



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 3

July-August 1996

## PEPSI SAVES THE DAY IN TWISTER

This will be the fourth year of Pepsi Fest East in Charlotte, North Carolina. We originally moved this event to summer in an effort to have an event that would be accessible to families. So don't hesitate to make Pepsi Fest East your family vacation. The hotel has a great pool so the kids can swim while you room hop.

We are experiencing some problems with the hotel we stayed at in Las Vegas last year. We hope to be there again but at this time we haven't confirmed anything. We will have this resolved by the September newsletter.

By now everyone should have collected hundreds of Pepsi points for Pepsi stuff. If you think you've collected a large number, please let us know. We will publish the results in the next newsletter.

Dart Flipcards has just finished the third series of Pepsi-Cola trading cards. These cards should be available in the next few weeks. Because of our associa-

tion with Dart Flipcards they have made a special series of cards that will be exclusive to club members. There will be four cards in the set, each one emblazoned with a gold foil stamp stating "Pepsi-Cola Collectors Club Exclusive." To make the PCCC cards even more exclusive, only 200 sets will be produced. Series Three trading cards will consist of 90 trading cards on 20 point thick mirror board plus 4 gold foil stamped and 3 die-cut chase cards. There will only be 400 cases of these cards produced making these the smallest run of Pepsi trading cards in the series.

The good folks over at Pepsi Entertainment have done it again! In case you don't know about Pepsi Entertainment, they are the company that specializes in product placement in the movies. More specifically - getting Pepsi and Pepsi products on the big screen. In the past, Pepsi Entertainment has scored big with films such as Back to the Future,

The Golden Child, Ghost, The Terminator, My Girl II, True Lies, and The Client. Pepsi saves the day in one of this summer's biggest blockbusters - TWISTER! If you want to know how, you'll have to see the movie. Twister was the 19th fastest movie to hit \$200 million in gross ticket sales. Also look for Pepsi and Pepsi products in Flipper, Eraser, and Cable Guy.

Due out September 1st is The Complete Guide to Pepsi Collectibles by Bob Stoddard. This is the follow up to Stoddard's Introduction to Pepsi Collecting. This will be a hard bound, full color book with over 1500 items. It will be loaded with history and information on Pepsi-Cola memorabilia.

Have a great summer! See you in Charlotte!

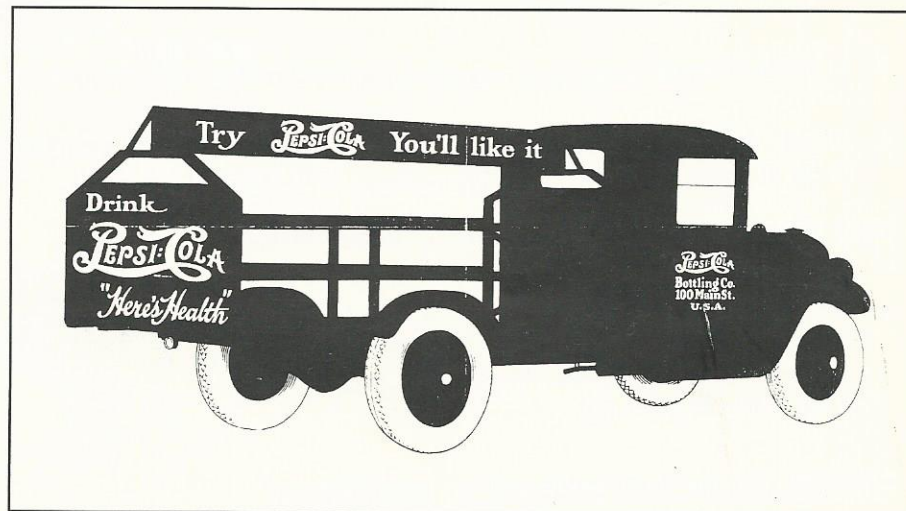
### Inside This Issue

Pepsi Fest East Info

Part Three: The History of Pepsi-Cola

1937 Radio Commercials

Jingle Pump



RICHMOND, VIRGINIA DELIVERY TRUCK

In 1973 a reproduction of the original amber Pepsi-Cola bottle was produced. Each bottle had a label on it just like the original bottles. These came in special marked boxes that included a crown (also called bottle cap). These bottle caps were supposed to be like the originals but they were not. This has led to much confusion among collectors. The original crown used on the 1905 amber bottle was blue - not the green that was used on this reproduction. In making this reproduction set somebody mistakenly used the 1929 green crown for the original crown.



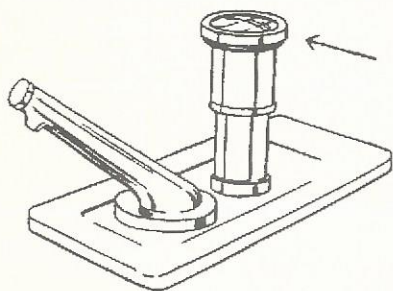
1905



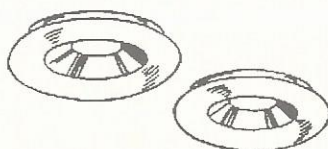
1929

### 5 SIMPLE STEPS

1 Remove screw holding this tag and envelope.



2 Remove label ring from Syrup Pump.

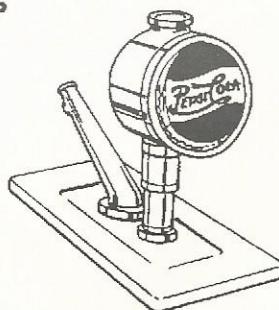


3 In place of syrup label insert one of two adaptors that fits in ring.\*

4 Attach label ring (2) and adaptor (3) with screw (1) to Jingle Attachment. Head of screw must be flush with adaptor.

### UNIT IS NOW READY TO ATTACH TO SYRUP PUMP

5 With label ring now attached to Jingle Attachment, screw entire unit on to Syrup Pump. You are ready to operate. Always face large label towards customer.



**CAUTION:** Do not drop entire unit in water—Remove Jingle Attachment before washing Pump.

These are the directions on how to attach the famous Pepsi-Cola jingle attachment, also known as a pump handle to a fountain syrup pump. The jingle attachment was made by the Tap-Rite Products Corporation. These were used by Pepsi-Cola in the late 1940's and early 1950's.

# PEPSI FEST '96 INFORMATION

The 4th annual Pepsi-Fest East will be held August 8th - 10th, 1996 in Charlotte North Carolina. We will be staying at the Marriott 5700 Westpark Dr, Charlotte NC 28217, phone 704 527-9650. This is the same hotel we were at 2 years ago. VERY IMPORTANT; the Marriott will only honor the special room rate from August 8th thru the 11th. Reservations must be made no later than 7/18/96 in order to guarantee this rate and a room.

Registration forms were sent out with the May-June newsletter. If you are planning on attending, please return this form to the PCCC as soon as possible! Hotel reservations must be made directly with the hotel.

The hotel is located just south of Charlotte off I-77. The hotel is very convenient to the airport and all major interstates in the Charlotte area. The Marriott has amenities for the whole family including an indoor pool.

Pepsi-Fest East is smaller than Indianapolis but just as much fun! If you have not attended a Pepsi-Fest event in the past, Pepsi-Fest East is a good place to start.

For more information please contact the Pepsi-Cola.Collectors Club, PO Box 817 Claremont CA 91711 or call (909) 946-6026.

**Pepsi Fest East  
August 9-10, 1996  
Charlotte, NC**

**Pepsi Fest West  
November 1-2, 1996  
Las Vegas, NV**

## PEPSI FEST EAST

Preparations are being made for Pepsi Fest East which will be held August 9th and 10th, 1996, in Charlotte, NC. This year's event will be held at the Charlotte Marriott Executive Park, 5700 Westpark Drive, Charlotte, NC 28217. It is important for you to register for the event with the PCCC. Room reservations must be made directly with the hotel.

### PEPSI FEST EAST AGENDA

#### Friday, August 9th

- 6:00 p.m. - Be Sociable/Have a Pepsi Party
- 9:00 p.m. - Room Hopping

#### Saturday, August 10th

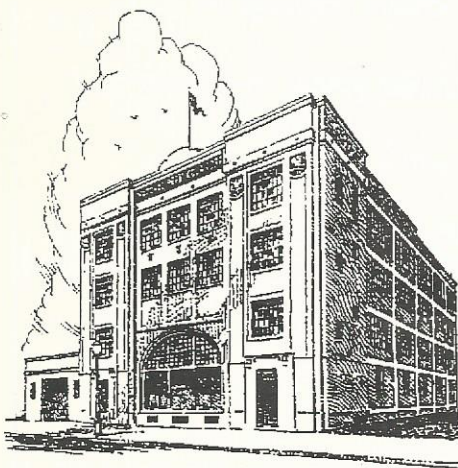
- 9:00 a.m. - Swap meet set-up
- 10:00 a.m. - Swap meet begins
- 12:30 p.m. - Break for lunch
- 2:00 p.m. - Seminar
- 3:00 p.m. - Auction check-in
- 4:00 p.m. - Auction begins
- 6:30 p.m. - Pizza Party

# THE HISTORY OF PEPSI-COLA



*This is part three of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.*

On March 22, 1923 the Pepsi-Cola Company of New Bern, North Carolina was adjudicated bankrupt. The creditors of Pepsi-Cola formed a company called the Craven Holding Corporation. This



PEPSI-COLA HOME OFFICE  
RICHMOND, VA.

newly formed corporation purchased the Pepsi-Cola trademark, business, and good will of the bankrupt Pepsi-Cola Company.

With the Pepsi-Cola trademark securely in control of the Craven Holding Company, Roy C. Megargel, the wall street financier, who had to help Caleb Bradham raise capital, formed a new Pepsi-Cola corporation in Richmond, Virginia on June 27, 1923. In

July of 1923 the new Pepsi-Cola Corporation bought the Pepsi-Cola trademark, business, and good will for \$35,000. Thus Richmond, Virginia becomes the new home of Pepsi-Cola. Pepsi-Cola's new headquarters was 1224 West Broad Street, Richmond, Virginia - formerly the home of Old Dominion Beverage Company. It appears that Megargel formed some type of partnership with the owners of Old Dominion Beverage Company. Prior to Pepsi-Cola moving into the Broad Street building, the Old Dominion Beverage Company produced Taka-Kola at this location. It is believed that during this period Megargel's involvement was limited to a financial role, leaving the day to day operation to Clyde W. Saunders. Saunders became president of the Pepsi-



LOGO USED IN 1929 Cola

Corporation

in 1925. This new Pepsi-Cola Corporation tried in earnest to do what the original Pepsi-Cola Company could not do - and that was to expand from a popular regional drink to a nationally



1929 BOTTLE

known product.

One major obstacle to expansion of Pepsi-Cola throughout the United States was the cost of shipping Pepsi-Cola syrup to distant locations. To overcome this obstacle the Pepsi-Cola Corporation began offering Pepsi-Cola concentrate for the first time. This reduced the shipping weight, lowering the cost and making Pepsi-Cola more price competitive in other locales.

Unfortunately this attempt at expansion did not increase business the way that Pepsi-Cola had hoped. This led to yet another reorganization of the Pepsi-Cola Company. In 1928 the National Pepsi-Cola Corporation was formed complete with new management. This occurred in the latter part of 1928 with R. Carter Scott Jr. becoming the president of this new Pepsi company.

The new management group of the National Pepsi-Cola Corporation decided to give Pepsi-Cola a completely new image. In 1929 the slogan "Here's Health" was adopted and a new style bottle was introduced. Unfortunately this came too late. In October of 1929 the stock market crashed and Megargel was no longer able to underwrite Pepsi-Cola's losses. On May 18, 1931, Pepsi-Cola was once again bankrupt.

Loft Inc., a New York business that owned a chain of candy stores in the northeast, was having problems with their supplier of cola syrup. On May 19, 1931

Charles G. Guth, president of Loft, Inc., wrote a memo to one of his subordinates suggesting that Loft buy Pepsi-Cola to replace Coca-Cola in their soda fountains. To that end, Charles G. Guth and Roy C. Megargel enter into an agreement for Guth to acquire the Pepsi-Cola trade-



Bottled by  
**Try-Me Bottling Co.**  
1610 W. Main Dial 5-2171



National Pepsi-Cola Corporation. This brings to close the Richmond, Virginia era of the Pepsi-Cola story. From here Pepsi-Cola moved to New York City, New York.

Below is a list of Pepsi bottlers from the Richmond era.

- Lake Erie Bottling Co., Akron, OH
- W.D. Redding Bottling Works, Amsterdam, NY
- Corbin Ice & Bottling Co., Corbin, KY
- Federal Bottling Co., McKees Rocks, PA
- Akers Beverage Company, Newport News, VA
- Newton Bottling Works, Newton, NC
- William Aldworth, Philadelphia, PA
- Kern Beverage Works, Port Huron, MI
- A.L. Malone, Richmond, VA
- Nehi Bottling Co., Scotland Neck, NC

- Liberty Bottling Works, Trenton, NJ
- Halon Watson Drug Co., Winston Salem, NC
- Virginia Beach Bus Co., c/o Gordon Stephenson & Son, Norfolk, VA
- Monumental Bottling Co., Baltimore, MD
- Pepsi-Cola Bottling Co., Durham, NC
- Cold Creek Spring Water Co., Watertown, NY
- Petersburg Bottling Works, Petersburg, WV
- Princeton Bottling Works, Princeton, MO
- American Selzer Co., Beverly, MA
- Adel Bottling Works, Adel, GA
- Randolph Bottling Co., Asheboro, NC
- Big Boy Bottling Co. of Atlanta, Atlanta, GA
- S.O. Willits Bottling Co., Atlantic City, NJ
- Hatfield & Bell Bottling Co., Brooklyn, NY
- House of Quality, Columbia, PA
- Waginger Bottling Works, Ironton, OH
- Quitman Bottling Company, Quitman, GA
- Try Me Bottling Company, Richmond, VA
- Orange Crush Bottling Co., Winston-Salem, NC



# VIRGINIA ERA ADVERTISEMENTS

Like a Million Dollars and a Happy Disposition

# Pepsi-Cola

BOOSTS AND CHEERS

*Pepifying—with fruity flavors appealing to taste*

“YOUR VERDICT”

SO MUCH BETTER—MADE IN RICHMOND

Here's *DRINK* PEPSI-COLA *Health*  
DELICIOUS-HEALTHFUL TRADE MARK

TWENTY-NINE YEARS POPULARITY

*DRINK*  
**PEPSI-COLA**  
DELICIOUS-HEALTHFUL  
TRADE MARK

Trade Mark Registered Since 1896

It Has **STOOD THE TEST** of Time

*What does it mean to you to secure a trade name  
that is absolutely unassailable?*

*We invite the inquiries of bottlers who are interested in Territorial Franchise*

*A request for FREE Sample places you under no obligations*

**PEPSI-COLA CORPORATION**

**RICHMOND, VIRGINIA**

## 1937 Pepsi-Cola Radio Copy

In 1939 Pepsi-Cola made radio history with the introduction of the Pepsi-Cola jingle. This radio spot is believed to be the most popular commercial ever run on radio.

This was not Pepsi's first use of radio for advertising. There is evidence to suggest that Pepsi-Cola was advertised on the radio as early as the late 1920's.

Below is the copy used from some 1937 radio commercials.

*When you're hot and tired, and want the most delicious, refreshing pick-me-up you've ever tried, ask for Pepsi-Cola, but make certain that you get the original, genuine Pepsi-Cola. Do not confuse it with any other cola drink. Pepsi-Cola comes in twelve-ounce bottles, with distinctive body, neck-label and crown, and costs only five cents. One drink of Pepsi-Cola and you'll agree with us that it's really worth a dime.*

*For a refreshing drink that is delightfully different from any you have ever tasted, try Pepsi-Cola. Once your palate comes to know the distinctive, appealing flavor of this delicious beverage, it will always remind you to ask for Pepsi-Cola when you are thirsty or tired. Your dealer can always provide you with Pepsi-Cola in twelve-ounce bottles at only five cents per bottle.*

*If you have tried many of the beverages on the market today without finding one that really satisfies, then you have not tried Pepsi-Cola, because once you have tasted the truly delicious, refreshing qualities of this famous beverage, you will never try any other. Made from the essence of pure fruits, it refreshes one hundred percent. Your dealer has Pepsi-Cola in twelve-ounce bottles at only five cents per bottle.*

*When you can buy something today that's worth twice what you pay for it, that's news. Take Pepsi-Cola for example, that delicious, refreshing beverage*

*that costs only five cents for a big, twelve-ounce bottle, and that gives one hundred percent thirst satisfaction. Try Pepsi-Cola and know what it means to get double your money's worth. Your dealer can always supply you with this healthful, delicious, and economical beverage.*

*When it comes to beverages it costs so little to get the best. That's why you should always ask for, and get, Pepsi-Cola when you order from your dealer. Pepsi-Cola is made from the essence of pure fruits, satisfies the thirst and does a perfect job of refreshing you. And yet, for all this you pay only five cents for a big, double-size bottle - worth a dime.*

*If you're a golf player, you know how refreshing a long cool drink can be when you reach the nineteenth hole. Well, here's a suggestion: the next time you play golf, treat the members of your foursome to Pepsi-Cola - the beverage with a distinctive, delicious flavor that thoroughly refreshes you after exercise or hard work. After the game, ask for Pepsi-Cola. Only five cents for a big twelve-ounce bottle.*

*A camel can go nine days without a drink, but who wants to be a camel? During the warm weather, when the lips and mouth become parched very quickly, there is one delicious, sparkling beverage that satisfies thirst and refreshes instantly. Pepsi-Cola is the beverage and every day it brings real joy to millions. Your dealer sells Pepsi-Cola for only five cents for a big bottle containing twelve ounces.*

*Protect your child's health at all times by making certain that he or she drinks only the purest beverages. You'll be doing just that if you give your child Pepsi-Cola, because it is made from the essence of one hundred percent pure fruits. You don't have to be stingy with it either, because Pepsi-Cola costs only five cents for a big double size bottle. Your dealer has Pepsi-Cola.*

*Do you sometimes have an unquenchable thirst? If so, you'll find that Pepsi-*

*Cola gives instant satisfaction. Try this delicious, sparkling beverage that costs only five cents for a big twelve-ounce bottle. Keep a supply on ice at all times in case friends drop in unexpectedly. They'll enjoy its refreshing qualities and give you credit for being a perfect host or hostess. Pepsi-Cola makes friends everywhere.*

*For the perfect beverage, ask for Pepsi-Cola. It goes well with meals and is also the ideal pick-me-up at any time of day or night. Made of the essence of pure fruits, Pepsi-Cola refreshes instantly and whets the appetite. The rich, delicious flavor of Pepsi-Cola explains its overwhelming popularity. Ask your dealer for Pepsi-Cola in the big twelve-ounce bottles at only five cents a bottle.*

These early ads are both informative and humorous. From some of the recurring themes we get a good understanding of the image that these early Pepsi advertisers were trying to create. Delicious and refreshing were used repeatedly. These virtues were also used on many of the Pepsi-Cola signs.

Another interesting point in these radio spots was the insistence of not being confused by imitators - "get the original, genuine Pepsi-Cola." The reference to the "big bottle," "double size," "only 5 cents," is made in every commercial.

# 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: 2 Dot 13" 1945 Round tray Vol. 1 #9, #8 condition \$300 + shipping or trade for STD #1300 clock. Desert Storm Longneck: empty mint \$9 + \$3 shipping. Contact Ron Boyle, 336 Reservoir Drive, Lewiston, ID 83501. (208)746-1802.

\*\*\*\*\*  
For Sale: 2 Case 1939 Cooler 31 x 22" on 4 legs, 2 sides have whistle tin signs, 1 end is Bubble Up 5 cents, 1 end is Cleo Cola. Cond Appx. 7.0/10. \$295. Contact Maury Kastner, St. Louis, MO. (314)434-5973 (H) or (314)534-5151 (W).

\*\*\*\*\*  
For Sale: Professionally restored Pepsi VMC 81 - best offer over \$3000. Unrestored, very nice original Pepsi VMC 27 - \$1100. Unrestored & complete Coke Vendo 39- \$700. Unrestored, complete but some damage/rust Coke Vendo 39 - \$350. Call Bruce K. Denslow, Jr. @ (315)942-5650.

\*\*\*\*\*  
For Sale: Pepsi logo 1973 Warner Bros. Glasses in mint condition. Beaky Buzzard, Bugs Bunny, Daffy Duck, Elmer Fudd, Pepe Lepew, Petunia Pig, Porky Pig, Road Runner, Speedy Gonzales, Sylvester, Tweety Bird, Willie Coyote, Yosemite Sam. I also have different 1976 series. Contact: Alton Laton, 434 Cotten Road, Sanford, NC 27330. (919)776-7065.

\*\*\*\*\*  
For Sale: Pepsi bottles from Thailand, Korea, or Japan \$9. Pepsi Max or Mt. Dew bottles from Thailand \$9. Pepsi cans from Japan featuring "The Pepsi Man" \$6. Mirinda Cans from Thailand \$5. Shipping charges not included. Contact Gene Gong Fax/Phone (209)564-

3690, 211 N. Valencia, Woodlake, CA 93286.

\*\*\*\*\*  
For Sale: Diecast cars & trucks, ERTL, First Gear, etc. Send me your LSASE and I will send you my list. I will trade for other Pepsi items. Contact: Jim Dyer, 1111 Oakridge Drive, Roseville, CA 95661. (916)783-2022.

\*\*\*\*\*  
For Sale: 80 different Pepsi banks, trucks, cars, and airplanes. Pepsi bottles commemorative & Longnecks. For list send SASE to Bob Schoonover, 2343 S.E. 108th St., Runnells, IA 50237. (515)966-2809.

\*\*\*\*\*  
For Sale: Pepsi-Cola toy trucks and cars. Incredible list including many rare and hard to find. Send SASE for list. Contact: Charles Ehlers, P.O. Box 52, Amawalk, NY 10501.

\*\*\*\*\*  
For Sale: Heintz "Gullwing" less two wire shelves inside. Refrigerated unit there but not working \$950. Commemorative bottles 1990 Adams Division Champs Buffalo Sabers \$15 each. "Diet" \$25. 12 Oz. Longneck Batavia, NY 100 years \$15 each. 1991 Bainbridge GA 50th P-C Bottling Co. \$10 each. Contact: Fred Bailey, 419 Fairway Ave., Elmira, NY 14904-2403. (607)734-9965.

\*\*\*\*\*  
For Sale: 1954 Heavy Paper Sign, 52" x 37", Mary Martin - "Annie Get Your Gun", Stoddard #2005, Exc. \$200. 1951 Vendor umbrella, Stoddard #1576, Exc. \$185. 1968 Foil Cardboard with plastic bottles calendar, 19" x 11", VH3 #124, NM -\$200. Contact: Donna Stifter, P.O. Box 6514, Naperville, IL 60540.

\*\*\*\*\*

For Sale: First Gear 1/34 scale diecast 1951 Fords: 1951-52 Miss Pepsi National Hydroplane Champion or 1947 Miss Pepsi National Hydroplane Champion. \$35 each plus tax and UPS. Visa/Mastercard OK. Contact: Glenn Ackerman, 39870 Falcon Way, Murrieta, CA 92562. (909)677-8585.

\*\*\*\*\*  
For Sale or Trade: Pepsi bottles, toys, many glasses. Want older toys, bottles, etc. Most wanted is the 1938 24 inch wooden truck. My list for your list or SASE gets my free list. Contact: Les Whitman, 121 Skyline Blvd., Oroville, CA 95966. (916)589-0259.

\*\*\*\*\*  
Ho-Mar Auction Special: To all first time subscribers, send \$3.50 for our October booklet listing over 1000 glasses, including 100+ Pepsi-logo glasses and receive our January booklet at no additional charge. October auction begins October 15 and closes Nov. 2. Write: Tom Hoder, 444 S. Cherry, Itasca, IL 60143.

\*\*\*\*\*  
For Trade: Pepsi cans. Anybody out there want to buy, sell, or trade Pepsi cans? I'm looking for trade partners in all 50 states. Please contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

\*\*\*\*\*  
For Sale: Pepsi vending machine good condition Vendolator Model UF 154A-B. \$200. Contact: Wayne R. Ireson, 228 Rio Pinar Dr., Ormond Beach, FL 32174. (904)677-6679.

\*\*\*\*\*  
For Sale: (10) different Pepsi & Pete color advertisements from 1940's Sunday comics. \$6 each postpaid. Contact: Mike Layton, 121 W. 175 St. South, Caldwell, KS 67022. (316)845-6688.

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For Sale: Own a piece of history. 1985 Mint Pepsi-Cola Space Cans. This can is on display at The Smithsonian Institute in Washington, D.C. \$10 plus \$3 S & H. Contact: Charles Metz, 3131 Fairdale Rd., Philadelphia, PA 19154

For Sale: 1960's ACL 32 Oz. No Deposit bottle Vol. III #58 \$25., 1981 Schafer High Football schedule like Vol. II #535 \$10. Postage Paid. Contact: John Pace, 13630 Sycamore, Southgate, MI 48195. (313)284-2943.

For Sale: Rare green double dot Pepsi caps \$25 each never used. Double dot blue Pepsi truck drivers hat with patch. \$175. A 1939 Pepsi tray mint \$350. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.

For Sale: Entire Pepsi collection. Make offer. Send \$3 for video or call (334)960-1088. Pepsi=Lady & Jack, P.O. Box 1245, Robertsedale, AL 36567-1245.

# WANTED

Wanted: Pepsi-Cola 1970 and older toy trucks. Pepsi-Cola bottles 1930's and older. All items must be near mint to mint. Most wanted Pepsi-Cola item is 1938 wooden truck. New collector who needs. Contact: Les Whitman, 121 Skyline Blvd., Oroville, CA 95966. (916)589-0259.

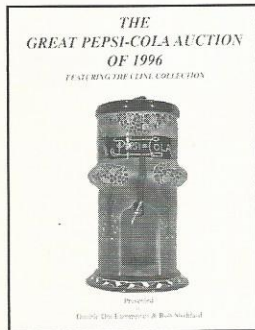
Wanted: Recent Pepsi cardboard sign featuring Shaq O'Neal. The sign reads, "who says there is nothing good on TV." Sign also features Jackie Gleason and has a picture of a TV. Contact: Joe Sarchet, 683 White St., Suwane, GA 30174. (770)945-1937.

Wanted: Pepsi Table Lamp with "Tiffany" style shade. Thank you. Contact: John Ross, eve. after 6 p.m. (903)882-1223. (Permanent Want. Also Dr. Pepper, Coke).

Wanted: Old keywatch fobs, clocks, bottles, signs, cardboards, radios, drink machines, toys, fountain items, any rare items. Buy or sell. Contact: Cecil Buchanan, 1589 Curfman Rd., Greensboro, NC 27455. (910)288-3780.

# ANNOUNCEMENT

The Show Me Pepsi Collector's Club Chapter welcomes any PCCC member in the St. Louis, MO metro area to visit and join our club. Contact Chris Paradowski (781-0781) or Joe Sheahan (838-0683). We hope to see you soon!



The Cline Auction Catalog with prices realized during the auction makes a great price guide. There are over 1,000 items priced in this catalog. Send \$5.00 per catalog to:

Double Dot Enterprises  
PO Box 817  
Claremont CA 91711

The **PEPSI-COLA** Store  
Soda Water Collectibles - Past and Present  
New Haven Antique Mall  
117-119 Front St. New Haven, MO 63068  
314-237-2420 or 314-237-2411

Pepsi-Cola is a registered trademark of PepsiCo, Inc.

# WELCOME NEW MEMBERS

Trace & Cora Moore  
Tipp City, OH

Karen Miller  
Beloit, OH

Robert & JoAnn Minock  
Richmond, VA

Kelly Paiker  
Riverside, OH

Rich Affinito  
Hickory Hills, IL

Jeffrey & Dana Zeigler  
Detroit, MI

Jamie Bishop  
Dyersville, IA

John Foster III  
Bethel Park, PA

Carol McFadden  
Atwater, GA

Vickie Davis  
Waterloo, IA

Micah & Joe LoRusso  
St. Louis, MO

Steven Perry  
Concrete, WA

Jeannine Becker  
Wadena, MN

Larry & Robin Timm  
Metamora, IL

Wallace Zukas  
Marion, IL

James Trout  
Virginia Beach, VA

Carl Nygren  
Albany, OR

Maryland Ousley  
Austin, IN

Cindy & David King  
Olathe, KS

Tovi Olmstead  
Anoka, MN

Linda Chapman  
Tennyson, IN

Nick Ladney  
Auburn Hills, MI

Dawn & Ronald Budd  
Clinton Twp., MI

Ronnie McClure  
Salisbury, NC

Dewayne Goodrich  
Jonesboro, AR

Donald & Beth Erickson  
Arvada, CO

Tom Nance  
Forreston, IL

Richard Davis  
Deland, IL

Russell & Kelly Smith  
Bixby, OK

Peggy Springs  
Rea, MO

Brad Poppele  
Montello, WI

Christine & Frank Lawson  
Tyngsboro, MA

Les Whitman  
Oroville, CA

Gene Wallace  
Seattle, WA

Barry & Barbara Acor  
Lakeland, FL

Jan & Larry Eamer  
Des Moines, IA

Ethel Musick  
Mansfield, OH

Bernadette Day  
Newark, DE

Jack & Julie Tucker  
Sulpher, OK

Greg Bell  
Canyon Country, CA

Joan Katz  
Bellerose, NY

Danny & Peggy McLaughlin  
Johnston, IA

Elmer Sorenson  
Milford, IN

Robert Doyle  
Alton, IL

Mike Barnes  
Ft. Madison, IA

Douglas & Barbara Robinson  
Denaletton, IN

John & Gisele Breau  
Azilda, Ontario, Canada

Scott Burud  
Bakersfield, CA

Peter Young  
Bunnell, FL

Gary & Judy Harris  
St. Petersburg, FL

Donna & Lindell Jackson  
Joplin, MO

Bernie Stiller  
Twin Lake, MI

Scott Seifer  
Cary, NC

Laura Wallace  
Charles City, IA

Cliff & Cindy Rios  
Isle of Palms, SC

Ron Jr. & Dave Radmer  
St. Joseph, MO

PEPSI-COLA COLLECTORS CLUB EXPRESS



BOTTLER'S SPECIAL DELIVERY AND ADVERTISING TRUCK



BIG BOY BOTTLING OF ATLANTA, GA



1996 Pepsi Fest Group Photo

Send \$7 to PCCC for an 8 x 10 copy of this photograph to P.O. Box 817, Claremont,  
CA 91711 (Allow 3-4 weeks for delivery. Postage included).

PEPSI-COLA COLLECTORS CLUB  
P.O. BOX 817  
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**First Class Mail**  
**U.S. Postage**  
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Phillip Dillman  
17733 Highland Ave.  
Homewood IL 60430



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 4

Sept. - Oct. 1996

## PEPSI FEST: LOTS OF FUN AND FRIENDS

This has been a real exciting summer for Pepsi-Cola collectors. In addition to looking for Pepsi memorabilia, collectors have been busy collecting Pepsi points, which isn't much of a challenge for us serious Pepsi drinkers. And who can blame us with the wonderful items being offered in the Pepsi Stuff catalog. Everything from mountain bikes to phone cards and lots of clothing. By next Pepsi Fest we should see a lot of people wearing and displaying their "Pepsi Stuff."

To date, club member JOSE JUAN of Miami, Florida has collected the most points of any club member. With 4,126 points collected so far, Jose has set a record that is going to be very tough to break.

Speaking of collecting Pepsi points, recently I received a letter from Donna Kresge of Coopersburg, Pennsylvania. Donna wanted to inform us that her mother, Bonnie Romig, saved every Pepsi bottle cap from every Pepsi bottle that was consumed in their home. These

bottle caps are still at the Romig home. She now has over 33,000 bottle caps stored in the basement! These Pepsis were consumed between 1956 and 1994.

The fourth annual Pepsi Fest East was held August 9th-10th in Charlotte, North Carolina. This year's turnout included a large number of first timers. These first time attendees are a refreshing reminder of what Pepsi Fest is all about - the excitement and the joy of seeing so many people who love collecting Pepsi as much as you do. So many Pepsi items are for sale that it overwhelms you. You become almost paralyzed trying to decide which room to go in first. Pepsi Fest has been described as Pepsi heaven. But that is only part of the story. The friendliness and kindness of Pepsi collectors is the real story. So many first timers can't get over how accepted they are by the people. There are no strangers at Pepsi Fest - every Pepsi collector is part of the fami-

ly. Pepsi Fest is about having fun, making new friends, and hopefully adding to your collection. Remembering the warmth of friendships made will last much longer than the excitement of additions to your Pepsi collections!

The next opportunity to make new friends, eat Pizza, and add to your collection will be November 1st and 2nd in Las Vegas, Nevada, at Pepsi Fest West. See enclosed for details and registration information.

In the November issue of Pepsi Express will be registration information for PEPSI FEST '97 in Indianapolis, Indiana.

PEPSI FEST '97  
MARCH 20-22, 1997

### Inside This Issue

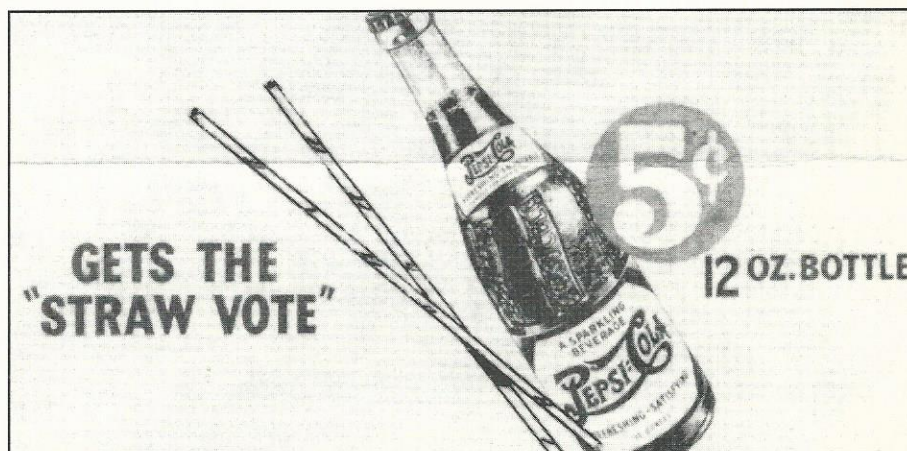
**Pepsi Convention Buttons**

**Evervess Parrot**

**Have You Ever Seen This**

**Pepsi History**

**Fest West Info**



1996

## PEPSI FEST WEST

Debbie Reynolds Hotel & Casino  
305 Convention Center Dr., Las Vegas, NV  
(800)633-1777

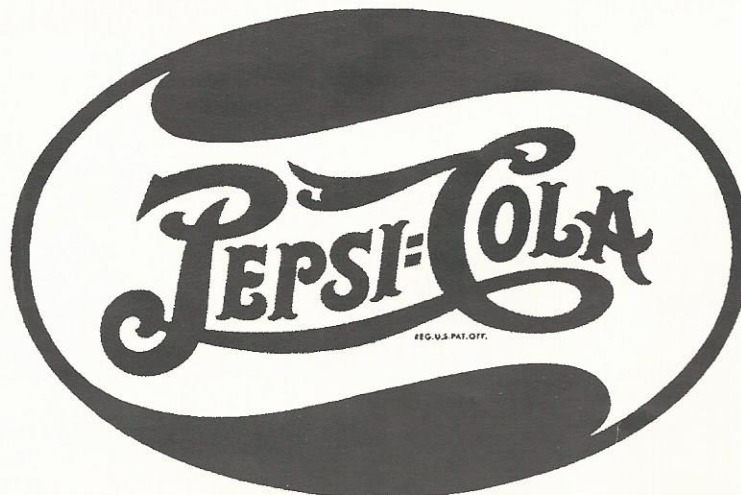
### PEPSI FEST WEST AGENDA

Friday, November 1st

- |           |   |
|-----------|---|
| 3:00 p.m. | Show and Tell/Pepsi Collecting Discussion             |
| 6:00 p.m. | Be Sociable - Have a Pepsi Party<br>Seminar and Pizza |
| 8:00 p.m. | Room Hopping  |

Saturday, November 2nd

- |            |                            |
|------------|----------------------------|
| 8:15 a.m.  | Dealer Set up for Swap Mee |
| 9:00 a.m.  | Swap Meet Begins           |
| 11:30 p.m. | Break for Lunch            |
| 12:00 p.m. | Check in of Auction Items  |
| 12:45 p.m. | Preview of Auction         |
| 1:00 p.m.  | Oral Auction Begins        |



EVERVESS

EVERVESS PARROT



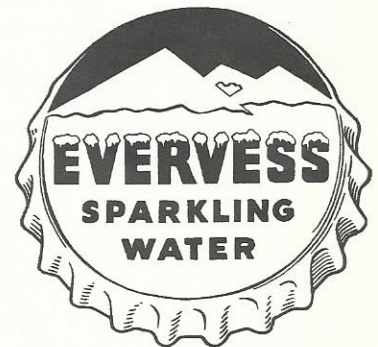
The World War II years were very tough for the Pepsi-Cola Company. It was a time of trying to sustain gains already made, not much opportunity for expansion. When the war ended Pepsi-Cola seized the chance to grow by adding a new product called "Evervess." Evervess was introduced in January 1946. This was the first time the Pepsi-Cola Company offered a product other than Pepsi. The advertising department for Pepsi thought they needed an animated symbol to represent Evervess much like Pepsi and Pete represented Pepsi-Cola. In 1948 an artist at Young & Rubicon came up with the idea of a parrot. Pepsi's advertising department loved the idea. The perfect symbol for Evervess had been found. The parrot was used in ads, on change trays, ties, scarves, and clocks. As Pepsi-Cola collectibles become harder to find many collectors have begun expanding into other products produced by Pepsi.



1940's DISPLAY RACK

So many times we see the sign portion from a rack display. Here is an example of a complete 1940's rack display. Over the years, most of the rack portions were discarded, while the signs were used in other ways.

The particular rack is a twelve carton wire rack. Each rack originally sold for \$1.30. Today, just the sign is worth over \$125!



## VOTE PEPSI IN 1996

It's that time again when Americans begin the process of selecting who will be our President for the next four years. The Republicans and Democrats hold national conventions to select their respective nominees. Traditionally this involves floor fights followed by numerous votes to select the candidate.

All this haggling and debating could work up a tremendous thirst. That's how the number one thirst quencher, Pepsi-Cola, got into politics. Taking a non-partisan approach, Pepsi has satisfied thirst at Republican and Democratic conventions. Records indicate that 1952 was the first year Pepsi-Cola was given out at these national political conventions. By the 1956 convention, Pepsi had a strategy for getting the best location for their booths at both conventions. This enabled all the delegates easy access to Pepsi-Cola. Pepsi-Cola was also distributed at the 1960 and 1964 conventions.

At this point you're saying this is a nice story - but so what? Well, believe it or not there is a connection between Pepsi collecting and Pepsi at political conventions. At many of these conventions, in addition to giving the delegates Pepsi, they were also given pinback buttons. The button with the donkeys on it were given to the Democrats, and the button with the elephants were given to Republicans. So the next time you find one of the buttons, you'll know where they came from.



1956



1956



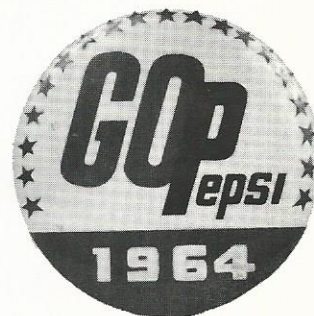
1956



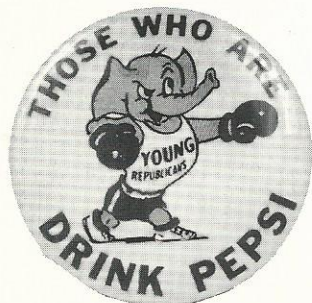
1956



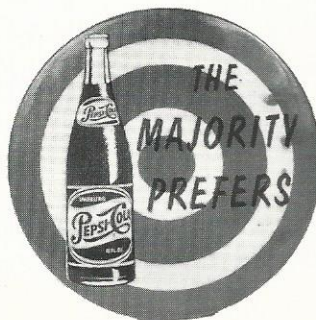
1960



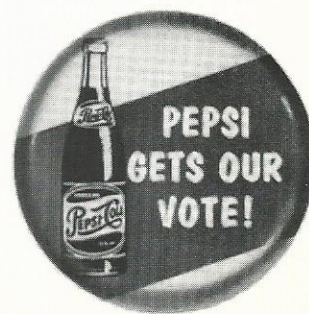
1964



1964



1956



1956



# THE HISTORY OF PEPSI-COLA

*This is part four of a continuing series of articles on the history of Pepsi-Cola written exclusively for the PCCC Express by Bob Stoddard.*

On August 10, 1931, Charles Guth founded a new corporation - "Pepsi-Cola Company" - registered in Delaware. Initially the main focus of this new Pepsi-Cola Company was to provide syrup to the soda fountains in the 200 Loft, Happiness, and Mirror Candy Stores which were all owned by Loft, Inc.



*Charles G. Guth*

In addition to the syrup used by Loft, there were still a few bottlers needing Pepsi-Cola syrup to keep their franchises alive. Although the facilities and many employees of Loft, Inc. were used to produce and market Pepsi-Cola syrup, Guth maintained Pepsi-Cola as a separate company. During this period Pepsi-Cola used an office in the Empire State Building in New York City.

Beginning in January of 1932, representative George Robertson was actively recruiting new Pepsi-Cola bottlers. We assume that Guth was still offering a 6 ounce bottle for five cents. Unfortunately the records for this period are very sketchy. There are some references that the Pepsi-Cola bottlers also offered fountain syrup in their franchises. It is not known how many bottlers

were signed up during this time, but at some point Guth decided to set up his own bottling plants and to use independent distributors to sell Pepsi-Cola. With the exception of the syrup sold to the Loft stores, not too much syrup was being sold elsewhere.

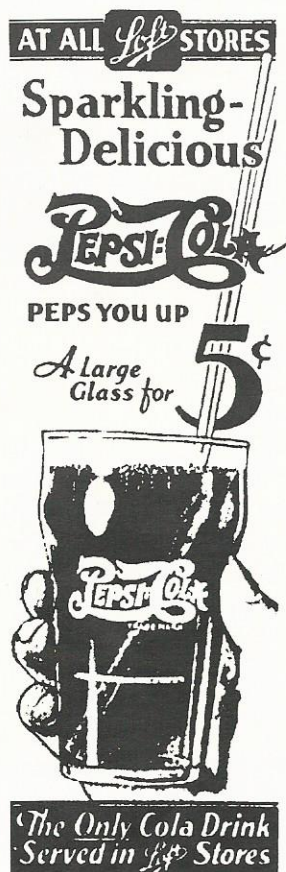
Believing that Pepsi-Cola was the best tasting cola drink on the market, Guth decided he would have to change his marketing plan. Hearing of the glut in used 12 ounce bottles, Guth got an idea to offer Pepsi-Cola in a 12 ounce

Sales were terrible. The United States was at the height of the depression. A nickel was hard enough to come by, never mind a dime. Towards the end of 1933 the situation became desperate. Something had to be done or Pepsi-Cola would be out of business. The decision was made to reduce the price from 10 cents to a nickel. The consumers responded immediately. Pepsi-Cola at five cents for a 12 ounce bottle was a huge success.

With the success of the Pepsi-Cola 12 ounce nickel bottle, Guth moved quickly to expand the sales of the big bottle to other parts of the United States.

To help develop Pepsi-Cola as a national drink, Guth called on Joe LaPides, an experienced soft drink bottler from Guth's hometown of Baltimore, Maryland. LaPides convinced Guth that the best way to sell Pepsi-Cola all across America was with franchised bottlers. So the United States was divided into four territories. A company representative was appointed for each territory. Joe LaPides was given the eastern United States. The other representatives were George and V.O. Robertson handling the midwest, and Clinton L. Jones the west and unassigned territory. LaPides was also asked to test market the 12 ounce bottle for a nickel in the Baltimore, Maryland area. So in March of 1934, Baltimore became the first city outside New York to have the 12 ounce Pepsi-Cola bottle for five cents. The first franchise bottler of the twelve ounce era was Pinnell Martin of Newville, Pennsylvania, who became a Pepsi bottler on November 6, 1934.

As Pepsi-Cola's fortunes increased, Loft's profits were plummeting towards zero. This situation caused great disension at Loft headquarters. On October 21, 1935, Charles Guth resigned as President of Loft to give his full time attention to Pepsi-Cola. On October 22, 1935, James W. Carkner was elected President and CEO of Loft.



*1932 Loft Advertisement*

bottle. Used beer bottles could be bought for less than a penny each. Because no one else was selling cola drinks in a 12 ounce bottle, this would set Pepsi-Cola apart. To make these used bottles look attractive, decorator foil was wrapped around the neck. Thus the 12 ounce Pepsi-Cola bottle was first offered in 1933 for 10 cents.

# HAVE YOU EVER SEEN THIS ?

Have you ever seen this? This is a refrain heard over and over throughout the Pepsi collecting world. Nothing is more exciting than to find a new item for your collection, except to find a new item that no one has seen before. This is one of the great motivators to many Pepsi collectors - to find something that no one has ever seen. Getting up at five o'clock on a Saturday or Sunday morning to search through endless flea markets, yard sales, and antique stores hunting the elusive item no one else has. Not very often but just often enough it happens - you stumble across that wonderful Pepsi collectable that is not in any of the books and no one has ever seen it before. This is what keeps us searching endlessly for those unknown Pepsi-Cola



1940 Cardboard Sign

collectibles.

The interesting thing about collecting Pepsi-Cola memorabilia is that there are many unknowns. Due to the rocky financial history, there are time periods for which almost no information exists. So much of what Pepsi produced has been lost or destroyed because of changes in ownership and major locations. Very few records exist of the type and number of advertising materials produced. Combine that with the fact that Pepsi-Cola didn't have a lot of available to make numerous point of purchase and novelty items. Remember also, that for the first 30 years of Pepsi's

existence it was a regional drink with most of the bottlers in Virginia, North Carolina, South Carolina, and Georgia.

Pepsi-Cola collecting is for the people who prefer a challenge and like to overcome obstacles. Who knows what undiscovered Pepsi-Cola treasures are awaiting you if you go out and look. It could take years to make one of these discoveries, or it could happen tomorrow. But when it happens the joyous excitement will overshadow all the effort and time. Take the Pepsi Challenge - find one of these unknown Pepsi collectibles.

If you find one of these unknown treasures, don't forget to send us a picture!



1953 Cardboard Sign

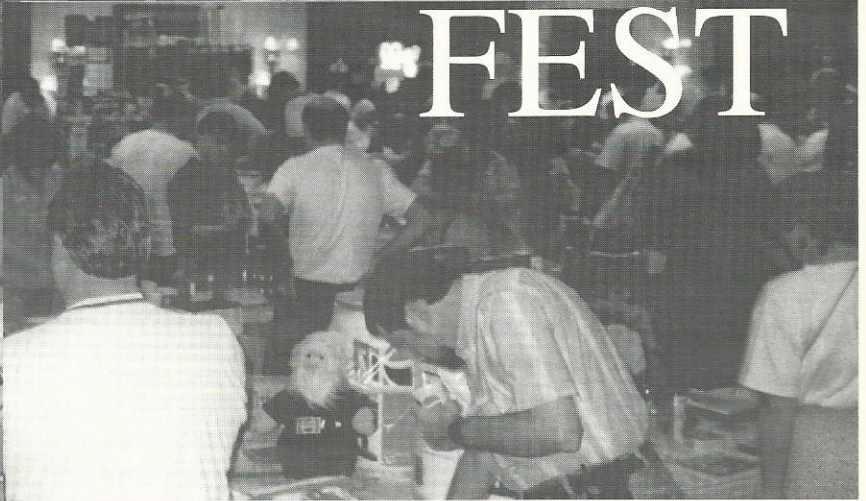


1940 Cardboard Sign

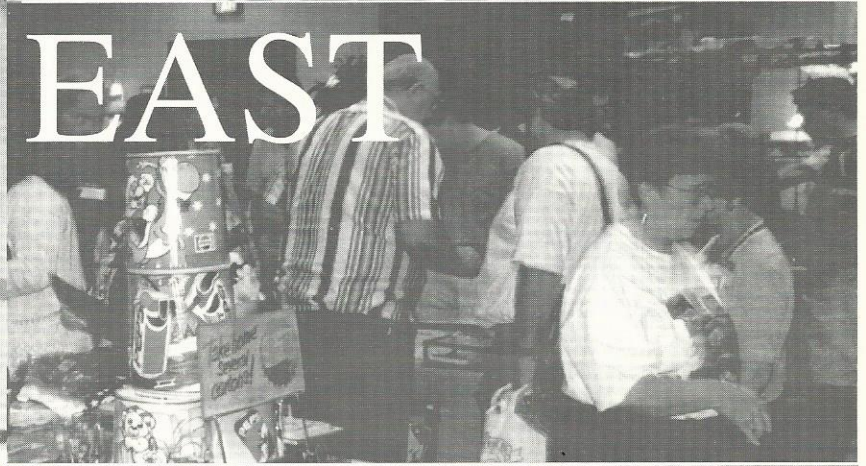
PEPSI



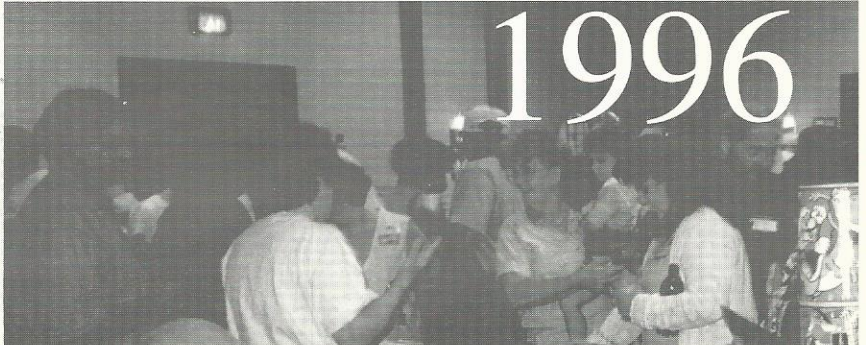
FEST



EAST



1996



# 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: 1945 Playing Cards (Stoddard #1661) Mint sealed \$225. Amber straight side Boston, Mass (Ayers #B01-V1) \$2500. Contact: Jeff Brady, 160 Shingle Mill Lane, Hanover, MA 02339. After 7:00 p.m. EST (617)878-9439.

\*\*\*\*\*

For Sale: Update - "Guide to Magazine Advertising 1940-1970 for Pepsi-Cola". This guide covers 1,400+ Magazine ads (100% increase). New format makes collecting easier --\$18.95 + \$3. postage. Serviceman's records #1-859 NM \$50, #1-861 EX \$40, Baseball Card Set/72 #2-761 M\$180. Plate #2-828 M\$110; Clock #1-142 NM \$225; Bingo Card-SD EX \$15; Cup Lid #1-111 NM+ \$20; Fountain Syrup: Jug S2051 NM\$30, Bottle M\$25; Carriers: Stadium Vendors Cup NM \$85, EX\$55, '60 Stock Certificate #1-887 NM \$18 List (SASE). Contact: Tom Rosing, 15 Glendalough Rd., Dallas, PA 18612. (717)675-6302 (After 7PM).

\*\*\*\*\*

For Sale: '64 Pepsi-Cola Die Cast Cars. 17 1st Gear, 11 Scale Model, 13 Liberty Classic and 23 ERTL, \$3200 for all or will sell sets only separately. Contact: Michael Michalsky (302)323-9452.

\*\*\*\*\*

For Sale or Trade: Pepsi bottle, toys, many glasses. Want toys 1970's and older. Need to upgrade 1938 Wooden Pepsi-Cola truck. My list for your list or SASE get my list. Contact: Les Whitman, 121 Skyline Blvd., Oroville, CA 95966. (916)589-0259.

\*\*\*\*\*

For Sale: (20) different Pepsi & Pete color advertisements from 1940's Sunday comics. \$90. postpaid. Contact: Mike Layton, 121 W. 175 St. South, Caldwell, KS 67022. (316)845-6688.

For Sale: Pepsi collection from the 60's and 70's. Trays, glasses, bottles, clocks, lamps, fountain globes, watches, etc. Almost 350 items, all near mint to mint condition. Many multiples. Best offer over \$4,500. Send SASE for detailed list to M.J. Whitehill, 3819 Yosemite, Okemos, MI 48864.

\*\*\*\*\*

For Sale: 1943 Cardboard signs: Betty Grable, Shirley Temple, Rita Hayworth, Rhonda Fleming, Dorothy Lamour, Linda Darnell, Jeanette McDonald, Mary Martin, and Barbara Stanwyck. Each is advertising Royal Crown Cola and Rita, Jeanette, Linda, and Mary are shown soldiers in vintage uniforms. Condition is excellent and price for each is \$105. including shipping and insurance. Contact: Marion Lathan, 1188 Firetower Rd., Chester, SC 29706. (803)377-8225.

\*\*\*\*\*

For Sale: Pepsi Tray Oval 11" x 13" Lady in Bar (MINT) #3; Pepsi Child's Belt, leather; Coca-Cola Tray Sq. 13" x 10" MGM, John Weissmuller, Maureen O'Sullivan (orig/Mint). Coca-Cola Tip Tray 6" x 4-1/2" oval TM, in tail C 1909 (orig/fair). Best Offer. Contact: C. Dougherty, 2394 Middlegreen Ct., Lancaster, PA 17601. (717)569-3892.

\*\*\*\*\*

For Sale: Pepsi 50's shadow box lite up, "Lady in Fur Coat", E \$200. Pepsi 50's Folding Chair E+, \$250.; Pepsi 40's Salesmanship Book, NM \$100. Pepsi Double Bubble Clock, sale or trade. Contact: Walt Dillon, 853 Mudham Rd., Wendell, NC 27591, after 6:00 PM (919)365-3611.

\*\*\*\*\*

For Sale: New Pepsi Super Premium Trading Cards \$38 box. Pepsi Bottles from Japan, Korea, or Thailand \$9. Pepsi Max Longnecks from Thailand \$9. Mt. Dew from Thailand, \$5.

Sears Point Raceway Commemorative Longnecks \$8 per 4 pack. Contact: Gene Gong Fax/Phone (209)564-3690.

EMAIL; CALPACINTL@JUNO.COM

\*\*\*\*\*

## WANTED

Wanted: All brands of soda playing cards foreign or American. Contact: Rodney Neat, 3527 Hanover Road, Louisville, KY 40207.

\*\*\*\*\*

Wanted: Pepsi Cleveland Indians '95 four can set. Also any other local cans from across the U.S. buying-selling-trading any Pepsi product cans, old and new. Send list or 1 stamp for my list. Contact: Joe Allen, 610 Vanadium Rd., Bridgeville, PA 15017-2935.

\*\*\*\*\*

Wanted: Michael Jackson/Pepsi items wanted by dealer. Buying small or large quantities. Contact: Aram Azadian, 3067 E. El Monte Way, Fresno, CA 93721. FAX: (209)268-6235.

\*\*\*\*\*

Wanted: Parts for Ideal slider, early 60's, Model #ID50-5C 3. Need locks, bottle rack, and misc. parts. If you have these parts, or know where I can find them it would be greatly appreciated: Contact: Dan Simmons, 2228 Lincoln St., Anderson, IN 46016. (317)643-2393.

\*\*\*\*\*

Wanted: Mountain Dew!! 6-pack Cardboard bottles holders, wooden (24)bottle cases. Old #11 Darrell Waltrip racecars. Paper advertising. Bottles of any year, size & shape, cans also. Any new paraphernalia. Need the "sonic mystery gun" made by "daisy" or any info. you may have. Buy/sell/trade. Contact: Jason Fidler, 316 Barret, Burlington, IA 52601. (319)754-7115.

\*\*\*\*\*

# WANTED

Wanted: Beginner Mt. Dew collector looking to purchase metal signs, clocks, paper goods, glasses. Please call after 6 PM - Contact: Bruce Selfridge, 1209 Andover Road, Forked River, NJ 08731. (609)693-7411.

\*\*\*\*\*

Wanted: No Deposit-No Return and return Quart bottles 1940s thru 1970s. Carriers wanted like - Stodd. book-Numbers, #1199, #1214, #1217, #1222, or #1223. must be in excellent cond. Also a list of openers you might have would be appreciated. Contact: Danne Wright, 27753 Black Hawk Dr., Wesley Chapel, FL (813)973-3942.

\*\*\*\*\*

Wanted: Pepsi Metal Charm 1" diameter (Circa 1930's) found in Pepsi-Cola Collectibles Vol. 3 Pg. 52 #300. Contact: Jolynn Connerly (904)274-2115.

\*\*\*\*\*

Wanted: Tiffany style lamps (circa 1970) Pepsi-Coke-Dr. Pepper and others. Also fountain dispenser (radio) must be grade

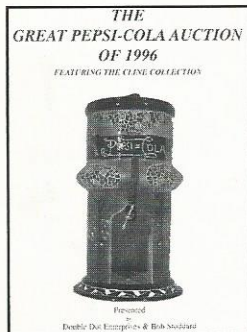
8+ and box if possible. Do you have any Oil Company advertising?

Permanent WANT! Contact: John Ross, 13596 CR 4122, Lindale, TX 75771 (903)882-1223 Eve. after 6 PM.

\*\*\*\*\*


Wanted: By a new can collector: access to individuals who have cans to trade/sell from anywhere in the USA, Canada or beyond. Contact: Bill Vandeweghe, RR1, Blenheim, Ontario, Canada. (519)676-8701 or e-mail to : bvande@ciaaccess.com

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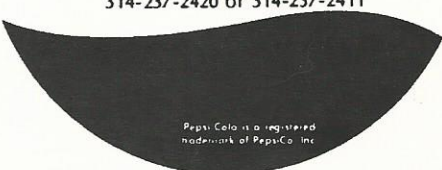


The Cline Auction Catalog with prices realized during the auction makes a great price guide. There are over 1,000 items priced in this catalog. Send \$5.00 per catalog to:

Double Dot Enterprises  
PO Box 817  
Claremont CA 91711



**The PEPSI-COLA Store**  
Soda Water Collectibles - Past and Present  
**New Haven Antique Mall**  
117-119 Front St. New Haven, MO 63068  
314-237-2420 or 314-237-2411



Pepsi-Cola is a registered trademark of PepsiCo, Inc.

# WELCOME NEW MEMBERS

Christopher & Robert Page  
Huron, OH

Gary & Dawn Burks  
So. Bend, IN

Larry & Carolyn Bennett  
Parsons, KS

Lynn Larkin  
Thayer, KS

Robert L. Coolidge  
Louisville, KY

Joyce Elwood  
Eagle Grove, IA

Bill Goddard  
Omaha, AR

Dennis McKnight  
Pfafftown, NC

Sherle & Joe O'Mary  
Jefferson City, TN

Phillip Hess  
Chrisman, IL

Ruthy Velasquez  
Rio Piedras, Puerto Rico

Pattie & Mike Hayes  
Dixon, KY

Norman Millard  
Mt. Olive, NC

Ray & Crissa Fruits  
Crawfordsville, IN

Cynthia Frierson  
Harlem, GA

Richard Bennett  
Mt. Prospect, IL

Sheryl Coutant  
Bellaire, MI

James Fitzgerald  
Baltimore, MD

Lynn Lincoln  
Stratford, Ontario

Janet Bushbacher  
Bartlett, IL

Jim Lamacchia  
Sunnyside, NY

Bill Combs  
Baltimore, MD

Mary Ann Smith  
El Dorado, KS

Linda Jones  
Raleigh, NC

Marti & Josh Dryden  
Florence, KY

Kevin & Linda Loposser  
New Waverly, IN

John & John D. Walter  
Monmouth, IL

Gail & Chuck Cole  
Palm Bay, FL

Kelley Burch  
Ridge Farm, IL

Andrew Kuntz  
Hays, KS

Richard & Deborah Edmonds  
Lafayette, IN

Ronald Thomas  
White Hall, MD

Glotha Denton  
Dodge City, KS

De De Castagna  
Simi Valley, CA

Virgil Schoen  
McPherson, KS

Jeff Haddon  
Quarryville, PA

Dr. Sherry Weinberg  
Long Beach, CA

Howard May Jr.  
Cottondale, AL

John Allen  
Tempe, AZ

Bill Vandeweghe  
Blenheim, Ontario

Debra & Daniel Barnes  
Tacoma, WA

Rick & Tracy Driscoll  
Vider, TX

John & Dorothy Ross  
Lindale, TX

Patrice Porter  
Redlands, CA

Sonny Bennett  
Culpepper, VA

Marlow Dick  
Sumner, WA

Michael Perialas & Family  
Fairfield, PA

Denise Weeda & Family  
Belle Plaine, IA

Clyde Barker  
Richmond, VA

Robert Stiller  
Albemarle, NC

Gene & Teresa Atchinson  
Sacramento, CA

David Stites  
Lima, OH

Tommy & Debbie Helton  
Bristol, VA

Tony & Joylene Ghent  
Leroy, MI

Gene & Mary Lou Wilson  
Pleasanton, CA

Nancy Thomas & Family  
Grand Rapids, MI

Neal Johnson  
St. Catharines, Ontario

Charles McNeill  
Red Springs, NC

Hunter Montgomery  
Southfield, MI

Kevin Cimmiyotti  
Sacramento, CA

Joan & Steve Pierce  
W. Millgrove, OH

Vicki Hall  
Lawton, OK

Joyce Kelley  
Nashville, TN

Kyle Kilburn & Family  
Wyandotte, MI

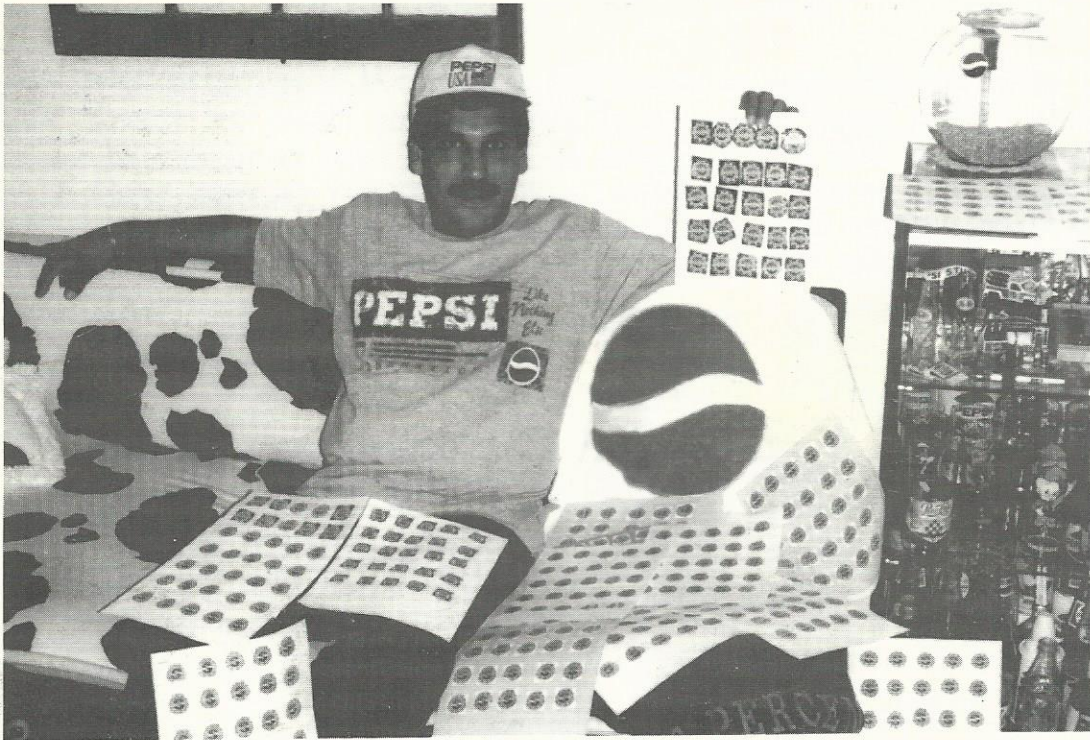
Mary McKay  
Columbus, OH

Chuck & Babs Bradley  
Woodstock, GA

Gail Jackson  
Calgary, Alberta

Roger & Kimberly Bentley  
Heath, OH





JOSE JUAN  
MIAMI, FLORIDA

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