. The rumor in question is that Pepsi removed "under God" from a special edition Pepsi can. This is completely untrue. There was no special Pepsi can, therefore there were no words removed.

What actually happened is that Dr. Pepper issued a patriotic can with the statue of liberty on it, and the words "One Nation... indivisible." This brought public outrage from those who felt Dr. Pepper was being politically correct by removing "God" from that part of the pledge of allegiance. Dr. Pepper denied that they were being politically correct.

This can has not been distributed since February, yet rumors persist. I have received numerous letters and emails suggesting that we boycott Pepsi-Cola. The truth is that Pepsi did not produce this can. This was completely done by Dr. Pepper, which is owned by Cadbury-Schweppes.

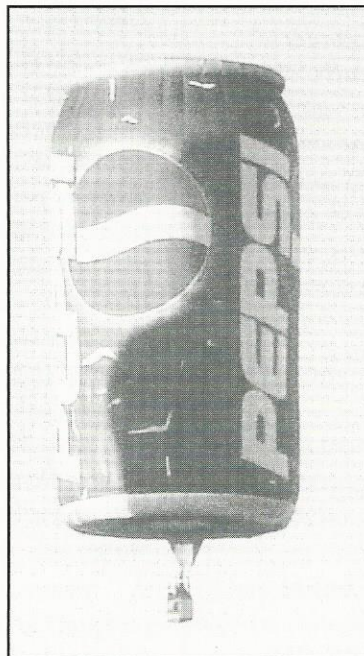
Yes, there are some Pepsi bottlers who distribute Dr. Pepper, but there are also some Coke bottlers who do too. Yet, we have not heard of any calls for boycotting Coca-Cola, who should be boycotted on general principles! Come to think of it, some of us have been boycotting Coke for years!

I am not sure why this rumor has been linked to Pepsi, but I am going to do what I can to stop it. I urge all club members to do the same. If anyone tries to say it was Pepsi that made this can, you should set the record straight!

PEPSI TO SPONSOR SPACE RIDE

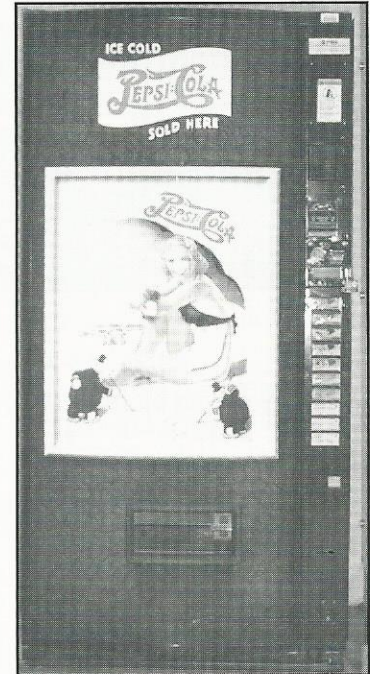
Being an American Idol is no big deal compared to being an astronaut. Singing in front of thousands of people cannot compare to sitting on top of a rocket, filled with thousands of gallons of fuel. What are we talking about? The next reality game show. Rather than a record contract, the winner of this game show wins a ride on the Russian Soyuz space shuttle. Reports are that Pepsi is negotiating with a television network to sponsor this contest. The contest will be supported by a \$35 million marketing program.

GIANT PEPSI CAN FLOATS ABOVE CITY



2002 International Balloon Festival in Albuquerque, NM

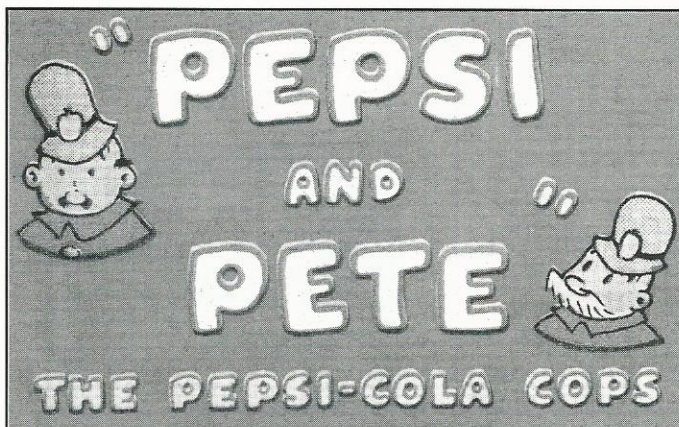
OLD FACELIFT ON NEW VENDOR



This vending machine was photographed in front of Mann's Chinese Theater in Hollywood, California. This is a standard Pepsi vending machine featuring vintage 1940's graphics.

Collector Information

ASK



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

Dear Pepsi & Pete:

What is the difference between a Pepsi cooler and a Pepsi vendor?

Signed,
Tom

Dear Tom:

Coolers were invented before vendors. Early coolers used ice as a means for cooling soda. Eventually, electricity was used to either cool soda by water or air. Coolers could only be used where an attendant was available to take money. Vendors are basically coolers, with a mechanism that only lets you take a drink out if money is paid. Many of the flat-top coolers look identical to the flat-top vendors. Upright machines are exclusively vendors. Today, vendors have replaced coolers as the dominant way that Pepsi is sold in machines.

Dear Pepsi & Pete:

Are paper signs as valuable as cardboard signs?

Signed,
Carl

Dear Carl:

Yes and no. Cardboard signs are genuinely more valuable, because they are made of better material. That is to say, that cardboard signs are more expensive to pro-

duce than paper signs. Therefore, Pepsi used better artwork on cardboard than they used on paper signs. With few exceptions, paper signs were made very cheaply, with basic artwork. There were a lot more paper signs made because they were cheaper. For these reasons, most paper signs are not very valuable. There are a few paper signs that are exceptions. As an example, there is a Pepsi & Pete large paper sign that is extremely valuable and rare.

Dear Pepsi & Pete:

I recently came across a music box clock. It is approximately 3-1/2" high and 6" long. Above the hour hand in small letters it reads "Pepsi Cola." The Floren Company is the manufacturer which was made in Germany. I cannot find any information on this particular clock. Have you ever seen this type of clock? I am interested in it's value. Can you help me?

Signed,
Dale

Dear Dale:

Most likely, your clock was made as a promotional item for a Pepsi bottler. Promotional products, like your clock can be made with any number of company names printed on them. Items like this are generally given away as prizes, or given to Pepsi customers. Most Pepsi collectors do not put a premium on items that do not display a prominent Pepsi-Cola logo. Collectors prefer items that are made exclusively for Pepsi-Cola, rather than this type of generic item. The fact that your clock is old and there aren't many around does make it valuable. In one of the early price guides, a clock like this was valued at \$850. That seems way too high. As a Pepsi-Cola collectible, your clock is probably worth between \$50 to \$100. As a clock collectible, it may be worth more.

Charles Guth Story: Riches to Rags

In recent years, we've all heard stories of people who have turned small inventions into large fortunes, or people who have just missed opportunities to get on the ground floor of new businesses that turned out to be worth millions. This is nothing new. There are many rags to riches stories in Pepsi-Cola history, and a few who have missed opportunities to become rich.

One of those stories is Charles Guth, the former President of the Pepsi-Cola Company. Due to financial hardships, Guth left home at an early age to find a job to help support his family. He landed a job with the Hershey Food Company as an apprentice candymaker. Over time, Guth became very skilled in candymaking, and eventually started his own business. His new candy company was called Mavis Chocolates. Within a very short time, Mavis Chocolates became very popular, giving Guth his first taste of success. With this success came offers to buy him out. One offer came from the Loft Candy Company of New York. Loft's offer to Guth was to merge Mavis Chocolates and Loft Candy Company, and name Guth the president of Loft Company. Guth was amicable to any offer that would put him in control. So, Guth sold out to Loft and became president of Loft Candies.

Besides making candy, Loft also owned a chain of stores that sold their candy as well as other things. Many of the Loft stores had soda fountains that dispensed Coca-Cola. According

to legend, Guth believed that, based on the amount of Coca-Cola sold in their stores, Loft Candies was entitled to a significant discount. Coca-Cola felt otherwise. This was unacceptable to Guth. He was used to getting his own way. This resulted in Guth penning a memo to one of his underlings, suggesting that perhaps they should

not like the idea of any other drinks being distributed from the Coca-Cola trucks. So, they ordered that the bottler immediately stop selling Mavis Chocolate drink. The effect on Mavis Chocolate drink was catastrophic. Overnight, they lost their primary source of distribution. This put an end to Mavis Chocolate drink, and made Coca-Cola an enemy.

Once Guth became president of Loft, he had a chance for revenge. He took the opportunity to buy Pepsi-Cola out of bankruptcy, and used it to replace Coca-Cola in all the Loft stores. This brought about numerous lawsuits involving Coca-Cola, Loft, and Guth. Eventually, Guth began selling Pepsi-Cola in 12-ounce bottles for a nickel. Overnight, Pepsi-Cola became a huge success.

At the same time that Pepsi's fortunes were on the rise, Loft candy sales were declining. Guth decided it was a good time to leave Loft, which he did, taking Pepsi with him. Without Pepsi-Cola, Loft had no viable product to sell.

Knowing this would eventually force them into bankruptcy, Loft decided to sue Guth to try to recover the Pepsi-Cola rights.

At this time, Guth owned twenty-five percent of the Loft Candy Company. Once Loft sued Guth, he was so sure of his eventual victory, that he sold off his Loft stock. Guth was wrong. Loft prevailed, and retained ownership of the Pepsi-Cola trademark and formula.

Since Pepsi-Cola was Loft's only



A Personal Message

from

CHARLES G. GUTH

President of Loft Inc. for five and one-half years, prior to October 21st, 1935, owning and controlling 25% of the total outstanding stock of Loft Inc. New York City, March 10, 1936

TO LOFT STOCKHOLDERS

AN INJUSTICE!

In an effort to secure proxies to vote Loft Inc. stock at the annual meeting to be held on March 18th., statements have been, and are being made by persons, with comparatively small financial interest in Loft, which are reckless, insincere and misleading.

LOFT ANNUAL REPORT

The Loft annual report, signed by J. W. Carkner, dated February 27, 1936, includes the financial statement and report prepared in part by a firm of public accountants. This report is incomplete, shows prejudice, is deceptive, misleading, most unjustly reflects against the credit standing of the Company, and is confusing to Stockholders.

On the date of this report, Mr. Carkner was the registered holder of *only* 20 shares of Loft stock. The Secretary of the company, the writer of a letter accompanying said report, did not own of record at that time a single share of Loft stock.

The conduct of these two men, responsible for said report, is such that they should be eliminated from any further participation in the management of the company.

MISLEADING STATEMENT

Great stress has been laid upon a suit, which has been instituted against me. This suit was brought without advance knowledge of, or authorization by the Board of Directors, or the Company's General Counsel, and without notice to me. The bill of complaint, which was sworn

think about replacing Coca-Cola with Pepsi-Cola.

Personally, I don't believe that this is how Coca-Cola was replaced in the Loft stores. I think that Guth deliberately set out to kick Coke out of the Loft stores. A few years earlier, Mavis Candies produced a chocolate drink that was being distributed by the Coca-Cola bottler in New York. The Coca-Cola parent company did

asset, they eventually dissolved the Loft Company into the Pepsi-Cola Company. If Guth had kept his Loft stock, at that point he would have owned 25% of the Pepsi-Cola Company. In 1964, the year before Pepsi-Cola merged with Frito-Lay, Guth's Pepsi-Cola stock would have been worth 24 million dollars. In the last 35 years, Guth's stock would have split numerous times, gained

value, and resulted in it being worth possibly one billion dollars!

Obviously, Guth's decision to sell his Loft/Pepsi-Cola stock was an enormous blunder. It gets even worse. The court's decision giving Pepsi-Cola to Loft was appealed to a higher court. During the appeal process, Guth settled with Loft Company and received the franchise to bottle Pepsi-Cola in the Los

Angeles area.

In 1947, Guth decided that he would start his own cola company called Guth Cola. To do this, he had to sell the Los Angeles Pepsi-Cola franchise. Again, if he owned that franchise today, it would be worth several hundred million dollars. By the way, have you ever heard of Guth Cola?

Pepsi Generation Collectors

For years, Pepsi collectors have made weekly, monthly, and yearly pilgrimages to swap meets, flea markets, and antique malls all over the country. In every case, they have repeated the same refrain - "do you have any double-dot Pepsi items?"

"Double-dot" refers to those Pepsi collectibles made before 1951. Most Pepsi collectors consider these Pepsi items to be a "must have" for their collections.

The desire to have double-dot collectibles is not without merit. This era represents the best promotional items produced by the Pepsi-Cola Company. From serving trays, to cardboard sign, the attractiveness of these double-dot items is undisputed. Sadly, double-dot items are getting harder and harder to find. Spending a whole day searching for double-dot Pepsi items is becoming an act of futility.

The time has come to give Pepsi-Cola collectibles from other eras the credit they deserve. There are excel-

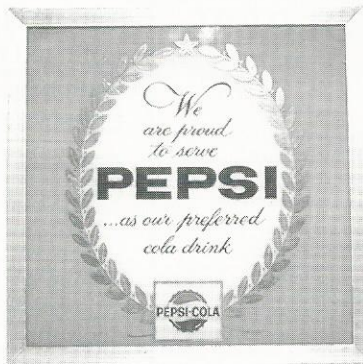
lent items from all eras of Pepsi-Cola history.

The 1950's era collectibles are for the most part every bit as collectible as the double-dot items, and in some cases, only a year's difference in age. Yes, there are some collectors who

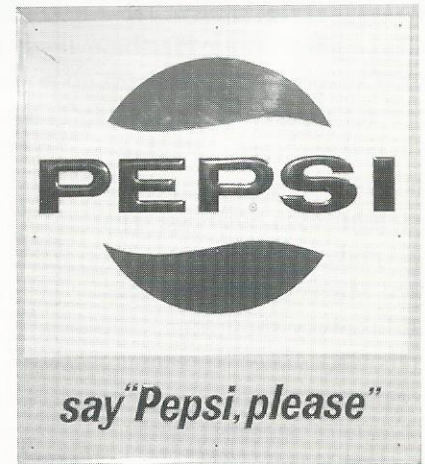
appreciate 1950's collectibles almost as much as double-dot collectibles. Unfortunately, the same cannot be said for 1960's collectibles.

In the 1960's, television became the primary way to advertise Pepsi-Cola. This resulted in most of the money for the marketing budget going to making and airing television commercials. This meant less money for metal and cardboard signs, as well as other in-store advertising items. Fewer promotional items, such as

So, if 1960 era collectibles have never interested you, this might be a good time for you to reconsider. Right now, these Pepsi Generation collectibles are still attainable. The next time you see a 1960's Pepsi collectible, don't dismiss it so quickly.



1963 Glass Sign



1965 Metal Sign



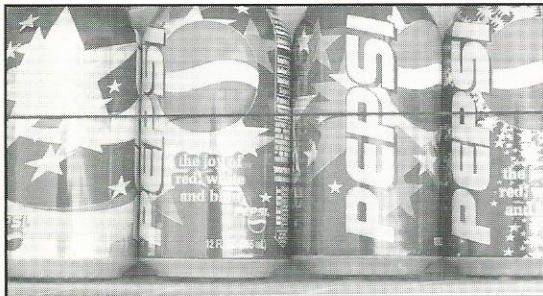
1963 Metal Sign

radios, bottle openers, and serving trays were produced. This means that eventually, the Pepsi items from this era will become difficult to find.

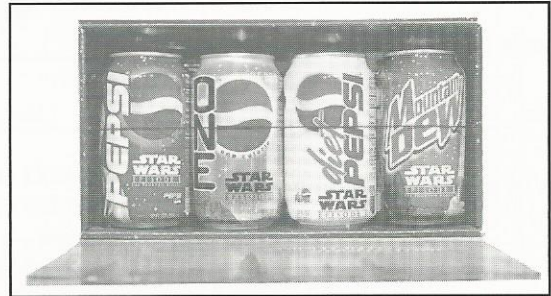
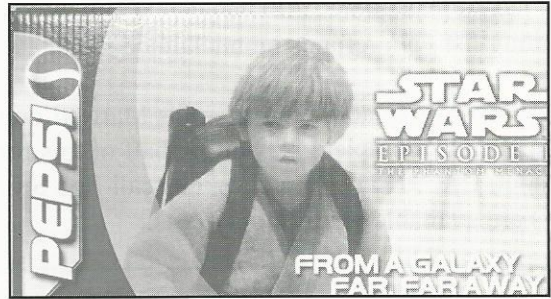
After all, these collectibles are now between 30 and 40 years old. I can't imagine walking through a flea market and asking a dealer if he has any Pepsi Generation collectibles, but I do think these items are worthy of collecting. The Pepsi Generation collectibles are from 1961-1971, which is the approximate era of the Pepsi Generation advertising. "Come Alive" - and join the Pepsi Generation collectors.

Pepsi Can Sets

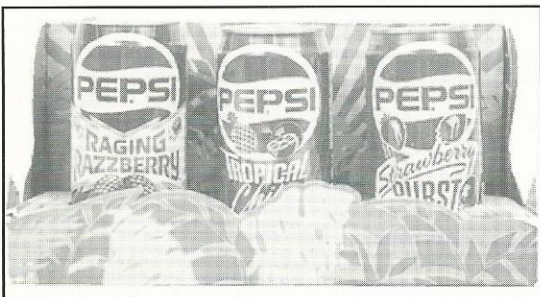
For about the last ten years, almost every time Pepsi has introduced a new graphic design on a can, or a collector's edition can, they have also produced a box set for promotional purposes. The latest of these box sets is "Share the Joy of Red, White, and Blue." The set contains the four special Pepsi cans distributed around the 4th of July, 2002. These sets have become very popular among collectors because of their limited distribution. They are not sold in stores. You can only get them from Pepsi or a Pepsi-Cola bottler. Most of the sets are still obtainable, and are relatively inexpensive. So, if you are looking for something to add to your collections, can sets may be perfect for you.



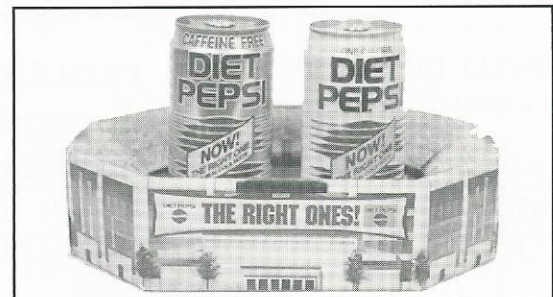
Share the Joy of Red White and Blue 2002



Star Wars 1999



Raging Flavors 1990



The Right Ones 1990



Cool Cans 1991

PEPSI FEST 2003 REGISTRATION

March 13 - 15th, 2003

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2003, March 13 - 15, 2003, 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 2003 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 3/15/03 # _____ @ \$25 each \$ _____

Child's Meal (Under 10) # _____ @ \$ 5 each \$ _____

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____
3/15/03

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 2003.

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

PEPSI FEST 2003 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2003 SCHEDULE

Schedule Subject to Change

Thursday, March 13th, 2003

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 14th, 2003

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 15th, 2003

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 2003 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

**Walter Gregory
Pulaski, NY**

**Terry & Linda Baaske
Fall River, WI**

**Owen & Robert Dietz
Woodbine, MD**

**Gisela Dalke
Spokane, WA**

**Don Walsh
Las Vegas, NV**

**Kim Robinett
Bellevue, NE**

**James Beck
Westminster, MD**

**Toni Liebhart
Columbus, OH**

**Vicky Shelton
Shelbyville, IN**

**Bob & Ellen Goff
Mt. Airy, MD**

**Ronald Davis
Pawtucket, RI**

**Kevin Buckner
Selma, CA**

**Harold Stark Sr.
Rew, PA**

**Angie & Mike Vasterling
St. Louis, MO**

**Kelvin Wagner
Deerbrook, WI**

**Betty Williams
Rienzi, MO**

**Matthew Madera
Peoria, AZ**



For Sale

Rare 1923 Gardner Roadster Pickup Truck and 1930 "Pepsi-Cola" ice box trailer. Truck has original 20" wheels, tilt steering wheel, 200 cubic inch 6 cylinder Ford, C4 automatic, 8" rear end, 4" drop axle with disc brakes, vega box, EZ wiring. Paint is Wimbledon white base coat clear with "Pepsi" logo. Freshly built, less than 100 miles. Call 336-627-0728 or email for more information: theffinger@earthlink.net

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

Collector Pepsi cans. Andre Agassi, Britney Spears, Backstreet Boys, Brett Favre, Sammy Sosa, Jeff Gordon, Richard Petty, 007, Pokemon, and Snoopy are just some of the hundreds of featured PepsiCo cans. Also discontinued brands. Patio, Teem, Pepsi Free, etc. Send \$5 (refundable with order) for 47 page list to: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935 or email to Joepsiko@webtv.net

For Sale: 1995 First ever Pepsi-Cola Collector plates from The Franklin Mint, created by Bill Bell, Certificates of Authenticity, 8 Plates total, never used. Mint in box. Call or write: Penny Lawrence, 330 West William Street, Kingsland, GA 31548 (912)729-4130 - leave message.

For Sale: Parts available for the Pepsi Pam or Telechron Lite Up Clocks 14-3/8" diameter. We also

have the 15" x 15" square glass domes. Send SASE .60 cents to... MAX MARKETING - NEON, Attn. Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI 48081-3257. Phone (586)733-5000 or Fax (586)772-6224. Email info@max-neon.com Note: the manufacture and distribution of the replica Lima Neon clocks, parts, etc. has been sold to another Company... we may still be able to provide you with motors/gearsets, mfg. Lima/Neon products decals until our stock runs out.

WANTED

Any items (ads, signs, racks, bottles, etc.) related to the Pepsi Hostess 26 oz. bottle from 1956. Contact Jack Branson by email at jackandpat01@aol.com; phone 818-352-5278; mail: 7941 Apperson St., Sunland, CA 91040.

Wanted: Classic memorabilia. Buying vintage machines, light up

signs and clocks, all soft drink memorabilia. Contact: Randy Myers @ (407)889-4994.

Wanted: Pepsi Diet Strawberry Burst can. Looking for all unusual older Pepsi cans and Star Wars Bank cans. Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935 or email JOPESIKO@Webtv.net



The Encyclopedia of Pepsi-Cola Collectibles by Bob Stoddard - Now available at better bookstores everywhere.

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.



1910 Photograph Featuring a Child Enjoying His First Pepsi-Cola

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

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



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 19, Number 6

Jan.-Feb. 2003

Have a Pepsi New Year

Happy New Year to everyone! I hope 2003 is a wonderful year for all Pepsi collectors. It is my New Year's resolution to make this the best year of Pepsi collecting ever!

Ooops! My apologies. I made a mistake in the last issue of the newsletter. I inadvertently used last year's room rate for the Marriott. The correct rate for Pepsi Fest 2003 is \$82. As part of my New Year's resolution, I intend to make this the best Pepsi Fest ever. The only way this is possible to have everyone attend - that means YOU!

The dates for Pepsi Fest 2003 are March 13-15th. The Marriott East is located at 7202 East 21st St., Indianapolis, IN 46219. The phone number for reservations is (317)352-1231. Be sure to identify yourself as a member of the Pepsi-Cola Collectors Club.

Please be sure to send in your Fest registration to the club as soon as possible. This helps us to determine the count when planning for the packets and all the activities planned.

It has been suggested that we show pictures of each other's collections at Pepsi Fest. I think this is a great idea. This year, we will have a display area in the registration room where you can post your photos. If everyone would bring 2 or 3 photos of your collection, we will have a nice display. Please put your name and where you are from on the front of your photo. Make sure you have duplicates, as we will not return these pictures.

Don't forget to make your Pepsi commercial for our Amateur Pepsi Commercial Contest on Friday night. The commercial should be between 30 seconds and 2 minutes long on VHS tape. Commercials should be

turned in by Friday at noon. Be sure your name and address appear on the tape.

From now through the super bowl, Pepsi will debut several new commercials. We will review these commercials in the next newsletter. To make our review complete, we'd like to have your opinion. Please write us and let us know what your favorite new Pepsi commercial is, as well as which one you like the least.

This year, the Pepsi Cola Collectors Club will celebrate its 20th anniversary. Please write us and let us know some of your favorite Pepsi club moments.

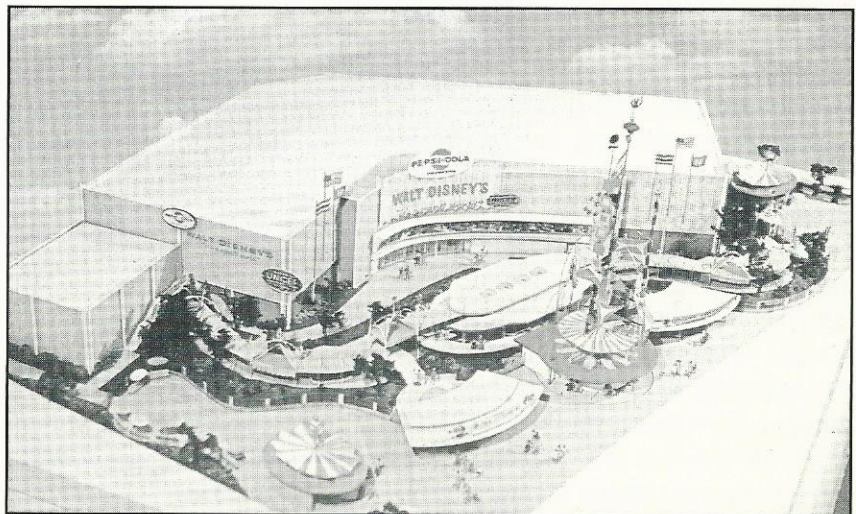
I am looking forward to seeing everyone at Pepsi Fest. Be safe, and have a Pepsi day!

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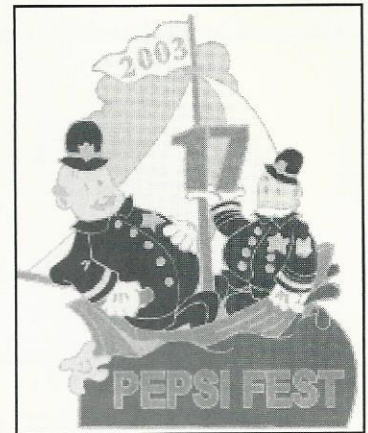
Chapter News

Well, it's a new year and I think it would be a great time to add some more chapters to our club. Whadd'ya think? Perhaps some of you are thinking that it would be great if you could contact me before Pepsi Fest and tell me that you've started a chapter. Maybe you've already started a chapter and you haven't contacted me just yet because you've been busy shopping. It might be possible that you need that final push to get the ball rolling. You could still have some questions about starting a chapter. Well, friends, have I got a deal for you! Starting this week, you can start a chapter for zero down, zero interest, and zero payments, just like all of those car dealers! You choose the date and time and location for your first meeting with no hassles from the PCCC representatives! If you still can't get a chapter going, No Problem! You probably haven't invested anything so you probably didn't lose anything. At least you can say you tried, right? So, come on down and join the ranks of chapter founders today! If it helps, I will be chairing a meeting on chapters at Pepsi Fest in Indianapolis on that Thursday at 3:00 PM. If you can't be at that meeting but you will be in Indy that weekend, look in the halls for the short guy with long hair in the back and no hair on top. Chances are that will be me.

Immediately following the chapters meeting in the same room will be our chapters Show-and-Tell in which each chapter has one or two tables to display whatever they would like from their own Pepsi collections whether it is each person's favorite item or a specific theme. For example, the Chicago

Connection Chapter has followed the theme of Pepsi logo eras with last year's display featuring items with the "bookend" logo. This year, our chapter will display Pepsi-related items from the 1990's. Each chapter is welcome to display whatever Pepsi-related items they wish. There are no right or wrong categories. It's simply a way for the chapters to be involved and for each chapter's members to "show off" some of their unique collectibles. This particular Show-and-Tell is separate from the Saturday morning Show-and-Tell for individuals, although everyone is invited to view the chapter displays following the chapters meeting. Please, join the Chicago Chapter by having your chapter be involved and let me know if your chapter will be having a display.

-Phil Dillman



Future Club Events

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

Pepsi Celebration
November 2003
Las Vegas, Nevada

The World of Pepsi

Once again, Pepsi-Cola is making a change in its graphics. Unlike many in the past, this is just a minor update. The new graphics will be used on the packaging for Pepsi-Cola and caffeine-free Pepsi-Cola.

The new look capitalizes on the power of the Pepsi Globe - one of the world's most recognizable icons - by making it larger and more pronounced. The word "Pepsi" is printed in a bolder, more stylized font with a touch of silver for contemporary look and feel. Ice shards highlight the blue background to give it a more dynamic, three-dimensional appearance. On cans, the word "Pepsi" is written across the top instead of along the side.

The updated graphics will appear in the U.S. and Canada on everything with a Pepsi logo - plastic bottles, cans and 24-packs, fountain cups, vending machines, Visi-Coolers, advertising signs and more. Diet Pepsi, Pepsi Twist, Wild Cherry Pepsi, and Pepsi Blue will make slight adjustments in the future to mimic the new look.

At the time of publication, we were unable to obtain a copy of the new graphics, but we will have these by our next newsletter.

In other news, Pepsi has announced a new pact with Destiny Child's Beyonce Knowles. Knowles' new relationship with Pepsi calls for creative collaboration on two new TV commercials. Pepsi will also have the option to sponsor a solo concert tour, which Knowles is considering for

2003. Knowles says "I've been a fan of Pepsi's TV ads for as long as I can remember. I'm thrilled to be joining so many talented entertainers who have created memorable Pepsi moments over the years. Many of them have inspired me, and I'd love to do the same for the next generation of artists out there."

Currently, there is no indication as

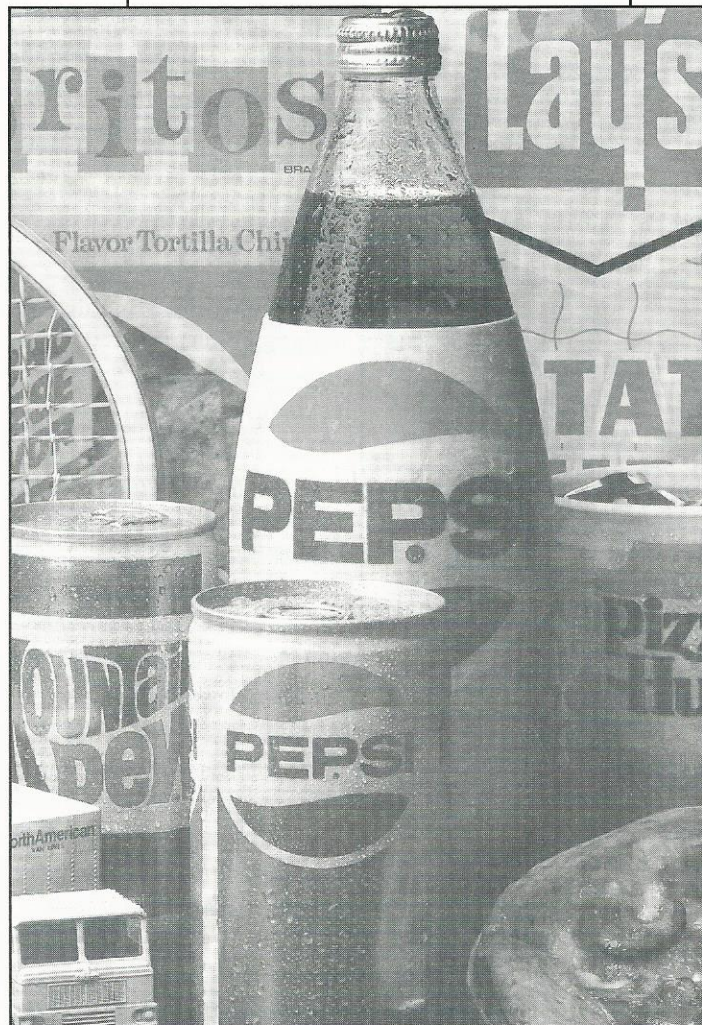
got a little better. Applebee's is the latest restaurant chain to switch over to Pepsi-Cola. This is quite a significant gain for Pepsi, since Applebee's has over 1500 restaurants world-wide. Applebee's will begin providing Pepsi brands in most of their restaurants in January 2003.

Lloyd L. Hill, Applebee's chairman and CEO, says that "after an exhaustive analysis, we selected Pepsi as our beverage partner because Pepsi shares our goal of providing our guests with a quality dining experience."

Another big score for Pepsi is the return of Knott's Berry Farm Amusement Park to the Pepsi family. Knott's Berry Farm, one of the three largest amusement parks in southern California, will once again be serving Pepsi-Cola in January 2003. After a wild ride on a roller coaster, Pepsi-Cola is the only drink that can properly refresh you.

Pepsi-Cola and Lay's Potato Chips will, for only the second time, run joint commercials. The series of television advertisements will be called "It's How You Watch the Game." The commercials will mirror how NFL fans watch football games. There will be four new commercials which will run through January during the NFL playoffs. One of the commercials

will feature a group of long time friends watching a game, while unknowingly mimicking the action on the field. I don't know about you, but I don't need a commercial to tell me that Pepsi and Lay's Potato Chips are a perfect team.

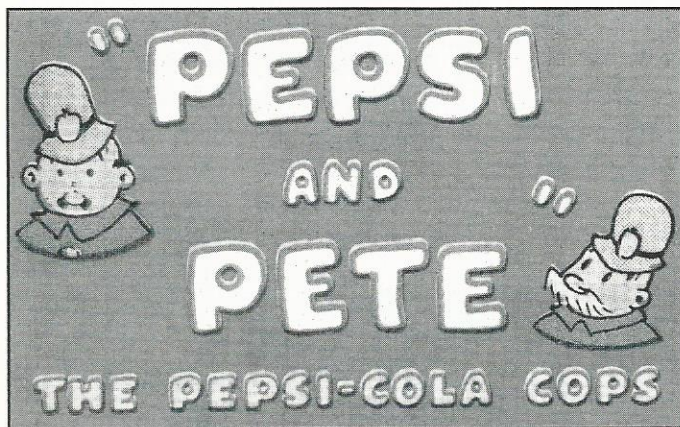


to what type of relationship Pepsi will have with Britney Spears in the future. Spears is currently at the end of a multi-year contract.

For those of you who are frustrated by not finding your cola of choice at your favorite restaurants, life just

Collector Information

ASK



Dear Pepsi & Pete:

I heard that the man who invented Pepsi-Cola was actually a doctor. Is that true?

Signed,
Walter

Dear Walter:

No, that is not true. Caleb Bradham was a pharmacist. Although he attended medical school, he was not able to finish due to financial problems. Many of his friends affectionately referred to him as "Doc Bradham."

Dear Pepsi & Pete:

I recently bought a 9" round celluloid sign. It is double-dot, and says "Ask for Pepsi, the Perfect Mixer." After I got it home, one of my friends told me it was a reproduction. Is he right?

Signed,
Gary

Dear Gary:

Your friend is partially correct. The sign is not an original, but it is not a reproduction, either. By definition, a reproduction is copy of an item that actually existed. Your sign was made from the artwork used on a 1940's Pepsi coaster. More correctly, your sign would be called a fantasy item - a creation of something that never existed. The "Ask For..." celluloid has been around for about ten years. Many collectors have bought this thinking it was old, but it is definitely not old.

Dear Pepsi & Pete:

How many different sized swirl bottles did Pepsi produce?

Signed,
Mary

Dear Mary:

In 1958, Pepsi-Cola introduced the 12-ounce swirl bottle. Additionally, there was a 6-ounce, 10-ounce, and 20-ounce swirl bottle. In the 1970's, there was a modified version of the swirl bottle available in a 32-ounce and 48-ounce bottle.

Dear Pepsi & Pete:

I understand that Pepsi-Cola has a publication called "Pepsi World." Is this something that I can collect?

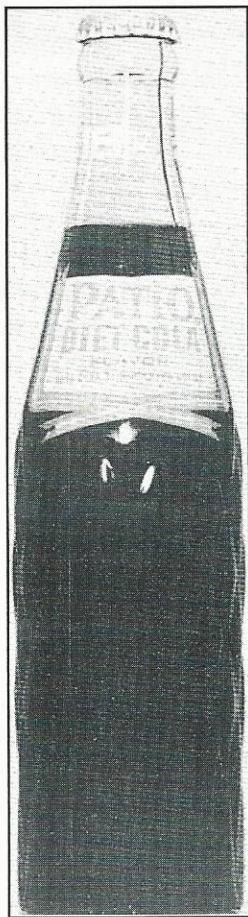
Signed,
Jane

Dear Jane:

At one time, Pepsi-Cola did publish a magazine called "Pepsi World." It began in 1939 as "Pepsi-Cola World." The magazine was published monthly for over fifty years. Currently, "Pepsi World" is not being published. Yes, these are something that you can collect. These do make great collectibles because it tells you a lot about the history. They are a little hard to find, because you had to have worked for Pepsi to receive the magazine. But, with a little patience, you can acquire a decent "Pepsi World" collection. Expect to pay just a few dollars for the more recent years, and as much as \$100 for the very early years. In addition to collecting "Pepsi World" magazines, you might consider collecting the Pepsi Annual Reports. From 1965 on, they became PepsiCo Annual Reports. Again, you can expect to pay just a few dollars for them.

History of Pepsi Diet Drinks

Sugar was the key ingredient in soft drinks in the early 1900's. The fluctuation in supply and price wreaked constant havoc on many soft-drink companies. This caused many soft-drink producers to find a good-tasting sugar substitute. When the price of sugar increased, so did the interest in a substitute. When the price decreased, the search waned. This went on until the 1950's. At this time, a sugar substitute was still sought, but not because of price stability. Instead, it was due to a growing concern for healthier living.



The post-war prosperity brought with it a new concern for fitness. People became more interested in refreshments with less calories.

Pepsi's first effort in this direction came in 1954, when they reduced the amount of sugar in brand Pepsi. This resulted in the advertising campaign "The Light Refreshment."

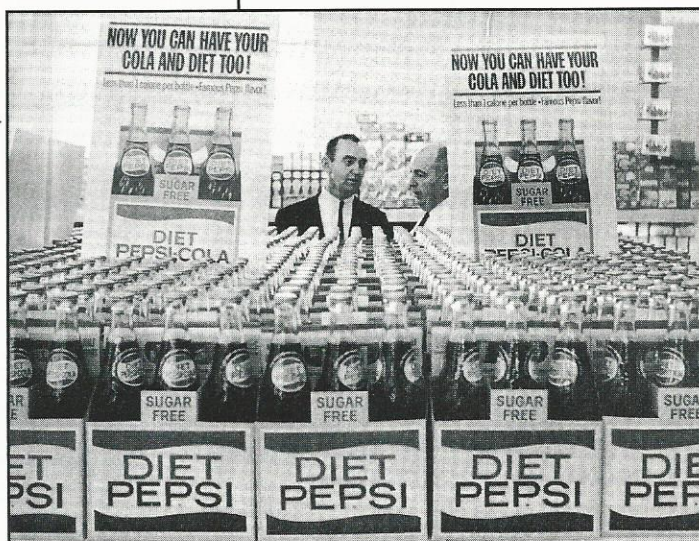
While researching a Pepsi with less sugar, it was also decided to develop a Pepsi with *no* sugar. This sugar-free Pepsi took many more years to develop. Taking out the sugar was the easy part. Maintaining the good taste was the difficult part.

By 1960, there were a number of sugar-free drinks on the market. This new segment of the soft-drink industry was referred to as dietetic beverages. For the most part, they were produced by smaller, independent soft-drink companies. The primary customer of these sugar-free drinks were people with health concerns. This soon changed. In just a few short years, Diet drinks would become part of the cola wars.

In 1963, the Pepsi-Cola Company introduced their first entry into this new, emerging market. The diet drink was called Diet Patio Cola. Diet Patio started out very well. It had something the other sugar-free drinks was missing - taste. When Pepsi-Cola develops a drink, they are not only concerned with its chemical properties, but also how good it tastes. Therefore, when they created Diet Patio Cola, taste was foremost in their minds.

Soon, Pepsi came to the realiza-

tion that they could not properly finance an advertising program for a separate cola drink. The best way to market a sugar-free cola drink was to make it a diet version of the flagship brand, Pepsi-Cola. This brought about a huge debate. The bottlers liked the idea of a Diet Pepsi drink. They believed it would bring about greater name recognition and be easier to market. The legal department was concerned that using the Pepsi name on another cola drink would endanger the trademark. The concern was that the courts would not recog-



nize the rights to the same trademark on two different products. After extensive legal research, this would not be a problem. Marketing believed that you could dilute the effectiveness of the trademark, thus hurting sales if it were linked to another product. It is important to remember that at this time, no soft-drink company had ever used their brand name on a diet drink, or on any other brand extension.

On April 1, 1964, Don Kendall, then president of the Pepsi-Cola Company, sent a telegram to the Pepsi-Cola Bottlers that read "You

asked for it. Today you have it. Diet Pepsi is being released for nationwide distribution....”

Almost a year after its introduction, Diet Patio Cola was replaced by Diet Pepsi. This was a milestone in the soft drink industry, as well as for the Pepsi-Cola Company. For the first time, a diet drink carried the flagship name. The move turned out to be one of Pepsi’s greatest successes. Today, Diet Pepsi is one of the best selling soft drinks in the world.

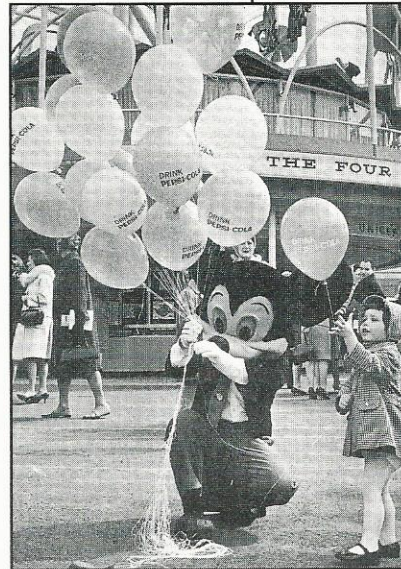
Disney and Pepsi

Before big red (Coca-Cola) came along with big green (\$\$\$), Pepsi-Cola co-existed with Coke at the happiest place on earth. (Disneyland). Pepsi was available at the Golden Horseshoe Revue, where it was the sponsor. Besides this, there were a number of other places in the park where you could get a refreshing cup of Pepsi-Cola. One of the early 1960’s Pepsi commercials features a Pepsi-Cola machine sitting in front of the Matterhorn at Disneyland. In fact, former Pepsi president Don Kendall and Disneyland creator, Walt Disney, were good friends. When Disney was looking for a sponsor for

It’s a Small World exhibit at the 1964 World’s Fair, they came to Pepsi. When Pepsi celebrated their 75th anniversary in 1973, it was held at Disney World in Orlando, Florida.

Unfortunately, Pepsi is no longer available at Disneyland.

It is mostly due to the fact that Coca-



Mickey Mouse Holding Pepsi Balloons

Cola does not fare well in competitive situations. Therefore, it is safer for Coke to pay big bucks for an exclusive contract than to take a chance that the consumer will prefer Pepsi over Coke.

Despite this, there are a number of nice Pepsi/Disney collectibles. Included among these are pinback buttons from Disneyland, post cards from the 1964 World’s Fair, and a number of paper collectibles from Disneyland.

Additionally, there were a number of Disney and Pepsi promotions that

produced stuffed animals, and an assortment of beverage containers. Whether or not Pepsi ever returns to Disney parks, Disney will always be a part of Pepsi collecting.



Pepsi Being Served at the 1964 World’s Fair Disney Exhibit

Super Bowl and Pepsi Together in San Diego

The 2003 Super Bowl will be held in San Diego, California - which may or may not be of some interest to Pepsi collectors. But, if you are planning on watching the game, you might like to know a little of the history of Pepsi-Cola franchise in San Diego. The franchise to bottle Pepsi-Cola in San Diego was issued to Frank Alesio in 1936. Alesio actually began in the soft drink business in 1931, bottling a product called Gazosa - Italian for carbonated water. Success did not come quickly for Pepsi San Diego. It took a lot of hard work to develop this territory. In the early days, Alesio moonlighted by singing and playing the drums in a dance band. The money he made from this job actually kept his business afloat during the tough times. He started out with just one truck, but eventually added more. After many years of hard work, Pepsi-Cola San Diego became one of the most successful franchises in the Pepsi system.

The Pepsi-Cola Bottling Company of San Diego introduced the single-drink, swirl Pepsi bottle in 1956. Today, the San Diego Pepsi-Cola franchise is owned and operated by Pepsi Bottling Group - the largest Pepsi bottler in the world. The combination of high-tech, military bases, and tourist attractions makes San Diego an important venue for selling Pepsi and Pepsi products.

The Last Returnable Bottle?



If you were born before 1965, the chances are very good that your first Pepsi was from a returnable Pepsi bottle. For most people, the glass bottle is still considered the best-tasting way to drink Pepsi. Unfortunately, glass, returnable bottles are on the brink of extinction.

Returnable, glass Pepsi bottles have been around since 1905, when Pepsi was first offered in bottles. Soon after, a small deposit was required on each bottle to insure its return to the retailer. Bottles were consumed and returned in this fashion for the next fifty plus years.

The 1960's marked the beginning of the end of returnable bottles. The changes in lifestyle and consumer demand for convenience resulted in a growing need for one-way bottles and cans. Over the next thirty years, cans and plastic bottles became the dominant way people purchased Pepsi.

Despite the dominance of non-returnable bottles, there was a host of Pepsi bottlers who continued to bottle returnable, glass bottles. In the past ten years, that number has dwindled down, due mostly to the problem of obtaining glass bottles. The price of glass bottles has risen so high that the bottlers who continue to bottle can no longer replace the bottles that are lost through attrition.

Today, there are only two bottlers producing returnable bottles. They are both producing ten-ounce bottles used in vending machines. Eventually, the quantity and quality of these ten-ounce bottles will reach the point where they are no longer able to be used. This will most likely occur in the next few years. When that occurs, we will tip our Pepsi cans in one last salute to the best tasting Pepsi ever in the returnable bottles.

The Mystery Trademark



1898 Pepsi-Cola Trademark

This 1898 trademark is considered by all to be the first trademark of the Pepsi-Cola Company. Although there is no proof of it ever being used in any Pepsi advertising. No one is even sure who designed the logo. It has been reported that a neighbor of Caleb Bradham designed this original logo. These type of mysteries makes Pepsi collecting the exciting hobby that it is.

PEPSI FEST 2003 REGISTRATION

March 13 - 15th, 2003

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2003, March 13 - 15, 2003, 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 2003 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 3/15/03 # _____ @ \$25 each \$ _____

Child's Meal (Under 10) # _____ @ \$ 5 each \$ _____

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

3/15/03

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 2003.

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

PEPSI FEST 2003 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2003 SCHEDULE

Schedule Subject to Change

Thursday, March 13th, 2003

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 14th, 2003

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 15th, 2003

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 2003 will be held at the Indianapolis Marriott. The room rate is \$82 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

Anne Matthews
Boise, ID

Michael Hunter
Bethlehem, PA

Dan Porterfield
Kewanna, IN

Larry & Sharon Johnson
Covina, CA

John Harley
Orangeburg, SC

Sharon Shaffner
Reno, NV

Robert Jones
Mooresville, IN

Rocky Capobianco
Rochester, NY

Brenda & Tracy Zell
Gilbert, AZ

Derek Krick
Griffith, IN

Cory Krick
Celina, OH

Freedom Gray
Moorhead, MN

Raul Garcia
Murray, UT

Patricia Dale
Las Vegas, NV

HAPPY NEW YEAR
— all year

You start the year right when you start with Pepsi-Cola—number one thirst chaser in the big big bottle. Twelve ounces, only 5¢. Keep plenty on ice for hospitality.

★

SPARKLING
PEPSI-COLA
BOTTLED BY PEPSI-COLA BOTTLING COMPANY
UNDER APPOINTMENT FROM
PEPSI-COLA COMPANY, N.Y.

5¢

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.

WANTED

Wanted: Yellow Plastic Pepsi six pack bottle carrier. Call Al at (724)8506 in Ford City, PA.

Wanted: Foreign Pepsi-Cola bottles. Contact Ray Davidson, 9464 W1300N, Elwood, IN 46036. e-mail cathy@Tiptontel.com

Wanted: Commemorative and special edition Pepsi cans from the 1980's and 1990's. If you have cans for sale, please contact: Rich Lenger, 3 St. Dymphna Ct., O'Fallon, MO 63366. Phone (636)379-2831 or e-mail pack-rat729@juno.com

FREE Pepsi 1970's logo glass front refrigerator. 78 1/4" H x 54 1/4" W x 30" Deep. No compressor parts. U-Haul from Edgewood, CA. Contact Byran Duncan @ (530)938-1058 or e-mail donniegirl@snowcrest.net Photo available via e-mail.



NEW! The Big, Big Bottle 2003 Calendar \$11.95

With the exception of the creation of Pepsi-Cola, no other event is as important in the history of the Pepsi-Cola Company as the introduction of the 12-ounce bottle for a nickel. To honor this triumph in consumer products, we salute the 12-ounce Pepsi bottle with our 2003 Pepsi-Cola calendar - *The Big, Big Bottle*. To order, send \$11.95 plus \$5.00 shipping to:

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

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.



Going... Going... Gone !

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

**First Class Mail
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Permit No. 24**

PhillipDillman
17733 Highland Ave.
Homewood, IL. 60430 USA