



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 28, Number 1

Jan. - March 2011

25 Years of Pepsi Fest

This year will be a special year for Pepsi-Cola collectors. It will mark the 25th time the PCCC has gathered to celebrate Pepsi collecting. This annual event attracts Pepsi Collectors from all over the country, and on occasion, has attracted international visitors.

The event started in 1987 as a way for Pepsi collectors to buy and sell Pepsi stuff from each other. Over the years, it has become much more. It is a time to learn about Pepsi collectibles and Pepsi history. Most importantly, it has become a reunion of kindred spirits and a renewing of friendships that has lasted decades.

It is our intention to make Pepsi Fest 2011 the best ever. To achieve our goal, we need your help. If you have any ideas or suggestions what you would like to see or do at Pepsi

Fest, please let us know. Please bring old Pepsi Fest photos to post in the registration room. Please only bring duplicates - we cannot guarantee the return of your photographs.

We have had a number of people interested in the 25th anniversary dinner. To the dismay of many, it will NOT be tacos! The hotel has not finalized the menu, but most likely it will be a full-course dinner. (most likely chicken).

To help us out, we need you to register with us as soon as possible. The last few years we have sold out of packets, so if you don't pre-order, you may not get one.

To make your hotel reservations, contact the Marriott East in Indianapolis at 317-322-3716. Be sure to tell the reservation clerk you are with the Pepsi-Cola Collectors

Club. The last few years, the hotel has sold out rather quickly. Please make your reservations early. The dates for Pepsi Fest are March 17-19th, 2011.

This year, Pepsi is scheduled to return to the Super Bowl with a Pepsi Max commercial. It should be good, so even if you don't like football, the commercials should be very entertaining.

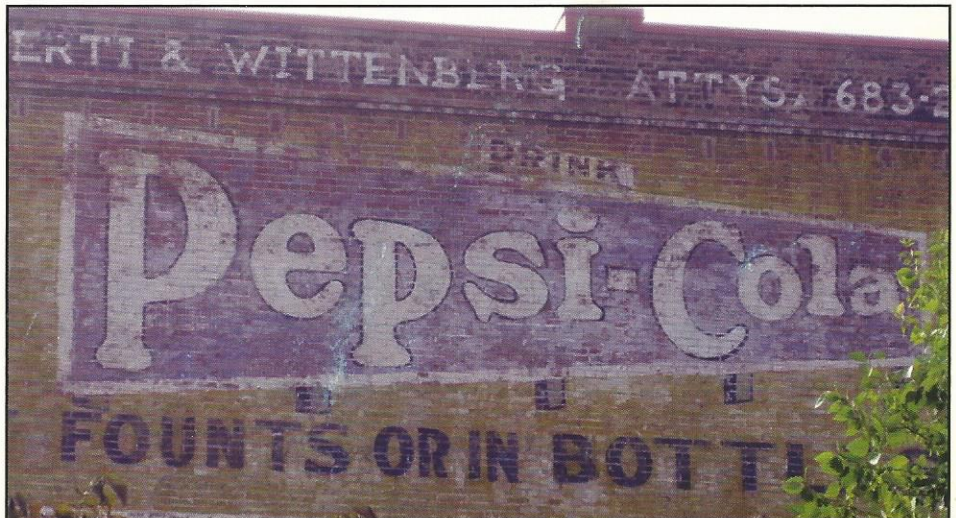
Happy New Year! Hope to see you all at Pepsi Fest 2011! Drive safe and remember if you must drink and drive, drink Pepsi, or Diet Pepsi, or Mountain Dew!

In This Issue

Pepsi Fest Registration Information

Old Wall Discovered

60 Years of Single Dot



Painted Wall in Durham, North Carolina Circa 1920

Chapter News

Okay. All of you that would like to join a chapter, raise your hands. Well! That's quite a few! Is there a chapter nearby where you can attend their meetings? If not, that might be a problem. However, there is a solution (you know where I'm going with this, don't you?). If there are any Pepsi collectors living near you, you can join forces and start your own chapter of the PCCC. If you aren't aware of any collectors living in your neighborhood, stop in at your local antique malls and ask if they have had any customers looking for anything Pepsi-related. If so, see if the folks at the antique mall can put you in touch with those customers. Another approach would be to advertise through the PCCC Express newsletter (the very publication you are reading right now), either by having your contact information listed in the Chapters News section or you could try placing an ad in the back of the newsletter. If you are able to attend Pepsi-Fest in Indianapolis or Pepsi Celebration in Las Vegas or the East Coast Pepsi Collectors' gathering, announce your desire to start a

chapter near your home. If you aren't comfortable getting up and addressing the group, ask someone to announce it for you.

One other approach would be to talk to collectors of other soda brands or categories like root beer, etc. or character glasses, and see if they would be interested in joining your chapter or in helping you start one. There aren't many collectors that collect just one thing (for instance, I also collect Looney Tunes and railroad items).

Start planning now for your chapter display for Pepsi-Fest. We would like to see photos or flyers or t-shirts or newsletters or anything else that your chapter has done. We want others in the PCCC to see what typically happens at chapter meetings and to encourage them to join or get a chapter up and running.

We need someone from each chapter to please send us your upcoming meeting schedule along with your chapter's contact information. If you have a chapter newsletter, please include me in your mailing list at pd62pepsi@sbcglobal.net. We

also need you to start sending your chapter news and information to Terry Brennan at pepzione@q.com.

The Chicago Chapter will be meeting at Phil and Amy Dillman's on February 12th at 7:00 PM, at Larry Woestman's in April, a possible joint meeting on June 11th with the Iowa Chapter at Gary and Carol Kilstrom's in Kewanee, IL, and August 13th at Bill and Marilee Scott's in St. John, IN at 4:00 PM.

The Iowa Club Chapter meets regularly. For that information, please contact Terry Brennan at the above e-mail address.

The Southern California Chapter (which I recently learned is the oldest continuously running chapter, having held their first meeting in March 1985) also meets regularly. Contact Jo Lanham at pepsilady1951@yahoo.com for more info.

The Keystone and Buckeye Chapters are still meeting together in the Northeast Ohio and Pittsburgh, PA areas.

I believe the Michiana Chapter is also meeting on a regular basis.

-Phil Dillman

WITH TOP HONORS

AT THE
FOUNTAIN



IN THE
HOME

FOR QUALITY • FOR TASTE • FOR SIZE

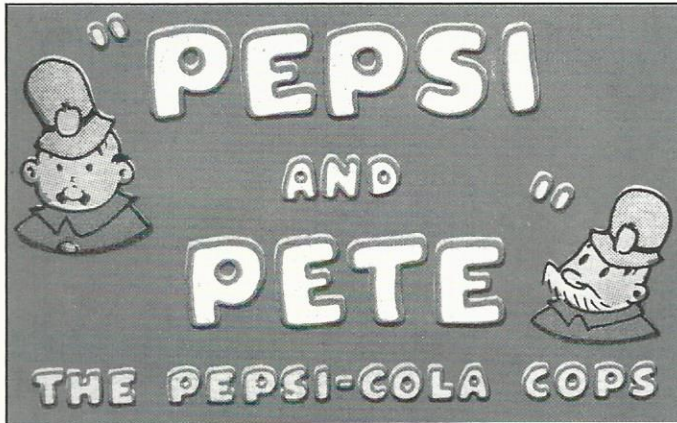
Future Club Events

Pepsi Fest 2011
Indianapolis, Indiana
March 17-19, 2011

Pepsi Celebration
Las Vegas
To Be Announced

East Coast Pepsi Connection
To Be Announced

Dear Pepsi and Pete



Dear Pepsi & Pete:

When did Pepsi first begin using paper labels on bottles?

Signed,
Larry

Dear Larry:

Most people associate paper labels with the 12 ounce bottles from the 1930's. But, the use of paper labels began much earlier. The original Pepsi-Cola bottles used in 1905 had diamond-shaped paper labels on the body of the bottle. Although the label application was considered mandatory by the Pepsi-Cola parent company, many of the bottlers left those labels off in order to save money. Since the bottles were all embossed with "Pepsi-Cola" on the bottom, they felt the labels were unnecessary. Another problem with paper label bottles was that the labels came off in the water coolers. Most dealers prefer to have the bottles without labels rather than have the labels gum-up their coolers.

Dear Pepsi & Pete:

How many different sized swirl bottles did Pepsi produce?

Signed,
Jimmy

Dear Jimmy:

In 1958, Pepsi-Cola introduced the 12-ounce swirl bottle. Additionally, there were 6-ounce, 10-ounce, 12-

ounce, and 16-ounce swirl bottles. In the 1970's, there was a modified version of the swirl bottle available in 32-ounce, 48-ounce, and 64-ounce bottles. Also, Pepsi used several different metric-sized bottles. The variety of different sizes and styles gives the collector an endless opportunity to find unusual Pepsi bottles.

Dear Pepsi & Pete:

Why doesn't Pepsi make toy trucks the way they used to?

Signed,
Connie

Dear Connie:

Pepsi has never been in the business of making toy trucks. The manufacturers of toy trucks believed that by placing the Pepsi-Cola trademark on their vehicles, that this would make them more realistic and have more appeal to kids. In most cases, the production of Pepsi toy trucks is initiated by the manufacturers and not the Pepsi Company. In a few cases, Pepsi-Cola has done joint promotional ventures with some of the toy manufacturers. In these cases, the toys could be bought at a toy store or obtained through a Pepsi incentive program. In today's politically correct environment, many groups consider it to be unacceptable for a soft-drink company to put logos on products sold to children. If they do so, these groups may accuse the soft-drink manufacturer of trying to market to children. Because of this, we will see less and less toys bearing the Pepsi-Cola trademark.

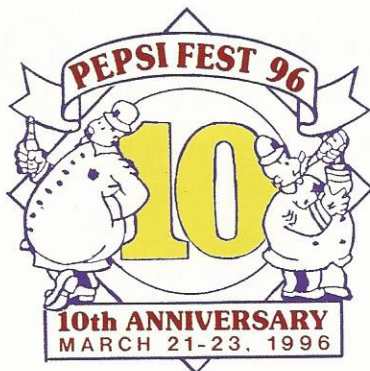
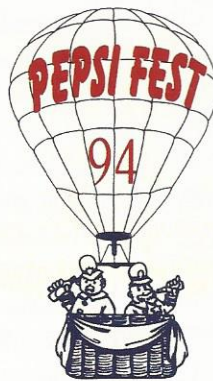
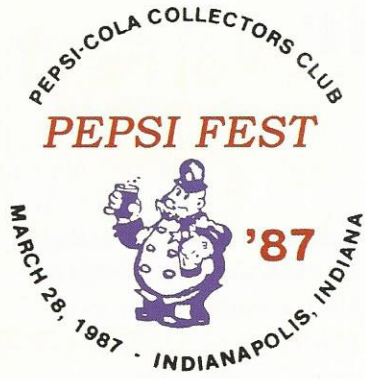
Dear Pepsi and Pete:

Was the man who invented Pepsi-Cola a doctor?

Signed,
Tom

Dear Tom:

No, he was a pharmacist.





PEPSI FEST 2011 REGISTRATION

March 17th - 19th, 2011

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2011, March 17-19, 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 \$25.00 per person will include a button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, glass, and several other items bearing the Pepsi Fest 2011 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 NO PACKET # _____ @ \$ 12.00 each \$ _____

Children under 10 free

REGISTRATION FEE WITH PACKET # _____ @ \$25 each \$ _____

25th Anniversary Dinner # _____ @ \$25.00 each \$ _____

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

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

3/19/2011

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 \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2011.

of Packets _____ @ \$30.00 each = \$ _____

PEPSI FEST 2011 REGISTRATION

PEPSI FEST 2011 SCHEDULE

Schedule Subject to Change

Thursday, March 17th, 2011

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	25th Anniversary Dinner
7:00 P.M.	Room Hopping

Friday, March 18th, 2011

9:00 A.M.	Pepsi History Seminar
10:00 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
5:30 P.M.	Group Picture
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 19th, 2011

9:00 A.M.	Dealer Set-Up for Swap Meet
10:00 A.M.	Swap Meet Begins - Will Run 2-1/2 Hours

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

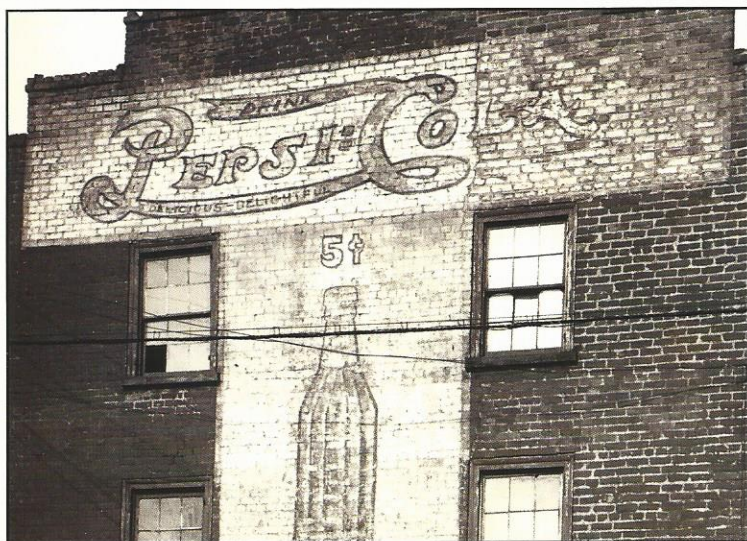
Pepsi Fest 2011 will be held at the Indianapolis Marriott. The room rate is \$99 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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.

Early Painted Wall Discovered

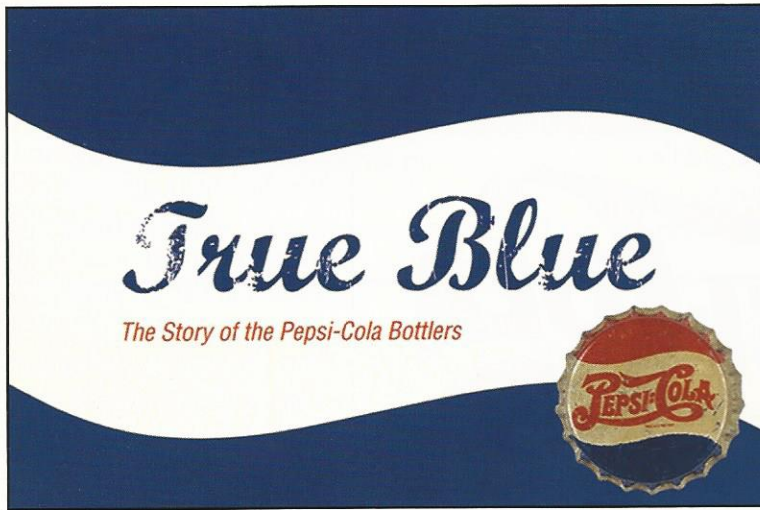


Painted walls are one of the oldest forms of Pepsi advertising. Pepsi has been advertising on walls almost since Pepsi-Cola was invented. Over the years, most of these walls have either faded away or have been demolished. Fortunately for us, some still exist, primarily because those walls have been in locations where the weather has not been a factor. Recently, there have been a number of wall signs discovered during urban renewal. Buildings have been torn down that were built adjacent to other buildings. When the buildings are torn down, they reveal these old, painted walls. The wall in the picture above was discovered during renovation of an old building in Fayetteville, North Carolina. The owners of the building plan to restore the wall and make it part of the decor on the inside of the building. Once the wall has been restored and available for public viewing, we will let you know. Most likely this wall was painted between 1910 and 1920.



Painted Wall on Side of Old Pepsi-Cola Plant Circa 1920

Collector Books

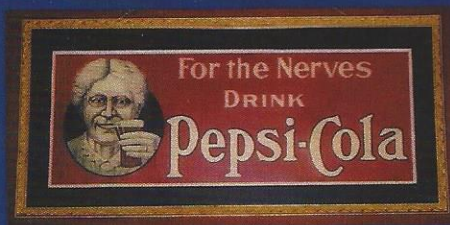


#1018 **NEW!** True Blue \$19.95
The Story of the Pepsi-Cola Bottlers
by Bob Stoddard

This is Bob Stoddard's latest book, which tells the story of the creation of the Pepsi-Cola franchise system. The book chronicles the Pepsi-Cola bottlers' survival through economic cycles and world wars. For many of the Pepsi-Cola bottlers, this is a rags to riches story. True Blue is soft-cover, 64 pages, complete with photographs of early bottling operations. You can call 909-946-6026 and order with credit card, or mail \$19.95 plus \$6.00 for shipping to:

Double Dot Enterprises
P.O. Box 978
Lake Elsinore, CA 92531

More Pepsi Memorabilia ...then and now



By Phil Dillman and
Larry Woestman

Here it is, "More Pepsi Memorabilia...then and now," a second volume Pepsi collectibles book written by Larry Woestman and Phil Dillman with a fabulous array of newer and old Pepsi related collectibles, shown with price guide. The 122 pages cover over 600 items that are not found in any other Pepsi collectible books. A must have for all Pepsi and soda collectors. Price is \$29.95 plus \$5.00 shipping and handling. We accept personal check or money orders only.

Contact Larry Woestman at pepc-conn2@aol.com or call 708-385-0646 with any questions. To place an order send \$34.95 to Larry Woestman, 14750 Karlov Ave., Midlothian, IL, 60445.

60 Years of Single Dot

Post World War II was a difficult time for the Pepsi-Cola Company.

Inflation diminished already meager profits. Consumer resistance temporarily postponed increasing the price of Pepsi from a nickel to 6 cents. This resulted in a company on the verge of bankruptcy for the third time in its existence. By the late 1940's, most people thought that Pepsi-Cola would join the ranks of other cola companies that could not compete with "big red" from Atlanta.

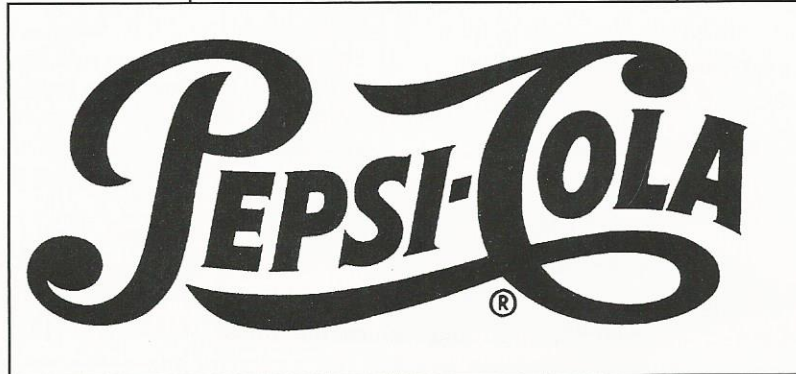
In 1950, the Pepsi-Cola Company hired Al Steele. Steele had previously been a vice-president with the Coca-Cola Company. He had distinguished himself as a good marketer, but many in Atlanta thought he was a show-off.

For many, the hiring of Steele signaled the end of Pepsi-Cola.

Most believed that he was there to dismantle Pepsi-Cola and salvage what he could. The opposite was true. He led the effort to revitalize the Pepsi-Cola Company and make it a modern soft-drink company.

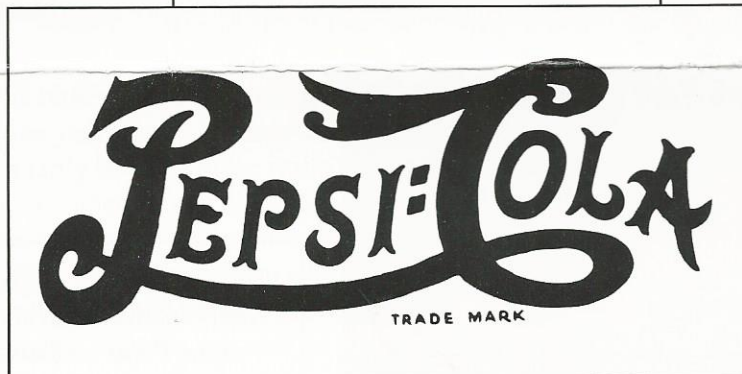
In March of 1950, Steele became the president of the Pepsi-Cola Company. Among his top priorities was to not only modernize the company, but to modernize the image of Pepsi-Cola. To do this, he had Pepsi-Cola reformulated and set up a quality control program that would insure

Pepsi-Cola tasted the same from coast to coast. To freshen up the



Single Dot Script 1951

Pepsi-Cola image, he had the double dot script that had been used for decades streamlined. The two hyphens between Pepsi and Cola



Double Dot Script 1936

were replaced by a single dot. The new script was introduced in 1951. Then, he made sure every bottler upgraded to the new graphics immediately.

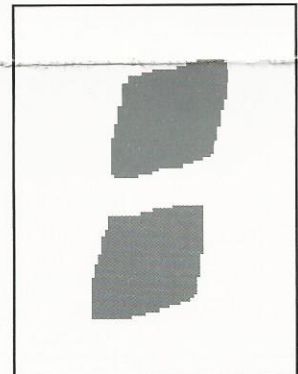
Sixty years ago this year, the single dot script was born - an important event for Pepsi-Cola collectors. This change in script became an easy way to recognize to differentiate between the older and more desirable Pepsi-Cola collectibles.

This important milestone in Pepsi-Cola history is also an important

event for Pepsi collectors. Many collectors have arbitrarily decided they would only collect double dot Pepsi items. Despite the fact that many of the Pepsi-Cola advertising items produced in the 1950's are as good as Pepsi-Cola items produced in the 1940's, they still prefer the double dot items.

If you are one of the people who prefer double dot only, may I suggest

that you take a second look at single dot items from the 1950's. The 1950 Pepsi-Cola collectibles are now over 50 years old, and worthy of being in



Double Dots

anyone's collection. In fact, some double dot Pepsi cardboard signs were also produced as single dot signs. They had the same images, but the only thing that changed was the script.

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::

Small Pepsi Collection

No more room! Retired after working for PepsiCo for 27 yrs. Printed bottles, 10' x 20' inflatable diet Pepsi can (with container and blower), commercial videos, advertisements, clothes, glasses, paper display wraps, old large Pepsi syrup tins and more! Call Dallas Spacal (Oregon) 971-678-2664.

For Sale: Small Dr. Pepper Collection
Need more room! New 20" 10 speed bike - still in box, NEW Double-sided 70's logo embossed sign, Unique electric clock - back round changes colors, 6' Spiderman static cling, plastic shells/cases, Diet and regular glass bottles and cups, golf tees and more!

Call Dallas Spacal (Oregon) 971-678-2664.

Wanted: N.R. and Returnable, glass drink bottles of Diet Pepsi, Pepsi Free, Pepsi Light, Diet, Pepsi Free, and Pepsi-Cola trading cards.

Contact: Ronnie Davis, 1181 E. Hyco Rd., South Boston, Virginia 24592. (434-579-2159).

Welcome New Members

David Rubright
Apopka, FL

Dale Wetsig
Tumwater, WA

Van Calvin
Wichita, KS

Ron Berry
Sedalia, MO

For the finest in Pepsi-Cola gifts and collectibles visit:

www.pepsigifts.com

ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new products available now!

2011 Catalog Now Available

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.

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

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

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA



Durham, North Carolina Pepsi Plant Circa 1920



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 28, Number 2

April-June, 2011

Collectors Celebrate 25 Years

This year marked the 25th anniversary of Pepsi Fest. Pepsi Fest began in 1983 as a national convention for the Pepsi-Cola Collectors Club. Pepsi Fest has more than succeeded the original goals of the event. This year's Pepsi Fest had the largest turn out in years.

At the Friday night Pizza Party, the members were treated to a movie produced by the Pepsi-Cola Company called True Blue. The movie is the story of the Pepsi-Cola independent bottlers. By all accounts, most people enjoyed the film.

At the Pizza Party, I announced that this would be the last Fest that I coordinate. Additionally, I am resigning as President of the PCCC. I have written the club newsletter since 1983. It is time for someone else to take over. I plan to remain a

Pepsi-Cola Collector, and be part of the PCCC.

Over these many years, I have made scores of Pepsi friends and shared wonderful memories with you. These relationships will endure. Although I am stepping down, I am still available to anyone who wants to talk Pepsi collectibles or history.

This year, I signed a contract with the Pepsi-Cola Company to be the official Pepsi Historian/Archivist. These duties, combined with running Double Dot Enterprises keep me very busy.

A transition team led by Kim Kinzie will take over the operations of the club and Pepsi Fest. See inside this newsletter for more information about the transition team. I stand in support of the transition team and their endeavors to continue

the PCCC.

Pepsi Fest 25 was a great success due to the hard work of many people. I would like to thank Carole Browne and her silent auction crew, Kim Kinzie and her live auction crew, Dan and Judy Durbin for always being there when I needed them, Randy Schwentker for his help with the raffle, Louis Carr for his photography, Ann Donofrio for organizing the pizza party, Ambra Pettibone for her cake cutting skills, and everyone else who helped. A special thanks to Lisa from the Pepsi-Cola Company, and Cathy from Frito-Lay.

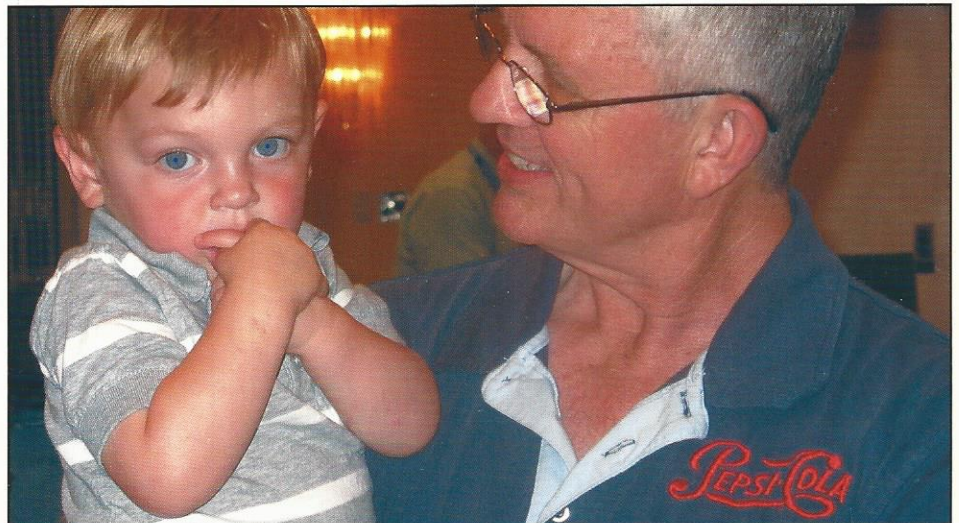
I thank you all for your friendship and support, and wish you the best as you continue to build your collections.

In This Issue

Pepsi Fest Photos

The Transition Team

**East Coast Connection
Event Registration**



Bob Stoddard and Grandson Caleb at Pepsi Fest

Chapter News

Chapters News 2011-2

I would like to list the various chapters that I am aware of that have existed in the PCCC. The current active chapters are: The Buckeye Chapter (Ohio) (currently meeting with the Keystone Chapter), The Chicago Connection Chapter, The Pepsi Club of Iowa Chapter, The Keystone Chapter (Pennsylvania), The Las Vegas Chapter, The Michiana Chapter (Northern Indiana/Southwestern Michigan), The Northwoods Chapter (Wisconsin), The Show Me Chapter (Missouri), and the Southern California Chapter. These are chapters that meet regularly and some of them produce a newsletter.

The current "sleeping" chapters that I am aware of are: The Old Dominion Chapter (Virginia), The Minnesota Chapter, and the Pep-Z Time Chapter (Washington State). These are chapters that still have members that would like to become active again and would like to invite their fellow local Pepsi collectors to join them.

Some chapters from the past were: The Arizona Chapter, The Heartland Chapter (Central Illinois), The Mile High Chapter (Colorado), and the Sunshine Chapter (Florida). These are chapters that had some of their members move away or pass away or were too spread out to meet regularly enough to make it worthwhile.

There is a significant change in the works that I believe will help revive some of the sleeping chapters, help grow the current ones, and possibly help the interested PCCC members start up some new local chapters. Terry Brennan has accepted the position of Chapter Information and Alliance (CIA) for the club and will be taking over the Chapters News starting with the next issue of the PCCC Express as I assume the role of Newsletter Editor. Terry has expressed a desire to communicate on a regular basis with the President /Leader of each chapter to help them with any chapter-related issues and to help promote each chapter through the club newsletter.

By building up the current chapters and starting new ones, we can

help insure the continuation of the PCCC. To this end, I am still hopeful that the members of the PCCC that live in the Indianapolis area will succeed in starting a chapter this year. Likewise, I hope the current desire of several members to start a chapter in the Central Illinois area will push them to accomplish this goal. There are many other metropolitan areas that could conceivably support chapters all over the U.S. and Canada. On the other hand, why stop there? I'll bet there are enough Pepsi collectors in areas of Canada that could also start up a chapter or two. For that matter, we might find enough collectors in the world to see chapters start up in Europe or Australia or absolutely anywhere else in the world.

If you are willing to work with Terry and include him on your newsletter mailing or e-mailing list, I think we will see nothing but positive results for the future of the PCCC.

-Phil Dillman



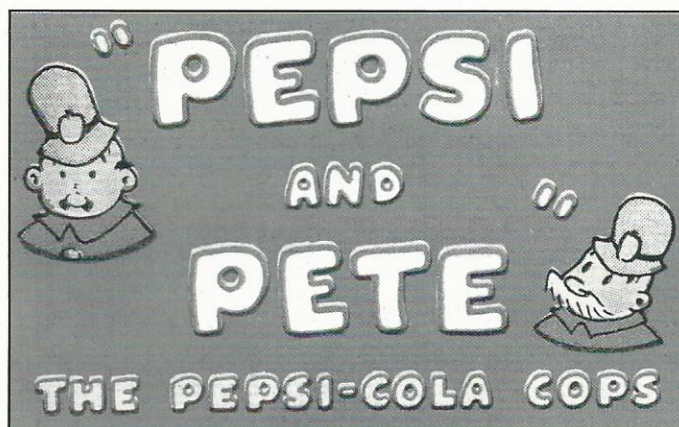
Future Club Events

Pepsi Celebration
Las Vegas
To Be Announced

East Coast Pepsi Connection
July 21-24th 2011

Pepsi Fest 2012
Indianapolis, Indiana
March 15-17, 2012

Dear Pepsi and Pete



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

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

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

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

Dear Pepsi & Pete:
I've seen the letters LIC on Pepsi bottles and other Pepsi stuff. What does this mean?
Signed,
Elvis

Dear Elvis:
LIC is the abbreviation for Long Island City. During the 1930's and 1940's, this was the home office of the Pepsi-Cola Company. In this facility, the company produced their bottle caps, labels, wood cases, etc.

Dear Pepsi & Pete:
I was told Walt Disney made matchbooks for Pepsi. Is this true?
Signed,
Marcus

Dear Marcus:
Not exactly. What actually happened was that a member of the armed services wrote Walt Disney and asked him to design a mascot for their PT boat. Walt Disney obliged the sailor with a cartoon image. When others saw the insignia Disney had done, they requested one also. Pepsi heard about the interest in these Walt Disney designed insignias and offered to pay the cost of the designs. Pepsi then produced matchbooks with one of the insignias on each matchbook. There are 48 matchbooks in the set that Disney designed for Pepsi.

Dear Pepsi and Pete:
I heard the 1909 Pepsi girl is really the Gibson girl. Is this true?
Signed,
Boris

Dear Boris:
No, this is not true. The girl featured on the 1909 Pepsi tray and calendar was painted by an unknown artist for the ad agency hired by Pepsi. Obviously, the artist, or agency, was influenced by the style made popular by the famed artist, Charles Gibson. The women used in the advertisement created by Gibson were Gibson girls because of his style. Over the years, all girls painted in this style were mistakenly called Gibson girls.

**A message from
"The Transition Team"**

Pepsi-Fest 25 was great fun for everyone. It flew by much to fast as it always does. The 25th anniversary was a grand celebration of all the wonderful times gone past, the dedication of all of our fantastic club members as well as the countless exciting celebrations yet to come in the future. To say the very least the 25th anniversary of Pepsi-Fest was an emotional, touching celebration of friends celebrating friends. Moreover, I speak on behalf of every member of the "Transition Team".

Every Member of the "Transition Team" is 110% dedicated to insuring that The Pepsi Cola Collectors Club and Pepsi-Fest will continue for countless years into the future. Not only as a gathering of Pepsi collectors in search of that fantastic Pepsi item to add to their collection but as a grand celebration of friends celebrating once again being together with their Pepsi family.

Some changes are inevitable such as mailing addresses and contact info. Please make note of the Clubs new mailing address for applications and renewals. Contact information for all team members is listed within this newsletter and it can also be found at www.pepsicolacollectorsclub.com

We encourage and welcome all club members to contact us anytime. We are all looking forward to hearing from you. Please check the website often to find out about new things coming to the club.

Great thanks to all of you.
Kim Kinzie/Chairman

Chairman/Board President: Kim Kinzie

Email: TeamLeadChairman@pepsicolacollectorsclub.com or kimkpepsi1@att.net
Home phone: 804-748-5769 Cell phone: 804-690-1440

Vice-President: Darrel McClanahan

Email: pepsi-d@charter.net
Home phone: 314-739-3863 Cell phone: 314-623-0816

Secretary: Diane Gabriel

Mailing address for the Pepsi-Cola Collectors Club

335 Mathews Way, New Castle, PA 16101

Email: secretary@pepsicolacollectorsclub.com
Home phone: 724-658-6310

Treasurer: Pat Richardson

Email: dupar@frontiernet.net
Home Phone: 931-526-1923

Chapter Information & Alliance Director (CIA): Terry Brennan

Email: chapterinfo@pepsicolacollectorsclub.com or dietpepzi@mchsi.com
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Home phone: 708-385-0646

Webmaster: Wayne Burgess

Email: webmaster@pepsicolacollectorsclub.com
Cell phone: 815-939-3333



PEPSI FEST 25TH ANNIVERSARY



PEPSI-COLA COLLECTORS CLUB EXPRESS



East Coast Pepsi Connection 2011

Schedule Subject to Change

Thursday, July 21, 2011

Anytime you can find June or Tim - Registration

6:00 PM

'Traditional 'Early birds' dinner

8:00 PM

visiting, room hopping, swimming???

Friday, July 22, 2011

10:30 AM

Registration room opens

Noon

Welcome Meeting (bring your lunch)

2:00 PM

Morphy's Tour & discussion

5:00 PM

Picnic dinner & Show & Tell

7:30 PM

Room hopping and visiting

Saturday, July 23, 2011

All Day

Shupp's Grove flea market/antiquing

6:00 PM

Pizza Party

Evening

Room hopping and visiting

Sunday, July 24, 2011

All Day

Shupp's Grove booth available for any who want

This year we are doing something new - 'connecting' in the heart of Pennsylvania antiquing country! In addition to the fun of the HUNT - we also are going to sponsor a booth in Shupp's Grove so we can sell our items AND promote ECPC and the PCCC. Thanks to help from dealer members, we will be able to sell our Pepsi stuff to Pepsi loving flea marketers! Want to give it a try or just want to hunt - either way it should be loads of Pepsi Fun! **PLUS** - we will get our own tour of Morphy's Auctions' expanded facility and learn more about how their auctions work - join us and register soon!

The Black Horse
2170-2180 North Reading Road
Denver, PA 17517
(800) 610-3805

This lovely motel will be the site for most of our activities. Their picnic building will host our picnic, Pizza party and meetings. The room rate is \$69 per night (double occupancy) for registered participants. Please state that you are part of 'ECPC' when you make your reservation. This is a very popular antiquing area in the summer so make your reservations early to be sure you get a room.

Check these websites to learn more about the motel & area:

www.blackhorselodge.com; www.antiquescapital.com; and www.shuppsgrove.com

Directions: Take Exit 286 off the PA Turnpike and turn right on Route 272

PEPSI-COLA COLLECTORS CLUB EXPRESS

EAST COAST PEPSI CONNECTION (ECPC)
2011 REGISTRATION
July 22nd - 23rd, 2011
Denver, Pennsylvania

Planning to attend? Please complete and return the form below as soon as possible, but not later than 7/12/11. This will help us plan for registration, Morphy's tour, Pizza Party and picnic.

Registration includes ECPC ID needed to attend the Morphy's Auction House tour & discussion, Show and Tell and the picnic. ECPC sign-in is between 10:30AM and Noon, Friday 7/22/11 in The Black Horse breakfast room OR anytime you arrive, by contacting June or Tim in the motel.

Please make your room reservations directly with The Black Horse (800) 610-3805 and mention that you are registering in the 'ECPC' block to get our special group rate of \$69 per night, double occupancy. This is a very popular antiquing area in the summer so make your reservations as soon as possible to be sure you get a room.

To register, complete the following information, include your check made out to June Frost (write 'ECPC Reg' in the lower left of your check) and mail both to:

ECPC c/o June Frost
PO Box 5616
Endicott, NY 13763-5616.

If you have questions, contact June: (607) 757-9195 or EastCoastPepsiConnection@live.com.

Name _____ Phone _____

e-mail _____

Address _____ City _____ State _____ ZIP _____

Names of family members attending with you: 1. _____ 2. _____

3. _____ 4. _____ 5. _____

Registration Fee:	# _____ @ \$15.00 each	\$ _____
Children 12 through 15	# _____ @ \$7.50 each	\$ _____
Children under 12	#* _____ free	\$ N/C
Pizza Party (ages 12+)	# _____ @ \$6 each	\$ _____
Children under 12	#* _____ free	\$ N/C

TOTAL ENCLOSED \$ _____

* Please show # for planning purposes - Thank you

EAST COAST PEPSI CONNECTION 2011
REGISTRATION

Tropical Pepsi Land

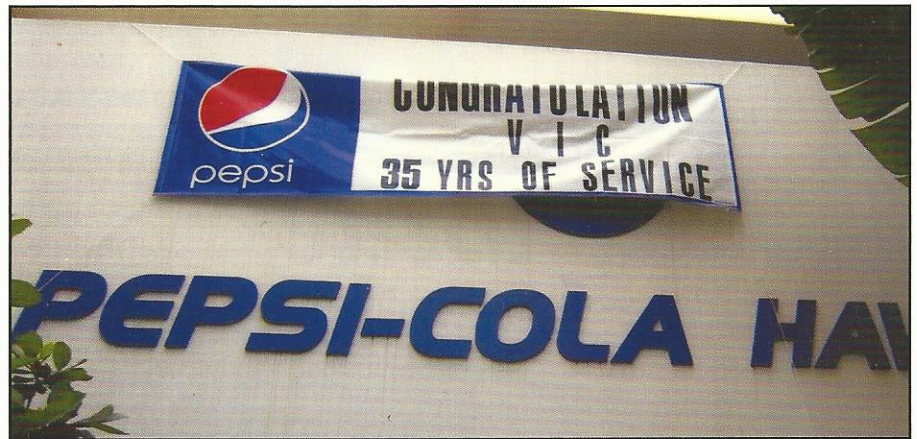
It all started when Nancy Hieman and Steve Brown put us in contact with Gary Yoshioka, Plant Manager of Pepsi-Cola Hawaii, by email a few months before 5 Nov. 10 to see if it would be possible for a small tour of the plant. We told him the days we had open and he made arrangements for us to see the plant.

He put us in contact with Tom Perkins, Plant Manager, and we were set, although they don't have a tour set up, he took the time to show us the entire plant and explained what was going on in each part of the plant.

They didn't know about the PCCC so we told him what we could do about the club.

The Pepsi plant is on Oahu, Hawaii, and I know they also service Kauai, Hawaii. They were very friendly people and we wish them all the best and Pepsi on all the islands.

*-Joe & Penny Sheahan
-Jeff & Cindy Ervin*



Pepsi-Cola Hawaii Plant

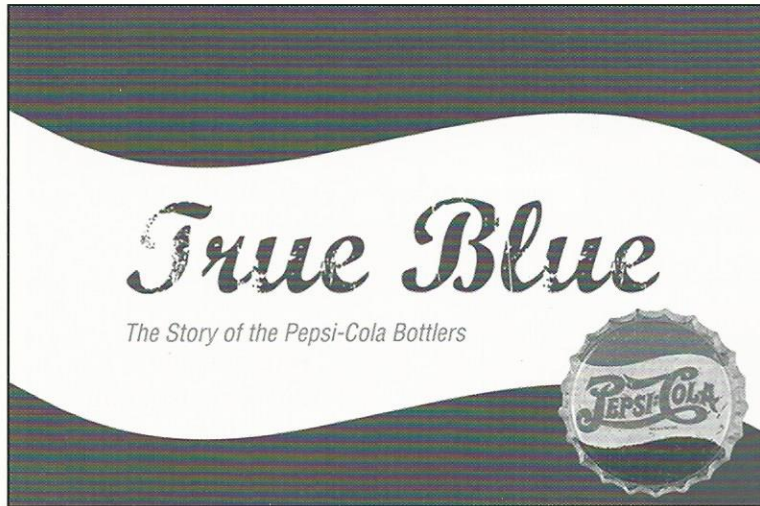


One Man Syrup Line for Over 25 Years



Jeff Ervin, Cindy Ervin, Penny Sheahan, Joe Sheahan

Collector Books

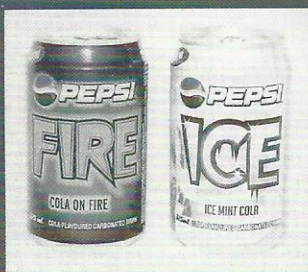
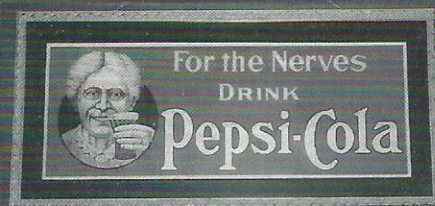


#1018 NEW! True Blue \$19.95
The Story of the Pepsi-Cola Bottlers
by Bob Stoddard

This is Bob Stoddard's latest book, which tells the story of the creation of the Pepsi-Cola franchise system. The book chronicles the Pepsi-Cola bottlers' survival through economic cycles and world wars. For many of the Pepsi-Cola bottlers, this is a rags to riches story. True Blue is soft-cover, 64 pages, complete with photographs of early bottling operations. You can call 909-946-6026 and order with credit card, or mail \$19.95 plus \$6.00 for shipping to:

Double Dot Enterprises
P.O. Box 978
Lake Elsinore, CA 92531

More Pepsi Memorabilia ...then and now



**By Phil Dillman and
Larry Woestman**

Here it is, "More Pepsi Memorabilia...then and now," a second volume Pepsi collectibles book written by Larry Woestman and Phil Dillman with a fabulous array of newer and old Pepsi related collectibles, shown with price guide. The 122 pages cover over 600 items that are not found in any other Pepsi collectible books. A must have for all Pepsi and soda collectors. Price is \$29.95 plus \$5.00 shipping and handling. We accept personal check or money orders only.

Contact Larry Woestman at pepcconn2@aol.com or call 708-385-0646 with any questions. To place an order send \$34.95 to Larry Woestman, 14750 Karlov Ave., Midlothian, IL, 60445.

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

1963 Vendo pepsi machine. Good condition. Model V/VF63/7. \$500.

Dispenses cans. Contact: Yvonne Turner, Denver, CO (303)280-2597

Wanted: To buy Mountain Dew, Diet Mountain Dew, Patio, Diet Patio, Teem, Dr. Pepper, Sugar Free Dr. pepper, and any other products of Pepsi-Cola in glass drink bottles in all sizes.

ALSO wanted: Returnable and non-returnable glass drink bottles of Pepsi, Diet Pepsi, Pepsi Free, Diet Pepsi Free, Pepsi Light - in all bottle sizes.

AND Pepsi-Cola trading cards #201 and up. Contact: Ronnie Davis, 1181 E. Hyco Rd., South Boston, VA 24592 Call 434-579-2159.

Welcome New Members

Timmie Epperly
Salem, VA

Michael Stepper
Oskaloosa, IA

Donald Seydlorsky
Salem, OH

Mark Monroe
Hartford, WI

Janice Eaton
Mechanicsburg, OH

Randy Poole
Estevan, Saskatchewan
Canada

William Carpenter
Okoboji, IA

Jeffrey Cummins
Ellettsville, IN

Dan & Paula Griese
Dolliver, IA

Neal Pate & Tracie Long
Winfield, AL

Gene & Cheryl Beckman
Louisville, KY

For the finest in Pepsi-Cola gifts and collectibles visit:

www.pepsigifts.com

ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new products available now!

2011 Catalog Now Available

ANNOUNCING

the Appointment of

INTERSTATE BEVERAGE CO.

ARNOLD KOHNER — AL IRENE
408 West Fourth St. Phone 4709

as local distributors for

PEPSI-COLA

We are proud to be named to represent this beverage which is gaining popularity at such a rapid pace over the entire United States. We assure dealers of prompt and careful service in supplying their requirements.

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CLAREMONT, CA 91711

RETURN SERVICE REQUESTED



Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA

604303332 0004

PEPSI FEST 25 Years



Pepsi Fest 2011 Group Photo