



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 21, Number 1

March-April 2004

18th Annual Pepsi Fest Days Away

Pepsi Fest, here I come! In just a few days, I'll be on my way to the 18th annual gathering of the Pepsi-Cola Collectors Club. I'm excited about seeing old friends and hopefully making some new Pepsi buddies. For some of us, our hair is a little grayer, but our enthusiasm is still as high as it was at the first Pepsi Fest. Much of the enthusiasm of the event is injected by the newer attendees. You can't help but be excited but see the look on the faces of those who have never been to a Pepsi Fest. What we have found over the years, that young or old, when you are at Pepsi Fest, you are part of the Pepsi Generation.

If you have not made your reservations yet, you need to do so immediately! The hotel is close to being sold out during our event.

Pepsi Fest 2004 will be held at the

Marriott East, 7202 E. 21st St., Indianapolis, Indiana. The room rate will be \$82 per night. The event begins Thursday, March 18th, and runs through Saturday, March 20th. The phone number for hotel reservations is (317)352-1231. The club registrations must be in the mail by March 5th. If not, you will have to register at Pepsi Fest. If you wait until arrival at Pepsi Fest, we cannot guarantee there will be any Fest packets left.

We are sorry to report the passing of Bill Vehling this past December. Many of you know of Bill from the books he's written on Pepsi collectibles. I first met Bill 19 years ago at a flea market in Indianapolis. Bill overheard me talking to someone about Pepsi collectibles. He approached me and we began talking about the Pepsi-Cola Collectors

Club. He felt that Indianapolis would make a great place to hold an annual meeting of the Pepsi-Cola Collectors Club. From this meeting, the idea of Pepsi Fest was born, and as they say, the rest is history. We send our heartfelt condolences to his wife, Amy, and family and friends.

Another long-time club member and Fest attendee, Marvin Lock, passed away this last year. Marvin always had a table at the swap meet. Our deepest condolences to his wife and family - who still plan on attending this year's Pepsi Fest.

Everyone have a safe journey to Pepsi Fest, and we'll see you there!

In This Issue

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Pepsi Straws

Pepsi Fest Registration



Pepsi Bottling Company of Greenville, North Carolina Baseball Team

Chapter News

Chapter News - Mar/Apr 2004

Today, we will discuss "Pepsi Equations." Please, be sure you are taking notes.

First, you have your basic equation, that of PEPSI=FUN. However, no matter how you alter or add to this equation, you still end up with the answer of "FUN." For instance, you can add a word and still get the same result such as PEPSI COLLECTING=FUN. Pretty simple, eh? Let's look at some more examples: DRINKING PEPSI=FUN, PEPSI-COLA COLLECTORS CLUB=FUN, JOINING A PCCC CHAPTER=FUN, STARTING A PCCC CHAPTER=FUN. You can also have complex equations. Some of these might be MORE CHAPTERS=MORE POSSIBLE MEMBERS+MORE COLLECTIBLES=FUN, or, MORE COLLECTORS=MORE COLLECTIBLES+MORE KNOWLEDGE OF PEPSI COLLECTING=FUN, or even, MORE PCCC MEMBERS x X NUMBER OF CHAPTERS=MORE REGIONS COVERED x THE NUMBER OF COLLECTORS IN EACH CHAPTER=MORE PEPSI COLLECTIBLES MADE AVAILABLE TO MORE PEPSI COLLECTORS=FUN!

Obviously, the end product should always be "fun" and the various ways to reach that end product should always include multiple Pepsi collectors in multiple chapters of the PCCC. If you don't yet belong to a chapter and would like to join one or start one, you may see me after class, see me at the chapters meeting on Thursday afternoon at Pepsi-Fest,

find me roaming the halls at Fest, or, contact me at 708-799-8486 or PD62Pepsi@aol.com.

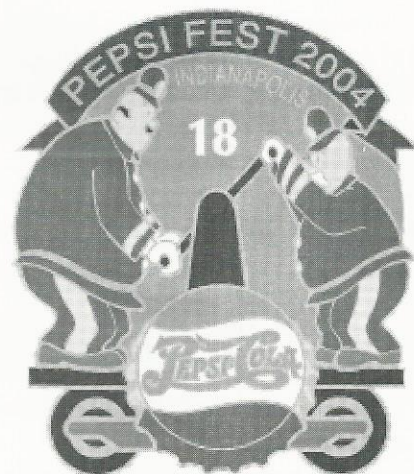
Those chapters that will have representatives at Fest are asked to bring your chapter's scrapbook that shows the history and activities of your chapter through photos, flyers, stories, etc. If possible, please, bring it to the chapters meeting or, at least, have it out for viewing in your room.

Thanks!

So, should there be plenty of PCCC chapters with plenty of members all helping each other in our quest to collect Pepsi and preserve it's history?

You do the math. Class dismissed.

-Phil Dillman

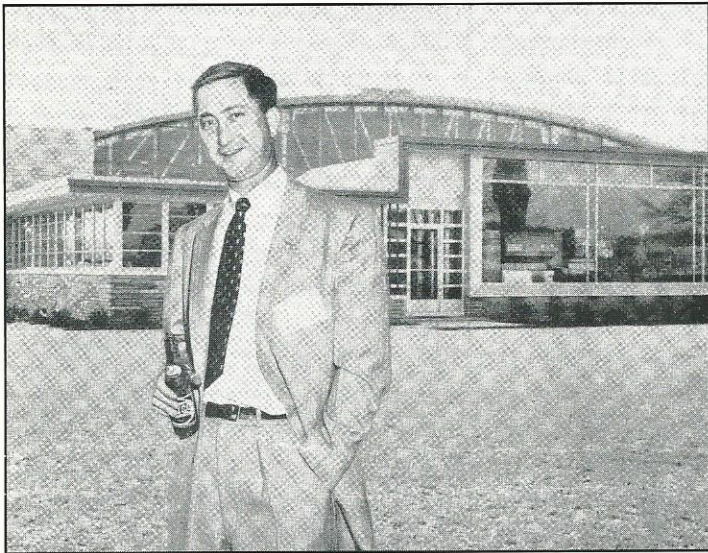


Future Club Events

PEPSI FEST 2004
March 18th-20th, 2004
Indianapolis, Indiana

Pepsi Celebration
Fall 2004
Las Vegas, Nevada

Hoyt Minges, Pepsi Pioneer



Hoyt Minges at Kinston Plant in 1955

Hoyt Minges, long time Pepsi bottler from eastern North Carolina, passed away Sunday, February 22, 2004. The Minges family owns three Pepsi-Cola franchises in North Carolina: Greenville, Kinston, and New Bern.

Hoyt Minges worked at all of these franchises, but he had a special fondness for New Bern because it was the birthplace of Pepsi-Cola. Minges, like many old-time Pepsi-Cola bottlers, claimed he had Pepsi running through his veins. He began working in the family franchise when he was a young boy. He worked at various positions almost until the end of his life.

Of Hoyt Minges' many accomplishments, one of the lesser know, and perhaps one of the most important, was Hoyt's role in Pepsi's acquisition of Mountain Dew. In 1964, the Pepsi-Cola Company purchased Mountain Dew from the Tip Corporation for the sum of 6 million dollars. According to Minges, Don Kendall, at that time President of the Pepsi-Cola Company, asked him to help persuade Tip Corporation to sell the trademark and formula to Pepsi. Minges said he would on one condition. He wanted the Pepsi-Cola bottling rights for an island in the Caribbean. Kendall agreed to Minges' terms on one condition - Minges would have to bottle Pepsi on the island, and not import already bottled Pepsi. Minges accepted these terms, and commenced negotiations with the Tip Corporation. The reason Kendall approached Minges in the first place was that he knew all the board

members, which included two of Minges' cousins. Minges convinced Tip to sell Mountain Dew to Pepsi. What he didn't get was the Pepsi franchise in the Caribbean. Unknown to Minges was that the island in question did not have a source of fresh water. Therefore, he could not bottle Pepsi-Cola there.

Minges always enjoyed telling the story of how his good friend, Don Kendall, had snookered him. Pepsi got one of the most valuable trademarks they've ever owned, and Minges got the rights to bottle Pepsi on an island where it was impossible to bottle Pepsi.

Hoyt Minges was dedicated to his family and to Pepsi-Cola. He will be missed by all.

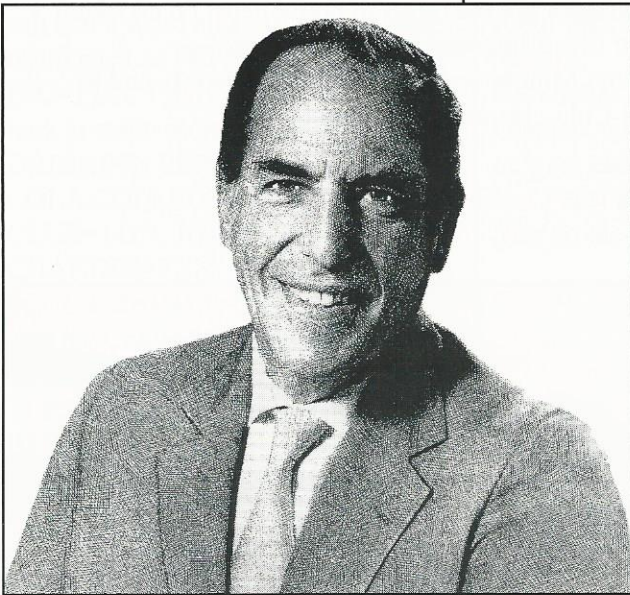


New Bern Plant - Where Hoyt was President

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.

Interview With Alan Pottasch

On a recent visit to New York City, I had the privilege of interviewing Alan Pottasch. Alan is one of the most knowledgeable people on Pepsi advertising, primarily because he created much of that advertising during the past 47 years. Here are some of the excerpts from that interview:



Alan Pottasch

Bob Stoddard: When did you first start at Pepsi?

Alan Pottasch: My first involvement with Pepsi was in 1957. Pepsi was looking for someone to go around the world to handle their promotions. But, they wanted that person to work at their advertising agency. Pepsi hired me and put me at Kenyon-Eckhart Advertising Agency of New York. After two years there, I became Vice-President of Kenyon-Eckhart International. In 1959, Don Kendall asked me to come to work at Pepsi. I told him I was flattered

and would like to come over, but I had just been made Vice-President at Kenyon-Eckhart and wanted to enjoy it for a bit. Don said in his imitable way, "we have vice-presidents too." I said, "Oh great, I'll join you," not realizing that the fact Pepsi had vice-presidents didn't mean I was going to be one! It took me a couple more years after that to become a vice-president at Pepsi.

Bob Stoddard: In 1959, Pepsi introduced the "Be Sociable, Have a Pepsi" advertising campaign. This didn't seem to fit Pepsi's image. Am I wrong?

Alan Pottasch: While that campaign was not clearly a success, we were pretending to be something we weren't, mostly because we were shooting our arrow a little too high.

By the way, Joan Crawford inspired that campaign. We had done such a good job with value advertising (Twice as Much for a Nickel), as the country became more affluent, it wasn't such a good idea to be the bargain basement cola. We had dug ourselves into a hole by being so value conscious. We had a difficult time because "Twice as Much for a Nickel" was implanted in everyone's mind, even though we had changed the lyrics several times. To get away from that image, we had to do something drastic. One of the Be Sociable commercials showed bottles of Pepsi served in a champagne bucket. This

certainly helped people to view Pepsi differently.

Bob Stoddard: What was the significance of the Be Sociable campaign in Pepsi advertising history?

Alan Pottasch: For the first time, we started talking about the user, and stopped talking about the product. Coca-Cola, and other companies at that time, only talked about their product in advertising. "Things Go Better With"... and "The Pause That Refreshes..." talked about the product. It took a lot of courage for Pepsi to start talking about the user. While Be Sociable wasn't very successful, it was a pre-cursor to "Now It's Pepsi for Those Who Think Young."

Bob Stoddard: So you are saying the Be Sociable campaign was actually the beginning of the advertising philosophy used in the Pepsi Generation?

Alan Pottasch: Yes, Be Sociable, just like "Think Young" was user-oriented advertising which was the precursor to Pepsi Generation. With the Pepsi Generation, we not only talked about the user, we gave the user a name. That user we know today as the baby boomer - a term that did not exist at the time. Our advertising gave a name to that bulge in the population. They became the Pepsi Generation. Soon many pundits began to refer to this group as the Pepsi Generation. So we got a lot of spin and publicity in creating that name. It took a lot of courage to claim a whole generation as our own, but it worked.

Bob Stoddard: Why was it important to make that distinction?

Alan Pottasch: With Pepsi Generation, we hit our stride, because that is when we really became two things. One, we became relevant to the audience we were trying to reach, and two, we distinguished ourselves from the other guy. Whatever marketing innovation we came up with to that point, whether it be a twist-off

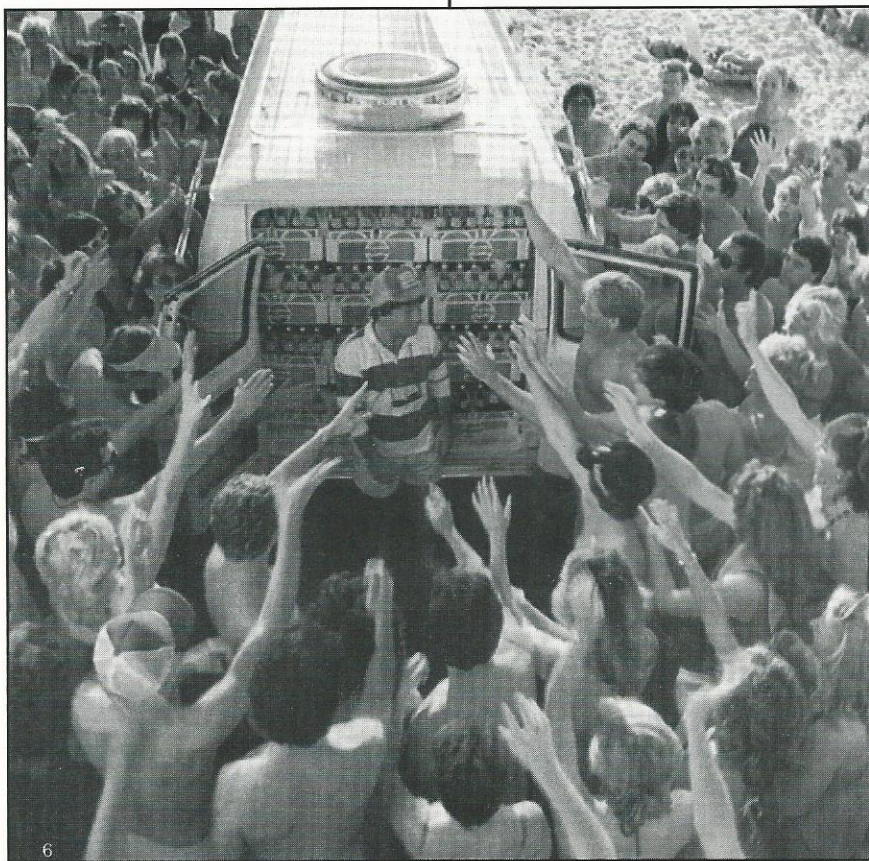
the cover of Saturday Evening Post, they're Norman Rockwell, they're all the values and virtues of a great America called Americana - but what is Pepsi? Pepsi is much more contemporary, much more modern, much more up-to-date, much more inspirational, and that's why we started to succeed.

Bob Stoddard: Over the years, it seems there is a battle between

commercial altogether. I will tolerate less emotion because I've got a bit of news to attract the viewer's interest. Normally with our product, you don't have news. You are talking about the same things the viewer has heard thousands of times. In those commercials, we emphasize entertainment and imagery. It really comes down to if you've got something to sell, say it.

Bob Stoddard: Of the hundreds of Pepsi commercials you've worked on, do you have a favorite?

Alan Pottasch: No, there really isn't one. There are about ten that are my favorites. I like the kind of commercial that has a real emotional pull. But, it can't be emotion alone - there has to be the product at the center. Take, for example, one of the Budweiser commercials in the recent Super Bowl. There was a commercial where the dog was trained to leap at the guy's private parts. It was funny, but it didn't say anything about the product. Most likely, people can't remember what that commercial was advertising. On the other hand, when Michael J. Fox runs across the street in the rain to get a Diet Pepsi for the beautiful girl next door, and he returns to find the girl's beautiful roommate needing a Diet Pepsi too, Diet Pepsi is the center of that commercial. At one point, the girl says if you don't have a Diet Pepsi, forget it. Michael J. Fox runs out into the rain again. If that little piece in the middle hadn't worked out the way it did, if he had just been running out into the rain to get something else for the girl, the Diet Pepsi message would not have been as strong. When she said if you don't have a Diet Pepsi, forget it - that made Diet Pepsi the focal point of the whole commercial.



Sound Truck on the Beach

cap, whether it be an 8-bottle carrier, whether it be a fluted bottle of some kind, no matter what, if we were successful, the other guy could have it in a month, and no one would remember who was first. The intelligence of the Pepsi Generation is that it really distinguished us from them. Coke advertising told the world - they're Americana, they're wonderful, they're

product advertising and user advertising. Which do you feel is more effective?

Alan Pottasch: I think if you have something to say, you should say it. For instance, if you are talking about the Pepsi cube, that it is a new way of packaging the product, you've got some news. That is a different com-

Bob: Do you see a new version of Pepsi Generation advertising in the future?

Alan: It depends what you mean by future. Over the next ten years, which is MY future, the Pepsi Generation will be an overtone to all the commercials in terms of style and attitude of the commercials. The feel-

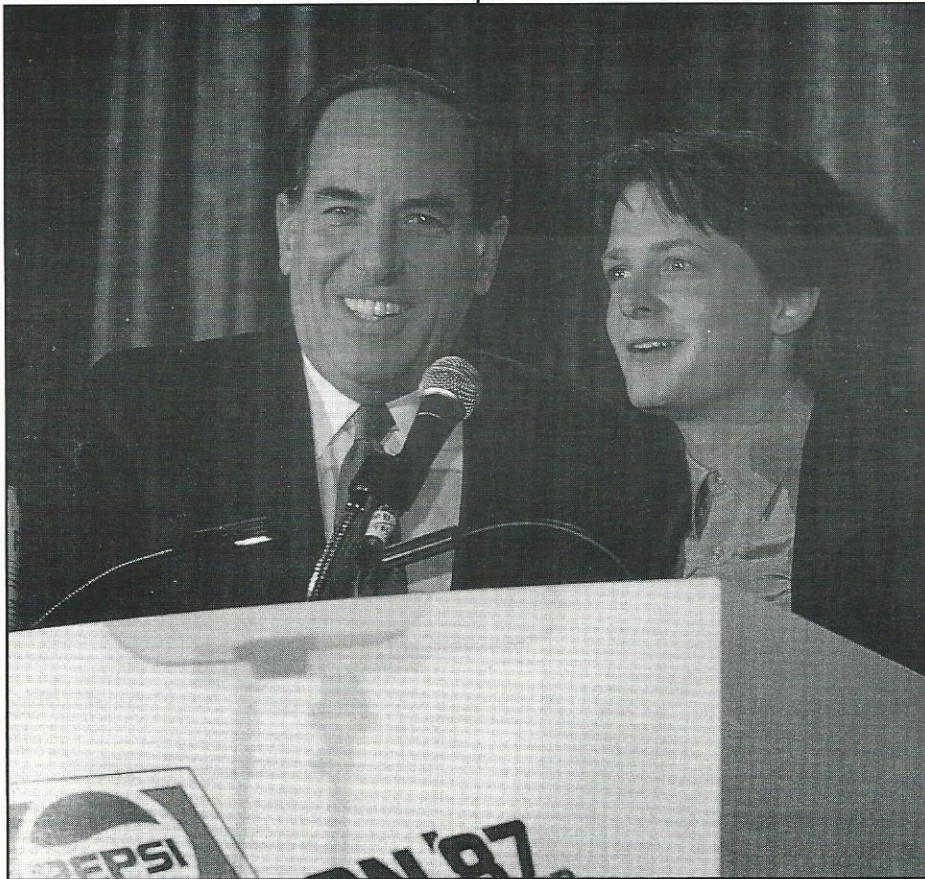
favorite Pepsi commercials?

Ala Pottasch: "Sound Truck on the Beach" was a story of a young entrepreneur that goes to the beach on a very hot day. He gets close to the microphone and opens a bottle of Pepsi. He puts ice in the glass & pours the Pepsi in. The sound of the Pepsi being poured reverberates up and down the beach. He drinks the

aspect of the product. That's why it is one of my favorites - it told the truth about our product, the product was the centerpiece, and at the same time, it was fun to watch. Sound Truck on the Beach, Apartment 10G (Michael J. Fox) are two of my favorites. Security Camera (when the Coke driver grabs a Pepsi) was wonderful. Michael Jackson on the street when he does the moon walk and bumps into the little boy is high on my list. I happen to love the person Lionel Richie, and like very much the three minute commercials we made with him. More recently, I like the 5-part commercial with Britney Spears, which highlighted different eras of Pepsi advertising.

Bob Stoddard: Many of my Pepsi friends think that Puppies is one of the best Pepsi commercials ever. How did that come about?

Alan Pottasch: Of course! Puppies was the longest running Pepsi commercial. It ran for 4 years. It ran heavily the first year, then we brought it back as a Christmas commercial for the next three years. The most disheartening part of the puppies commercial is that it was probably one of our best, and it happened almost by accident. I would like to say we were clever, but it was only supposed to be about three seconds of the commercial, however, we left the cameras running. The little boy spilled Pepsi on his clothing, and the puppies started to lick the Pepsi on the kid, so he started rolling around and we kept the cameras going. When we looked at it later, we realized this would make a great 30 second spot, and as they say, the rest is history.



Alan Pottasch and Michael J. Fox 1987

ing of the commercial will be Pepsi Generation - it will have a surprise ending, a little humor, and maybe even a little tongue-in-cheek tweaking our competitor. I don't think the words Pepsi Generation will be used, just the style. Right now I think we are on a beautiful path with our advertising.

Bob: What are some of your other

Pepsi - gulp, gulp, gulp. Ummmm.... Ahhh..... Then he gets out of the truck and goes to the back, where he sees a large crowd has formed. He opens the truck, loaded with ice cold Pepsi, and says "Okay, who's first?" The way the kid performed and the way it was done was very entertaining. But what was more important is that it was centered on the refreshment

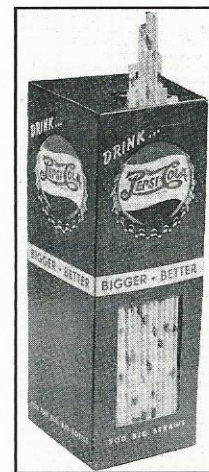
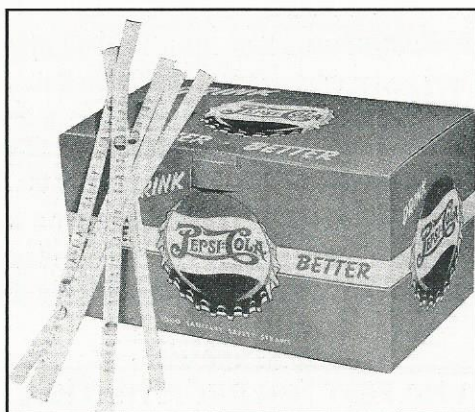
Collector Information

Straws, once a necessary part of selling Pepsi-Cola in bottles, have been relegated to fountain sales only. Currently, most people will drink directly from a Pepsi can or bottle without giving it a second thought. In the early days of the soft drink business, drinking out of bottles was considered bad manners. The main reason people did not drink directly from bottles at that time was that they considered it to be unsanitary. There were many reasons for this belief. Crowns made of inferior materials could leave a residue on the lip of the bottles that left a bitter taste. Additionally, not all bottling plants were considered sanitary at that time. For these reasons, soft drink companies provided straws for their customers to use. Because straws were an essential part of Pepsi consumption in bottles during the 1930's, 1940's, and 1950's, the straw boxes became part of the marketing. Straw boxes during this period were produced in full color to be a sales aid. They were usually placed on the counter and used as dispensers.

From the 1930's until the 1960's, Pepsi-Cola produced and distributed various types of straws and straw boxes. Bottle straws were taller than those used at Pepsi-Cola fountains. Some straws had Pepsi printed on them. Some straws were individually wrapped, with Pepsi graphics on the wrappers. Others were sold by the box. Over the years, Pepsi-Cola straws and boxes have become valuable Pepsi-Cola collectibles. They also remind us of how Pepsi used to be sold.



People enjoying bottled Pepsi with Straws



PEPSI FEST 2004 REGISTRATION

March 18 - 20th, 2004
Indianapolis, Indiana

If you plan on attending Pepsi Fest 2004, March 18 - 20, 2004, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$23.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2004 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 # _____ @ \$ 7.00 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$23 each \$ _____

FAREWELL DINNER 3/20/04 # _____ @ \$25 each \$ _____

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

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

3/20/04

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 2004.

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

PEPSI FEST 2004 REGISTRATION
(Hotel Registration Info on Reverse)

PEPSI FEST 2004 SCHEDULE

Schedule Subject to Change

Thursday, March 18th, 2004

12:00 Noon	Registration
2:00 P.M.	Pepsi Fest Kick-Off Meeting
3:00 P.M.	Chapters Meeting
4:00 P.M.	Reproduction Seminar
6:00 P.M.	Room Hopping

Friday, March 19th, 2004

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 20th, 2004

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
11:45 A.M.	Group Picture - Meet in Registration Room
1:00 P.M.	Dealer Set-Up for Swap Meet
2:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
6:00 P.M.	Farewell Dinner

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

Pepsi Fest 2004 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.

*Double Dot Enterprises
Presents*

**THE MINGES
PEPSI-COLA COLLECTION
AUCTION 2004**



AUCTION ENDS MAY 12, 2004

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

**2004 Minges Pepsi
Memorabilia Auction**

This is one of the largest and most important Pepsi collections in the country. The collection was originally started by Tom Avery, who began collecting Pepsi memorabilia in 1975. The Minges family purchased the collection several years ago to put on display for the 100th anniversary celebration in 1998. Since then, the collection has been in storage. Now, they think it is time for others to enjoy owning these premium artifacts. The auction will be a mail-order auction. A catalog of items available, along with auction rules will be available after February 1, 2004 from Double Dot Enterprises. Send \$5.00 for your full color catalog to: Double Dot Enterprises, P.O. Box 817, Claremont, CA 91711. Mail-in bids can be sent in as soon as you obtain your catalog. Phone bids will be taken beginning May 3rd through the closing date of the auction - Wednesday, May 12th.



**Keep Cool,
Look Neat,
Drink**



and laugh at the heat. This most delicious of all Summer drinks is wonderfully cooling and refreshing on a hot Summer day. It's the Original Pure Food Drink, made from fresh fruit juices, acid phosphate and pepsin. Guaranteed under U. S. Gov't Serial No. 3813. At all soda fountains, 5c a glass—at your grocer's 5c a bottle.



Beware of Imitations

WELCOME NEW MEMBERS

Rodni Lytle
Logansport, IN

Jennifer Ryan
Syracuse, NY

Robert Simpson
Verona, PA

Larry Mullikin
Ozark, MO

Tom Shay
Thono, FL

Jerry & Karen Morris
Spokane, WA

Kelly Kurmas
Warren, MI

Carla DeForest
Oregon, IL

Harry & Jacque Lemmon
Brownsburg, IN

James Davis
Saginaw, MI

Larry Blake
Findlay, OH

George & Donna Jagel
St. Petersburg, FL

Corey Brehm
Bowmont, MD

James & Yvette Johnson
Clinton, OK

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

1940 Ford Coupe, 1/24 or 1/25 scale, with Pepsi decal (has split rear window). Call Frank Gulley at 760-662-1072.

FOR SALE

Rare, applied top, tarpon springs, FLA. Pepsi-Cola. Oval slug mid-body. Block letters. Great condition. Only five known to exist! \$1000. Call Tom Shay @ 813-986-7376 Tampa Fla

For Sale: Pepsi collection, approx. 500 items - some custom made. Contact Evelyn Eyster @262-694-4275.

For Sale: Identify your own super collection at home or use to I.D. your club collection at a meeting etc. Attack your display with a neon bang. New reproduction of neon backlit sign that used to be. We will build a sign with a visible backlit area that you or your company can apply opaque or translucent vinyl text or art; click on our web site for ideas, samples... soda fountain, game room, soda pop, etc., etc.

www.maxneon.com or call Ed Goralewski @586-773-5000.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Pepsi-Cola Booth at Trade Show in 1940

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 21, Number 2

May-June 2004

Historical Pepsi Plant Demolished

Wow! What a Pepsi Fest! Even the weather cooperated. Although there was snow earlier in the week, by the time Pepsi Fest began, the weather had cleared up. This year's Pepsi Fest had a number of highlights, including some of the best seminars we've ever had.

At the first-timers meeting, the discussion mushroomed into a conversation on everything Pepsi. A number of individuals gave some inside information on what is going on with Pepsi. With so much participation, everyone had a great time and learned something.

At the reproduction seminar, collectors were eager to learn how to identify fake memorabilia. Larry Woestman and Scott Kinzie did a great job identifying some of the current forgeries.

Although the format of the auction

was changed slightly, most agreed this was one of the best auctions we've had.

At the Friday night pizza party, we had a number of amateur Pepsi commercials submitted. Each year, the quality of these commercials gets closer to that of the professionals!

All in all, it was a great Pepsi Fest. The success of Pepsi Fest is due in part to the hard work of so many volunteers. Here is a big thank you to those of you that helped make Pepsi Fest 18 a big success - Ken Harris, Kim & Scott Kinzie, Carol Browne, Phil Dillman, Randy Schwentker, Rich Pochervina, Laura Adam. There is not enough room to thank you all individually, but thanks to the countless others who helped make these events run smoothly.

Congratulations to club member Harold Rosentreter, whose Pepsi col-

lection was auctioned off in March. According to those attending, the auction went very well. The success of this auction is proof that Pepsi memorabilia is still among the hottest collectibles around today.

Pepsi has announced that they will be holding a second Pepsi Billionaire Contest this summer. This year the contest will be broadcast on ABC television. Also, Pepsi has announced the addition of two new products - Pepsi Edge, a reduced sugar cola drink, and Mountain Dew Pitch Black, just in time for Halloween.

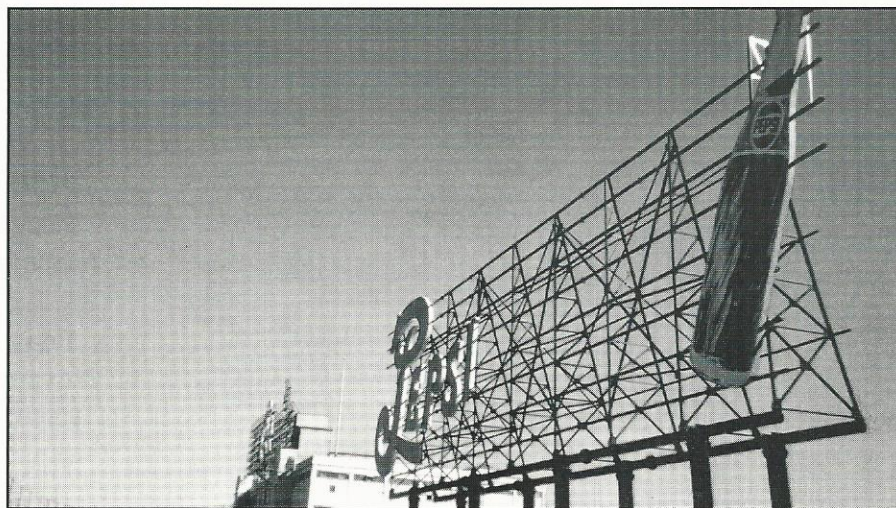
On a sad note, we are sorry to report that long-time member Marsha Benton passed away on November 14th, 2003. Our sympathies to her husband, Phenix.

In This Issue

**East River Plant
Demolished**

Pepsi Sign Relocated

Fest Pictorial



Temporary Home for Pepsi-Cola Neon Sign

Chapter News

Chapter News May/June 2004

Okay, kids! Pepsi-Fest '04 is now a pleasant memory so we can sit back and relax. WAIT! Pepsi-Fest 2005 is roughly only 300 days away! I'd better start getting ready right now! Speaking of Pepsi-Fest, I learned a number of things this time. First, a local chapter of the PCCC may obtain a list of the current club members in that chapter's state for possible recruitment. Remember, as I've said in the past, based on personal experience, e-mail or write to the members instead of calling them. In the case of the Chicago Chapter, we will be obtaining the lists for Illinois and Indiana since Chicago is so close to the Indiana border. No chapter should be asking for more than one or two lists since, theoretically, a local chapter is just that - LOCAL. I know that some of the chapters have members from other states. A few are okay, many are not. Obviously, with a limited number of chapters throughout the U.S. (so far), those folks wanting to belong to a chapter have only a few choices. On the other hand, I would like to encourage those folks to start a chapter in the area where they live. Remember, you can always seek advice on starting a chapter from any one of the existing chapters.

Another thing that I learned at this past Pepsi-Fest is that some of the existing chapters would be interested in a certificate stating their chapter's name and when it was chartered. The chapters that were started before I took over this position all received one so I think I can come up with something "official." Naturally, those chapters wanting one will need to send me your chapter's name and

starting date and an address to send it to. Write to me at Phil Dillman, 18351 Cowing Ct., Homewood, IL 60430 OR e-mail me at PD62Pepsi@aol.com.

If you would like to see what some of the other chapters are doing, log on to Pepsi-Central.com (you need to include the hyphen). There, you will find both current and back issues of various chapter newsletters. The site has changed a bit so check it out!

I have included a current list of chapters in this newsletter. If you see anything that is incorrect or needs changed, let me know ASAP so that those corrections can be included in the next newsletter.

This should go without saying but, just in case, all members of each chapter of the Pepsi-Cola Collectors Club must also be members of the PCCC itself. We had some problems with that last year with one of the chapters and that chapter was removed from the list. Please be certain that all of your chapter members are also PCCC members. Thanks! Now that I'm finished being uncharacteristically serious, I'll end on a

high note... C sharp."

Local Chapter announcements:

*IT'S THAT TIME OF THE YEAR
2004 ANNUAL PEPSI PICNIC*

*Location: HART PARK IN
ORANGE, CALIFORNIA*

Date: JUNE 12, 2004

Time: 11:00 am

The next Show Me Pepsi Club meeting will be at the home of Mel & Karen Weseloh in Decatur, Illinois June 12, 2004. They're inviting all to come browse through his collection and join in the fun of our meeting. Come be sociable and Have a Pepsi! For info and directions call or email Joe or Penny Sheahan (314)838-0683 or joepenpepsi@sbcglobal.net

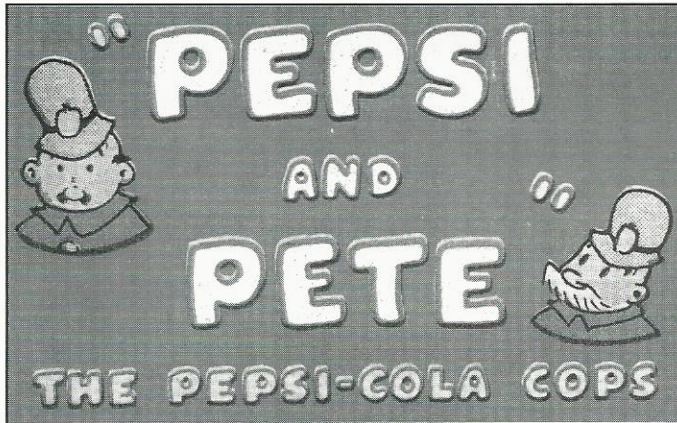
Future Club Events

PEPSI FEST 2005
March 10-12, 2005
Indianapolis, Indiana

Pepsi Celebration
November 4-5, 2004
Las Vegas, Nevada

Collector Information

ASK



Dear Pepsi & Pete:

I understand that paper label bottles are more collectible. Is that so, and when were these bottles used?

Signed,
Gene

Dear Gene:

Yes, Pepsi-Cola paper label bottles are very sought after by Pepsi collectors. Although Pepsi-Cola used paper labels on their bottles from 1905 to 1944, it is rare that you would find one from before 1934. From 1934 to 1944, various paper label designs were used to identify and decorate the 12-ounce bottles. Paper label bottles from this era normally sell for between \$10 and \$150. The reason these bottles are so rare is because very often the labels would deteriorate or discolor over time. The most popular of these paper label bottles are the green, clear, and brown beer bottles. These bottles feature graphics using the 1930's Pepsi-Cola trademark.

Dear Pepsi & Pete:

When was Pepsi-Cola first sold outside the United States?

Signed,
Craig

Dear Craig,

There is evidence that the Pepsi-Cola trademark was registered in Canada in 1906, and in Mexico in 1907.

But, there is no indication that the drink was sold in either country at that time. In 1934, Charles Guth, then president of the Pepsi-Cola Company, established Pepsi-Cola Company of Canada, Limited. By 1938, there were 85 bottlers operating in Canada. Cuba and England were established as Pepsi-Cola bottling operations in 1938. Growth of the export division of Pepsi-Cola was hampered by the onset of World War II. During this period, there was very little growth of Pepsi-Cola outside the United States. Today, Pepsi-Cola is sold in over 186 countries around the world.

Dear Pepsi and Pete:

I understand that Popeye was once part of Pepsi-Cola advertising. Can you tell me anything about that?

Signed,
Olive

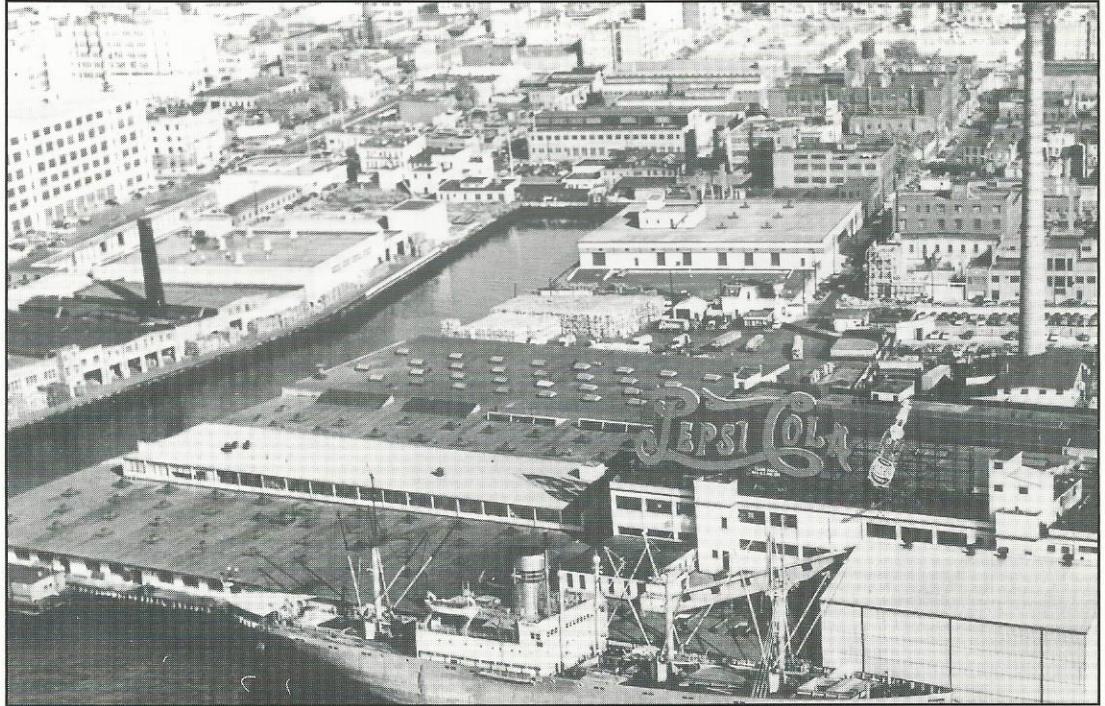
Dear Olive:

I'm sorry, you've been misinformed. Although Pepsi very much wanted to obtain the rights to use Popeye in their advertisement, they could not come to terms with the company that owned Popeye. When negotiations broke down, Pepsi went in another direction. They decided to create their own cartoon characters named Pepsi & Pete. Pepsi & Pete appeared in the Sunday comics from 1939 to 1951. In each weekly strip, they would do heroic deeds after drinking Pepsi-Cola.

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.

Long Island City Plant Demolished

Almost overnight, Pepsi-Cola went from the brink of bankruptcy to the second most popular cola drink in the world. In 1934, Pepsi-Cola introduced the 12-ounce bottle for a nickel. This resulted in an enormous demand for the big nickel drink. A whole host of problems followed - not the least was finding a facility with enough capacity to produce enough Pepsi-Cola to meet the demand. To solve this problem, Charles Guth purchased the Socony-Vacuum Company building at 4602 5th Street, Long Island City, New York. The price for the plant and property was \$550,000. That was a sizeable amount at the time, but a bargain



Long Island City Pepsi Plant in 1940

today. On April 4th, 1938, the new plant began operation, and continued there for the next 60 plus years.

The Long Island City Pepsi-Cola plant quickly became known as the East River plant, because it sat on the eastern bank of the Eastern River, directly across from mid-town Manhattan. When the plant opened in 1938, it was the world's largest bottling facility. The East River plant was more than just a bottling operation. It was designed to provide the Pepsi-Cola Company with the goods and services it needed to operate as a soft drink company.

One of the reasons this site was chosen for the Pepsi-Cola plant was because of its access to the river. This access enabled the ships bringing raw sugar from Cuba to unload right at the facility dock. To take advantage to this, a sugar refinery was built at the plant. Also produced at the plant was Pepsi-Cola concentrate. Concentrate is used to make



Pepsi Concentrate Storage Tanks



Off-loading Sugar at Long Island City Plant 1940

printing department printed all the signs, labels, and crowns needed by the Pepsi-Cola Company. The wood cases used to ship Pepsi-Cola were manufactured at the plant.

There are numerous stories of how integral this plant was in making Pepsi-Cola the success it is today. One story takes place during World War II. Because of gasoline rationing, Pepsi could not get enough fuel for their trucks to make deliveries. To solve this problem, Pepsi employed barges transport the Pepsi from the East River plant to the many drop-off points along the river.

Recently, this important landmark was demolished to make room for a new commercial/residential development. Although the plant is gone, it will always be a part of the history of the Pepsi-Cola Company. From this plant, Pepsi obtained the success that alluded them for so many years.

Pepsi-Cola syrup, which is used to produce the Pepsi-Cola drink.

A quality control lab was also located in the plant. The lab made sure that all Pepsi-Cola products met very stringent requirements. Additionally, the lab worked on creating new products. Pepsi's sparkling water, Evervess, was created in this lab.

Many of the items used to market and distribute Pepsi-Cola were also manufactured in the East River facility. There was an art department, where many of the point-of-sale advertising signs were created. The design for the labels and crowns were done in this art department. The



Wood Cases Manufactured at Long Island City Plant

MOVING THE SIGN



Long Island City Plant Sign Partially Removed

Sometime after the East River plant was opened in 1938, a great neon sign was erected on top of the building. At the time, it was just a great way to advertise Pepsi-Cola - an enormous neon sign on display, 24 hours a day, 7 days a week, 365 days

became a New York icon. Like the Empire State Building, the Brooklyn Bridge, and the Statue of Liberty, the sign became a part of New York City landscape.

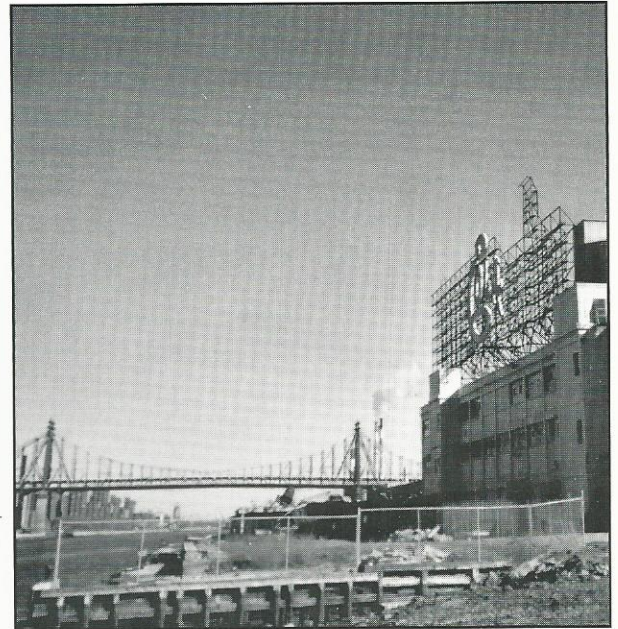
When it was learned the East



Temporary Home of Pepsi Sign

a year, across the river from New York City. It doesn't get any better than that! The location was so great that the sign remained there year after year, with only minor updates. Before anyone realized, the sign

The Pepsi-Cola Company stepped in immediately to assure the survival of the sign. The original plan was to take down the sign and place it in storage. After the construction was complete, the sign would be returned to a loca-



Another View of Sign Partially Removed

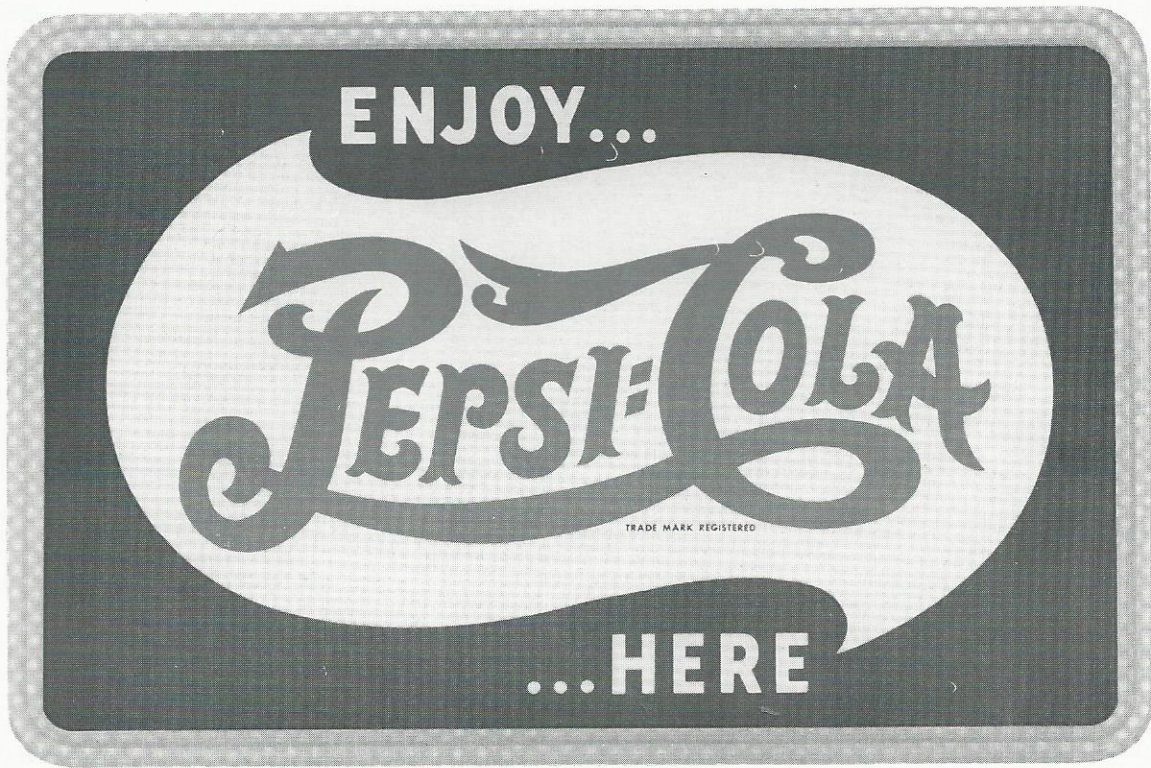
tion near its original spot.

Fortunately, it was decided that putting the sign in storage was not acceptable. The new plan was to move the sign about 100 yards away from the construction on a temporary structure. Once the development is completed, the sign will be returned to the location very close to where it has been the past 50 years. Let's all hoist our glasses to the Pepsi-Cola sign - that it may shine on the banks of the East River forever.

The Pepsi-

Pepsi-Cola Collectibles

Glass Pepsi-Cola signs are among the most beautiful and rarest of Pepsi collectibles. Glass signs were originally produced for Pepsi-Cola as point-of-purchase signs. They were very popular because they were attractive and stood out from other signage. The reason why these signs were so popular is also the reason why they are so rare. The glass made the signs very appealing to the eye. Because of the fragility of the glass, many were broken over the years. In addition to this, the paint applied to the glass would, in some cases, begin to crack and peel, due to the influence of environmental elements. These factors have made these signs very rare. If you haven't thought of collecting glass signs, you should reconsider. These signs make great Pepsi-Cola collectibles. Below is an example of a glass sign from 1944. This sign could easily sell for between \$300 and \$500.



Below is the 1944 advertising used for the sign pictured above:

New Deluxe All-Glass Sign

For Restaurants, Army Camps, Soda Fountains, Bars, etc.

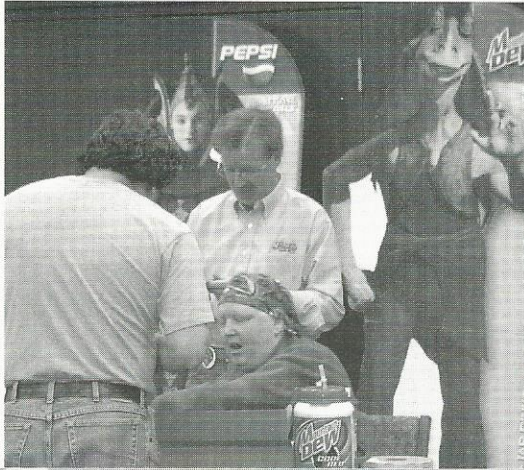
G-35 All-Glass Hanging-Standing Sign

Actual Size: 15" x 10"

Price: 77 cents each, \$23.10 per case of 30

Don't forget the Minges Auction ends May 12th. Bid sheets must be in before you can call to check bids. Any questions, please contact Bob Stoddard at (909)946-6026.

PEPSI-COLA COLLECTORS CLUB EXPRESS



Pepsi Fest Photos Courtesy of Lewis Carr

PEPSI-COLA COLLECTORS CLUB EXPRESS



PEPSI-COLA COLLECTORS CLUB EXPRESS

LOCAL CHAPTERS AS OF 03-16-04

ARIZONA PEPSI CLUB

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

BUCKEYE CHAPTER

Brent Clutter http://bc.pepsinet.com Gahanna, Oh. 614-475-5030
 Pepsiworld2@yahoo.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

KEYSTONE COLLECTORS

Tom and Diane Gabriel 401 Park Av., New Castle, Pa. 16101 724-658-6310
 pepsiparktag@aol.com

LAS VEGAS CHAPTER

Hal and Fonda Rhea halandfonda@msn.com

MICHIANA PEPSI CLUB

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

MILE HIGH PEPSI CLUB

Brent Hinton 6511 W. Elmhurst Av., Littleton, Co. 80123 303-973-9675

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 Tacoma, Wa.
 OR
 Ed & Jo Woodall 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 714-970-2660
 Gary Nichols 626-962-1936
 Alice Parra aparra@aol.com

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

WELCOME NEW MEMBERS

Christy Campana
Kissimme, FL

James Walberg
Toledo, OH

Danny & Susie Garner
Noblesville, IN

Charles Houghton
Jacksonville, FL

Melanie Prideaux
Atwood, KS

Sydne & Elmer Anderson
Bonne Terre, MO

Stephen Adams
Jacksonville, FL

Edward & Kelly Hrehor Jr.
Binghamton, NY

Christina Shadid
Kuna, ID

Bob & Diane Mastronicola
Painesville, OH

Clark Peck & Family
Crystal, MN

Greg & Clarkie Cook
Paducah, KY

Michael Mauldin
Albemarle, NC

DeWayne & Angela Wyatt
Speedway, IN

Wendy Stein
Sussex, WI

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: Stationary from Pepsi-Cola plant when in North Kansas City. This is unused, has been stored. Slight color from age. Sell all (approx. 25 sheets) or by sheet. Email: highhopes@cvalley.net

WANTED: 1940 Ford Coupe, 1/24 or 1/25 scale, with Pepsi decal (has split rear window). Call Frank Gulley at 765-662-1072.

Mountain Dew Cake

1 Yellow (or Lemon) Pillsbury Cake Mix

1/2 Cup Oil

1/2 Cup Water

1/2 Cup Mountain Dew

4 Eggs

1 Small Pkg. Vanilla Instant Pudding

Mix above together, put in greased & floured bundt pan.

Bake 45-55 Min. at 325 degrees.

Mix Sauce: 1 Cup Sugar, 1 Stick Butter, 1/4 Cup Mt.

Dew.

Heat until boils and coats spoon. Pour over cake as soon as cake comes out of oven.

-Submitted by Lewis Carr



1944 Pepsi Fountain Truck

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