



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 17, Number 1

March-April 2000

Pepsi Goes to the Oscars

It looks like our 14th Pepsi Fest is going to be another exciting time for Pepsi collectors. With members gathering from all over the United States, it should be a great opportunity to make new Pepsi friends, and find some great stuff for your collection. Once again, the dates are March 16th through 18th, at the Holiday Inn Airport in Indianapolis. More details are inside this newsletter.

I know many people were disappointed when they watched the Super Bowl and didn't see any Pepsi commercials. After five consecutive years of being number one in Super Bowl commercials, Pepsi took a pass on Super Bowl XXXIV. (No pun intended)! Fortunately, Mountain Dew did advertise, and wound up with the Number two favorite commercial. Congratulations to the Mountain Dew marketing group for their spectacular

showing.

If you are looking for new Pepsi commercials, stay tuned. Pepsi's 2000 advertising campaign will make its debut during the Academy Awards broadcast. If you are not able to watch, don't worry. I will report how well Pepsi commercials were received in our next newsletter.

We are sad to report that long-time club member, Lillian Wells of Missouri, passed away December 25, 1999. Lillian and her husband Theo were regulars at Pepsi Fest for many years. We offer our condolences to the Wells family.

Kim Kinzie wants to remind everyone that the registration information for Summer in New Bern will be available in the May-June newsletter. The dates for that event are August 10th-12th. If you haven't been to the birthplace of Pepsi, this is the best

time to go - when other Pepsi collectors will be there also. Everyone had a great time last year, and this year should be even better!

Gotta gulp! For you Pepsi drinkers who can't empty your Pepsi cans fast enough, relief is on the way. New Pepsi cans with a wider opening are now being introduced throughout the United States. If you collect all versions of Pepsi cans, you'd better save some of the smaller opening cans before they disappear from the market forever.

The response to the directory questionnaire has been very good. We are currently assembling the data into a 2000 PCCC directory. If you haven't sent your questionnaire back yet, please do so right away to insure you will be included in the directory.

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New Pepsi Bears

Pepsi Coolers



Julie Andrews in "Cinderella" Sponsored by Pepsi-Cola in 1957

Chapter News

from Phil Dillman

Just a quick reminder - There will be a chapters Show-and-Tell immediately following the chapters meeting on Thursday. This is a chapter event and should not be confused with the regular Show-and-Tell for all members on Friday, however, everyone is welcome to attend both. Check the schedule in the newsletter for the exact times for each.

We have many people in the PCCC that have the opportunity (or are required by their jobs) to travel all over the U.S. If each of the chapters could send me a tentative listing of meetings in your area, we could print it in the next newsletter so that anyone that is able to can attend your meetings. We can also list those dates on the current PCCC web site which can be found at www.dataflo.net/~jpepsi///. See you at Pepsi-Fest!

NOTICE

If you are interested in starting a local chapter, please contact Phil Dillman by writing him at 17733 Highland Ave., Homewood, IL 60430-1319.

One Question?

One question that I am asked over and over is what item would you like to have that you don't have. I am sure that many of you have been asked the same question. The answer may seem obvious to you, but is it really that easy? Sure, I have a list of things I'd like to have, but the items that I really want are things I've never seen or heard of.

Right now you are scratching your head wondering what in the world I am talking about. Let me explain. No one, and I mean no one, knows what is out there. Since Pepsi's beginning in 1898, they have gone bankrupt twice and nearly escaped bankruptcy several times. The company headquarters has been located in three different states. These, as well as many other factors, have contributed to the lack of good records of what promotional items were produced.

From the mid 1930's on, Pepsi-Cola was headquartered in New York, where the advertising and promotional plans were developed. The items created during this period are better documented, but by no means is there a complete list of what was made. When trying to determine the

variety and quantity of novelty items distributed, you have to consider the "bottler factor."

The bottler factor is that many bottlers created their own promotional goods. Yes, they did get a lot of this stuff from the parent company. However, many bottlers, in an effort to show their independence, created their own advertising and promotional programs.

As you can see, trying to determine what items are out there can lead to hours of conjecture. The results being, that no one really knows. Your guess is as good as mine. Although, it is an awful lot of fun to think about the items that you've never seen or heard of. So, the next time somebody asks you what item you are looking to add to your collection, let him or her know it is the one that is yet to be discovered!

Future Club Events

Pepsi Fest 2000
Indianapolis, IN
March 16th-18th, 2000

Summer in New Bern
New Bern, North Carolina
August 10th-12th, 2000

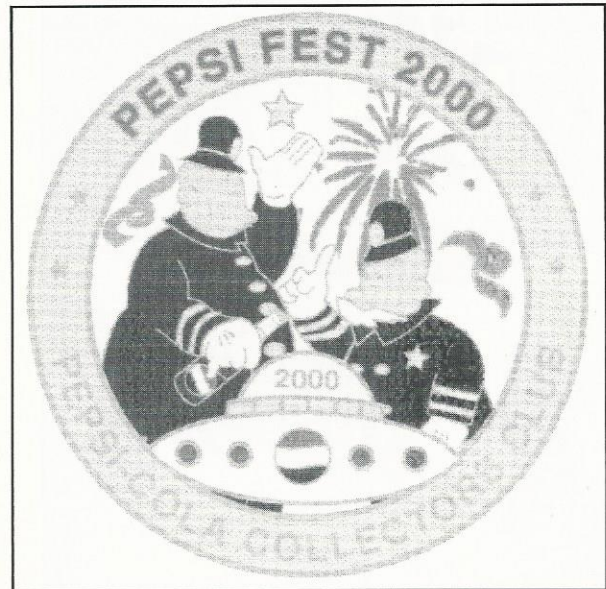
Pepsi Celebration
Las Vegas, Nevada
November, 2000



The latest set of Rare Bears will be released late this spring. Included in the set is a Mountain Dew Hillbilly Bear. The set will be limited to 30,000 and individually numbered.



1937 International Truck from Red Lodge, Montana



Pepsi Fest 2000 Logo

PEPSI COLLECTIBLES

The photograph to the right is a Pepsi-Cola display at a movie theater. The interesting part of this display are the Pepsi and Pete signs. They appear to be life-size, die-cut, cardboard signs. If this is true, then it is more than likely a large quantity of these signs were produced. If anyone has these, I'd like to know!



1940 Three Case Cooler



1940 Utility Cooler and Stand

PEPSI FEST 2000 REGISTRATION

March 16 - 18th, 2000

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2000, March 16 - 18, 2000, 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 \$20.00 per person will include a pinback button 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 2000 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 Holiday Inn Select - Airport Indianapolis 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 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$20 each \$ _____

FAREWELL DINNER 3/18/00 # _____ @ \$20 each \$ _____

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

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

3/18/00

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS. 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 \$24.00. Your packet will be mailed to you AFTER Pepsi Fest 2000.

of Packets _____ @ \$24.00 each = \$ _____

PEPSI FEST 2000 REGISTRATION

(Hotel Registration on Reverse)

PEPSI FEST 2000 SCHEDULE

Thursday, March 16th, 2000

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 17th, 2000

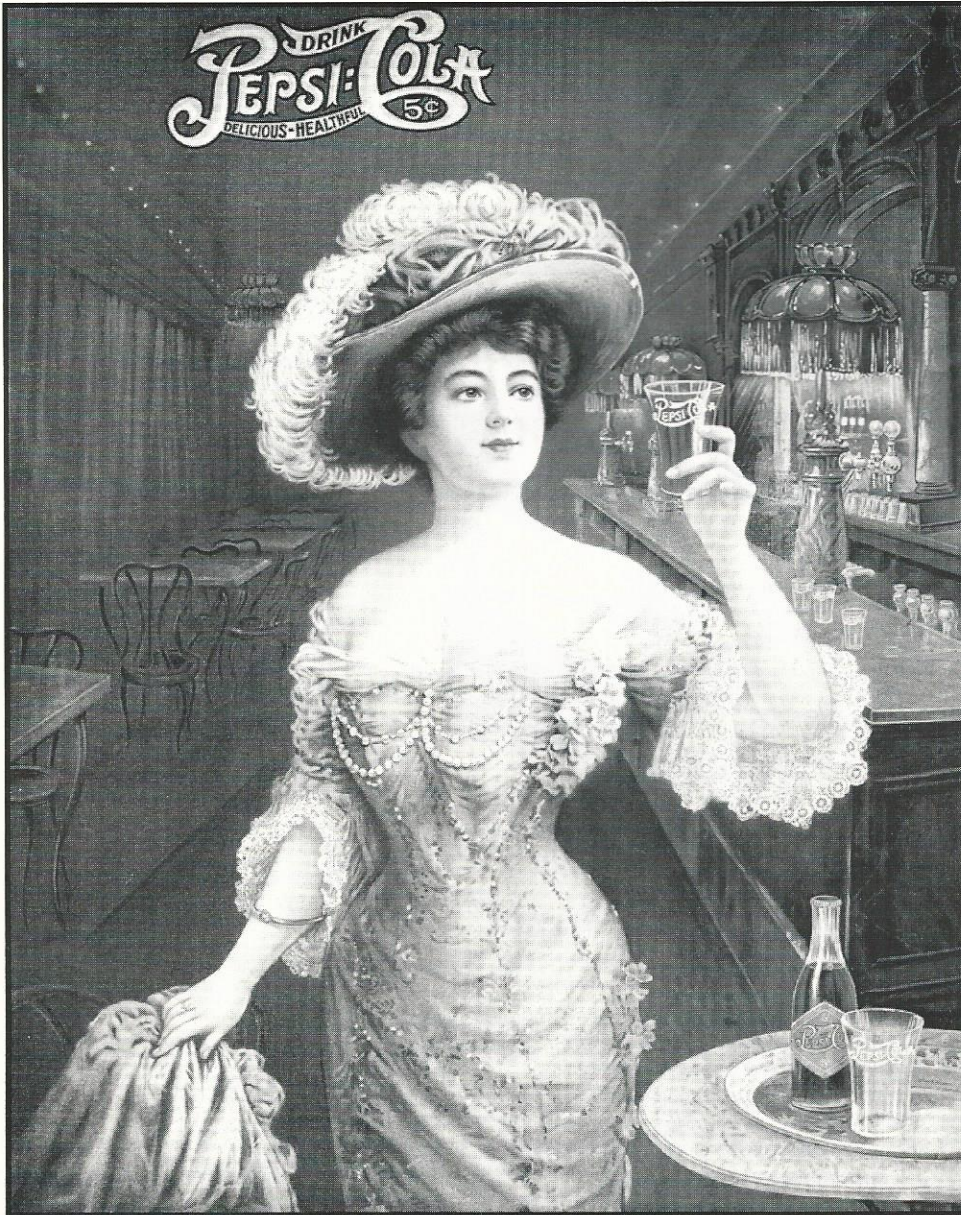
9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 18th, 2000

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
1:00 P.M.	Group Picture - Meet in Registration Room
2:00 P.M.	Dealer Set-Up for Swap Meet
3:00 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

Pepsi Fest 2000 will be held at the Holiday Inn Select - Airport Indianapolis. The room rate is \$73. per night for club members. Please note when you make your reservations whether or not you will be selling from your room. The address is 2501 South High School Road, Indianapolis, IN 46241. It is located directly at the airport, I-465 & Airport Expressway. Call for reservations (317) 244-6861.

The Pepsi Girl



Very few historical images are as well known as "the Pepsi Girl." She was created in 1909, in the style of the popular illustrator of the day, Charles Dana Gibson. Most people refer to this work as the Gibson girl. This is not necessarily correct. It does resemble the work of Gibson, but there is no evidence to suggest that he created this Pepsi Girl. To date, there is no indication as to who drew this most famous of all Pepsi advertising women.

At the time she was created, Pepsi was using a New York advertising company. The firm most likely used a staff artist to create this advertising image. Some say this doesn't prove Gibson didn't draw her. That is true. However, Gibson was so popular at this time that if he had created this art, Pepsi or the ad agency would have publicized his involvement.

Despite who created the Pepsi Girl, this art was used on some very popular promotional items. Included in these items are trays, calendars, and straw holders. Today, these 1909 advertising novelties are among the most sought after Pepsi-Cola collectibles.

Over the years, the Pepsi Girl has not only become one of Pepsi's

most popular icons, but she also has become the symbol of Pepsi heritage. During the celebration of Pepsi's 75th anniversary, numerous items were produced featuring the Pepsi Girl image. These items have become very popular to Pepsi collectors and Pepsi enthusiasts.

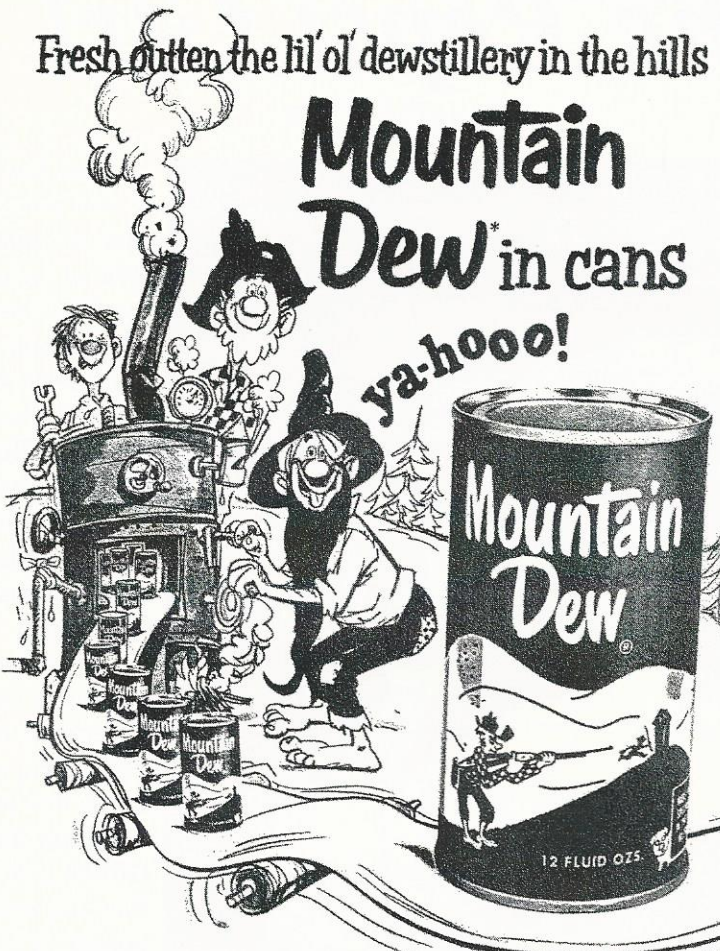
The Pepsi Girl also began a tradition of featuring women in advertising. Over the past 100 years, some of Pepsi's best and most sought after advertising pieces are adorned by beautiful Pepsi women. Rolf Armstrong and George Petty were two famous illustrators who created some of this advertising.

The next time you see the Pepsi Girl, remember she is more than just a pretty face. She represents not only the heritage of the Pepsi-Cola Company, but also the tradition of great advertising. The Pepsi Girl is a fine addition to any collection.

Fresh outta the lil' ol' dewstillery in the hills

Mountain Dew[®] in cans

ya-hooo!



Git you a carton or two at yore general store - fust thing!
It'll tickle yore innards!



PGCA is an organization for collectors of soda fountain & advertising, cartoon character, horse racing, TV Characters, ice tea, and any other type of drinking glasses or containers. Meetings are held in different parts of the country at various times throughout the year. The culmination of meetings is the annual business meeting/swapmeet/room hopping held in Libertyville IL the first weekend of December. This meeting is held in conjunction with the Grayslake Toy Show which draws a number of glass dealers.

Dues are \$15 yearly per family. For more information contact:

Keith Cooper, President
2654 S.E. 23rd
Albany, OR 97321 Phone: 541-967-7586
Email: spacemouse@prodigy.net

For an application form, visit this web site,
www.visi.com/~pepsimike/pgca.htm or contact Keith.

WELCOME NEW MEMBERS

Ronald & Charlene Haring
Camanche, IA

Heinz Alliger
Moers, Germany

Paul & Eileen Lunzer
Lake Elmo, MN

Stacy Green
Minneapolis, MN

Tim and Stacy Haubrich
Pipestone, MN

Mary and Anthony Campbell
Florence, KY

Thomas and Kathy Mitchell
Glenwood, IL

Steve and Wendy Kobrzycki
Montgomery, MI

Larry and Delores Calhoun
Saluda, SC

Jenine and Eric Anderson
Placentia, CA

Daniel Knowles
Polk City, FL

Stephen & Mary Brady
Festus, MO

Robert Barban Sr.
Ferguson, MO

Carol Williams
Indianapolis, IN

Steve Brown
Washington, MO

Karen Bailey
Wichita, KS

Clifford Sensenig
Lititz, PA

Teresa Watson
Greenback, TN

Carla & Robert Swank
Spencer, IN

Karen Kaiser
Evansville, IN

George Hendrick
New Lenox, IL

Harry & Ann Poston
Hudson, OH

Joseph Peterson
Crown Pt., IN

Susan Brown
Aurora, CO

Mike Hochman
Howell, NJ

Alfred Burnham
East Hartford, CT

Carol Riggs
New Bern, NC

William & Donna Freyer Jr.
New Troy, MI

Patricia Wickerham
Columbia City, IN

Juan Nikolopoulos
San Diego, CA

Ray Grothaus
Cincinnati, OH

Janet Suarez
Clemmons, NC

Bob Pomakis
Roslindale, MA

I. Nelson Clark
Los Alamitos, CA

Robert Dockter
Eureka, SD

Mike Romano
Las Vegas, NV

Terry Raby
Overland, MO

Harry Wenner
Cranberry, PA

Sherry Kline
Edwardsburg, MI

Gregory Schrader
Middleville, MI

James Hughett
Rushville, IN

Lisa Aday
S. Hackensack, NJ

Matilyn Patvin
Pittsgrove, NJ

The Pepsi Trading Spot

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

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

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

FOR SALE:

For Sale: Many die cast Pepsi pieces at reasonable prices. Call Doug Harper at (540)433-6359.

For Sale: Neon clock replacement and Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. Parts for the P.C. Pam, Telechron, Lite-Up clocks, round 14-3/8" dia. NEW! Glass square domes 15" x 15." Send SASE .55 cents to: Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI 48081. (810)773-5000.

For Sale: Pepsi cartoon character and all my other promotional glasses. Lots of Good glasses in mail auctions. Also, Bradford collector plate mail auctions. Write: California Pepsi, P.O. Box 2231, Hanford, CA 93232-2231.

For Sale: Pepsi No. FA5. Excellent condition (based on condition guides of 1-10, these have a rating of 8) with cloudiness. \$50 each plus shipping. Contact: Bill Clark @ (919)467-0488 after 6:00 p.m. or e-mail awsum@mindspring.com

For Sale: Pepsi-Cola stationary letter-head from 1940's from Everett, Washington. Near Mint. \$20. A 20" x 20" polyester scarf - red, white, and blue. Everett Lloyd's book page 144. Mint \$25. My prices do not include shipping. Contact: Susan Rife, 7815 Red Oak Road, Lincoln, NE 68516. (402)486-1107.

For Sale: Pepsi banks, cars, trucks, airplanes, over 100 different in stock. New Jeff Gordon Longnecks. Lots of commemorative bottles. For list, send SASE

with .66 cents postage to: Bob Schoonover, 2343 S.E. 108 St., Runnells, IA 50237. (515)966-2809.

For Sale: Minnesota Collectors Club has a limited number of trucks for sale. They were made up for the 10th anniversary of the club. They are 1950 Chevrolet panel dark blue truck, size 1:18, made by MIRA. They are only \$50 plus shipping. We only had 65 of them made up, so call today or e-mail us at spdrago@wavetech.net or Kevin at Ktampepsi@aol.com or call (612)854-5817.

WANTED:

Wanted: The following 12 oz. Pepsi bottles: red-white-blue, 2 full glasses, and fountain syrup. Would especially like Okla towns. Contact: James Cobb, RR #2, Box 524, Wagoner, OK 74467 (918)485-8443, or e-mail shucks@prodigy.net

Wanted: Pepsi cans: 98 Skins Game (California), 97 Austin Iced Bats (Texas), 97 Russell Art Auction (Montana), 97 Moondance Jam VI (Minnesota), 96 Athletes - Brooks, Van Brocklin, Walsh (Oregon), AAA All-Star Game (Utah). Buy or trade. Contact: John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962 or e-mail USASODA@prodigy.net

Wanted: Buy/Sell/Trade pepsi cans, all brands, old and new. I'm looking for new trade partners from all areas. Write if you have cans to sell or trade. If you would like to add cans, or start a collection, I have 2000 cans available including Star Wars and Jeff Gordon. Contact me to get my monthly mailing list. Contact: Joe Allen,

610 Vanadium Rd., Bridgeville, PA 15017-2935. e-mail jopepsiko@webtv.net

Wanted: Cans or bottles of the following: Sugar Free Teem, Skandi, Mt. Dew Red and Diet, Mt. Dew Diet Sport, Lemon Pepsi, H2Oh! Orange, Slice-Diet Apple, Cherry cola and Diet, Cherry Lime, Cherry Spice, All Sport-Black Citrus, Patio-Tonic Water, Ginger Ale, Grapefruit, Red, Red Cherry, and Club Soda. Contact: Phil Dillman, 17733 Highland Ave., Homewood, IL 60430-1319, e-mail PD62Pepsi@aol.com

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.visi.com/~pepsimike
www.ao.net/~kenman/index/htm
www.gono.com/v-tours/sodacone/scone33pepsi.htm
www.gono.com/vir-mus/tour/pepsi.htm
www.gono.com/mbca/museumtour/galloncans/sodagal2.htm
www.classicclaycollectible.com
www.pepsistore.com
www.justabouttown.com/pepsipainter
www.Pepsi-City.com
www.members.aol.com/pepsipete/web
www.petroclassics.com
www.//community.webtv.net/jopepsiko/Pepsicancollecting

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711

E-Mail Addresses:

Joye Klein
ajklein@cyberback.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
CarlGenrichCPG@worldnet.att.net

Bob Staedel
pepsibobandsquirmy@home.com

Bob Stoddard
doubledot@earthlink.net

JD James
jjdames@msmisp.com

Randy Schwentker
randydeb@fidnet.com

Joe Allen
joepsiko@webtv.net

Mike Noll
bradsdrink@thegrid.net

Mike & Jo Ann Vath
pepsimike@visi.com

Bruce Jones
bj@petroclassics

Omer Hertwick
oh561pepsi@aol.com

Matt Holmes
PepsiPete@aol.com

Tim Tromp
tim@dewcollector.com

David Gerger
alwayspepsi@yahoo.com



1936 Pepsi Delivery Sedan from Kecksburg, Pennsylvania

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

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

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430-1319



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 17, Number 2

May-June 2000

Take the Pepsi Challenge Again

Pepsi has dug deep into its archives to bring back one of its most successful promotions of all time - the Pepsi Challenge. First introduced over 20 years ago, the Pepsi Challenge has been given a newer look for the new millennium. If you haven't tried the challenge, it is a lot of fun. You simply compare the taste of Pepsi against the competitor and decide which tastes best. Some credit the challenge for eventually forcing Coke to introduce "new Coke."

The Joy of Cola song will once again be the star of Pepsi commercials this year. The new Joy of Cola Pepsi commercial premiered at the recent Academy Awards Show. By most accounts, the commercial is a big hit. It is filled with the ingredients that have made Pepsi commercials of the past so popular - warm-hearted fun, music, and of course Pepsi-Cola.

Unfortunately, the 2000 PCCC Directory was not ready in time to be sent with this newsletter, but it will be ready in time for the July-August newsletter. This is the best response from club members we've ever had. I'm sure everyone will appreciate the amount of information that will be contained in the new directory. Along with the new directory, we will be sending out new membership cards.

The 14th annual Pepsi Fest, held this past March, was a huge success. We have many people to thank for making Pepsi Fest such a huge success: Pepsi-Cola public relations provided the Pepsi for our event, Cathy Dial of Frito-Lay provided the chips and coupons, Chuck Powell for donating the neon clock for the raffle, and a very special thank you to Randy

Schwentker, the unofficial PCCC artist for his annual contribution of a hand-painted Pepsi Fest hat. For more details about Pepsi Fest 2000, see inside this newsletter.

Pepsi Fest 2001 will be held the same weekend in March that it was held this year. It will be the 15th anniversary of Pepsi Fest. In honor of this occasion, we hope to make Pepsi Fest 2001 extra special. Make sure to plan to attend - it will be the Pepsi Fest you don't want to miss. If you thought the millennium celebration was big, just wait until Pepsi Fest 2001!

Inside this newsletter is the registration information for Summer in New Bern. Please be sure to register as soon as possible.

Inside This Issue

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Mystery Barrel

Pepsi Room

Summer in New Bern



Chapter News

from Phil Dillman

NOTICE

If you are interested in starting a local chapter, please contact Phil Dillman by writing him at 17733 Highland Ave., Homewood, IL 60430-1319.

Did everyone else that went to Pepsi-Fest have as much fun as I did? I'm already looking forward to "Summer in New Bern."

The chapters meeting at Pepsi-Fest went smoothly, with Mike Vath talking about the Minnesota Chapter, Terry Brennan about the Iowa Chapter, and myself about the Chicago Chapter. We also discussed some of the benefits of belonging to a chapter. Afterward, we all had the opportunity to look at the Chicago Chapter's display of Pepsi items from 1951 - 1961.

Tim and Rena Scheibenberger from the Ft. Wayne area are working on starting a chapter in Northeastern Indiana. For more information, you may contact them at 219-426-3348 OR e-mail them at wilson714@msn.com. OR write them at 2115 Cortland Av., Ft. Wayne, In. 46808

I know there are a few of you out there that are thinking about possibly starting a chapter. Well, go ahead. Give me a call. Don't be afraid. I won't bite! PD62Pepsi@aol.com.

Local Chapter News

CHICAGO CONNECTION

The Chicago Connection Chapter will be selling Pepsi and snacks as well as displaying a large collection of Pepsi memorabilia at the St. Christopher Car Show in Midlothian, Il. on Saturday, June 17th from 8:00-3:00. For more information, call Larry Woestman at 708-385-0646 OR e-mail him at PEPCCONN@aol.com.

PICNIC IN THE PARK

Join the Southern California Chapter of Pepsi-Cola Collectors Club for our annual picnic at Hart Park in Orange, CA, June 10th from 11:00 until 3:00. Lunch is hot dogs, chips, and Pepsi, and there is always plenty. The agenda includes a short meeting, Pepsi, trading Pepsi treasures, and a raffle. For more information, call John Arbenz @ (619)448-0566, or Alice Parra @ (626)962-5037. See you there!

Future Club Events

Summer in New Bern
New Bern, North Carolina
August 10th-12th, 2000

Pepsi Celebration
Las Vegas, Nevada
November, 2000

PEPSI FEST 2000



Group Photograph

Once again, Pepsi collectors from all over the United States made their annual pilgrimage to Pepsi Fest 2000. Although the Holiday Inn was ready for a large number of guests, there is no way to properly prepare for Pepsi collectors. With Pepsi signs and displays decorating the hallways and atrium, there was no doubt that the Pepsi-Cola collectors club had taken over the hotel.

Attendance was at a all-time record high. This may be due, in part, to the fact that the weather this year was very mild. Over the past 14 years at Pepsi Fest, we have had ice storms, snowfall, and tornados. The only weather condition to report this year was the heat generated from the Holiday Inn, as Pepsi collectors rushed throughout the hotel, trying to

find that special Pepsi item.

As always, there was plenty of Pepsi-Cola, pizza, and potato chips to keep everyone happy. With over 70 tables at the swap meet, there was an abundance of Pepsi memorabilia to choose from.

There is no consensus as to what the best part of Pepsi Fest is. Some like the room hopping best. For others, the auctions are their favorite. This year, a new favorite was introduced - the Pepsi Trivia Challenge. Over 20 club members competed to see who knew the most Pepsi trivia. The winner was Ken Skillern from Tennessee. Ken won the grand prize which consisted of a \$100 gift certificate, Pepsi coupons, Frito-Lay coupons, KFC coupons, Pizza Hut coupons, 2 complimentary nights at the hotel, and the Star Wars Destiny

Can.

Despite what your favorite Pepsi Fest event is, there is no doubt as to what makes Pepsi Fest special. It is the people. I am not sure if it is all the Pepsi they drink, or if they are just nice people. Regardless, Pepsi people are great to be with.

At the farewell banquet, an impromptu trivia contest was conducted. A special treat at the banquet was when retired Pepsi guy, Joe Dillon, gave us an acapella rendition of the Pepsi jingle.

The success of Pepsi Fest 2000 could not be achieved without the help of so many club members, who helped with everything from registration to auctions. A special thanks to Carole Browne for organizing the silent auction, and Michael Noll for running the oral auction.

PEPSI COLLECTORS INFORMATION

PEPSI REPO RIP-OFFS

Don't be a victim of unscrupulous antique dealers. Get written guarantees of authenticity of the Pepsi collectibles you buy. Again, let me reiterate - there is nothing wrong with reproductions, reissues, or fantasy Pepsi collectibles. But, there is something wrong with someone selling these items as originals for big bucks.

One of the Pepsi items I've received the most complaints about is a one gallon Pepsi jug. On the bottom of the jug, there appears to

be a date either from the 1940's or 1950's. The body of the jug is decorated with a blue label, similar to a Pepsi sign from 1906. There is no doubt this is a reproduction, yet many people have purchased this jug with the belief that they are old. Many of the stories of where the jugs came from are similar. Somebody was cleaning out an old barn when they found these jugs, or the jugs were part of an estate owned by a nice old lady.

Rule 1: Buy the item, not the story.

Rule 2: Get the person selling the

item to guarantee the age in writing.

Other items you need to be especially careful about are Pepsi and Pete drinking glasses, as well as old soda fountain glasses. These and other Pepsi glasses are being reproduced and sold as old.

PEPSI ROOM



The ultimate goal of most Pepsi collectors is to have a "Pepsi room" - one living space dedicated exclusively to displaying Pepsi memorabilia, a special place where you can relax while gazing over the fruits of victory in the never ending challenge to collect Pepsi stuff. There is no better place to sip the nectar of the gods, Pepsi-Cola, than in these shrines to the drink we love.

Club member Rose Kirby of Jackson, Michigan sent in these photographs of her Pepsi room. If you have a Pepsi room, send in your pictures to be included in the newsletter.

Summer In New Bern 2000

Schedule of Events

Thursday August 10th

6pm To? Welcome Party Pizza, Drinks, Cake
Bring your Pepsi videos to share with friends
Room Hopping

Friday August 11th

9am to 10am Silent Auction Check in
11am to 12noon Show and Tell
12noon to 1pm Buffet lunch
1pm Silent Auction Begins
Room Hopping

Saturday August 12th

Swap Meet dealer set up 10:30am to 12noon
Swap Meet opens 12noon
Swap Meet will run 2 fi hours closes as 2:30pm
Dinner Buffet at The Chelsea 6pm

Schedule subject to change.

Ramada Inn Bridgepoint 101 Howell Rd. New Bern, North Carolina 28562
Phone: 252-636-3637

SUMMER IN NEW BERN

AUGUST 10TH, 11TH, 12TH 2000

Name(s): _____
(please include names of all people who will be attending)

Address: _____

Phone #: _____ E-mail: _____

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

RESERVATION INFORMATION: (Nightly room rate \$58.00 + N.C. tax 7.5% = total \$62.35).

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

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

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

Personal Check: A check for one nights stay per room made payable to the RAMADA INN (\$62.35 per room including tax).

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

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

REGISTRATION FEE: Registration fee \$15.00 each (registration fee includes pizza party, lunch buffet, hospitality room and convention related expenses...no registration fee required for children under 12yrs of age).

Number of persons you are registering _____ X \$15.00 = total \$ _____

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

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

SWAP MEET TABLES: \$10.00 each (Limit one table per registered participant).

I have included \$ _____ for _____ # of tables.

DINNER BUFFET AT THE CHELSEA: \$18.00 each

Number of people attending _____ X \$18.00 = total \$ _____

Please make check or money order for all fees (except hotel) payable to Kim Kinzie and send completed registration and reservation information form no later than **July 15, 2000**
to: Kim Kinzie, 3510 Hemlock Rd. Chester, Va. 23831, Phone: # 804-748-5769, E-mail: msdoubledot@prodigy.net

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

Mystery Barrel?

Recently, I added a new concentrate barrel to my collection. It's a 5 gallon, red, white, and blue barrel from 1946. By now, you are saying, "so what - concentrate barrels are not that unusual." This one is - it is a 5 gallon barrel. Most concentrate barrels are 10 gallon barrels.

That's the mystery. Why was a 5 gallon barrel produced? Why are there so few around? When were they used?

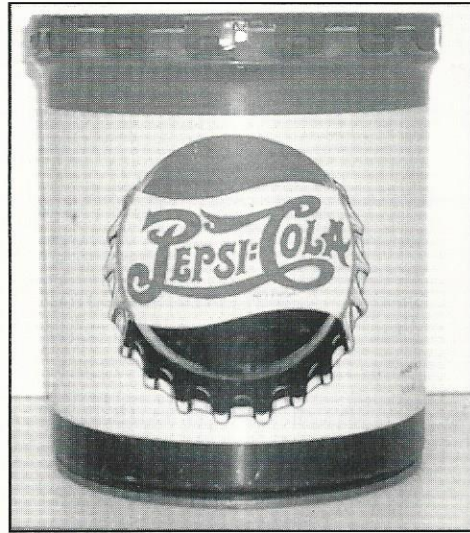
To understand the significance of these questions, you just have to know the history of the concentrate barrel. Originally, Pepsi-Cola syrup was sold in jugs and barrels. From the syrup, Pepsi-Cola was produced. Five ounces of carbonated water added to one ounce of syrup produced a 6- ounce glass or bottle of Pepsi.

In 1934, Pepsi began selling a 12-ounce bottle of Pepsi-Cola for the same five cents it used to charge for a 6-ounce bottle. To enable Pepsi to sell for less, they had to become more cost efficient. One way to do this was to sell concentrate, rather than finished syrup.

A unit of concentrate would produce 1200 cases of 12-ounce bottles of Pepsi. Producing this many bottles of Pepsi required 450 gallons of syrup. By using concentrate, the number of gallons shipped was reduced from 450 to 10 gallons. This was a major cost reduction which helped Pepsi to be able to sell a big 12-ounce bottle for five cents.

At this time, a 10 gallon unit of concentrate sold for \$315. From this \$315 came the revenue for the Pepsi-Cola Company. All their operating costs, advertising, and salaries were paid from the profits made on the concentrate.

Now for the \$64,000 question. Why would Pepsi want to cut their income in half? There isn't a good reason I can think of why Pepsi would want to sell less concentrate and make less money. Don't despair - I do have an educated guess as to why they came up with this 5 gallon barrel. Following World War II, there were sugar shortages combined with price controls that caused many bottlers problems in producing a regular supply of Pepsi-Cola. Perhaps Pepsi



decided to ship the smaller size because many bottlers could not afford or obtain enough sugar to use the 10 gallon concentrate barrel in the normal cycle.

Because the sugar shortages and price controls were a temporary situation, the 5 gallon barrels were short term. This is my theory - if anyone has another theory, let me know.



WELCOME NEW MEMBERS

Mark Engel
LaVergne, TN

Walter Staszewski
Brooklyn, NY

Stanley Morris
St. Louis, MO

Darren Cochran
Springville, IN

Linda Schaffhausen
Stacy, MN

Jerri Ward
Indianapolis, IN

Richard Moore
Elkhart, IN

Tracy Turner
Indianapolis, IN

Lyle & Judith Webb
Oskaloosa, IA

Lynn Mesa
Milwaukee, WI

Barb Johnson
Davenport, IA

Danny & Cheryl Wilkinson
South Whitley, IN

Brian Moore
Bringhurst, IN

John H. Gregory, Sr.
Piedmont, SC

Burt Richardson & Family
Jackson, MI

Sherry & Richard Sawin
Princeton, KS

Arthur Paquin Jr.
E. Lansdowne, PA

Lisa Roth
Hartley, IA

John Tanzi
Levittown, NY

Carl & Laurie Strosser
Ventura, CA

Kelly & Cheryl Milligan
Nevada, IA

Lois Moreland
Rochelle, IL

Cheryl Komro
Milwaukee, WI

Ron Ward
Peoria, IL



1943 Fountain Advertisement

The Pepsi Trading Spot

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

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

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

FOR SALE:

For Sale: Neon clock replacement and Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. Parts for the P.C. Pam, Telechron, Lite-Up clocks, round 14-3/8" dia. NEW! Glass square domes 15" x 15." Send SASE .55 cents to: Ed Goralewski, 19807 Sussex Dr., St. Clair Shores, MI 48081. (810)773-5000.

For Sale: Many die cast Pepsi pieces at reasonable prices. Call Doug Harper @ (540)433-6359.

For Sale: Coke machines, Mills 45 \$1800., VMC 27 #1600., Westinghouse WD-12 \$600., VMC 33 Restored \$2000., Call (717)533-7345 - Hershey PA

For Sale: Pepsi Picnic Coolers. New, steel construction, size small, embossed old double dot logo on 2 sides, powder coated finish. \$129. For a photo, call or look me up at www.sodaman.com, or place your order (925)803-1335. Visa & Mastercard accepted.

For Sale: New Mag-Lite/Jeff Gordon Pepsi signature light - unique logo collectible! Solitaire (AAA) \$7.99, AA \$12.99, 3D \$21.99. Buy direct from MagLite Master Distributor and PCCC member. Add shipping. Check to: Richard Hertzler Sales, 69 Village Drive, Ormond Beach, FL 32174. Visit www.driverlite.com for more info.

For Sale: Super mint single dot cone top Pepsi cans. Contact: Harold Rosentreter, RR1, Box 157, Carrollton, IL 62016-9747.

For Sale: SELLING OUT ENTIRE COLLECTION! 1000's of pieces, 1910's-1970's, all forms of original Pepsi-Cola advertising. Also, large selection of soft drink & gas and oil advertising. Contact: Tom Hurst @ (480)984-4915, or e-mail pepiguymfromaj@webtv.net

WANTED:

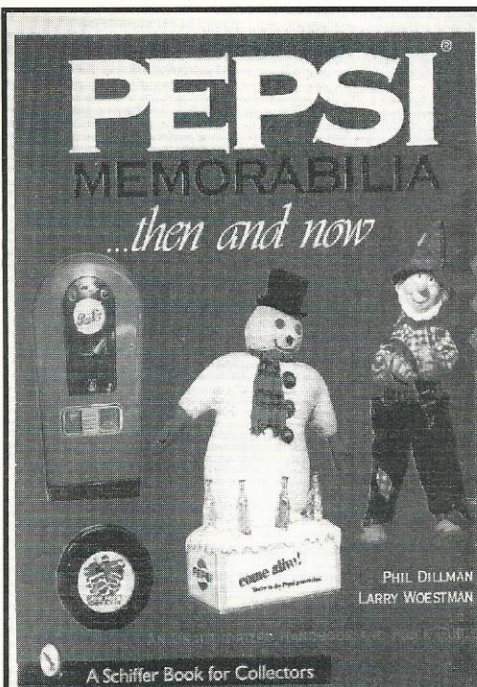
Wanted: Looking for "Tadpolly" Fishing Lure by Heddon, prefer mint in package V & H Vol 3 #924. Also want Posters, signs, entry blanks relating to the 1964 "Pepsi Cola Bottlers' \$1,850,000 Shopping Spree" Contest, see P141 Stoddard Pepsi-Cola 100 Years. "Program Insert" similar to V & H Vol 2 #373, but girl is black not white, prefer excellent condition. Contact: Tim O'Donoghue, e-mail cokerpepsi@aol.com, (937)252-9883. Leave message, I will return calls. 4505 Arcadia Blvd., Dayton, OH 45420.

Wanted: Pepsi collectors in central California for shows, swaps, and auctions. (Live and mail auctions). Write: California Pepsi, P.O. Box 2231, Hanford, CA 93232-2231.

Wanted: Wellsville China plates. White w/border - says, "Pepsi-Cola - Nugrape-Orange Crush." Shown in "Pepsi-Cola Collectibles" book by Lloyd (page 48), also on Pg. 118- Bob Stoddard's "Guide to Pepsi-Cola Collectibles. Also wanted: 50's miniature 6-pack, (item #0900 pictured in Stoddard book page 124), and also in the Lloyd Book Page 27. Must be mint! Contact: Lavern Anderson, 15122 Elm St. E., Sumner, WA 98390, phone (253)863-5044.

Wanted: Buy, sell, restore Old Coke, Pepsi machines and coolers in any condition. Call (717)533-7345, Hershey, PA.

Wanted: Pepsi World magazines, Sugar Free Teem bottle, Presidents award, cans or bottles of foreign flavors owned by Pepsi International. Phil Dillman- PD62Pepsi@aol.com OR 708-798-0404



A new, comprehensive guide to Pepsi-Cola memorabilia from times gone by to the 100th anniversary celebration in 1998.

Included are over 600 full color photos and their approximate values.

The majority of the items in this book are not in any of the other price guides on the market.

A "must have" for all Pepsi, soda, advertising collectors and antique dealers.

Order on line from Larry at PEPCCONN@AOL.COM or Phil at PD62PEPSI@AOL.COM, or mail this form and a money order for \$29.95 plus \$3.95 shipping, per book. Call 708-798-0404 for additional info. Please print.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE () _____ E-MAIL _____

I would like _____ book(s) at \$29.95 plus \$3.95 shipping and handling, per book. Send to Larry Woestman, 14750 Karlov Ave, Midlothian, ILL, 60445 Total enclosed _____

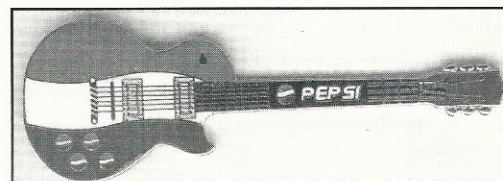
NEW! PEPSI LAPEL PINS

These Pepsi Cloisenne Lapel Pins are limited edition pins available only through Double Dot Enterprises. Pepsi-Cola Club members can receive these lapel pins through this exclusive offer. For club members only, shipping will be \$4.00 (U.S. only), regardless of quantity ordered. You can order by mail or by fax. We do accept all major credit cards. Be sure to note quantity and item number when ordering.

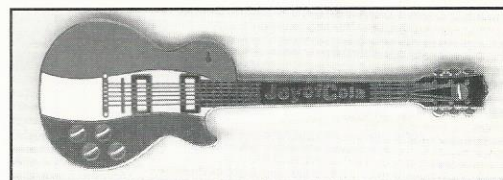
Double Dot Enterprises
 P.O. Box 817
 Claremont, CA 91711

FAX: (909)946-4786
 Questions? Call (909)946-6026

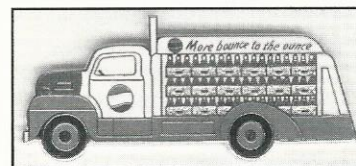
Order today for immediate delivery!



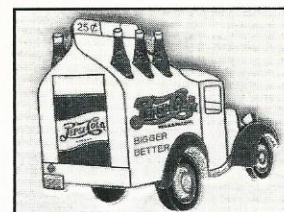
#9842 Pepsi Guitar Pin \$8.95



#9841 Joy of Cola Guitar Pin \$8.95



#9843 Delivery Truck Pin \$4.95



#9844 6-Pack Truck Pin \$4.95



#9845 Club Member Pin \$4.95

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.visi.com/~pepsimike
www.ao.net/~kenman/index/htm
www.gono.com/v-tours/sodacone/scone33pepsi.htm
www.gono.com/vir-mus/tour/pepsi.htm
www.gono.com/mbca/museumtour/galloncans/sodagal2.htm
www.classicclaycollectible.com
www.pepsistore.com
www.justabouttown.com/pepsipainter
www.Pepsi-City.com
www.members.aol.com/pepsipete/web
www.petroclassics.com
www.//community.webtv.net/jopepsiko/Pepsicancollecting

MOVING?

If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:

Pepsi Cola Collector's Club
P.O. Box 817
Claremont, CA 91711

E-Mail Addresses:

Joye Klein
ajklein@yahoo.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
Carl.Genrich.CPG@worldnet.att.net

Bob Staedel
pepsibobandsquirmy@home.com

Bob Stoddard
doubledot@earthlink.net

JD James
jjdames@msmisp.com

Randy Schwentker
randydeb@fidnet.com

Joe Allen
jopepsiko@webtv.net

Mike Noll
bradsdrink@thegrid.net

Mike & Jo Ann Vath
pepsimike@visi.com

Bruce Jones
bj@petroclassics

Omer Hertwick
oh561pepsi@aol.com

Matt Holmes
PepsiPete@aol.com

Tim Tromp
tim@dewcollector.com

David Gerger
alwayspepsi@yahoo.com



Pepsi Sales Force 1909

PEPSI-COLA COLLECTORS CLUB
P.O. BOX 817
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