



The PCCC EXPRESS



Volume 28, Number 3

Jul-Sep 2011

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

Passing the Torch

Here we are right in the middle of the summer months and the Pepsi-Cola Collectors Club is heating up with all kinds of exciting news for club members. As most of you already know, at the 25th anniversary of Pepsi-Fest last March Bob Stoddard officially passed the torch of leadership on to the first P.C.C.C. Board of Directors also known as the "Leadership Team". On behalf of the entire Leadership Team, we cannot possibly thank Bob enough for the countless hours of time as well the enormous amount of energy he has devoted to insuring the club great success. We wish him the same success in his new endeavor as historian/archivist for the Pepsi-Cola Company. He has promised that he will keep club members updated on what he is doing and any exciting new information he discovers about the history of the company as well as Pepsi collectibles. Best wishes to you Bob. We cannot wait to hear from you and we look forward to seeing you at Pepsi-Fest 26, March of 2012.

Plans for the Future

Ever since the first meeting of the newly formed P.C.C.C. Board of

Directors, plans have been in the works to insure the clubs continued success. We have a new two-year agreement with Indianapolis Marriott. Pepsi-Fest will be held in the same location March 15th 16th and 17th of 2012. More information on fest plans will be in future newsletters. Some of the feature articles you will find in upcoming newsletters are Collectors Spotlight, reproductions, a Mountain Dew page, Chapter News, Presidents Corner, The P.C.C.C Family, a treasurer's report, and much more. We will have an all-new website up and running by mid-July with new pictures, slide shows, feature articles and club news. A new member's forum is in place that allows you the opportunity to upload pictures and chat with other members online. If you have not visited the website and logged into the member's area, do it soon. It is the quickest way for club members to share information and news on what is going on within the club and its chapters as well as to hear from individual club members. You may even find the item you have been searching for listed for sale.

Our club Secretary is working overtime updating club member's information so that we can get started on a new club directory. You will receive a renewal/information update form when your renewal is due. Please fill it out and return it to our Secretary, Diane Gabriel. We need your permission to be listed in a new club directory as well as to be contacted about local chapters in your area. The form is also available on the website www.pepsicolacollectorsclub.com. You can print it and mail it in anytime so that we can get your information updated in advance.

The P.C.C.C. is your club so we want to hear from you. Let us

know what you would like to see in upcoming issues of the PCCC Express. We encourage every member's participation. Send us pictures or information you would like to share with other club members. We need your help promoting the club for continued growth and success. Contact information for each board member is listed later in this newsletter and we do want to hear from you. Feel free to contact any one of us anytime.

Upcoming Events

The East Coast Pepsi Connection gathering is just days away. The event is growing in size every year. This year the E.C.P.C. will be in Denver, PA. If you have not been there, it is the antique capital of the east coast with shops and flea markets just minutes apart. It is sure to be a big hit.

Included in this issue is the registration form for the Pepsi Celebration in Las Vegas. They will be celebrating their 20th anniversary with lots of great Pepsi fun and Las Vegas Surprises.

For anyone wondering about the Pepsi documentary that was partly filmed at Pepsi-Fest by a crew from CNBC, they now believe it will be aired in late Fall or early Winter.

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Photo by member Glenda Dillman

Chapter News

By Terry Brennan

Benefits of belonging to a chapter

If currently you don't belong to a chapter, you might want to start thinking about joining a local chapter or possibly starting one. It can be hard to start up a chapter but the benefits outweigh the problems faced in starting one.

One of the benefits of a local chapter is the information gained. As your chapter starts to grow and you start to see other collections, you learn the values of different pieces whether it be bottles, signs, trays or what have you. Most people start out collecting anything they can get their hands on as long as it says Pepsi, it is collectible. The longer you collect, the more apt you are to start collecting certain pieces that are either significant to you from growing up or become more of an investment for you. Another benefit is the experience you run across with members of the group, it makes it easier for you to learn what is

fake and what is real, what you must look for to determine the true value.

An aspect of starting a chapter not to be diminished is the social relationships. You gain friendships with people that are interested in similar things outside of Pepsi. As your chapter grows, so do your friendships and from that your social life can blossom. Personally I have gained many friendships through our chapter and there are many couples that are like family to us and we are there for each other in whatever way we can when needed. That is a big benefit! The learning never stops, each member has a different collection and they are a source for you to learn about different areas of collecting.

Anyone can collect. To collect on your own and not be able to share it with anyone, I would think would be on the boring side. To be able to share your collection with others that can appreciate what you have makes it so much more fun. To be in a chapter, a circle of friends (if you will), it makes

collecting more fun to do. It is a process that makes it possible for you to gain friendships, to be better educated about collecting, and to truly enjoy the collecting of Pepsi memorabilia.

Chapters meeting regularly are the Southern California Chapter (the second Saturday of every even month), The Iowa Pepsi Club Chapter (Aug 27 in Des Moines, IA, Oct. 8 in Apple Valley, MN), The Chicago Connection Chapter (Aug. 20 St. John, IN, Oct. 22 Worth, IL, Dec. 10 Chicago, IL), The Buckeye/Keystone Chapters, and The Show-Me Pepsi Club (Sep. 21 near St. Louis, MO). Please send your chapter's meeting schedule to Terry Brennan at dietpepzi@mchsi.com as soon as possible so that we can post it in the next newsletter and on the PCCC Website. Thanks!

Treasurer's Report

INCOME

Starting Balance	\$4,555.75
Membership Dues	852.00
Pepsi-Fest items sold and money from PayPal	28.10

EXPENSES

Website Maintenance and Updating	\$1650.00
Membership Software (one time expense)	292.95
Postage and Printing	219.79

ACCOUNT BALANCE

\$3273.21

Comments from Pat

Checks will be deposited as soon as possible after receiving from secretary.
I can always be reached at treasurer@pepsicolacollectorsclub.com for any questions.
Reported 6-7-11 by Pat Richardson, Treasurer



Visit the WEBSITE (www.pepsicolacollectorsclub.com) to download a copy of the PCCC By-Laws, a Membership Renewal / Application Form (to share with others when you invite them to join), and the most recent edition of the PCCC Express. If you wish to receive a paper copy of the PCCC By-Laws or the Membership Form, contact Diane Gabriel, PCCC Secretary at: (724) 658-6310 or e-mail at secretary@pepsicolacollectorsclub.com to request the documents via U.S. postal mail.

Collectors Spotlight

Hello fellow Pepsi Collectors! June Frost and Roy Kidd in the Spotlight. June is the Pepsi-holic and Roy is the enabler. We've been married for 23 years and have no children to burden with our collections. June officially started collecting Pepsi items 27 years ago (can that really be????). We always enjoyed going to antique shows and one year I found a double dot aluminum 6-pack carrier – and so it began. Since we always picked up a variety of old and unusual items, it was nice to have a focus. And focus I did.

Thinking back, I realized I always preferred Pepsi to that 4-letter drink C _ _ _ . My brother ALWAYS preferred the other (though with the introduction of Pepsi Max, he has now seen the error of his ways!). This was an informal family feud going way back and my wonderful Mom actually bought my brother and I Pepsi and C _ _ _ oven mitts for Christmas one year, long before I started collecting. Unfortunately I used (yes – can you imagine that?) mine and really wore it out. (I am happy to say I found another one at a Pepsi Fest about 4 years ago!)

For a few years I collected blindly, not knowing about the PCCC. Someone told me about the club and the collectors' books and I joined, as best I can tell, back in the Fall of 1994. My first contact with a member



was with Mike Noll – that's when I knew the club was going to be fun (and maybe a little odd). I will always consider him a special Pepsi friend! My Mom and I started going to East Coast Pepsi Fests first. That was a great way to start with the club. In a few years Mike convinced us to come to Indy and I've been attending ever since.

Unfortunately New York does not have a local Chapter. Most all the NY collectors I know are spread too far away – but maybe someday. To satisfy my need to 'mingle' with other collectors I sprung at the chance to join Tim (-Tom) in getting the East Coast Pepsi Connection started in 2008.

We do collect other things as well. June: items with thistles, and sea shells (only ones I find). Roy loves to fly fish and ties his own flies. He also collects coins, mechanical, dime-register and cast-iron banks. As a result our house is FULL!

Although I collect everything

and anything Pepsi, I really like ephemera best, especially old newspaper and magazine ads. But, I can't resist Pepsi and Pete items, signs, pins and anything unusual. Our house often looks like a Pepsi museum exploded in it! My favorite logo is the double dot script in an oval, though the current 'smile' logo is a close second. I have many 'favorite' items, but an old double easel-back cardboard sign from WWII era is very special, mostly because I haven't seen it anywhere else. But, by far, my favorite Pepsi items are YOU – my fellow Pepsi collectors – you all make Pepsi collecting such great fun! **Keep in touch anytime the 'Pepsi Spirit' moves you** – e-mail, write, call:

june@PepsiConnection.com; PO Box 5616, Endicott, NY 13763-5616 or leave a message at (607) 757-9195.



Official PCCC Website:

www.pepsicolacollectorsclub.com

Past Pepsi Memorabilia Auctions

By Phil Dillman

About two years after joining the PCCC, I heard the news about an auction that was about to take place. It was the 1992 auction of the Pepsi collection that had belonged to the late Everett Lloyd. He had some of the rarest early Pepsi items known in his collection and, yet, he simply had the items displayed in his home and openly in his convenience store in Hillsborough, N.C. Members of the PCCC were very excited about the opportunity to add some great Pepsi pieces to their collections. I wasn't in a position to attend the auction nor was I knowledgeable enough to truly appreciate the scarcity or value of those items.

Following the auction, I enjoyed reading the article in the PCCC newsletter written by Scott & Kim Kinzie detailing some of the items in the auction and the prices.

A few years later, in March of 1996, the collection of the Clines from Oregon was auctioned off for the family by Bob Stoddard through a booklet and submitted bids.

In March of 2004, long-time PCCC member Harold Rosentreter felt that he had enjoyed his collection for as long as he could but decided to auction off his collection through Sullivan Brothers Auctioneers in Hamilton, IL. The success of this auction started a string of Pepsi memorabilia auctions over the next few years. As Pepsi-Fest

ABSOLUTE AUCTION OF
The Harold Rosentreter Pepsi Collection

RARE
Pepsi-Cola **NEAR AND BETTER**
Collectibles

Nearly
Every Item
Imaginable!

5c
COSTS A NICKEL

WORTH A DIME

Pottery Dispenser • Clock Collection • Die Cut Signs
Motion Advertising Items • Rare & Unusual Musical Syrup Dispenser
Early & Fragile Hand Fan • Thermometers

was taking place later that same week, most of the bidders that were present were rare members of the PCCC. It was like Pepsi-Fest in two installments! One of the highlights at that auction was the pre-1910 porcelain dispenser.

The late Tom Avery collection was purchased by John Minges and his relatives, the owners of several Pepsi bottlers in North Carolina.

During Pepsi's 100th Anniversary celebration in New Bern, N.C. in 1998, the Minges family rented a storefront in the downtown area in order to display this large collection. In May of 2004, Bob Stoddard coordinated the auction of this collection, again, through a booklet and submitted bids with last minute bid-raising taking place until very late.

In March of 2005, we

were back in Hamilton, IL for the auction of the Chad Peterson collection. Chad was dealing with diabetes and didn't want to



leave his wife with the burden of selling his collection. A highlight of that auction was the pair of very rare Back Bar bottles.

Past Pepsi Memorabilia Auctions - con't.

In March 2007, Jack Sweeney's collection was being auctioned off by Sullivan Brothers. Among the highlights was a set of the three different pink prototype bottles that were created around New Year's Day in 1954 by Wheaton Glass. A total of 34 pink bottles were produced.



In October of 2007, Roger Blad had his collection auctioned by the tried and true Sullivan Brothers. Unfortunately, due to the auction being held at a time other than the week of Pepsi-Fest as the previous auctions had been, the timing hurt the auction as the number of bidders was down from previous auctions and the sour economy hurt the overall income for Roger. However, the bargain prices helped make many Pepsi collectors very happy. Two exceptions to the low prices were the cardboard signs, "Date Bait" and "Party Platter." They sold for \$10,000 each!

Start saving your pennies because you can be sure that there will be more Pepsi



auctions in the future! But, remember; you should approach Pepsi collecting as a hobby, not solely as an investment.



Last Minute News: It was recently learned that the New Bern Pepsi Plant (warehouse) is for sale. While that's not worth buying or renovating, Steve Crouch of the Minges Bottling Group stated that the family shareholders believe in Pepsi-Cola's heritage and have authorized expansion of the Birthplace of Pepsi-Cola store, doubling its size.

The PCCC Transitional Board of Directors

By Kim Kinzie

At the 24th anniversary of Pepsi-Fest Bob Stoddard, club president and editor of the newsletter, announced that the coming year would be his last as the club's leader. He entrusted Phillip Dillman with the task of assembling a transitional board of directors to assume the leadership responsibilities for the club beginning March of 2011. With so many great people ready and willing to give their time, it was not difficult to find volunteers to help. At the end of Pepsi-Fest, all of the volunteers sat down for a meeting. It was decided at that time the positions that would need to be filled. Nominations were taken for each position and all were accepted along with the responsibilities that would come along with the position. A transitional board of directors was formed. Since that time there have been dozens of person-to-person phone calls, what seems like a "million" emails, and several conference calls. Now, here it is, the team's first newsletter! Every member of the transitional board of directors is 100% devoted to the continued success of the P.C.C.C. Plans for Pepsi-Fest 2012 are well under way and we can assure every club member there will

be many more anniversaries to celebrate and great Pepsi times ahead.

The current Board of Directors is as follows:

President—Kim Kinzie
Vice-President—Darrel McClanahan
Secretary—Diane Gabriel
Treasurer—Pat Richardson
Newsletter Editor—Phil Dillman
Chapter Information & Alliance (CIA) Director—Terry Brennan
Member-at-Large—Tim O'Donoghue
Member-at-Large—Josh Broadwater
Board Support—Larry Woestman
Webmaster—Wayne Burgess

Others assisting the current Board are: Amy Dillman, Dutch Richardson, Scott Kinzie, Linda McClanahan, and Tom Gabriel. You may contact any of the Board members at

www.pepsicolacollectorsclub.com.

Finally, we really need all of our members to keep us up to date with their information such as change of address or e-mail addresses, phone numbers, etc. This will help insure that everyone receives your newsletters and renewals on time. Thanks!

President's Corner

There are so many new things happening within the Pepsi-Cola

Collectors Club, it would be difficult to cover each one separately. I would like to send a heart-felt thank you to each member of the Transition Team as well as his or her spouse who support the team every step of the way. A special thank you to my husband, Scott.

A special thank you also goes out for the continued support of the P.C.C.C. to John and Carole Browne, Joe and Ann Donofrio, Terry and Jenny Strayhall, Craig and Kathy Leaf, June Frost and Roy Kidd, Lenny and Laura Vigna, Larry and Paula Surma, Ron and Ambra Pettibone, Randy Schwentker, Ken Harris, Lewis Carr, Dan and Judy Durbin, John Baker, Amy Dillman, Connie Gindt, and everyone that helps make Pepsi-Fest so much fun and a great place to be. A big thank you to Bob Stoddard and Sue Gustin for all of their hours of hard work for the PCCC, both at Pepsi-Fest and behind the scenes.

I hope to see you all there again in 2012.

All of the Leadership Team would like to extend our deepest sympathy to each member of our Pepsi family that lost a loved one in recent months. Our thoughts and prayers are with each of you during these difficult times. We will miss each and every one of them.



Transition Team—Back Row

Dutch Richardson
Larry Woestman
Scott Kinzie
Tom Gabriel
Diane Gabriel (in front of Tom)
Terry Brennan
Wayne Burgess

Middle Row

Pat Richardson
Linda McClanahan
Darrel McClanahan's head (on a stick)
Amy Dillman
Becky Brennan

Front Row

Phil Dillman
Kim Kinzie
Tim (Tom) O'Donoghue
Not Pictured—Josh Broadwater

PEPSI CELEBRATION 2011

Friday, November 18th & Saturday, November 19th, 2011

Held at the PALACE STATION HOTEL AND CASINO

2411 W. SAHARA AVENUE
LAS VEGAS, NEVADA 89102
1-800-634-3101

MAKE YOUR RESERVATIONS BY OCTOBER 8th, 2011

Please ask for the Pepsi-Cola Collectors Group Rate ID# PCIPPSI

Courtyard Room Rates

Wednesday and Thursday - \$34.00 + Hotel fee* & tax per night

Friday and Saturday - \$54.00 + Hotel fee* & tax per night

Sunday and Monday - \$34.00 + Hotel fee* & tax per night

Tower Room Rates

Wednesday and Thursday - \$44.00 + Hotel fee* & tax per night

Friday and Saturday - \$64.00 + Hotel fee* & tax per night

Sunday and Monday - \$44.00 + Hotel fee* & tax per night

Single or double occupancy - Check in time is 3:00 PM

*Hotel fee includes high speed internet access, scheduled airport shuttle service, scheduled shuttle service to the Las Vegas Strip, unlimited use of fitness facility, line pass to Feast Buffet, in-coming faxes, 10% off gift shop merchandise (excluding sundries, tobacco & all beverages, candy, gum, mints) and valuable coupons.

PEPSI CELEBRATION 2011 SCHEDULE

FRIDAY, NOVEMBER 18TH

3:00 - 5:00 P.M.

REGISTRATION

6:00 - 8:00 P.M.

BE SOCIABLE DINNER PARTY

8:00 - ??? P.M.

LATE REGISTRATION & ROOM HOPPING

SATURDAY, NOVEMBER 19TH

9:00 - 9:45 A.M.

ORAL AUCTION CHECK - IN**

9:45 - 10:00 A.M.

ORAL AUCTION PREVIEW

10:00 - 12:00 P.M.

ORAL AUCTION

**Please note 6 Pepsi items per registered member will be accepted for the oral auction.

12:00 p.m. - 1:30 p.m. BREAK FOR LUNCH

1:30 - 2:15 P.M.

SWAP MEET SET-UP

2:15 - 4:00 P.M.

SWAP MEET

SCHEDULE SUBJECT TO CHANGE

PEPSI CELEBRATION 2011 REGISTRATION
Presented by
PEPSI-COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER
November 18TH & 19TH, 2011
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$24.00 per person if registered before **October 8th, 2011**. **Registration after that date and at the door** will be \$30.00 per person. Included in the registration packet will be a glass bearing the Pepsi Celebration 2011 logo and other Pepsi items. Please complete this form, enclose your check or money order made payable to **PCCC** and return to Josh Broadwater, **5520 Pablo Road Yorba Linda, CA 92887**. Any questions please call David Gerger at: 1-951-255-4688 or e-mail him at alwayspepsi@yahoo.com.

Reservations to stay at the Palace Station Hotel **must be made directly with them**. Please call them as soon as possible at 1-800-634-3101 and ask for the Pepsi-Cola Collectors Group Rate ID# PCIPPEPS. **Please make your reservations with the hotel by October 8th, 2011.**

PLEASE RETURN THIS FORM BY OCTOBER 8th, 2011.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail address _____

Name of persons attending: (1) _____ (2) _____

(3) _____ (4) _____

REGISTRATION FEE ONLY _____ @ \$12.00 ea \$ _____
 Children under 10 free

REGISTRATION W/PACKET _____ @ \$24.00 ea \$ _____
 (At door registration price will be \$30.00)

BE SOCIABLE PARTY DINNER _____ @ \$15.00 per person \$ _____

SWAP MEET TABLE (s) # _____ @ \$12.00 ea \$ _____
 (See below for info)

Total Enclosed \$ _____

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 30 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds will be given on unclaimed tables. You must be a registered attendee to have a Swap Meet table. Table must be paid in advance in order to reserve them. Swap Meet tables purchased at the door will be \$18.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2011 packet, the cost is \$30.00. Your packet will be mailed after Pepsi Celebration 2011. Please mail _____ packets at \$30.00 each to the above address.

PEPSI CELEBRATION 2011 T-SHIRT ORDER FORM

Presented by

PEPSI-COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER

November 18TH & 19TH, 2011

Las Vegas, Nevada

This year we need to order 2011 Pepsi Celebration T- shirts **prior** to our gathering in Las Vegas. Due to circumstances beyond our control, we will not be selling shirts at this year’s event. I am hoping everyone will order at least one t-shirt, if not more, to help support our annual Pepsi Celebration. Your t-shirts will be available for pick up at Pepsi Celebration. Price per shirt is only \$12.00. If you need one of the larger sizes (see the list below) you will need to add \$2.00 for each XXL or XXXL.

However, if we do not meet the minimum required number of t-shirts, then we will not be able to order the t-shirts at all. Sadly, if this occurs, I will notify you and your money will be refunded in full.

Please complete this form, enclose your check or money order made payable to **PCCC** and return to Josh Broadwater, **5520 Pablo Road Yorba Linda, CA 92887**. Any questions please call David Gerger at: 1-951-255-4688 or e-mail him at alwayspepsi@yahoo.com. Thank you for your continual support of Pepsi Celebration. It would not be possible without all of your help.

PLEASE RETURN THIS FORM BY OCTOBER 8th, 2011.

Member’s Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail Address _____

Number Wanted

Sizes

Small

Medium

Large

X-Large

XX-Large (Add \$2.00 for each)

XXX- Large (Add \$2.00 for each)

Total Enclosed

\$ _____

If you cannot attend but you wish to order a Pepsi Celebration 2011 t-shirt, the cost is \$15.00 (Small through X-Large; XX-Large and XXX-Large add an additional \$2.00 for each t-shirt) plus \$5.00 for shipping. Your t-shirt will be mailed after Pepsi Celebration 2011. Please mail this form back together with your registration form.

PEPSI-COLA COLLECTORS CLUB EXPRESS

No Coke! PEPSI!

Many of us are familiar with the story of Charles Guth buying the Pepsi-Cola formula and trademark to use in the Loft Store dining areas. This was because he felt that the chain of Loft stores bought enough Coca-Cola syrup throughout the year that he should be given the discounted "jobber" price. The folks at Coca-Cola disagreed so Guth bought the then-available Pepsi formula so he could make Pepsi-Cola to serve in the stores.

Coke sued Pepsi with the claim that folks ordering a "Coke" in the Loft stores were being served a glass of Pepsi without being told that the drink was, in fact, Pepsi-Cola. While the lawyers at Pepsi won the lawsuit, it appears that Guth didn't want to deal with such claims again. Thus, this menu page perfectly illustrates how Guth protected his stores from Coke's lawyers, showed his dislike of the Coca-Cola Company, and both protected and promoted his Pepsi-Cola trademark in every Loft store.

June 13
Loft
Mary B. Hagen
Margaret Hickey
Rick & Co.

POSITIVELY NO COCA-COLA SOLD IN THE *Loft* STORES

Soups and Cocktails

Chicken Broth	10	Fruit Cup	15
Special Soup	10	Loft Pure Tomato Juice	10

***Loft* Pure Food Specials**

Chicken Club Luncheon--35c

Chicken Soup
Chicken Salad or Chicken Sandwich
Pie or Ice Cream Tea or Coffee

Chicken Fricassee with Fresh Mushrooms on Toast	25
Fruit Salad with Date Nut Bread	35
Egg and Tomato Salad with Savory Cheese Sandwich	35

Pure Food Salads and Cold Cuts

Chicken Salad	35	Salmon Salad	25
Tomato Salad	25	Egg Salad	25
Fruit Salad	25	Tuna Fish Salad	25
Assorted Cold Cuts with Potato Salad and Olives	45		
Cold Sliced Chicken with Asparagus Tip and Tomato Salad	40		
Cold Meat Loaf with Potato Salad and Pickles	30		
Cold Baked Ham with Pineapple Salad	35		

Pure Food Club Sandwiches

On Three Slices of White, Whole Wheat or Rye Toast

Sliced Chicken, Crisp Bacon, Sliced Cold Tomatoes, Crisp Lettuce and Mayonnaise	45
Baked Virginia Ham, Swiss Cheese, Sliced Pickle, Crisp Lettuce and Mayonnaise	30
Sliced Egg, Chopped Ham and Pickle, Crisp Lettuce and Mayonnaise	30
Tuna Fish Salad, Sliced Egg, Sliced Cold Tomatoes, Crisp Lettuce and Mayonnaise	35
Chicken Salad, Crisp Bacon, Sliced Cold Tomatoes, Crisp Lettuce and Mayonnaise	40
Meat Loaf, Crisp Spanish Onion, Sliced Cold Tomatoes, Crisp Lettuce and Mayonnaise	30
Cream Cheese, Fresh Strawberry Jam, Pecans, Crisp Lettuce	25

Pure Food Sandwiches

Chicken Giblet and Chopped Bacon	15	Baked Ham and Tomato	20
Baked Virginia Ham	15	Sliced Chicken	20
Cream Cheese and Jelly or Marmalade	15	Chicken and Tomato	25
Cream Cheese Pineapple on Nut Bread	25	Deviled Ham and Swiss Cheese	15
Chicken Salad	15	Imported Swiss Cheese	15
Tomato and Lettuce	15	Chopped Ham and Chili Sauce	15
Tuna Fish Salad	15	Deviled Tongue	20
Tongue	20	Roast Beef and Pickle	25
Tongue and Tomato	25	Imported Swiss Cheese and Bacon	25
Nut Bread, Cream Cheese and Jelly	25	Smoked Tongue and Swiss Cheese	30
Salmon Salad	15	Sliced Egg and Lettuce	15
Egg Salad	15	Chopped Egg and Green Pepper	20
Sardine and Lettuce with Lemon	15	Sliced Egg and Bacon	20
American Cheese	10	Sugar Cured Ham	15
Combination Ham and Cheese	20	Cream Cheese, Jelly and Pecans	25

If you ever tasted better food, please do not pay your check

Drink *PEPSI* *Loft* --8 oz. Glass--5c

The Original and Best Drink -- Famous For More Than 30 Years

Introducing Pepsi Next!

Introducing Pepsi Next. The Next Generation of Delicious Soda Satisfaction.

The world of innovation has evolved at a dizzying pace. Think of your first computer, your first cell phone, your first MP3 Player. We've come a long way baby!

But your soda is caught in the world of yesterday. Despite a newer, more health oriented generation, you are drinking the same stuff that you drank as a kid. Where's the progress on the beverage front?

Introducing Pepsi Next.

The first soda to successfully bring together deliciously refreshing cola taste with less of the ingredients that you are trying to avoid.

That's because after years of trial, Pepsi experts have finally discovered the perfect blend of ingredients that allow you to have delicious taste with half the sugar and calories.

Finally, It's the new cola that proves you can have it all. Join the NEXT generation of soda drinkers!

Available wherever sodas are sold. All other Pepsi products still available.

- 20 oz available for \$1.39
- 2 Liter available for \$1.39
- 12oz 12pk available for \$3.49

Pepsi Next is slated to be test-marketed in Eau Claire, WI and Cedar Rapids, IA on July 10th.

Post Pepsi-Fest Requests

We have a couple of requests following Pepsi-Fest. The first is to have copies of all of the photos taken at Pepsi-Fest compiled onto CDs. If you took pictures at Pepsi-Fest #25 that you would be willing to share, please mail them to:

Larry Woestman, 14750 S. Karlov Av., Midlothian, IL 60445.

The second request is to have everyone that owns any of the 34 pink Wheaton prototype Pepsi bottles to please photograph the front of the bottle, the bottom surface of the bottle, and, if it still remains, the date sticker on the bottle. We are currently aware of seven variations of these bottles and would like to document them all.

Thirdly, we would like to collect scanned or photographed images of every Pepsi & Pete cartoon and either make them available to our fellow collectors or, at least, have them saved to a CD for posterity. We might also consider using them on the PCCC website.

Our PCCC Family

We would like to request our members to alert us as to the passing of any past or current club members. That news doesn't always reach us very quickly, if at all.



Gayle Johnson – of Memphis, MO passed away April 8th at the age of 71. Gayle and her husband, John, were regular attendees at Pepsi-Fest as well as many Pepsi auctions. Gayle served as the Executive Secretary of Pepsi-Cola Memphis Bottling Company. She and John owned the Pepsi-Cola bottling plants in Kirksville and Memphis, Mo (started by John's father) along with the Keokuk, IA plant.

Linda Goll - of Menominee Falls, WI, passed away on January 5, 2010 at the age of 57. Linda was often seen room-hopping at Pepsi-Fest on her scooter looking for the next great deal.



Carolyn Mann – of Sun City Center, Florida passed away very unexpectedly on April 21st at the age of 69. Carolyn was a Charter member of and part of the Planning Committee for ECPC. She has attended Pepsi Fest for the last 4 years, and this year helped sell raffle tickets at the swap meet.

Mary Lloyd—of Hillsborough, NC, the wife of the late Everett Lloyd, passed away March 16, 2011 at the age of 81. Everett was the Pepsi collector in the family and his desire was to write a book about Pepsi collectibles featuring his collection. He passed away in 1979 before the book was completed. However, his wife, Mary, finished the book with the help of auctioneer, Gary Metz.

Bruce Schwartz - of Schererville, IN passed away on December 17, 2010 at the age of 60. Bruce attended Pepsi-Fest with his wife, Margie and his son Jeff with his wife, Beth. He retire from Pepsi-Cola in Munster after 38 years or service.



Frank Clary - of Washington, IL, passed away on September 7, 2010 at the age of 83. He was an avid collector of commemorative Pepsi cans, having more than 3,000 in his collection.



Elvis R. "Red" Gano Jr. - of Mascotte, FL, passed away on March 18, 2010 at the age of 88. His love of Pepsi stemmed from his work at Pepsi in Tampa, FL for 46 years, retiring as general manager.

Pepsi Reproductions

Beware of items with decals, these are easily added to an old item
Watch for printed on dirt and creases
Is color correct (Pepsi red & blue)?
Is item price too good to be true? (if it is, it probably ain't real !)

Detail should be very defined
Are logos correct for age of item?
Will seller guarantee?

These are all important questions to ask yourself when buying any collectible. This section of each issue of the newsletter will touch on some of the Pepsi items being reproduced and, in many cases, being sold as old original pieces. Most of this information comes from the Pepsi Reproductions booklet which was compiled by Scott Kinzie and Larry Woestman. Copies of the printed booklet are available from Scott Kinzie. You can find more examples at the PCCC Website: www.pepsicolacollectorsclub.com.

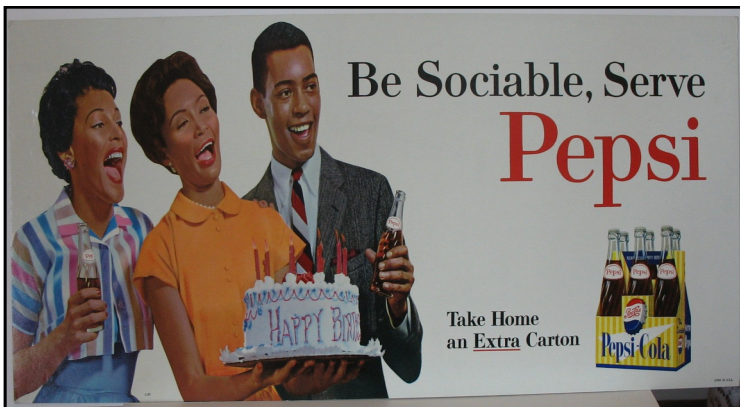


Original

1940 cardboard sign 21"x 11"

Reproduction

1940 cardboard sign 21"x 11"
Photo copy of original, has printed on tears and creases



Original

1958 cardboard sign 28"x 11"
Printed on multi-ply cardboard,
Pepsi lettering is darker red than re-
production, fluid in bottles are
lighter brownish tint

Reproduction

1958 cardboard sign 28"x 11"
Printed on poster board, Pepsi letter-
ing has orange tint, fluid in bottles is
dark almost black

PEPSI-COLA COLLECTORS CLUB EXPRESS



Reproduction
1940s & 1950s picnic coolers
14" x 11½" x 9"



Reproduction
1950s style jewelry
Bottle cap detail crude, Hyphen between 'Pepsi' and 'Cola' not very defined



Reproduction
1940s Matchbooks
Marked reproduction 1996 on inside cover



Fantasy
1940s and 1950s marbles
Poor quality print, will not fit over bottle neck

If you find any items being sold that you think are reproductions, let us know so we can pass along the information to your fellow collectors.



The Dew View



This past winter, eight different flavors of Diet Mtn Dew were taste-tested in different parts of the U.S.. Meanwhile, those same eight flavors were displayed at the www.dewmocracy.com website so that those Dew drinkers that wished could vote for the flavors that they wanted to see on store shelves. The two flavors with the most votes were made available in bottles and cans for the general public to drink. The voters have decided that Diet Super Nova will remain with Diet Voltage becoming a collector's item.

Meanwhile, two popular flavors of Dew from the past have been released for a limited time. Mtn Dew (regular) Super Nova and Mtn Dew Pitch Black will be available through summer of 2011. Mtn Dew Typhoon was also seen in 2-liter bottles, recently.

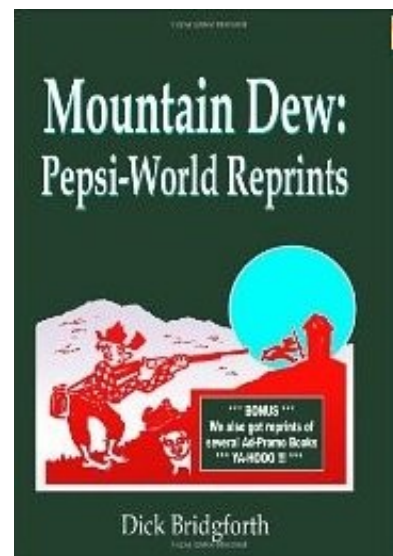
Yet, another new flavor that was recently released was Mtn Dew Coolatta. This flavor is exclusively available at Dunkin' Donuts.



Fun Fact

Did you know that, according to Pepsi World Magazine, in 1988, Mountain Dew surpassed Sprite to become the 5th largest trademark in the soft drink industry?

Now available at Amazon.com! Mountain Dew collector Dick Bridgforth has completed work on his latest in a series of books on Mountain Dew. This one features scanned images of every page of each Pepsi-Cola World employee magazine that mentions Mountain Dew from Pepsi's acquisition until the "Barefoot Feeling" advertising. Also featured are scans of the Advertising/Promotional books that the bottlers were given to help sell Mountain Dew and to show what items were available to them. This book is definitely worth the price for anyone serious about collecting Mountain Dew. Check out this book as well as his other books on Amazon. Com.



While you're online, check out Dewmocracy.com for the latest Mountain Dew News and promotions!

The Pepsi Trading Spot

Text ads up to 50 words in the PCCC Newsletter are free to members. Those ads will run once. Please note whether your ad is for Sale, Wanted, or Trade. **The 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 his goods. The deadline for ads is the 10th of the month preceding the one in which the ad is to appear, with the newsletter being published in January, April, July, and October. All ads subject to the discretion of the editor. Additional ads may be submitted as follows: 1/8 page \$25.00, 1/4 page \$45.00, 1/2 page \$75.00, full page \$150.00. Cheaper rates are available for four issues (one year).

Send your ad to: the Pepsi-Cola

Collectors Club c/o Phil Dillman, 18351 Cowing Ct., Homewood, IL 60430 or e-mail to pd62pepsi@sbcglobal.net.

Many years ago, it seemed like the only places you could find Pepsi collectibles were at Pepsi-Fest or through the "Collectors Marketplace" (a.k.a. For Sale/Trade) section of the PCCC Newsletter. Over time, we all end up with duplicate items or things we no longer want in our collections. With the creation of eBay, the world has become the new collector's marketplace. However, we want you to try selling your Pepsi items in the PCCC Express and, if they don't sell here, then try eBay. Why not give your fellow collectors first chance at expanding their collections?

WANTED: Phil Dillman would like to see an effort to compile every Pepsi & Pete comic strip for use on the PCCC website or for other possible club use. Who is willing to help with this project? E-mail me or call 708-799-8486 evenings.

WANTED: To buy Mountain Dew, Diet Mountain Dew, Patio, Diet Patio, Teem, Dr. Pepper, Sugar Free Dr. Pepper, and any other products of Pepsi-Cola in glass drink bottles in all sizes. **ALSO WANTED:** Returnable and non-returnable glass drink bottles of Pepsi, Diet Pepsi, Pepsi Free, Diet Pepsi Free, and Pepsi Light, in all bottle sizes. **AND,** Pepsi-Cola trading cards #201 and up. Contact: Ronnie Davis, 1181 E. Hyc0 Rd., South Boston, VA 24592. Call 434-579-2159.

Future Club Events

ECPC Denver, PA

Pepsi Celebration Las Vegas, NV

Pepsi-Fest #26

July 22nd & 23rd, 2011

November 18th & 19th, 2011

March 15-17, 2012

The Pepsi-Cola Collectors Club Express (a.k.a. PCCC Express) is the newsletter of the Pepsi-Cola Collectors Club, published four times a year. Membership is \$20 per year for the primary member, \$2.00 for an associate member. Phil Dillman is the current Editor of the newsletter. Club members are encouraged to submit information and photos to be included in the newsletter.

Send them to:

*the Pepsi-Cola Collectors Club c/o Phil Dillman,
18351 Cowing Ct., Homewood, IL 60430 or
e-mail them to pd62pepsi@sbcglobal.net.*

WELCOME NEW MEMBERS

Bruce Barnet - Garden City, NY
Steve Beemen - Fairfield, IA
Bill Cowger - Indianapolis, IN
Jay Davis - Bainbridge, OH
Michael Layton - Caldwell, KS
Larry McEowen - Cedar Rapids, IA
Mark Monroe - Hartford, WI
Jerry Morgan - Salisbury, NC
Joseph Smith - Detroit, MI

PEPSI-COLA COLLECTORS CLUB

c/o Diane Gabriel

335 Mathews Way

New Castle, PA 16101

RETURN SERVICE REQUESTED



"Collecting Pepsi-Cola—The Single Dot Years" by Randy Schwenker for the 25th Anniversary of Pepsi-Fest



Volume 28, Number 4

THE PCCC EXPRESS



Oct-Dec 2011

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

What a summer!

The time since our previous newsletter has certainly been challenging for many of us. Between hurricanes Irene and Lee on the east coast and wildfires in Texas, flooding and tornados and high winds and dust storms and earthquakes and power outages, I hope none of you were affected by any of those problems. Actually, any of these could be a good wake-up call for all of us to make sure that we have a recorded inventory of our collections (written or video) stored somewhere away from our property. If you have a rider on your insurance policy to cover your collection, that has probably already been done. Even if you do a quick walk-through of your collection with a camcorder and send a copy of the video to a family member or friend in another town or state, it might be helpful in an insurance claim. Having said that, where did I leave that camcorder?

The latest word on the Pepsi documentary on CNBC is that it will be shown on November 10th at 9 PM.

President's Corner—by Kim Kinzie

The summer months have passed and what a busy summer it has been for club members across the country. In July, the East Coast Pepsi Connection gathered in Denver, PA for another successful event. Boy was it hot! Nevertheless, Pepsi collectors did not miss a beat and had a great time setting up at Schup's Grove Flea Market during the day and feasting on watermelon in the evening. Many thanks go out to June Frost, Roy Kidd, Tim O'Donoghue, and every club member that beat the heat and keeps the east coast get together growing in numbers every year. Our chapters have been busy as well. Several chapters held multi chapter meetings and picnics throughout the summer.

Attention chapter heads! If you have not been in touch with Terry Brennan yet, please contact him soon so he can get your chapter information out to the club members in the newsletter and the PCCC Facebook page and help your chapters grow. The Ozark Mountain chapter gathering will now

be announced in the national newsletter. Read more about the Ozark chapter under chapter news.

We are saddened to report the loss of our long time Pepsi-Fest auctioneer Ken Harris who died suddenly in July. Our deepest sympathy goes out to all Ken's family and friends. Everyone will miss him.

We are starting a Pepsi Fest archive so we want copies of all of your photos from every Fest. We especially need early group photos.

This newsletter is packed with information so read it closely so you don't miss anything. The Pepsi Celebration in Las Vegas is just a few short weeks away and plans for Pepsi-Fest 2012 are well underway. If you have not visited our website recently, take a look as it is brand new. Many thanks to Wayne Burgess our webmaster for all the hard work he puts into the site. A special thank you goes out to Ron and Ambra Pettibone, Dan and Judy Durbin, and every club member for his or her continued support.

In This Issue

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- Treasurer's Report
- Collector's Spotlight
- "Bradham's 2nd Drug Store"
- Pepsi Fest Registration
- "ECPC Report"
- "PCCC Newsletter Changes"
- Reproductions
- The Dew View
- Pepsi Trading Spot



Happy Halloween!

Chapter News

Just a reminder that the very latest news regarding any chapter can be found on the PCCC Facebook page. To have your chapter's information posted, please send it to Terry Brennan at dietpepzi@mchsi.com.

The Ozark Mountain Pepsi Club is now being recognized as a chapter of the PCCC. Darrel McClanahan said that the members of that chapter want to help the national club grow in any way that they can. They just celebrated their 17th Anniversary this past August.

The Show-Me Chapter from St. Louis, MO is celebrating their 20th Anniversary on October 1st.

The Buckeye and Keystone Chapters will be meeting in Maximo, OH at the home of Ed and Dianna Gulling on October 8th. Want to join them? - contact Tom and Diane Gabriel at (724) 658-6310 or e-mail at pepsiway-tag@comcast.net for more information.

The Iowa Chapter will be meeting on October 8th in **Apple Valley, Minnesota**.

The Chicago Chapter will be meeting on October 22nd in Worth, IL and on December 10th in Chicago, IL.

The Southern California meets on the second Saturday of every even month in the Los Angeles area.

If you are interested in contacting one of the existing chapters or you

would like to know more about starting a chapter, you may contact Terry Brennan at the e-mail address at the beginning of this Chapter News.

Whether you are willing to meet at someone's home or at a neutral location like a church or a restaurant, we are all part of the Pepsi-collecting family. The most important aspect of any Pepsi meeting, local or at Pepsi Fest, is getting together with those that share your interest and enthusiasm. If you don't live near a chapter, now is the time to start your own!



Treasurer's Report

Income

Balance on 6-7-11	\$3273.21
Membership Dues	2402.00

Expenses

Printing Newsletter	\$1994.20
Postage	250.40
Software for Website	30.00

BANK ACCOUNT BALANCE	\$3400.61
PAY PAL ACCOUNT BALANCE	186.86

Reported 8-31-11 by Pat Richardson, Treasurer

I may be reached at treasurer@pepsicolacollectorsclub.com for any questions.



Collector's Spotlight



Tom and Diane Gabriel have been Pepsi collectors for approximately 25 years, joining the Pepsi-Cola Collectors Club as soon as they learned of its existence in 1995. It all started when they traded an ugly family heirloom mirror for a Pepsi bottle cap sign at a local antique store. At the time, Tom was restoring Chevy Chevelles and was going to swap meets looking for car parts. Once the cars were finished, he kept going to the swap meets to pick up Pepsi items. Family and friends began adding pieces and, before he knew it, a collection and a habit / hobby was born.

Several times they had gone to see items that people have listed for sale in local papers, occasionally ending up in some strange and even

a little bit scary places, wondering if they would ever make it out alive! They would also encounter folks who could talk and talk, especially retired Pepsi people.

Tom and Diane have been married for 32 years and have 3 sons, 1 daughter, 2 daughters-in-law, 2 grandsons, and 2 granddaughters. While none of their kids are into Pepsi collecting, they couldn't escape it while growing up! Diane

explains: "On a vacation trip to Florida to visit family, we traveled with our four



children in an Astro Van through North Carolina to visit other family members in the Raleigh area. Traveling home on State Route 52 in North Carolina hitting just about every antique / roadside shop, Tom kept buying and buying Pepsi item after Pepsi item and loading them into the van until we had literally buried the children in their seats. Every time we had to stop, we had to unload sections to let the children out and then re-bury them when we were ready to hit the road again. The kids laugh about it and share the tale with their friends

about the time they were buried in Pepsi stuff."

Tom and Diane have attended every Pepsi Fest since their first one which was in 1998 in New Bern, N.C. for Pepsi's 100th Anniversary. Tom is interested in everything Pepsi or Pepsico related, with his favorite piece being whatever he has just purchased. Thus, it changes almost daily / weekly.

They co-founded the Keystone Collectors Chapter of the PCCC in Pennsylvania along with late PCCC member Omer Hertweck in 1996 following Pepsi Fest.

Tom still has three of his restored classic Chevy Chevelles.



Future Club Events

Pepsi Celebration	Las Vegas, NV	November 11 & 12, 2011
Pepsi-Fest #26	Indianapolis, IN	March 15-17, 2012
ECPC	To Be Determined	July 2012

Bradham's Second Drug Store

By Phil Dillman

Most of us are familiar with Caleb Bradham's first pharmacy. It was the location where he invented Pepsi-Cola and now houses the "Birthplace of Pepsi-Cola" store and soda fountain. But, did you know that he had a second pharmacy in New Bern in addition to the first one, all while running his growing Pepsi-Cola Company?

Caleb Bradham opened his first drug store in 1893, using his good credit to purchase an existing drug store that had just been put on the market. During the mid-1890s, he created the refreshing, cola-flavored drink

that he soon named Pepsi-Cola. Pepsi continued to grow in popularity to the point where Bradham soon had to focus all of his attention on the business of manufacturing Pepsi-Cola

syrup, distribution, bottling, franchising, building a new Pepsi production and bottling facility, and promotion. Meanwhile, he got married, had children,



Did you know that some of the people in this version of the mural were not originally included? The faces of Don Kendall and Roger Enrico were added to each side of Bradham and the image of Hoyt Minges was added to the top left corner of the mural.

stayed active in the community, and so much more. However, Caleb Bradham still had a passion for medicine and for providing the necessary medicines for the folks in town.

In 1913, a two-story structure, known as the "Stanly Building," was completed at the corner of Middle and Broad Streets, about one block north of Bradham's other store. He leased the first floor to house retail drug sales and a large soda fountain. This location was referred to as their "Broad

Street Store." It has been written that Bradham's lawyers leased the second floor of the building. The Broad Street Store lasted until sometime around 1923.

From the 1930s until 1981, the Stanly Building was the home of William's Restaurant which was "Known from Maine to Florida" due to its location on busy Highway 17 when that was a major Eastern corridor.

Linda MacDonald and her husband purchased the location in 1992 to open their Chelsea Restaurant which was then renovated in 1996. The restaurant is home to the Pepsi-Cola Mural which was painted in 1983 by Willie Taglieri to commemorate the 85th Anniversary of Pepsi-Cola.

The main floor of the Chelsea Restaurant still retains the original pressed-tin ceiling and tile floor as seen in the 1913 photo on the previous page. The banquet room upstairs was the location for an enjoyable lunch during the PCCC event called "Pepsi Summer in New Bern" during 1999 and 2000.

They have great food and are worth visiting the next time you are in New Bern.



ABOUT THE ARTIST

Born in New York City in 1923, Willie Taglieri served in the U.S. Navy during World War II. Joined the New York City Police Department in 1951 and resigned in 1958 to be an artist.

In 1958 he met artist Bernard Lamotte and his wife Lillyan. Mr. Lamotte had Taglieri work with him as his assistant on murals in the La Cote Basque Restaurant, Pavillion Restaurant and the Evening of Paris. In 1962 Mr. Lamotte had Taglieri assist him with a mural in the White House for President J.F. Kennedy. Having had no formal art education, Mr. Lamotte was his teacher and friend.

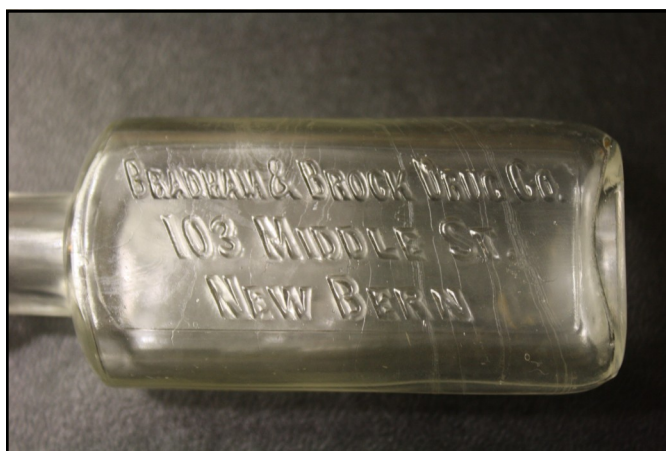
He next painted several murals for Franklin National Bank. In 1967 Taglieri moved to Mount Olive, N.C. where he painted a variety of murals for colleges and churches. He and his wife moved to Phoenix, Arizona in 1970. They now have four children; Tina, Sami, Toni and Wayne John.

Returning to New Bern, N.C. in 1980, Taglieri painted murals in the U.S. Courthouse, Broad Street Christian Church, Owen G. Dunn Company, The Flame Restaurant, Home of Mr. & Mrs. Skip Hudson and most recently painted The Pepsi-Cola Mural.

The Chelsea
A RESTAURANT & PUBLIC HOUSE

Corner of Broad and Middle Streets
DOWNTOWN NEW BERN
335 Middle Street • 919-637-5469

As a side note, it is believed that Caleb Bradham actually started his career as a pharmacist with another pharmacy owner with the last name of Brock. This is evidenced by the bottle shown below. However, this is before the Pepsi flavor was created.



PEPSI FEST 2012 SCHEDULE & INFORMATION

Schedule Subject to Change - Event Locations Posted on Arrival.

Tuesday, March 13, 2012

7:00 PM—8:00 PM Early Bird Registration

Wednesday, March 14, 2012

6:00 PM—7:00 PM Early Bird Registration

Thursday, March 15, 2012

9:00 AM—10:00 AM Registration
10:00 AM—11:00 AM Kick Off & Business Meeting
11:30 AM—12:30 PM Silent Auction Check-In
12:30 PM—1:00 PM Silent Auction Preview
1:00 PM—4:00 PM Silent Auction
6:00 PM—7:00 PM Chapters Meeting & Family Fun Fest
7:00 PM Room Hopping

Friday, March 16, 2012

9:00 AM—10:00 AM Seminar
10:00 AM—11:00 AM Show & Tell
11:00 AM—12:00 PM Oral Auction Check In
12:30 PM—1:00 PM Oral Auction Preview
1:00 PM—5:00 PM Oral Auction
5:00 PM—5:30 PM Group Picture
5:30 PM—6:00 PM PCCC Annual Meeting
6:00 PM—7:00 PM Be Sociable Pizza Party
7:00 PM Room Hopping

Saturday, March 17, 2012

9:00 AM—10:00 AM Swap Meet Set Up
10:00 AM—12:00 PM Swap Meet

A few changes have been made to the Pepsi Fest Schedule from years in the past. All the things that you love about Pepsi Fest are still included along with a few additions and some small changes in the schedule.

Please review the schedule and following are brief explanations for several of the new features we have added.

EARLY BIRD REGISTRATION

Providing an opportunity for those who arrive a day or two early to register and save the long lines on opening day of Pepsi Fest.

KICK OFF & BUSINESS MEETING

This is the traditional opening Pepsi Fest Kick-Off meeting with an additional component in that the various officers of the Board of Directors will present reports to club members, regarding their work and the business matters of the club.

CHAPTERS MEETING & FAMILY FUN FEST

This is the Chapters Meeting with a twist. Everyone is invited to come and learn more about the local chapters or how you can start your own local chapter. Local Chapters will have displays and members available to answer your questions. The event will also have an opportunity for fellowship with family style games for all to enjoy — either by participating or just watching the fun.

PCCC ANNUAL MEETING

This is a new addition to the schedule and it will be at this meeting that anything that requires a vote of the membership will take place. This year's business will be the approval of the By-Laws, electing Members-at-Large to the Board of Directors (*if there are members running*) and approving an increase in annual dues.

Please Note: *Members must be members in good standing and be present at the Annual Meeting to vote.*

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

Pepsi Fest 2012 will be held at the Indianapolis Marriott East. The room rate is \$101 + taxes per night for club members. Please advise when making your reservations whether or not you will be selling from your room. Call (317) 352-1231 for reservations.

Directions: From I-70 (either way) - Exit at Shadeland Avenue (exit 89) turn right onto Shadeland and left at the first intersection (21st St.). The Marriott is the third building on the left.

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI FEST 2012 REGISTRATION

March 15-17, 2012 Indianapolis, Indiana

Please complete and return this form with payment made payable to *Pepsi-Cola Collectors Club* to the **Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101**. Advanced Registration is appreciated so we have an accurate count for event planning.

The Registration Fee of \$17.00 per person covers Admission button, ID Tag, Pizza Party expenses, registration and event materials. Your cancelled check is your verification of registration. Register in the Hospitality Room.

The Packet Fee of \$25.00 includes Registration Fee and a 2012 Pepsi Fest Logo pin, shot glass, and some surprises. Packets are available while supplies last. **IF NOT ATTENDING** but you wish to order a packet the cost is \$30.00. Your packet will be mailed to you **AFTER Pepsi Fest 2012**.

The success of Pepsi Fest is accomplished by all those who volunteer to assist with the various events. If you would like to volunteer your time in assisting with an event at Pepsi Fest just note what event(s) you'd like to assist with on the registration form. Assignments and information will be shared at Pepsi Fest upon your arrival.

If you have any questions, please contact Diane Gabriel at (724) 658-6310 or e-mail at secretary@pepsicolacollectorsclub.com.

Hotel Room Reservations — You must make your own hotel reservations by contacting the Indianapolis Marriott East at (317) 352-1231 to reserve your room. The room rate is \$101 plus taxes per night.

Primary Member Name: _____

Associate Member Name or Guest: _____

Names & Ages of Children Attending

1	_____	Age _____	Mailing Address: _____
2	_____	Age _____	City _____ State _____ Zip _____
3	_____	Age _____	_____
4	_____	Age _____	Home Phone _____
5	_____	Age _____	Cell Phone _____

VOLUNTEER OPPORTUNITIES: *(check events you'd like to assist with)*

____ Registration Room	____ Silent Auction	____ Oral Auction	____ Chapters Family Fun Fest
____ Raffle Ticket Sales	____ Pizza Party	____ Swap Meet	____ Where Needed

REGISTRATION FEE WITH PACKET # _____ @ \$ 25.00 ea. = \$ _____

REGISTRATION FEE ONLY *(no packet)* # _____ @ \$ 17.00 ea. = \$ _____
Children under 10 FREE

PACKET ONLY *(mailed after Pepsi Fest 2012)* # _____ @ \$ 30.00 ea. = \$ _____

SWAP MEET TABLES *(3/17/2012— If staying at the Indianapolis Marriott)*

1st Table		\$10.00	= \$ _____
Additional Tables	# _____ @	\$ 6.00	= \$ _____

SWAP MEET TABLES *(3/17/2012— If NOT staying at the Indianapolis Marriott)*

1st Table		\$20.00	= \$ _____
Additional Tables	# _____ @	\$10.00	= \$ _____

TOTAL ENCLOSED \$ _____

For Office Use Only

Date Received: _____ Check/MO # _____ Swap Meet Table(s) Reserved: _____
 Registration(s) Prepared: _____ Packet(s) Prepared: _____ Packet Mailed: _____

PEPSI-COLA COLLECTORS CLUB EXPRESS

ECPC Sizzles AGAIN!

By June Frost & Tim O'Donoghue



East Coast Pepsi Connection, hottest Summer Pepsi event? Without a doubt! The sizzling hot temperatures couldn't slow down the hardy ECPC folks. The Antique Capital of the world (Adamstown, Pa for those who didn't know) will never be the same – 49 Pepsi aficionados invaded from July 19th through July 24th. Many came early to scout the area for their favorite collectables. The area is perfect for 'hunting' – there are antique shops and flea markets on almost every corner!

ECPC began with the 'early bird' dinner on Thursday. This year we were 35-40 strong and practically filled the Park Place Diner (comfort food heaven). Friday we moved our Welcome meeting inside because it was over 100 degrees outside! We had a lot to celebrate this year as 14 NEW people joined our ECPC family. The first new couple to register this year was Ruby & Paul from Indiana. The person who traveled the

farthest was Katie from Arizona. We have grown into a VERY fun, innovative and HOT group!

Friday afternoon we toured the newly expanded Morphy's Auction house. It was an eye-opening experience to see all that goes into preparing for one of their antiques and collectable auctions. The prices they realize from their targeted outreach and marketing is amazing! The tour was marvelous and we all appreciated the "inside" look. Morphy's roadside sign flashed "Welcome ECPC" AND "105F". Cool and Hot!

Our traditional picnic, now our 2nd annual "Triple Digit Indoor Picnic" was held in the Comfort Inn conference room – thanks to some sharp negotiating by Andrea and Joe. Poor Tim-Tom and Howard, they are getting too good at 'picnic-to-go' cooking! Thanks guys, for taking the 'heat' for us.

The highlight of our weekend was our 'Pepsi' tent at Shupp's Grove Flea Market. We had 2 goals. One: Sell Pepsi items for our group – we made over \$400 in sales and had great fun being 'sellers' in a flea market. A special thanks to Sylvia and Steve for coordinating the sales force! Two: Find other Pepsi collectors and convince them to join the PCCC. We handed out PCCC Post Cards to anyone willing to take them and had 5 people interested enough to take PCCC applications away with them! In our first 4 years, ECPC is already responsible for adding 3 new members and getting 2 lapsed members

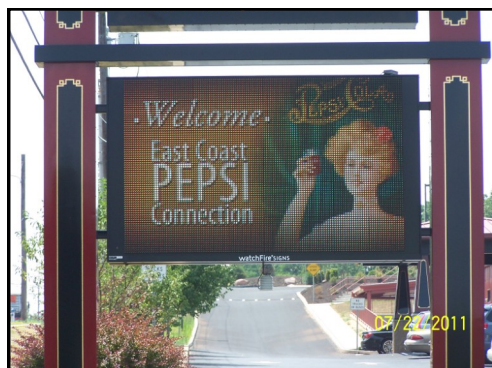
to rejoin! Let's hope we can claim a few more new members this year!

We ended our day with the very tasty Pizza party (ummmm pizzaaaaaa). We had the 50/50 prize drawing (Winner: new ECPC'ers from NY) and our raffle prize drawings. Many of the prizes were donations from the PCCC. Others were compliments of the Pepsi-Cola Co.



of Reading, PA who also donated lots of Pepsi brand beverages to help us keep cool. Everyone had a great time (except maybe Leroy – but he just didn't buy enough raffle tickets!).

Who knows what area we will 'burn' up (in – ha ha) next year for our 5th Anniversary – but one thing we know for sure: ECPC is a HOT event – join us next year – but bring your fan and your bathing suit – you can be sure you will need both!



PEPSI-COLA COLLECTORS CLUB EXPRESS

It's not too late to plan on attending!

PEPSI CELEBRATION 2011 REGISTRATION

Presented by

PEPSI-COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER

November 18th & 19th, 2011

Las Vegas, Nevada

Are you interested in attending Pepsi Celebration in Las Vegas? Registration is \$24.00 in advance and \$30.00 at the door. To register and for information contact David Gerger at (951) 255-4688 or e-mail him at alwayspepsi@yahoo.com. Advance registration deadline was October 8th but rooms may still be available and Pepsi collectors are always welcome.

Reservations to stay at the Palace Station Hotel must be made directly with the hotel. Contact them at (800) 634-3101 and ask for the Pepsi-Cola Collectors Group Rate ID# PCIPPEPS. Group rates were guaranteed until October 8th – some rooms may still be available, call to make your reservations and to confirm.

PEPSI CELEBRATION 2011 SCHEDULE

FRIDAY, NOVEMBER 18TH

3:00 - 5:00 P.M.	REGISTRATION
6:00 - 8:00 P.M.	BE SOCIABLE DINNER PARTY
8:00 - ??? P.M.	LATE REGISTRATION & ROOM HOPPING

SATURDAY, NOVEMBER 19TH

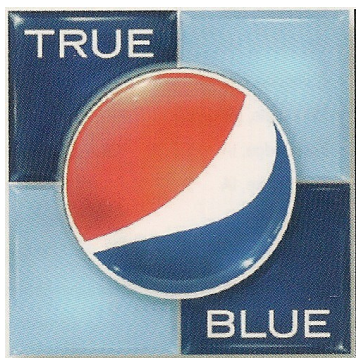
9:00 - 9:45 A.M.	ORAL AUCTION CHECK - IN**
9:45 - 10:00 A.M.	ORAL AUCTION PREVIEW
10:00 - 12:00 P.M.	ORAL AUCTION

**Please note 6 Pepsi items per registered member will be accepted for the oral auction.

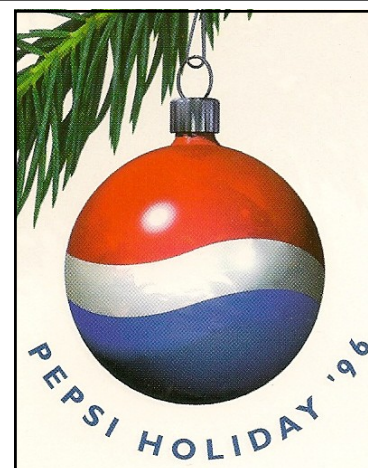
12:00 p.m. - 1:30 p.m. BREAK FOR LUNCH

1:30 - 2:15 P.M.	SWAP MEET SET-UP
2:15 - 4:00 P.M.	SWAP MEET

SCHEDULE SUBJECT TO CHANGE



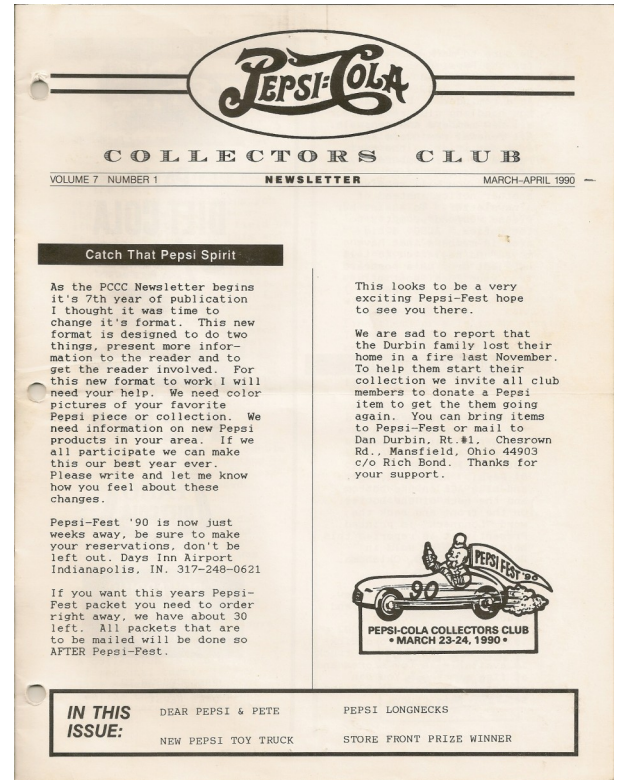
Apparently, the bottlers in the Upper Midwest Market Unit like the term that was used for the Pepsi Bottlers documentary that Bob Stoddard made titled "True Blue" as it is used throughout their newsletter. The logo to the left is from that newsletter. I have no idea how many different markets there are and the newsletter seemed to focus on that region of bottlers. Perhaps, some of you out there could let us know and we'll pass that information along to the rest of the club.



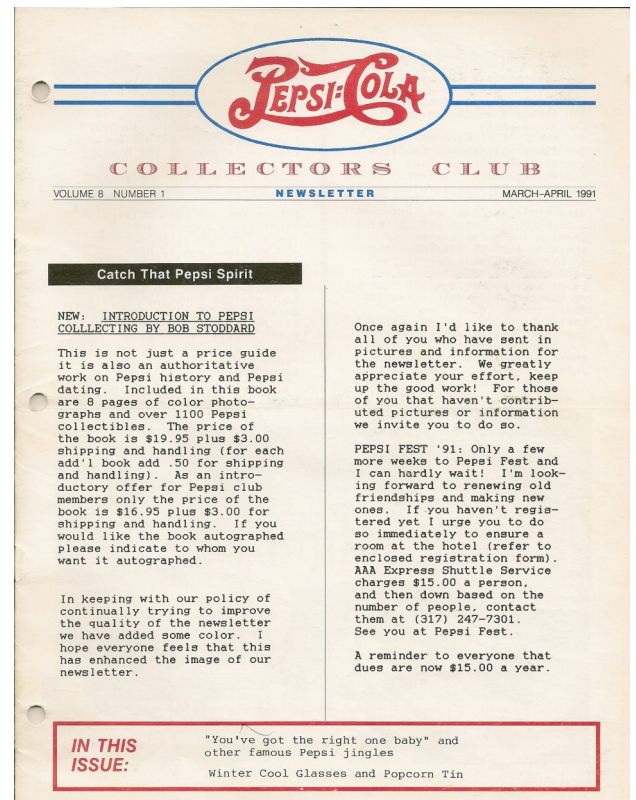
PCCC Newsletter Changes

By Phil Dillman

Throughout the past 25 years, the members of the PCCC have seen many changes, not only in their personal lives but in the world as a whole. The same is true with many aspects of the Pepsi-Cola Collectors Club. This is especially true with the club newsletter. As printing technology both improved and became more affordable, former club President Bob Stoddard continued to upgrade the appearance of the PCCC newsletter. One of the early issues from 1987 is shown here. The paper was heavier and had a dull surface. Personal computers from that era also had limited capabilities and the newsletter was printed using only black ink. At that time, the newsletters were published bi-monthly.



By 1990, the newsletter received a cleaner appearance and a year later started appearing with different colored text.



PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI-COLA COLLECTORS CLUB EXPRESS

Volume 11 Issue 2

May-June 1994

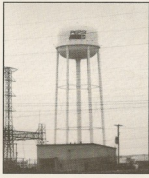
OVER 700 COLLECTORS ATTEND PEPSI FEST

Pepsi Fest '94 was scheduled to begin Thursday, March 24th, but attendees began arriving as early as Monday. On Wednesday evening the halls were so busy with people room hopping you'd think Pepsi Fest had already begun.

On Thursday Pepsi Fest officially began with a "Be Sociable - Have a Pepsi Party." The party was held in the main ballroom which had been decorated with Pepsi banners. The "Be Sociable" theme underscored what Pepsi Fest is all about - meeting other Pepsi collectors. So as collectors enjoyed Pepsi and hot dogs they also had a chance to renew old friendships and meet other Pepsi enthusiasts. While this was taking place everyone was able to listen to oldies playing on a vintage 1952 Seeburg jukebox. After all 260 guests were fed the meeting broke up so everyone could go room hopping. This lasted until the wee hours of the morning!

Friday was a busy day. While many members attended the Collector's Carnival at the Indiana State Fairgrounds, final preparations were being made for the Pizza Hut Pizza Party. In the afternoon a seminar on Pepsi history was given by Bob Stoddard. The seminar was enhanced by the participation of long time Pepsi representative Jeff Powell. Jeff was able to explain the reason why a lot of things were done a certain way by the Pepsi-Cola Company. I know everyone appreciated Jeff's contribution to the seminar.

The pizza party began with a multimedia presentation on the syringe hoax of 1993. Amy Sherwood, a public



Water tower at New St. Louis Plant

July 15th - 16th 1994
Pepsi-Fest West
Las Vegas, NV

Sept. 30th - Oct. 1st 1994
Pepsi-Fest East
Charlotte, NC

Inside This Issue

Pepsi-Fest Report

St. Louis Plant Grand Opening

Pepsi-Fest West Info

Amy Sherwood Speaks On Syringe Hoax Of 1993

relations spokesperson with Pepsi-Cola North America, gave us an inside look into this crisis. She explained how Pepsi dealt with this potentially disastrous situation. We were shown film clips of Craig Weatherup, President of Pepsi-Cola North America, defending the integrity of Pepsi-Cola products and clips of the hysteria being created by the media. We were told of some of the individuals who were arrested and convicted of fraud in claiming to find a syringe in their Diet Pepsi cans. I know everyone really enjoyed this presentation. We really appreciate Amy taking time to come and be with us at Pepsi Fest. I know she was very impressed by our interest and love of Pepsi.

After the presentation, 125 Pizza Hut pizzas (provided by Pepsi-Cola Consumer Relations) were delivered to a hungry crowd of over 500 Pepsi die-hards. This year we had two cakes made - one to celebrate Pepsi Fest '94, and one to celebrate the 10th anniversary of the founding of PCCC. After finishing the pizza it was time for the silent auction. This year's silent auction was the biggest ever. Moving it to Friday night made it more accessible to everyone.

By the time room hopping rolled around everyone was pretty exhausted, so room hopping ended early (about midnight).

Saturday morning was left open. Many members went to the ad show at the fairgrounds. At one o'clock it was time for the annual group photo. Then we had a combination show and tell and question and answer seminar. This was highlighted by Phillip Dillman sharing



THE PCCC EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 23, Number 2

May-June 2006

Pepsi Fest Success

The 2006 Pepsi Fest was one of the best we have ever had. Although it started out rather ominous with a snow storm a few days before Fest began, the sun came out and so did the collectors. It was one of the best turnouts we have had in a number of years. The Pepsi Fiesta Taco Party had 50% more people attend this year. Everyone seemed to have a good time and raved about the food.

To celebrate the 30th anniversary of Pepsi Fest, we had a premier of a documentary on Pepsi Fest presented by Christopher Orme, son of club member Bill Orme. In addition to that, there were two slide shows highlighting 20 years of Pepsi Fest. The Pepsi-Cola Company sent a special video message, delivered by the president of the Pepsi-Cola Company, Dawn Hudson. John Minges was our guest speaker who spoke to the group about the history of the Minges

Pepsi-Cola Bottling franchise in eastern North Carolina. Finally, certificates were passed out to members that had attended every Pepsi Fest since the very start. They include John and Carole Browne, Russ and Betty Kinbler, Dan and Judy Durbin, Richard McKernan, Kenneth and Doris Skillern, Dutch and Pat Richardson, John Hantz, and Lewis and Chris Carr.

Larry Westman and Scott Kinzie did a seminar on Pepsi-Cola reproductions. Everyone found this to be very informative. Most attendees did not realize the depth of the problem of unauthorized reproductions.

We would like to thank all those who participated in making Pepsi Fest 2006 a successful event. A special thanks to Cathy Dial of Frito-Lay, the Pepsi-Cola Company, Dawn Hudson, Lisa Castaldo, our auction-

eer Ken Harris, Carole Browne, Kim Kinzie, Randy Schwenker, Laura Adam, and Lewis Carr. We also want to thank Pepsi & Pete for making a special appearance!

You may have noticed some changes in the newsletter. Our printer for almost 20 years, Todd Favey, passed away unexpectedly last month. His untimely death precipitated a need to find a new printer. I found a company that could add color for just a small increase in cost. So, I hope you enjoy the new format in living color.

We are already planning Pepsi Fest 2007. We hope you will make plans to be with us! Now is the time to start working on Pepsi videos for next year's Pepsi Fest. This is your chance to make the commercial you've always thought Pepsi should make!

In This Issue
Trademark Registered
Pepsi Fest Photos
Chapters List
Pepsi and the Blues



1994 saw the first use of the name "Pepsi-Cola Collectors Club Express." The layout of the front page changed again in 1996. In 2006, the person that Bob used for printing the PCCC Express unexpectedly passed away. However, the new printer allowed Bob the opportunity to have photos

printed in color. The header was also changed. In October 2008, the newsletter became a quarterly publication due to higher costs and a decline in membership. In July 2011, the newsletter went full-color.

EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 13 Issue 1

March-April 1996

COLLECTORS ANTICIPATE PEPSI FEST '96

Tenth Anniversary Celebration

It's hard to imagine that we are beginning our 13th year of publishing the PCCC newsletter. From the very beginning it has always been my desire to make this the very best newsletter of any organization. Therefore we are constantly trying to improve the look and substance of the PCCC Express. Starting with this edition we have completely reformatted the look of this publication. We are now using a professional page layout program that gives us the capability of making the Express the best publication for informing Pepsi-Cola collectors. We hope you will like and enjoy this new look and format.

ARE YOU READY FOR PEPSI FEST'96?

Are you ready for Pepsi Fest'96? Sure. You've been saving your money all year. Yes - you've been setting aside all of

your duplicates. But have you really been preparing for 72 hours of total non-stop Pepsi bliss? Have you been practicing eating pizza while you walk? Have you been conditioning yourself to function on four hours of sleep a night? Can you conduct a conversation while scrolling on all the Pepsi memorabilia in the room? Most importantly - can you survive a diet of Pepsi, Pizza, and Potato Chips for three days? This is what Pepsi Fest is all about - constant room-hopping and non-stop talking about Pepsi memorabilia. This may sound grueling - even torturous - but most people go home from Pepsi Fest with a sense of sadness that the fun has ended.

So if you want to be at top form for Pepsi Fest, you need to practice these eating and sleeping habits! We guarantee this conditioning will enhance your chances of finding a new acquisition for your collection at Pepsi Fest! Keeping these suggestions in mind, get ready for Pepsi Fest now!

This year we are celebrating the 10th anniversary of Pepsi Fest Indianapolis. This event has grown from very small beginnings into a large and very exciting national Pepsi event. We will have people attending from over thirty different states and Canada. Besides the normal events such as room hopping, auction, and swap meet, we have planned some fun things to commemorate this event. One of the things we want to do this year is to look back at previous Pepsi Fests. If you have any photos or video tapes we urge you to bring them with you to share at this year's event.

If you have not attended a Pepsi Fest before, this is the one you don't want to miss. We have noticed that many airline fares are at an all time low for this time of year. Before you decide it is too expensive to fly, be sure to check the current rates!

See you at Pepsi Fest '96!



Bradham with cronies enjoying "Brad's Drink"

Inside This Issue
Pepsi Fest '96 Info
Part One: The History of Pepsi-Cola
Cline Collection Sneak Peek
Pepsi Wins Super Bowl Again



THE PCCC EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 25, Number 4

Oct. - Dec., 2008

Pepsi Kick-Off

Welcome to autumn. The weather is cooling, the leaves are turning, and it's time for football. If you haven't noticed, Diet Pepsi is the official soft drink of the NFL. In fact, Pepsi is currently offering a promotion on Diet Pepsi and Pepsi bottles. The promotion is for the kick-off of the 2008 NFL season. It wasn't too long ago that the company from Atlanta dominated professional sports. Now, Pepsi is available in numerous sporting venues throughout the country, including a sponsorship agreement with the Dallas Cowboys. Aquafina, Pepsi's water, is the official drink of Major League Baseball. After many years of hard work, Pepsi has finally achieved parity with their competition in the field of major league sports.

In This Issue
Club Members Return to New Bern
Pepsi Pours It On
Pepsi Fest 2009 Registration

reservations for the Pepsi Celebration in Las Vegas. (See last newsletter for registration information). Josh Broadwater and the group putting on the Pepsi Celebration have some great plans for this year's event. I hope to see you there!

Although Pepsi Fest is several months away, registration and reservation information is available now. The prime selling rooms go quickly, so make your reservations as soon as possible. Please register for the event with the club - it helps us plan for the event.

This year at Pepsi Fest we plan on holding a seminar regarding our club website. Every day, the internet becomes a more valuable tool in our lives. It is important that the club has the right information and design to attract and inform Pepsi collectors.

We want to encourage your participation in this seminar. The website will play a vital role in the future of the Pepsi-Cola Collectors Club. Please visit our website at www.pepsicolacollectorsclub.com and contribute your thoughts and ideas at Pepsi Fest.

Pepsi Fest 2009 will be held at the Indianapolis Marriott East March 19th-21th. Please make hotel reservations directly with the Marriott. Their phone number is 317-322-3176. Remember to tell the reservationist that you are with the Pepsi-Cola Collectors Club. This year's room rate will be \$97 per night. Rates have gone up over the years, but this is in line with convention rates.

The girls girl-watchers watch drink Diet Pepsi



1969 Pepsi Advertisement

PEPSI-COLA COLLECTORS CLUB EXPRESS

Our PCCC Family



Dean Taylor of Brownsburg, IN died on March 30, 2010, at age 68 from a very sudden heart attack, two weeks after attending Pepsi Fest. He had been a serious collector since 1998 after attending the 100th Anniversary celebration in New Bern, NC. Dean had been a route salesman and warehouse supervisor for Pepsi-Cola in Crawfordsville, IN from 1961-1966. After leaving that job, he remained a Pepsi route salesman in his heart and was always loyal to Pepsi-Cola. He enjoyed Pepsi Fest and seeing close Pepsi friends as well as making some new friends each year. His wife, Karen, continues to enjoy his collection but is no longer collecting Pepsi items. She is only collecting Pepsi friends these days.



Harry (Ken) Harris, 57 of Aurora passed away Tuesday July 12, 2011 at Kings Daughters Hospital at Madison. Ken was born December 25, 1953 in Pittsburg, Pennsylvania the son of John T. and Nancy (Geertz) Harris. He was formerly married to Vickie Harris of Aurora. Ken served in the US Army and was the operator of Harris Flooring in Aurora. He was known at the "floor man" and commonly called "Ken Kan." He was a work-a-holic and enjoyed going to the Tobacco Stop and McDonalds at Aurora.

WELCOME NEW MEMBERS

Jeannette Johnson (Hastings, MN)
David Carroll (Pahrump, NV)
Patrick Clochesy (Oshkosh, WI)
Alvin Evans (Jellico, TN)
Melissa Collins (Mystic, IA)
Connie Wescott (Leavenworth, WA)
Katie Redden (Tucson, AZ)
Howard & Linda Thomas (Milford, NJ)
Bob Loyd (Hillsborough, NC)
Tony Ledesma (Henderson, NV)
Karen Prince (Elgin, OK)
Michael Healy (Worcester, MA)

The Pepsi-Cola Collectors Club Express (a.k.a. PCCC Express) is the newsletter of the Pepsi-Cola Collectors Club, published four times a year. Membership is \$20 per year for the primary member, \$2.00 for an associate member. Phil Dillman is the current Editor of the newsletter. Club members are encouraged to submit information and photos to be included in the newsletter. Send them to:

*the Pepsi-Cola Collectors Club c/o Phil Dillman,
18351 Cowing Ct., Homewood, IL 60430 or e-mail
them to pd62pepsi@sbcglobal.net.*

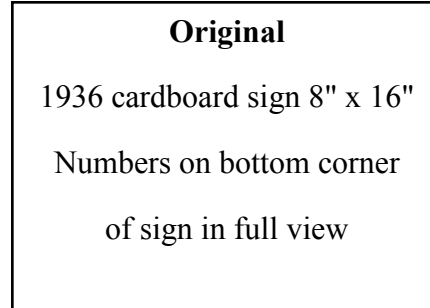
Official PCCC Website
www.pepsicolacollectorsclub.com
E-mail:
secretary@pepsicolacollectorsclub.com

Pepsi Reproductions



Reproduction

1936 cardboard sign 8" x 15³/₄"
Cardboard is glossy
Numbers cropped off on bottom corner of sign



Original

1936 cardboard sign 8" x 16"
Numbers on bottom corner of sign in full view



Reproduction

1940 cardboard sign 13"
Metal grommet at top for hanging
5¢ in red area on right side



Original

1940 cardboard sign 13"
Part of festoon, two small holes at top for string to past through, no 5¢



Reproduction

1936 cardboard
10¹/₄" x 16¹/₂"



Original

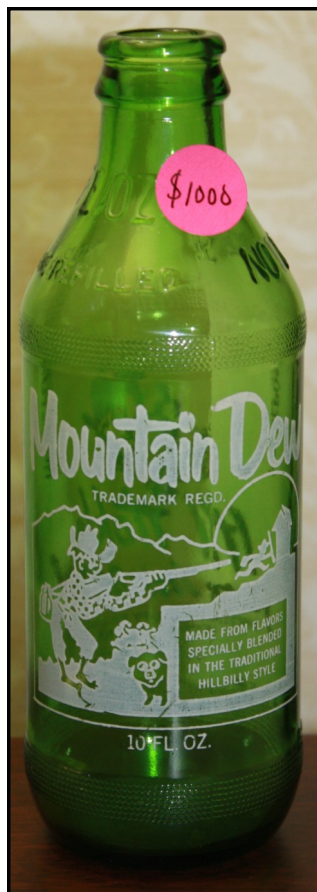
1936 Tin sign
36" x 24"



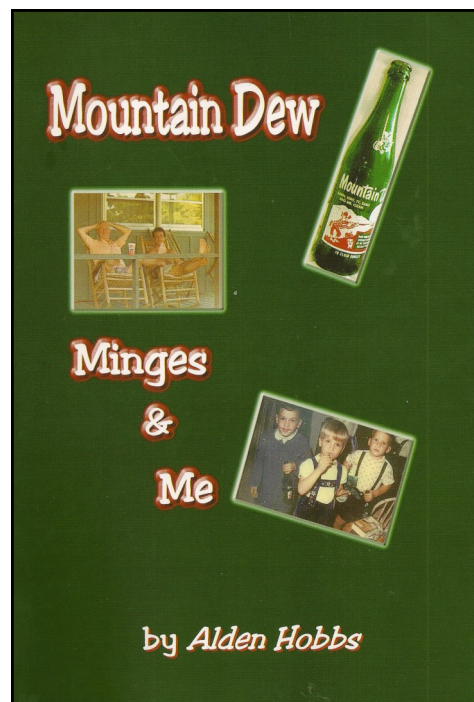
The Dew View

Pepsi-Fest is often a great place to find Mountain Dew collectibles and to learn about them. This year, it was learned that this scarce bottle came from Australia and, because of its scarcity, the asking price was \$1,000.00. Not too bad when you consider the cost of a round-trip flight to Australia!

Meanwhile, this bottle from Canada was found at the swapmeet for only \$20.00. The rough translation says that it was "Filled by Rene and Yvette."



While online at Amazon.com, I found this book listed for sale and I could not pass it up. It was written by Alden Hobbs who was a friend of the younger generation of the Minges family and was surrounded by everything Mountain Dew in the 1960s and 1970s. It includes the Minges genealogy which is helpful in understanding how the Minges are all related.



PEPSI-COLA COLLECTORS CLUB EXPRESS

The Pepsi Trading Spot

Text ads up to 50 words in the PCCC Newsletter are free to members (You may now include one photo). Those ads will run once unless renewed. Please note whether your ad is for Sale, Wanted, or Trade. **The Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein.** The Board of Directors would like to hear from anyone who experiences problems with an advertiser and his/her goods. The deadline for ads is the 10th of the month preceding the one in which the ad is to appear, with the newsletter being published in January, April, July, and October. All ads subject to the discretion of the editor. Photo-style ads may be submitted as follows: 1/8 page \$25.00, 1/4 page \$45.00, 1/2 page \$75.00, full page \$150.00. Cheaper rates are available for four issues (one year).

Send your ad to: the Pepsi-Cola Collectors Club c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101 or e-mail it to her at secretary@pepsicolacollectorsclub.com.

SAMPLE 1/8 page ad

This is just an example of the style of ad you can place.

WANTED: Pepsi serving trays

Contact: John Doe, 12345 W. 6th St., Anytown, IL, 54321



SAMPLE 1/8 page ad

The next time you have Pepsi items that you want to sell or trade, instead of eBay, why not give your fellow collectors first crack at buying your items by placing an ad in the PCCC Express?

COLLECTION FOR SALE (dated 1930's to 1950's) with many old Pepsi & Pete items. Also celluloids, flanges, straws, coolers, signs, trays, thermometers. Contact Pat or Phyl at 920-231-8474 or pjclochesy@charter.net for more information.

Pepsi collection for sale - collecting for over 20 years - lot of rare items - examples are - a Vendo Pepsi Machine from the 1950's - excellent condition + 8 oz unopened Pepsi bottles. Also, a 1930's Cardboard Double Dot Pepsi Sign excellent condition and many other items. If interested jb2pepsi@aol.com or 585-392-2908.

I have a new old stock Pepsi sign to sell. It is tin, shaped like a Pepsi bottle, and twelve feet tall. I believe it is from 1965. At the bottom of the sign is printed "Code Number M-291 Made in U.S.A. Stout Sign Co. St. Louis, MO 7-65." It is available for pick-up in the Cincinnati, Ohio area. \$1,500 FIRM Richard Butler < richard@rbutlerlaw.com



PEPSI-COLA COLLECTORS CLUB
c/o Diane Gabriel
335 Mathews Way
New Castle, PA 16101

www.pepsicolacollectorsclub.com



1940s Pepsi-Cola Christmas Card