



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 16, Number 1

March-April 1999

PCCC HEADS TO INDY FOR PEPSI FEST '99

The club has received news that club member Jim White died of a heart attack. Jim was a regular Pepsi Fest attendee - almost since the first Fest. The club would like to extend our deepest condolences to his wife Judy and his family for their loss.

This year's Pepsi Fest will be held at the Holiday Inn Select-Airport, March 25-27, 1999. Unfortunately, the hotel is already sold out, so if you don't have reservations, you'll have to make other arrangements. The Ramada Inn, the site of previous Pepsi Fest events, is located right across the street. They are offering PCCC members the same \$69 rate that we have at the Holiday Inn.

We still have Pepsi Fest packets available, so if you haven't ordered, you should do so right away, as supplies are limited. This year's packet includes a lapel pin, deck of cards, glass, embroidered emblem, and tote bag. All packet items

will bear the Pepsi Fest logo. If you can't attend, packets will be mailed after Fest.

PCCC members give Pepsi One high marks. A number of club members have written to us proclaiming their support and love for the taste of Pepsi One. Many of them suggested that they thought Pepsi One would become one of the country's most popular drinks. If you have an opinion on Pepsi One, please let us know.

In past years, the Pepsi-Cola Company has used the Super Bowl as a forum to premiere their new advertising. This year, Pepsi's presence in Super Bowl advertising was minimal. The reports I am hearing is that Pepsi will use the Academy Awards as the forum for introducing their 1999 advertising. Everyone seems to be hush-hush about the direction for advertising in 1999, but the word is that Generation Next is gone.

Within the next few weeks, the company owned bottling plants of the Pepsi-Cola Company, currently known as COBO, will be spun off into a new company called Pepsi-Cola Bottling Company. This will separate the parent company, Pepsi-Cola, from being involved in the bottling operation of Pepsi-Cola. The parent company, Pepsi-Cola, will be located in Purchase, New York. From there, they will be responsible for marketing Pepsi-Cola and manufacturing Pepsi-Cola concentrate, as well as other Pepsi-Cola brand names.

The Pepsi-Cola Bottling Company will operate out of Pepsi-Cola's old headquarters in Somers, New York. The new Pepsi-Cola Bottling Company will be a completely independent company, with new stock being offered sometime in the near future. Craig Weatherup, the former president of Pepsi-Cola North America, will be the president of the Pepsi-Cola Bottling Company.

SEE YOU AT INDY!

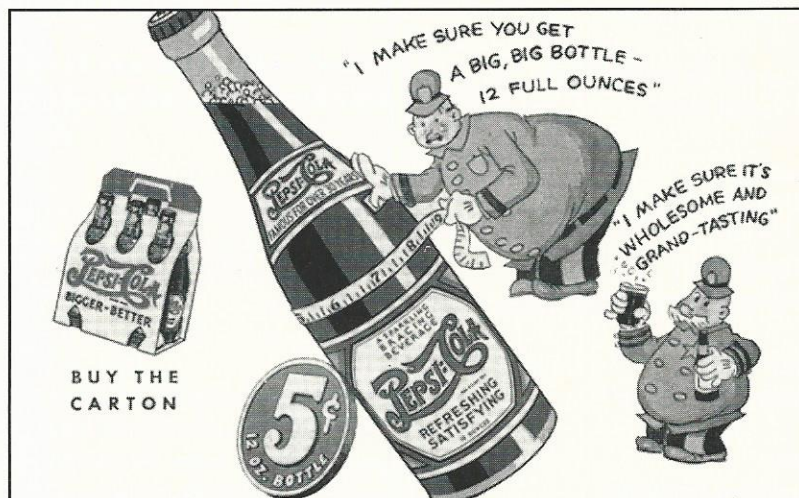
Inside This Issue

Pepsi and Pete 60th Anniversary

Beware of the Internet!

Fest '99 Info

Years Ago



1939 Pepsi and Pete Advertisement

Chapter News

from Phil Dillman

Chapter Show-and-Tell will be immediately following the Chapters meeting in the same room. Check the schedule in Indy for the exact time and location. The Chapters meeting is currently slated for Thursday, March 25th at 3:00 p.m. We would like the displays to stay up for about two hours to allow everyone to see them.

There will be plenty of tables available for us. You should have a sign for your tables with your chapter name. This will be a great opportunity to show off some of your prized collectibles, or, perhaps, find out more about a specific piece.

Everyone at Pepsi-Fest is encouraged to stop by and see the displays that each chapter has. You just might learn something new about something old.

The next meeting of the Chicago Connection Chapter will be on Saturday, April 10th at 7:00 p.m. at Phil's house in Homewood II. Come on by!

E-Mail Addresses:

Joye Klein
ajklein@cyberback.com

Larry Woestman
PEPCCONN@aol.com

Joe Knutson (Pepsi Joe)
jpepsi@dataflo.net

Carl Genrich
CPG@worldnet.att.net

Bob Staedel
pepsibobandsquirmy@home.com

Bob Stoddard
doubledot@earthlink.net

JD James
jjdjames@msmisp.com

Randy Schwentker
randydeb@fidnet.com

Joe Allen
jopepsiko@webtv.net

Mike Noll
bradsdrink@thegrid.net

BEWARE OF THE INTERNET!

Beware of the internet! The use of the world wide web has become pervasive in everyday life. E-mail is the biggest competition to the U.S. postal service. E-commerce is growing by leaps and bounds daily. The number of people surfing the electronic super highway is in the millions. You can log and visit web sites from companies and people around the world. But, with all the benefits of the internet, comes many dangers. All of

evils of real life also dwell in cyber space. From stalkers to thieves, they are all out there on the net. This warning is not to discourage you from using the net, only to be careful.

There are a number of things you should keep in mind when using the internet. When doing business with an on-line auction company, make sure you are aware of their policy on guaranteeing the legitimacy of what is being auctioned. There have been many cases of seller fraud on some of the internet auction sites. Another thing you should keep in mind is that all sites that say Pepsi are not all Pepsi sites. Pepsi is a popular name on the internet, and some disreputable companies have imbedded Pepsi into their sites to get unsuspecting cyber explorers to their site. Lastly, when using your credit card on the internet, make sure you are aware of the security available from the site you are doing business with, so that your credit card number does not become part of cyber space. Privacy on the internet is more theory than reality.



PEPSI DISPLAY AT THE MALL OF AMERICA

PEPSI INFORMATION

Ten Year Ago - 1989

Pepsi test markets new products - Pepsi A.M., Mountain Dew, Sport, and H2OH!

Twenty Years Ago - 1979

"Catch That Pepsi Spirit" was born. "Let Your Taste Decide, Take the Pepsi Challenge" was sweeping the nation - the tag line was "Taste the Winning Taste." Aspen, an apple flavored carbonated drink, was being rolled out across America.

Pepsi & Disney teamed up for a nationwide program offering discounts on Disney merchandise with Pepsi proof of purchase coupons.

Pepsi Light was reintroduced nationally as a sugar-free drink.

Thirty Years Ago - 1969

"You've Got a Lot to Live, and Pepsi's Got a Lot to Give" ad campaign was born.

Forty Years Ago - 1959

Everyone was being sociable having a Pepsi. The swirl bottle was one year old, and Pepsi-Cola had just introduced a new lemon-lime drink called Teem. The company-owned bottling operation was called Pepsi-Cola Metropolitan Bottling Company. On a very sad note, Alfred Steele, president of Pepsi-Cola, died unexpectedly of a heart attack. His wife, Joan Crawford, carried on as spokesperson for Pepsi-Cola.

Fifty Years Ago - 1949

"Why Take Less When Pepsi's Best" was the tag line being used on Pepsi advertising. This same year, Pepsi made its debut on a contraption called a television. Post-war inflation caused Pepsi to abandon their 5 cent price in national

advertising.

Sixty Years Ago - 1939

The Pepsi-Cola jingle made its debut to overwhelming public acceptance. Pepsi and Pete, the Pepsi-Cola cops, were born. The name Pepsi-Cola began appearing in the skies over New York, thanks to an exclusive contract with the newly formed skywriting company.

Seventy Years Ago - 1929

Pepsi introduced a new bottle referred to by collectors as the "pinch bottle." The advertising slogan that year was "Here's Health!"

Eighty Years Ago - 1919

Pepsi advertisement was being shown in movie theaters. (That is of course, silent movies)! The advertising slogan was "Pepsi-Cola - It Makes You Scintillate."

Ninety Years Ago - 1909

Pepsi was using a professional advertising company that featured the "Pepsi Girl" on their point of purchase materials. There were 250 plants bottling Pepsi-Cola throughout the southeast United States.

One Hundred Years Ago - 1899

People in New Bern, North Carolina had been enjoying the taste of Pepsi-Cola for one year.

THE PEPSI NAME

It was a long standing belief in the soft drink industry that you should never use your flagship brand name on any other product. Thus, for most of Pepsi's history, the name Pepsi was only used on the

company's premiere product - Pepsi-Cola. But, in 1964, when Pepsi was struggling with Diet Patio Cola, they decided that economically it would make sense to use the Pepsi name on their diet cola drink. By using the Pepsi name on a diet cola drink, they could advertise the two products together, thus saving money.

The industry was skeptical, but Pepsi's bet paid off. Diet Pepsi has become one of the best selling national soft drinks. Since that bold move in 1964, Pepsi has used their brand name on a number of other products. Pepsi Light, Pepsi Free, Pepsi A.M., and Pepsi XL have all been extensions of the Pepsi-Cola drink. Currently Pepsi is once again using its famous brand name to launch a new product - Pepsi One. Currently the results are mixed. Only time will tell if the Pepsi brand name will again be magic to a new beverage from the Pepsi-Cola Company.

PEPSI FEST '99 SCHEDULE

(Tentative)

Thursday, March 25th, 1999

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 26th, 1999

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 27th, 1999

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

Pepsi Fest '99 will be held at the Holiday Inn Select -Airport Indianapolis. 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.

Note: The Holiday Inn Select rooms are sold out at this point. The Ramada has rooms available for club members at the same \$69 rate. Contact Rhonda at the Ramada @ (317)484-5276.



PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI FEST '99 REGISTRATION
March 25-27th, 1999
Indianapolis, Indiana

If you plan on attending Pepsi Fest '99, March 25-27th, 1999, 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 includes a registration badge that **MUST** be worn to all Pepsi Fest '99 functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest '99 logo. Your cancelled check is your verification of registration. Come to the Club hospitality room to check in.

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. Return this form as soon as possible. Packets are available while supply lasts.

Members Name _____ Phone () _____

Address _____ City _____ State _____ Zip _____

Names of person attending with you: (1) _____ (2) _____

(3) _____ (4) _____ (5) _____

REGISTRATION FEE ONLY # _____ @ \$ 6.00 ea. = \$ _____

-children under 10 free-

PACKET WITH REGISTRATION FEE # _____ @ \$20.00 ea. = \$ _____

FAREWELL DINNER 3/27/99 # _____ @ \$20.00 ea. = \$ _____

(Child's Meal) # _____ @ \$ 5.00 ea. = \$ _____

SWAP MEET TABLE(S) 3/27/99 # _____ X cost (below) \$ _____

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.

IF NOT ATTENDING but you wish to order a packet, the cost is \$24.00 Complete the above name and address section, packet will be mailed AFTER Pepsi Fest '99. # of Packets _____ @ \$24.00 each = \$ _____.

PEPSI FEST '99 REGISTRATION
Hotel Information on Reverse Side

Collector Information

The club will begin compiling a list of paper and ACL bottles that bear the name of the franchise that they were bottled from. Here is our first offering. If you can add to the list, please send any information to the PCCC via mail or e-mail.

Idaho

Lewiston

Arizona

Tucson

New Mexico

Gallup

Nevada

Reno

Henderson

Washington

Yakima

Vancouver

Chehalis

Seattle-Tacoma

Nebraska

Alliance

Omaha

Logansport

Grand Island

Lincoln

Kansas

Wichita

Wyoming

Cheyenne

Minnesota

Minneapolis & St. Paul

Colorado

Denver

Grand Junction

Oregon

Salem

Roseburg

The Dalles

McMinnville

Indiana

South Bend

Fort Wayne

California

Ventura

Redding

Los Angeles

Sacramento

Modesto

Santa Rosa

Salinas

San Francisco

Oakland

Bakersfield

Stockton

Mt. Shasta

Yuba City

Watsonville

Tulare

Santa Ana

Brawley

Oroville

South Carolina

Columbia

Illinois

Quincy

Springfield

Utah

Logan

Iowa

Davenport

Mason City

Cedar Rapids

Des Moines

Ohio

Cincinnati

Hamilton

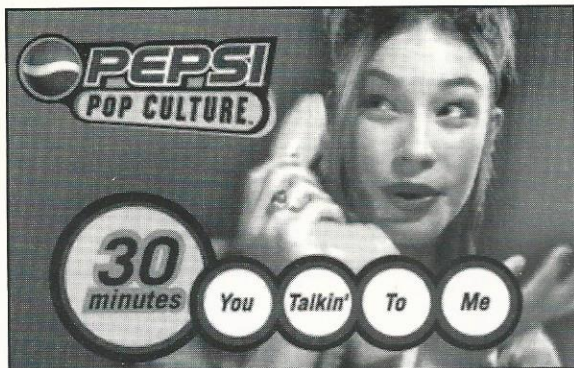
Mansfield

Canton

Wisconsin

Beloit

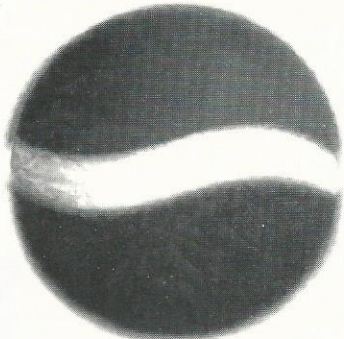
PEPSI PHONE CARDS



PEPSI
POP CULTURE

30
minutes

You Talkin' To Me




15
MINUTES

PRE-PAID
PHONE
CARD

Calling CARD

MCI PrePaid™

5 MINUTES



diet
PEPSI

PEPSI

15
MINUTES

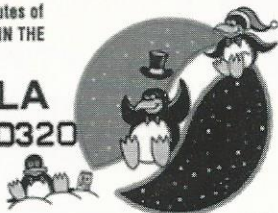
PRE-PAID PHONE CARD

PEPSI
PHONEPASS

This card entitles the bearer to 5 minutes of FREE TELEPHONE CALLS ANYWHERE IN THE U.S. OR CANADA.

1-800-929-COLA
2010 719 771 0320

See back of card for instructions.
Card expires 2/28/95.




PEPSI
PHONEPASS

This card entitles the bearer to 5 minutes of FREE TELEPHONE CALLS ANYWHERE IN THE U.S. OR CANADA.

1-800-929-COLA
2010 711 984 5942

See back of card for instructions.
Card expires 2/28/95.

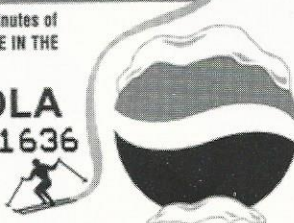


PEPSI
PHONEPASS

This card entitles the bearer to 5 minutes of FREE TELEPHONE CALLS ANYWHERE IN THE U.S. OR CANADA.

1-800-929-COLA
2010 724 602 1636

See back of card for instructions.
Card expires 2/28/95.



PEPSI
PHONEPASS

This card entitles the bearer to 5 minutes of FREE TELEPHONE CALLS ANYWHERE IN THE U.S. OR CANADA.

1-800-929-COLA
2010 710 307 9778

See back of card for instructions.
Card expires 2/28/95.



60th Anniversary for Pepsi and Pete

By 1939, the future looked promising for Pepsi-Cola. The idea of a 12 ounce bottle for five cents was catching on. To make sure that there was no doubt about who offered the "big, big bottle," Pepsi decided they would have to develop an ad campaign that would make Pepsi-Cola a household name. To that end, they decided to enlist the aid of a popular cartoon character - Popeye.

Unfortunately for Pepsi, the cost of Popeye switching from spinach to Pepsi was more than Pepsi could afford. At that point, Pepsi executives decided to create their own cartoon characters. Many ideas were bounced around, from animals to children, and finally Pepsi settled on two keystone cop characters. Walter Mack, the president of the Pepsi-Cola Company at that time, decided they should be named Pepsi and Pete. So, in the fall of 1939, Pepsi and Pete made their premier appearance in magazine and newspaper ads.

From 1939 until 1951, Pepsi and Pete were featured in the Sunday comics of newspapers around the country. They were used in numerous magazines and were even seen as a cartoon/commercial at movie theaters. They were so popular with consumers that they were soon used on point of purchase advertising and as part of novelty give aways.

I've even heard that some actors were hired to play Pepsi and Pete at bottler events. They would walk around, shake hands with people, and hand out Pepsi trinkets. They were very popular everywhere they went.

Today Pepsi and Pete memorabilia is at the top of the want list for many Pepsi collectors.

It is hard to tell how much an affect Pepsi and Pete had on making Pepsi the popular drink it is today, but it is definitely apparent that in its time, the comic strip was read by millions of people. Many artists were used to draw Pepsi and Pete, including one of the most famous during that period - Rube Goldberg.



WELCOME NEW MEMBERS

Mrs. Jim Wayne
Ovilia, TX

Deborah Ashmore
Apache Junction, AZ

Paul Fritsch
Menasha, WI

David Brown
Natrona, PA

Georgia Dillon
Warrenton, MO

Jim Hull
Apple Valley, CA

Minnie Gunter Barren
New York, NY

Kathy Walker
St. James, MO

Bill Prather
Longmont, CO

Kenneth Franklin
Bethany, OK

Ben Strickland
Evans, GA

Yogi Resl
Everett, WA

Catherine & Walter Gregory
Altmar, NY

Rhonda Long
Riverdale, MD

Rick & Shirley Bennett
Arlington, TX

Mike Cassidy
Toledo, OH

Allen Austen
Norwalk, OH

Rebecca Lankford
Summerville, GA

William McNeill
Akron, OH

Marcia Thurston
Remus, MI

Coleman Pridmore
Concord, NC

Edward Savala
Ventura, CA

Russell Gillen
Champaign, IL

Donald & Diane Anders
Bourbonnais, IL

Sally Brewer
Newport, ME

Ron & Angie Clark
Delhi, Ontario

Patrick Hocking
Medford, OR

Hollie Tanney
Warren, MI

Elizabeth Cox
Scappoose, OR

Brenda & Bill Poole
Evansville, IN

Brant & Pam Thomas
Reynoldsburg, OH

Don Smith
Ottumwa IA

Paul Thompson
Springfield, OH

Cheryl & Michelle Johnson
St. Joseph, MO

Leonard Boehm
Kingman, AZ

Danny Stanford
Elizabethtown, IL

Dale & Janet Waters
Greensburg, IN

Edward Keys
Riverdale, MO

Joe Leavitt
Henderson, NV

Robin Jones
Oklahoma City, OK

Jeff Laune
New Haven, MO

Rodrigo Pineda
Newhall, CA

Robert House
Midland, MI

John Hallinan
Phoenix, AZ

Andrew DeYoung
Calumet City, IL

Ruth Storer
Lenexa, KS

Larry & Robin Timm
Metamora, IL

Larry Appling
Russellville, KY

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: Die-cast Pepsi trucks, cars, airplanes, tractors, over 100 different in stock. For list, send large, stamped envelope and 78 cents postage to : Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809

For Sale: 12" wood ruler from Long Island, NY \$7; Pepsi metal spoon-bottle cap logo \$8; 192 ML Pepsi bottle from China \$9; 3" glass liquid filled Pepsi-Cola mini bottles \$8; Pepsi-Cola wall metal opener \$16; brown oval old lady Pepsi tip tray \$8; All items in new condition. Add \$4 S & H per order. Contact: Ron Peck @6001 Canyon Road, Harrisburg, PA 17111.

For Sale: Neon clock replacement parts & Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. Parts for 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)7763-5000.

For Sale: R2D2 Pepsi cooler, restore VMC 33 Pepsi machine from 50's. Buy, sell and restored, Pepsi and Coke machines and coolers. Contact: Carl McMullen, (717)533-7345 in Hershey, PA.

For Sale: 1/34 scale 1951 Ford Dry Goods Vans, 19-1567. Miss Pepsi and 19-1812 Miss Pspv. March Madness Sale \$20 each plus postage. Spec Cast Pepsi-Cola vehicles: #34000 Freightliner 120, Generation Next \$30; #32705 New Blue Pepsi-Cola tractor trailer \$30;

#67509 1940 Ford Sedan Delivery \$32; ERTL #9736 1905 Ford Delivery Car Coin Bank \$85; Contact: Glenn Ackerman @ (423)983-7187

For Sale: "Pepsi" items for sale. Die-cast trucks & cars, glasses, misc. miniature items. Custom Pepsi items made to order. (909)678-1562 evenings (909)699-2812 10:30-4 p.m. PST. No list available. Call Holly.

For Sale: 20 Year collection of soda pop bottles, 525 ACL, 110 embossed. No Duplicates, all clean, capped, excellent condition,. All 635 bottles - \$1900 or will split ACL/Emb. Call Steve @ (217)987-6615.

For Sale: Pepsi Machine - dispenses 10 oz. bottles from glass door on front of machine. Needs repair on compressor. Good shape otherwise. \$100 as is. Contact: Shelly Taylor, 305 Woodland, Rd., Montezuma, IA 50171.

For Sale: Die-cut Moxie Root Beer bottle sign, condition 8.5 \$350 plus shipping and handling or will deliver to Indy. Call Mike Johnson after 6 p.m. central (660)465-2402, email to mikej@nemr.net

For Sale: Pepsi collectibles - 1940's to present. Send SASE for list of items to: Susan Rife, 7815 Red Oak Rd., Lincoln, NE 68516

WANTED

Wanted: Hillbilly Mt. Dew signs - Soft Drink Double Bubble Clocks - Pepsi flange & Die-cut bottle signs.

Call Mike Johnson after 6 p.m. central (660)465-2402, email to mikej@nemr.net

Wanted: Mint or near mint Pepsi & Pete hand fan and matchbook cover. Please contact: Terry "K" Lunt, P.O. Box 2, Riverbank, CA 95367-0002. (209)869-5024, FAX (209)869-8724 or e-mail TK LUNT@inreach.com

Wanted: I buy, sell, & trade decks of playing cards of all soft drinks. I'm looking for the set of 4 Norman Rockwell set of the 4 seasons with Pepsi-Cola. Does anyone have a set? Please send me a xerox color picture of them . I will pay your cost. I pay top dollar for good decks. Contact: Greg Quina, 3942 Hwy. 297-A Cantonment, FL 32533. (850)477-5031.

Wanted: "Program Insert" similar to V & H Vol. 2 #373, but girl is black not white, prefer excellent condition. Also looking for "Tadpolly" Fishing Lure by Heddon, prefer mint in package V & H Vol #3, #924. Contact: Tim O'Donoghue, (937)252-9883, leave message and I will return calls. 4504 Arcadia Blvd., Dayton, OH 45420.

Wanted: Blue train car in Bob's hard-back on page 153 #1236, or information of any numbers to help me find one on the car. Contact: Steve Lucas, 10910 X St., Omaha, NE 68137. (402)593-7252.

Wanted: Buy/sell/trade all Pepsi product cans. Send me your list or send \$2 to get my list: Joe Allen, 610 Vanadium Rd., Bridgeville PA 15017. New e-mail jjopepsiko@webtv.net

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.wavefront.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/soda-gal2.htm
www.classicclaycollectible.com

NOTICE

We ask that club members that use PepsiCo trademarks on their sites include the following disclaimer at the request of PepsiCo.

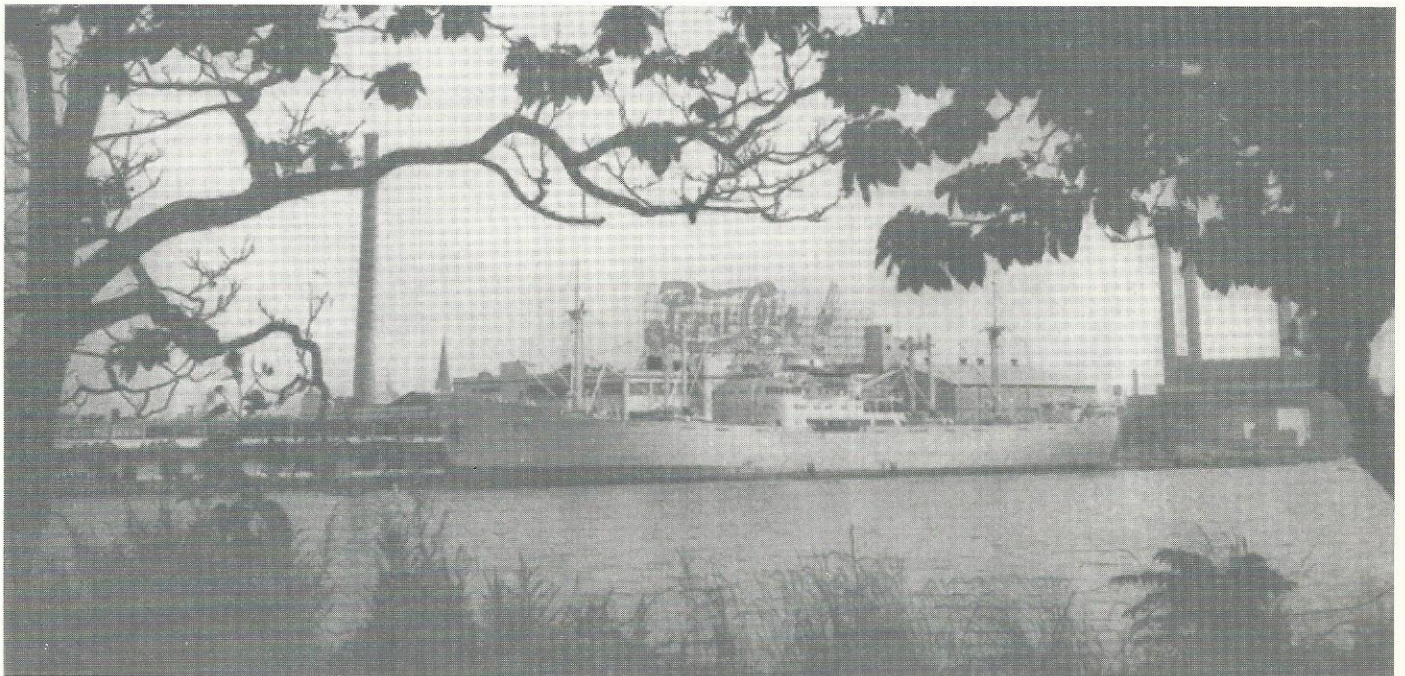
Web Site Legal Notice

This site is not an officially sponsored site of PepsiCo, Inc., the owner of various registered trademarks such as Pepsi, Pepsi-Cola, and Mountain Dew, which bears no responsibility for the content, opinions, or materials displayed herein.

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



Pepsi-Cola Long Island City Plant - Also known as East River Plant



The Beatles enjoying Pepsi-Cola on their American Tour

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

First Class Mail
U.S. Postage
Paid
Covina, Ca. 91722
Permit No. 173

Phillip Dillman
17733 Highland Ave.
Homewood IL 60430



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 16, Number 2

May-June 1999

Pepsi Racing to 2000

Pepsi Fest '99, by most accounts, was a huge success. Returning to Indianapolis after a year's absence for the centennial celebration in North Carolina, everyone seemed to be happy to be back where Pepsi Fest began thirteen years ago. This year's Pepsi Fest was held at the Holiday Inn Airport for the first time. Most attendees had high praise for the hotel and staff. Based on this year's experience, we will negotiate to return to the Holiday Inn next year.

With over 700 attendees during the three day event, there was a lot to do. Keeping everything organized and running on time takes a lot of work. I would like to thank all those who helped out with everything from registration to the auction. Without the volunteers, the Fest would not have been as successful. With so many volunteers, it is difficult to thank everyone individually, but there are some people who did so much work at Fest that I feel they need to be recognized here. Thanks to Peggy Libby, Gary and Linda

Kilduff, Michael Noll, and Carole Browne. Thank you one and all for a great Pepsi Fest '99.

A special thanks to Mike Johnson who made the Pepsi-Fest banners. Also a big thank you to the Pepsi-Cola Company, who donated Pepsi, Diet Pepsi, and several other Pepsi products. Last but not least, Cathy Dial of Frito-Lay, who donated plenty of chips for the event.

The highlights of this year's Fest include the Be Sociable Party, Room Hopping, and the auctions. The Be Sociable Party was complete with 120 pizzas, 4 large cakes bearing the Pepsi-Fest logo, and plenty of Pepsi-Cola. After everyone was served Pizza, we all sat down and watched a series of Pepsi videos, including the new Pepsi commercials and highlights of the Pepsi 100th celebration in New Bern. Many club members were delighted to see themselves in the news footage broadcast in the Carolinas during the 100th anniversary celebration in April, 1998.

The Be Sociable Party ended about 7:30 p.m., but the socializing went on late into the night, as people wandered around from room to room, buying Pepsi memorabilia and renewing old acquaintances.

The oral auction and the silent auction had the most merchandise we've ever had for an auction. It seemed like the auction went on forever, but thanks to the efficient effort of our auction workers, it never got boring. Most people seemed to be very pleased with the assortment of items in the auction, and spent a lot of money to show it.

The Chapters Meeting was also well received by the Pepsi Fest collectors. This year was the first time we held such a meeting, and there was a very good turn out. We will no doubt have this as a regular part of Pepsi Fest in the future.

We are presently trying to secure dates for next year's Pepsi Fest in Indianapolis. I am certain that we will have these dates in the July-August newsletter.

Inside This Issue

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Summer in New Bern

The Six Pack



The Pepsi Challenger

Chapter News

from Phil Dillman

We have two new chapters! Terry Brennan of Des Moines, Iowa, has founded the Pepsi-Cola Collectors Club of Iowa. After only a few months, they already have 40 members. You can contact Terry at 2701 E. Madison Ave., Des Moines, Iowa 50317 (515)263-0051 or pepsicola-1@juno.com.

The Keystone Chapter is now officially up and running in the New Castle, Pa. area. You can contact Tom and Diane Gabriel at 401 Park Avenue, New Castle, Pa. 16101 (724)658-6310.

While I do know that the majority of the PCCC members are scattered throughout the U.S., I have to believe that there are enough members in each of the major metropolitan areas. If this is the case, and you want a chapter in your area, contact me and we'll announce it in the newsletter.

At Pepsi Fest, we had our Chapters meeting followed by the Chapters show-and-tell. Displays were presented by the Southern California Chapter, the Chicago Connection Chapter, and the Show Me Pepsi Club. Start planning now for your chapter display for Pepsi Fest 2000. With a little publicity and participation, this could become a major Fest activity.

With warmer weather approaching throughout most of the country, some of the sure signs of summer are returning as well: garage sales and flea markets. Most of us simply go to buy Pepsi items for our collections. There are many of us that also set up to sell Pepsi. However, either side of the table full of collectibles can be used to start or promote a local chapter. The easier way is to be the seller, since you can put up signs mentioning a chapter. On the other hand, if you are the buyer, you have to be vocal and ask the seller if they have anything related to Pepsi. If they do, they just might be interested in Pepsi themselves, or else they might know someone who is. The bottom line is, don't be afraid to talk to anyone.

More contacts could mean more Pepsi items for you, or more members for your chapter.

The next meeting of the Chicago Chapter will be at the home of Bill and Marilee Scott in St. John, Indiana, on Saturday, June 12th at 4:00 p.m.

From the Rocky Mountain Chapter in Denver, Colorado:

Welcome Pepsi-Cola Collectors to our 2nd meeting of 1999! The meeting will be held at Wolhurst Retirement Community. We will be using their clubhouse. It is located at the north west corner of C-470 & Santa Fe. The date will be Saturday, May 8th at 1:00 p.m. Please bring items that you would like to sell and/or trade. We are getting a lot of new members, so be sure and be there. If you have any questions, be sure to give Brent Hinton a call at (303)973-9675. P.S. Please follow the signs for parking. I will have Pepsi signs showing you the way. If you have any "Big Machines" like pop machines or any large signs, please leave them in your vehicle. Feel free to ask Brent for help. Thanks and Have a Pepsi Day!

Pepsi Summer in New Bern

Pepsi Fest East will be called "Pepsi Summer in New Bern." This event will be hosted by Kim Kinzie and other club members from the southeastern United States. For several months we were looking for someone to take over this event. Kim approached me at Pepsi Fest and said she would be willing to take charge of this event. For all practical purposes, this will be a new event in a new location. To make it a success, Kim will need all of our help and support. So, please make your reservations as soon as possible to help her in her planning. This event is sanctioned by the National Club, but is sponsored by the club members in the east. Best of luck to Kim and volunteers. Hopefully this will be the start of a great club event in North Carolina. See you at Pepsi Summer in New Bern!

Future Club Events

Pepsi Summer in New Bern
New Bern, North Carolina
August 5th-7th, 1999

Pepsi Celebration
Las Vegas, Nevada
November 5th & 6th, 1999

Pepsi Fest 2000
Indianapolis, IN
TBA

PEPSI INFORMATION

PEPSI -COLA BOTTLING GROUP

As reported in a previous newsletter, the Pepsi-Cola Company has spun off their bottling operation into a separate company called Pepsi-Cola Bottling Group. This became official on March 31st, when the stock for this new company, Pepsi-Cola Bottling Group, was first sold at the New York Stock Exchange. The ticker symbol for this company is PBG. This new company is made up of some of the best people from the Pepsi-Cola Company. PBG is headed by Craig Weatherup, formally President of Pepsi-Cola North America.

PBG is the world's largest Pepsi bottler, with over 37,000 employees. The company operates in the United States, Canada, Spain, Greece, and Russia. Their new motto is "We Sell Soda!"

The new bottling company will sell Pepsi and other soft drinks produced the Pepsi-Cola Company, plus 7-Up and Dr. Pepper in some locations. The PBG will sell over 100 million 8 ounce servings per day, using 7,000 trucks to cover 7,400 routes.

PepsiCo, the parent company of Pepsi-Cola, will retain a stake in the new company. They will own 35% of the outstanding common stock. This, combined with the class B common stock that PepsiCo owns, will give PepsiCo 43% of the voting power in the new company.

Craig Weatherup has been a long time friend and supporter of the Pepsi-Cola Collectors Club. We wish him great success in his new capacity as Chairman and CEO of Pepsi-Cola Bottling Group.

AU BON PAIN SWITCHES TO PEPSI

Au Bon Pain, the country's largest chain of bakeries-cafe-sandwich restaurants, has recently switched to Pepsi-Cola. The chain's 256 restaurants will be serving Pepsi-Cola for the next five years. Au Bon Pain is projected to use 2 million gallons of Pepsi-Cola over the life of the contract.

NEW AD CAMPAIGN

Pepsi's new advertising campaign was launched on Sunday, March 21st, during the Oscar presentations. The new advertising slogan is "Joy of Cola." For the first time since the Michael Jackson era, Pepsi has included a song in the commercial. In one version, the song is sung by the Queen of Soul, Aretha Franklin.

PEPSI IN SPORTS

In sporting news, the Sacramento Kings will be the 8th NBA team to sell Pepsi products exclusively in their arena. In addition to that, the new expansion team in the NFL, the Cleveland Browns, will also have Pepsi as the drink of choice in their new stadium.

PEPSI CITY

The Pepsi Spirit is catching on everywhere. In Sacramento, California, Pepsi has become the official drink of the city. Pepsi has become the first corporate sponsor under a new city program called "Capitol Spirit." The sponsorship gives Pepsi the opportunity to sell Pepsi products in all city facilities. Sacramento is the first major city to make such an alliance with a corporate sponsor.

STAR WARS AND PEPSI

The release of the new Star Wars movie is now just days away. More importantly to collectors, there is a major promotional deal between George Lucas, the creator of Star Wars, and PepsiCo. Keep your eyes open for lots of new Pepsi items bearing Star Wars images and Star Wars items bearing the Pepsi logo. To give you just a small hint of some of the upcoming collectibles, be sure to pay special attention to Pepsi cans in the near future. May the Pepsi force be with you!



PEPSI SUMMER IN NEW BERN
AUGUST 5TH, 6TH, 7TH 1999
REGISTRATION

HOTEL INFORMATION: RAMADA INN BRIDGEPOINT NEW BERN, N.C. 252-636-3637

A group rate of \$58.00 a night plus tax will be available Sun. Aug. 1 thru Sat. Aug. 7

All rooms are equipped with refrigerator and microwave.

DO NOT CALL HOTEL TO RESERVE YOUR ROOM!

PLEASE FILL OUT THE ROOM RESERVATION INFORMATION ON THE REGISTRATION FORM
YOUR ROOM WILL BE RESERVED FOR YOUR ARRIVAL

RESERVATIONS AND REGISTRATION MUST BE RETURNED BY JULY 10

ALL SELLERS WILL BE ON 1ST AND 2ND FLOOR- ALL 1ST AND 2ND FLOOR ROOMS HAVE TWO DOUBLE BEDS
ROOM RESERVATION INFORMATION

NAME(S) _____

ADDRESS _____

PHONE # _____

SELLING FROM ROOM (YES) _____ (NO) _____

NUMBER OF ROOMS _____

SMOKING _____

NON SMOKING _____

SELECT ONE OF THE FOLLOWING PAYMENT METHODS TO SECURE YOUR ROOM

(1) CREDIT CARD HOLD-Include card number, type of card (visa, master card) and expiration date.

(2) CHECK PAYABLE TO RAMADA INN BRIDGEPOINT. \$58.00 plus tax (one night room deposit)

(3) ROOMS WILL BE HELD UNTIL 4:00 PM WITHOUT DEPOSIT _____

EVENT REGISTRATION

PLEASE INCLUDE SEPARATE PAYMENT FOR EVENT REGISTRATION

MAKE CHECKS PAYABLE TO KIM KINZIE

PLEASE INCLUDE THE NAMES OF EVERYONE THAT WILL BE ATTENDING (for badges)

REGISTRATION FEE: \$15.00 PER PERSON includes Summer In New Bern Packet. (children under 10 are free)

Number of people you are registering _____ Additional packets \$8.00 ea. _____

TROLLEY CAR TOUR OF PEPSI RELATED SITES IN NEW BERN \$10.00 each person

Number of tickets _____

BANQUET AT THE CHELSEA - \$16.00 PER PERSON- CHILDREN UNDER 10 \$6.00 EA.

Number of persons attending banquet _____

"THE CHELSEA" IS CALEB Bradham's 2ND PHARMACY LOCATION (original building)

SEND REGISTRATION INFORMATION AND PAYMENT TO

KIM KINZIE 3510 HEMLOCK RD. CHESTER, VA. 23831

FOR INFORMATION OR QUESTIONS CALL 804-748-5769

OR E-MAIL nugget@prodigy.com

IF YOU ARE NOT ATTENDING PEPSI SUMMER IN NEW BERN BUT WOULD LIKE A PACKET PLEASE ADD

\$2.00 POSTAGE AND SHIPPING. Be sure to include # of packets requested and return address

ROOMS AND PACKETS ARE LIMITED RESERVE YOURS PROMPTLY

Collector Information



1940



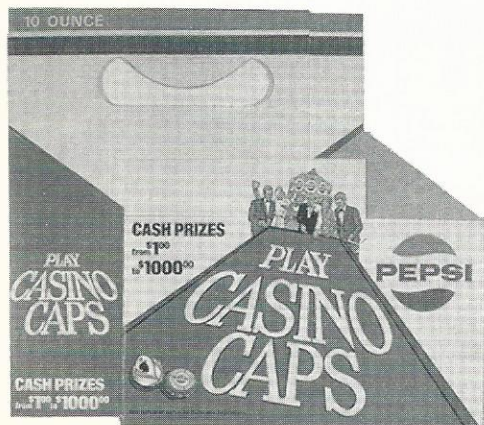
1940



1940



1940



1970



1940

Bottles are among the most popular Pepsi-Cola collectibles. Most collectors have scores of bottles, and in some cases, hundreds of bottles. One way to make your bottles more interesting is to find the right carrier for the era of the bottles. Carriers come in all different sizes and composition. There are wood, metal, plastic, and cardboard carriers. My favorite is the cardboard carton, which generally are designed to hold six bottles. The reason I like the cardboard so much is because they can be more closely identified with different periods of the Pepsi-Cola story. The graphics on the cardboard carriers are much more interesting and pleasing to look at than any of the other carriers.

Pepsi first introduced their cardboard carriers in 1939. They were used continuously throughout the 1940's through the 1980's. There was even a special centennial four pack carrier used in the Carolinas.

Some cardboard carriers were produced as part of an ongoing promotion, like the Casino Caps carrier pictured on the left. The variety of cardboard carriers make them fun and interesting to collect.

PEPSI RACING

From Barney Oldfield to Jeff Gordon, Pepsi has used automobile racing to fill the public appetite for Pepsi-Cola. For almost one hundred years, Pepsi has been involved in either sponsorship of road racing, or driver sponsorship. In fact, Barney Oldfield, one of the pioneers of auto racing in America, was the first Pepsi celebrity endorser. Many times, Pepsi bottlers would sponsor local races and racers. Pepsi has been involved with NASCAR racing since it began over 50 years ago. To date, Pepsi is served in 14 of the Winston Cup tracks across the nation, including the Daytona Speedway and the Indianapolis Motor Speedway.

In more recent years, Pepsi has gotten more involved in the sport from track racing to drag racing. In this article, we will be highlighting some of their more famous associations with professional motor car racing.

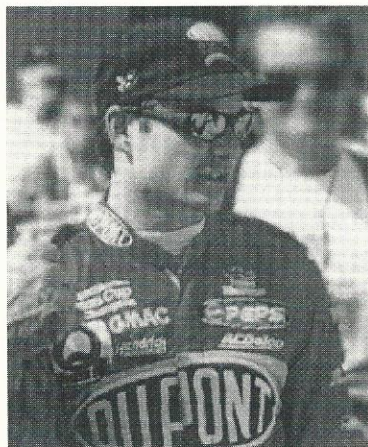
In the late 1970's and early 1980's, Pepsi sponsored some of the biggest names in racing - NASCAR drivers Junior Johnson and Darrell Waltrip, and drag racer Don Prudhomme. In their prime, these racers dominated their sports. Johnson and Waltrip drove for Mountain Dew. Don "the snake" Prudhomme drove the Pepsi Challenger, a dragster that competed in the "funny car" division of drag racing. Johnson and Waltrip were sponsored by Mountain Dew. Their pit crew was referred to as the "Dew Crew."

More recently, Pepsi has sponsored NASCAR driver Jeff Gordon. Gordon is one of the most popular and successful drivers on the NASCAR circuit.

"Pepsi continues to be an important part of my career, having sponsored me at the local tracks where I got my start, and now in this new and exciting venture," said Jeff Gordon. "I hope that we can continue the long-standing history and success with our team that Pepsi and Fritos have had in their respective businesses." Pepsi looks forward to being a big part of the winning team, and as the "official drink of Victory

Lane."

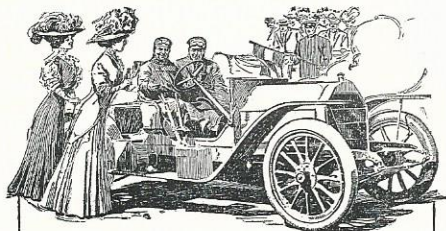
By now you are saying, this is very interesting, but what does it have to do with Pepsi collecting? Actually, it has a lot to do with Pepsi collecting. Over the many



Jeff Gordon

refer to Pepsi sponsored race teams, and Pepsi sponsored races. Additionally, there have been numerous replica toy cars of the Pepsi sponsored cars. The Pepsi Challenger matchbox toy car is a very nice Pepsi collectible from the 1980's. Besides toys and embroidered patches, there are also cardboard signs, trading cards, lapel pins, and commemorative bottles.

One of the biggest NASCAR stars of all time is legendary Richard Petty. There are numerous Richard Petty commemorative bottles saluting his various accomplishments in NASCAR racing. The commemorative bottles were put out in limited edition sets. Produced in 1991, one contained eight bottles, and the other contained four bottles. There were also special edition display cases made for these bottles. I have even seen a very limited edition of the Petty bottles done in silver. If you like Pepsi, and you like NASCAR, there is a lot of stuff out there for you to collect!



Here's what Barney Oldfield, the famous automobile racing driver, says about PEPSI-COLA:

"I enjoy PEPSI-COLA first rate. It's a bully drink—refreshing, invigorating, a fine "bracer" before a race, and a splendid restorer afterwards."

*You know me
Barney Oldfield*



PEPSI-COLA is the Original Pure Food Drink—guaranteed under the U. S. Gov't Serial No. 3813. At all soda fountains, 5c a glass—at your grocer's, 5c a bottle. Beware of imitations.

Barney Oldfield Ad 1908

years that Pepsi has been involved in racing, numerous of items of Pepsi memorabilia have been produced. One very nice collectible is the original Barney Oldfield ad, dated 1908. Over the years, embroidered patches have been produced that



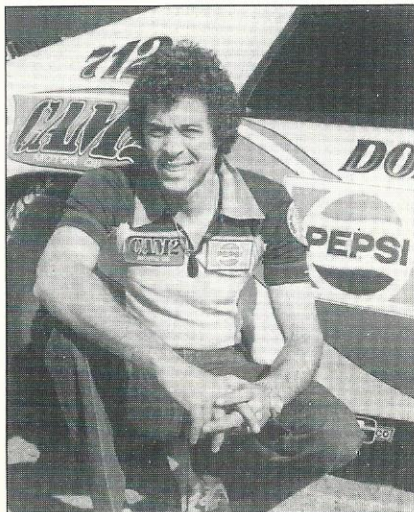
Junior Johnson and Darrell Waltrip



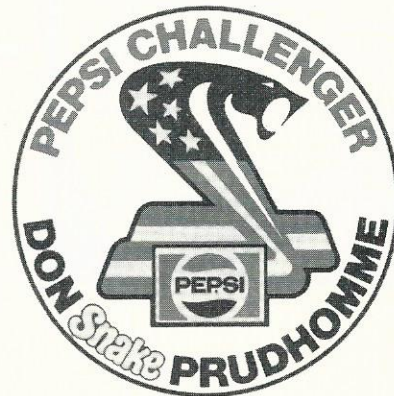
Pike's Peak Race Driver from 1954



Mountain Dew Nascar 1981




Don Prudhomme



1908 Pepsi Ads

Below are four ads from 1907. These ads were part of a series that were produced by an advertising company for Pepsi-Cola. These are among the very first of Pepsi's professional advertising programs. These ads were quite ingenious for their time, because each ad has incorporated an image into the graphics that is part of the advertising copy. Collecting old Pepsi ads has been an invaluable resource to me in dating and researching Pepsi history.

Keep Cool in the Kitchen



It's easy if you have in the refrigerator a bottle of


PEPSI-Cola
The Original Pure Food Drink!
The All-Year-Round Drink!
 Guaranteed under U. S. Gov. Serial No. 3813.

Don't let yourself get all tired out and "upset," or over-heated. Just drink an occasional glass of PEPSI-Cola—it's nourishing, harmlessly bracing, tones up the system generally, and staves off fatigue.


PEPSI-Cola is the one indispensable drink for every home. It is an absolutely pure combination of pepsin—that's for your digestion—acid phosphate and the juices of fresh fruits.

5c—At Soda Fountains—5c
 In bottles at your grocer's 5c a bottle.

Beware of Imitations



Don't Lose Your Grip



Keep your system right, your mind clear and your eye bright by drinking

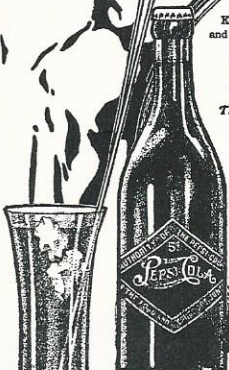
PEPSI-Cola
The Original Pure Food Drink!
The All-Year-Round Drink!
 Guaranteed under U. S. Gov. Serial No. 3813.

As a delicious thirst-quencher, digestion regulator, and thoroughly harmless bracer, PEPSI-Cola has never been equaled.


PEPSI-Cola is an absolutely pure combination of pepsin, acid phosphate and the juices of fresh fruits. It clears both brain and complexion.

5c—At Soda Fountains—5c
 In bottles at your grocer's—5c a bottle.

Beware of Imitations



How's Your Muscle?



Keep your system in condition with

5c

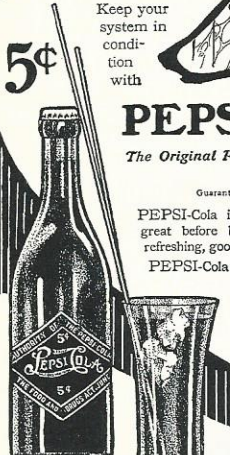
PEPSI-Cola
The Original Pure Food Drink!
The All-Year-Round Drink!
 Guaranteed under U. S. Gov. Serial No. 3813.

PEPSI-Cola is the all-round condition drink—great before breakfast—great all day—appetizing, refreshing, good for everybody.

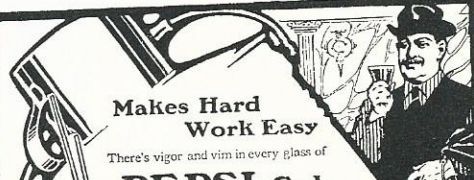
PEPSI-Cola is an absolutely pure combination of pepsin—that's for digestion—acid phosphate and the juices of fresh fruits.

5c—Any Soda Fountain—5c

Beware of Imitations
 Tell your grocer to send you a dozen bottles—5c a bottle.



Makes Hard Work Easy



There's vigor and vim in every glass of

PEPSI-Cola
The Original Pure Food Drink!
The All-Year-Round Drink!
 Guaranteed under U. S. Gov. Serial No. 3813.

PEPSI-Cola puts you in fine fettle by enriching your blood and toning up your system generally.

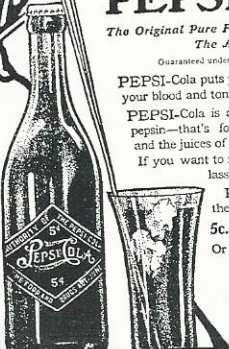
PEPSI-Cola is an absolutely pure combination of pepsin—that's for your digestion—acid phosphate and the juices of fresh fruits.

If you want to feel better, eat better and drive away lassitude, drink PEPSI-Cola.

PEPSI-Cola keeps the system right, the mind clear, and the eye bright.

5c.—Any Soda Fountain—5c.
 Or from your grocer at 5c. a bottle.

Beware of Imitations



WELCOME NEW MEMBERS

Vickie Ostrander
Paxton, NE

Linda Ellison
Midlothian, IL

James & Elaine Brown
Taylorville, IL

Jerry Bennett
Kankakee, IL

Thomas Phelps
Morenci, MI

Holly & Richard Wilder
Marquette, MI

Patrick Smith
Marengo, IL

Fran & Steve Lucas
Logansport, IN

Richard Wehering
Monmouth, IL

Bill & Eric Faler
Sleepy Hollow, IL

William Frazier
Sterling Hts., MI

David & Cynthia Sieloff
Madison, WI

Gerald Sweere
Henning, MN

Janine Tysk
Inver Grove Hts., MN

Mike Smith
Lake Isabella, CA

Barbara & Darren Linzie
Oakland, CA

Maurice & Ann Peele
Greenville, SC

Larry Jackson
Irving, TX

Bob Wilkerson
Omaha, NE

Scott McClung
Ellicott City, MD

Heather Green
APO, AE

Lindsey Walker
Jacksonville, FL

Ruby Cribb
Mt. Angel, OR

Dale Devendorf
Chittenango, NY

Bruce & Karen Ingram
Taber, Alberta

Denise & William Madison
Clackamas, OR

John Sullivan
Wichita, KS

Jim & Mart Williams
Niceville, FL

Robert Webber
London, Ontario

Donald Hawkins
Lawton, OK

Greg & Clarkie Cook
Las Vegas, NV

Scott Steffek
Griffith, IN

Richard & Nancy Helpman
Worthington, OH

Bruce & Judy Stark
Stockwell, IN

Larre Eckert
Memphis, TN

Kevin Schuette
St. Charles, MO

Diane & Philip Myers
New Baltimore, MI

Larry & Rhonda McNall
Wolcottville, IN

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 parts and Mfg. decals for octagonal 18" dia. P.C. Lima clocks, circa 30's & 40's. Parts for 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: Complete Pepsi-Cola collection, 1000 plus items (Glasses, Bottles, Cans, Ads, Clocks, etc.) Several odd items. For a complete inventory of collection, send \$2 postage to: Scott Tangen, 3824 S.E. 98th, Portland, OR 97266. (503)760-4486

For Sale: 1930's/40's Double Dot Pepsi Carrier Cardboard Strap End, 6 Pack, Red, White, & Blue, "Bigger-Better-Not Iced 6 - 12 oz. bottles - 25 cents - \$75 each or 2 or more \$50 each. Contact: Joe Belliveau, P.O. Box 429, Ashford, CT 06278. (860)429-5808.

WANTED:

Wanted: Pepsi-Cola bottles: red-white-blue, fountain syrup, 2-full glasses, and Evervess - also OKLA. milk bottles. Contact: James Cobb, Rt.#2, Box 524, Wagoner, OK 74467. (918)485-8443 or e-mail Shucks@cwix.com

Wanted: I would like to get 3 of the reproduction bottles to make the 100 years of Pepsi-Cola. The bottle is that of the 1950's, which is the large red and white square logo (ACL) Air freight to be arranged fairly. Contact: Wayne Jones, 13 Harkins St., Eleebana NSW, Australia 2282.

Wanted: Bottling Plant directories - pre-1970 Pepsi World mags. and other publications, 1920's Richmond era Pepsi items, pre-1920 wooden case - 24 or 72 bottle. Contact Phil Dillman, 17733 Highland Ave., Homewood, IL 60430.

Wanted: Pepsi World magazines between 1939 and 1954. Annual reports from 1900 through 1960. Contact Bob Stoddard, P.O. Box 817, Claremont, CA 91711. (909)946-6026. e-mail double-dot@earthlink.net

WANTED

Wanted: Ads for the newsletter. All members are entitled to advertise in the newsletter free of charge. You can either sell or advertise your want list in each issue of the newsletter. The only requirement is that your ad is under 50 words, and is mailed to us by the 15th of the month prior to the next issue of the newsletter. This is a great way to get rid of your duplicates, find the things you are looking for, or to get Pepsi items that are only offered regionally.

PEPSI WEB SITES

www.pepsigifts.com
www.thegrid.net/bradsdrink/index.htm
www.PepsiCollector.com
www.wavefront.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/soda-
gal2.htm
www.classicclaycollectible.com

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.

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
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
joepsiko@webtv.net

Mike Noll
bradsdrink@thegrid.net



Pepsi Salesman Poses Next to Cardboard Sign, Circa 1910

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

First Class Mail
U.S. Postage
Paid
Covina, Ca. 91722
Permit No. 173

Phillip Dillman
17733 Highland Ave
Homewood IL 60430-1319