



The PCCC Express



Transition Issue Greetings from Kim Kinzie—Transitional Team Leader

March 2011

How fast does time fly by? It hardly seems possible that a full year could have gone by since we last gathered for Pepsi-Fest. Not only are we all here together again but we are celebrating Pepsi-Fest's 25th anniversary, WOW! When we were here last, Bob Stoddard announced that the coming year would be his last year as President of the P.C.C.C. He then entrusted Phillip Dillman with the responsibility of assembling a group of club members to form a committee to assume leadership responsibilities for the club to begin the following March of 2011. With so many great people ready and willing to give their time and help, it was not difficult to find volunteers. At the end of Pepsi-Fest, the volunteers sat down for the first committee meeting. It was decided at that time the positions that would need to be filled. Nominations were taken and all were accepted as well as the responsibilities that would

come along with each position. A transitional Board of Directors was formed. After a couple of hours of asking each other hundreds of questions, everyone headed home to do their homework and find the answers. After a year, dozens of phone calls, a "million" emails, and several conference calls, the transition Board of Directors can enthusiastically say that we are all ready to go.

The newsletter to be issued following Pepsi-Fest 25 will be Bob's final edition of the Pepsi Express. The July issue of the Pepsi Express will be edited and produced by Phillip Dillman. We have also signed a new contract for an additional two years with the Indianapolis Marriott East. Pepsi-Fest 26 will be March 15, 16, and 17, 2012. All of us encourage and welcome Bob's continued club support and participation and wish him all the best with his new endeavor as historian and

archivist for the Pepsi Cola Company. He has assured everyone that he will continue to "room-hop until you drop" at Pepsi-Fest as well as offer guidance and support to the club whenever it is needed.

Every member of the transition Board of Directors is 100% devoted to the continued success of the Pepsi Cola Collectors club. There will be many more anniversaries to celebrate and great Pepsi times ahead. Stop by our rooms for a visit and feel free to contact any one of us in the future. We encourage everyone's participation and look forward to hearing from you. A new P.C.C.C. mailing address for memberships and renewals is included in this handout as well as contact information for each transition Board Member and is available at www.pepsicolacollectorsclub.com.

Newsletter Articles

Since the time that Bob created the first PCCC newsletter, the purpose has been to educate Pepsi collectors about the history of the Pepsi-Cola and any collectibles related to it. The newsletter will continue to do just that but we need your input. Many of you have knowledge about Pepsi's history that could be helpful to the other collectors in the club. Please consider submitting whatever you can for use in the newsletter. Anyone may submit articles and/or photos that pertain to the Pepsi-Cola Company or to the collecting of Pepsi-related items or flavors. You will be acknowledged appropriately. We especially welcome news regarding verified new Pepsi Company flavors, packaging, promotions, and flavors.

Current plans are to have more articles with more photos in each newsletter, with the issues to be sent each January, April, July, and October. Please send us articles and photos of your favorite Pepsi-related subject! If you can only provide basic information, we can develop it into an article for you. All submissions to the newsletter, regular columns, classified ads and all other information should be received by the editor no later than the 10th of the month prior to the month in which the newsletter is scheduled to be mailed.

Other planned features for the newsletter are: **reproduction items, Mountain Dew page, Collectors Spotlight, Classified Ads**, and, at least once each year, there will be a **Treasurer's**

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Article Information



Photo by Amy Dillman

Report that will list our budget for the year.

Future articles slated for the PCCC Express will include: "Past Pepsi Memorabilia Auctions," Bradham's Second Drug Store," "PCCC Newsletter Changes (how the publication has evolved)," "Pepsi Sno Ball," and "Devil Shake."

We would love to include your articles and photos, as well!

Contact Phil Dillman for details regarding acceptable computer programs and photo resolutions and formats as well as the photo return policy.

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Bradham's Second Drug Store - By Phil Dillman



(From a forthcoming issue of the PCCC Express)

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, 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.

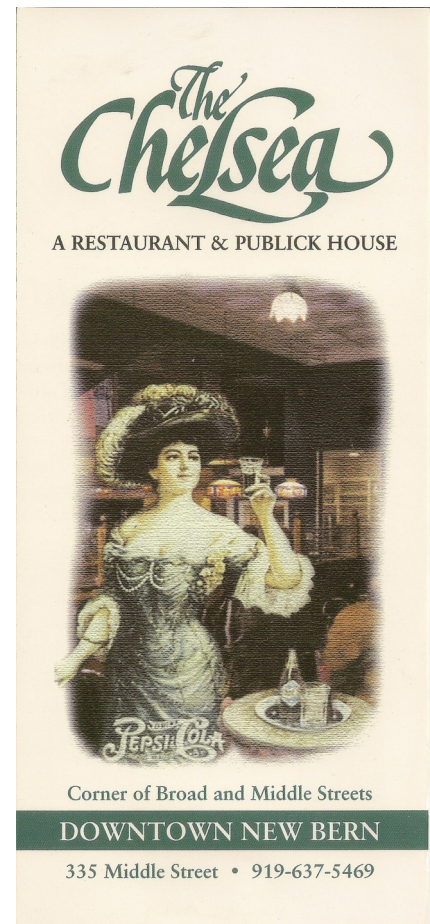
In 1913, a two-story structure, known as the "Stanly Building," was completed at the corner of Middle and Broad Streets, about one block north of Bradham's other store. He leased the first floor to house retail drug sales and a large soda fountain. This location was referred to as their "Broad Street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



Kim Kinzie: In 1988 about six months after Scott and I met, we started collecting Pepsi. We were going to do some redecorating and I wanted some advertising tray's to hang in the kitchen. Our first Pepsi collection purchase was a reproduction serving tray and a wooden carrier. That was all it took and the beast was born. We found out about the club from an antique dealer shortly after we started collecting. Our first Pepsi-Fest was March 1989 we had been married three months. This year is number 23. We have been referred to as lifers, which means we will be there until we cannot get there any more. We have three children between us and four grandchildren. Many other collections began and have grown along the way but Pepsi is always number one for us.

Darrel McClannahan: I started collecting in 1990 while Linda started before that buying for her Dad who was a big Pepsi drinker. When we would go to flea markets looking for things for her Dad, Linda would sometimes buy for herself. After a while, Pepsi memorabilia started looking interesting and the rest is history. Our first Pepsi-Fest was in 1992 and we've attended all since then except the big one (100th) because our daughter decided to get married that year so there went the spending money. I've been to one Las Vegas and one East coast Pepsi event. My favorite things to collect are ashtrays, lighters, and belt buckles.

Diane Gabriel: Diane and her husband, Tom, have been members of PCCC since 1995 and have attended Pepsi Fest every year since 1998 in New Bern, NC. Tom and Diane collect anything and everything that is related to Pepsi and have for over 25 years. The Pepsi collecting started after they had restored 3 Chevilles that they still have and enjoy. They were founding members of the Keystone Chapter.

Pat Richardson: I was a member of the Pepsi Club before the national conventions began. I have attended every Pepsi Fest and this will be my 25th. I am retired now and have more time for my love of reading. Dutch and I built our retirement home 3 years ago and our space is now limited but there is always room for more Pepsi and Pepsi product crowns, which is my passion. I am also a collector of hatpins, Jell-O items, rocking horses, clown and heart Pez candy dispensers and heart items. I would love for you all to come visit with me in our room at Pepsi Fest. Hope to see you.

Phil Dillman: I began collecting pop cans in the late 1970s when the other kids my age were collecting beer cans. Since I preferred the taste of Pepsi, I started to focus on finding Pepsi items. I learned on the PCCC in late 1988 and was a member by January of 1989. That's when I lost control and began collecting everything I could find and afford regarding Pepsi. I learned what I could through the newsletters and various books about Pepsi history and took on the challenge of writing the Chapters News column in 1999. I have attended every Pepsi-Fest since 1989, PF East in Charlotte in '94, Vegas in '98, and New Bern in '98, '99, and 2000, and am a co-founder of the Chicago Connection Chapter.

I met Amy at church and went out with her in May 2001. We were married in December 2002 and Amy has attended every Pepsi-Fest since then. Amy also has a number of collections including some Pepsi items. We have a number of cats (our children) that allow us to share their home.

Larry Woestman: I have been a member of the PCCC since 1992 and have been to every Pepsi-Fest since. I've been to one Las Vegas event and three East Coast events. I started my Pepsi collecting at an antique store where I found two double dot syrup line glasses. I fell in love with the script logo and looked for more Pepsi pieces but couldn't find many. The more I looked and couldn't find them, the more I wanted them. I read about a person's Pepsi collection on display at a local library. I went to see it and was blown away by all the neat stuff he had. I went to the 1992 Pepsi-Fest and finally met the person by the name of Phil Dillman, whose collection I saw at the library. I was hooked.

I've been married to Nancy for 41 years and have 2 children and 3 grandchildren. I have worked for Sears for 33 years as a service

technician. I collect mostly anything pre-1960.

Tim O'Donoghue (Tim-Tom): Howdy, everyone. Here is just a little bit about me "Tim O'Donoghue". I am 47 years young and retired from the United States Air Force. I joined the Pepsi club in the early 1990's and have attended about 14 major events to include Pepsi-Fest, Charlotte, New Bern, and ECPC. Actually, I am on the planning committee for ECPC and help host the event. I am not sure when the collecting Pepsi collecting started. I just woke up one day with a lot of Pepsi stuff. Right now, I am looking for mileage signs and I love Pepsi.

Wayne Burgess: I have been into hillbilly Mountain Dew since the 1960s. The stores in Illinois back then carried Mountain Dew mostly in cans and I consumed an unknown number. I didn't collect back then though I remember at one time I have a single row pyramid of cans on one wall in my bedroom reaching from each corner to the ceiling. After emptying a can it would take its place along the wall. I wish I had taken a picture of it.

Collecting began in the 1990s and my bottle collection grew in excess of over 900 different name bottles. I also had snow globes, megaphones, signs, dolls and many paper items. I assisted in the creation of both museum exhibits, the first one in Johnson City, TN and the second one in Knoxville, TN. I donated items to both and was there to help set up each exhibit.

The highlight of my time collecting was when I spent half a day with Charlie Gordon the owner of Tri-City Beverage in Johnson City, TN. Tri-City Beverage was the first bottling company to commercially sell Mountain Dew in 1954. Charlie was a gracious host and I learned much about Mountain Dew from listening to his stories. Though I didn't drink a Mountain Dew while there with Charlie we did each drink a bottle of Dr. Enuf which is still bottles there. Charlie's name is on the following bottles, 9 oz by CHARLIE and BILL, 24 oz by CHARLIE and BILL, 10 oz CHARLIE and BILL, 9 oz by CHARLIE and JIM, 8 ¾ oz by CAHRLIE and JIM and the 8 ¾ oz by CHARLIE-JIM and BILL.

I have created two Mountain Dew websites, www.MountainDewBottles.com and www.MountainDewBottleClub.com and am also the webmaster for www.PepsiColaCollectorsClub.com.

I've been a member of the Pepsi Cola Collectors Club for 13 years and have missed just one Pepsi Fest and I also attended the last celebration in New Bern. Because of Mountain Dew I have acquired many friends who I am very thankful for. There never was and never will be a better hobby. Dewing it for all these years has been very enjoyable.

Terry Brennan: Becky and I joined the P.C.C.C in 1997. We have been coming to Pepsi-Fest in Indianapolis ever since. We missed the 100th anniversary in 1998 which was the worst one to miss out on. I have been collecting since 1990. It all started with a Pepsi mirror given to me by my sister-in-law's father who worked for Pepsi in South Carolina. Like most of us, I started collecting anything Pepsi. Now I am collecting mostly single and double dot items. It has to talk to me, if you know what I mean.



Phil Dillman and Bob Stoddard

Pepsi Fest Pepsi Cola Collectors Club members are celebrating the 25th anniversary of Pepsi-Fest. Club members have gathered in Indianapolis, Indiana every year since 1987 with only one exception, Pepsi's 100th anniversary which was held in New Bern, North Carolina. Pepsi-Fest gives Pepsi collectors from all over the country the opportunity to buy, sell and trade great Pepsi collectibles not to mention the chance to meet and socialize with other collectors. For those attending Pepsi-Fest for the first time as well as those who have attended all 25 years the goal is to have a great time with other collectors and of course drink lots of Pepsi.

Pepsi-Fest 2012
March 15-16-17
Marriott East
Indianapolis, Indiana

Pepsi Celebration Over the years, the Southern California Chapter of the Pepsi Cola Collectors Club has sponsored an annual get-together for Pepsi collectors in the west. This event has evolved into "Pepsi Celebration", held in late October or early November each year in Las Vegas, Nevada. The event combines the fun of being with Pepsi collectors with the excitement of Las Vegas. The Pepsi Celebration celebrated its 20th anniversary this past November and as always it was packed with great Pepsi fun and Las Vegas surprises.

PEPSI-CELEBRATION
NOVEMBER 11-12, 2011
The Palace Station
Las Vegas, Nevada

East Coast Pepsi Connection The East Coast Pepsi Connection began in July of 2008 in New Bern, North Carolina with the 110th Pepsi-Cola Birthday Bash. With no East Coast Chapters for support we began small and New Bern was the obvious place to have a kick-off event. In only three years we have more than doubled in size. The event is held each July in a different location along the East Coast. Our main goal is to find East Coast club members who have not been able to get to Pepsi-Fest or would like to attend a second event closer to home. Anyone and everyone is welcome to attend. With picnics, show and tell, room hopping and all the Pepsi you can drink it's a great summer get together for everyone. We hope to see you there!

East Coast Pepsi Connection
July 22-23, 2011
The Black Horse Lodge
Adamstown, Pennsylvania

The PCCC Website

The Pepsi-Cola Collectors Club website is the club's leading source for recruiting new members as well as receiving updated club information and news. If you are not currently registered with the website, **do it now**. New things are coming and you do not want to be the one to miss out. There is a new "member's forum" that now has the ability to accept uploaded pictures and allows instant messaging with other members that are logged in to the site. New feature articles are being added in addition to pictures, slide shows, and reproduction information. An additional new feature will be the "Pepsi Web Express," a periodic e-mail publication that can reach many club members in a short period of time. It will include questions from other members, items and/or collections that are for sale, and news or important information from other club members. We encourage your participation. Support the club and sign up soon!

Chapter Information & Alliance

With Phillip Dillman now taking on the essential responsibility of editing and producing the PCCC Express, a new Director of Chapters was needed. Terry Brennan will be assuming the role of the CIA, Chapter Information & Alliance. The position's new name speaks for itself, a partnership of information and support. Chapters are an important part of the P.C.C.C. offering club members the opportunity to share knowledge, news, and their enthusiasm for the hobby as well as the chance to socialize and have a great time. Terry is committed to helping new chapters get started as well as existing chapters grow. He will offer everyone the enthusiasm, information and support needed to succeed. Please stay in touch with Terry and include him on your mailing list if your chapter has a newsletter or, at least, a meeting schedule.

NEW LOOK FOR 2011 MEMBERSHIP RENEWAL & APPLICATION FORM

The new Board of Directors of the PCCC is very excited to begin serving the Club membership. In an effort to be sure all our membership records are accurate and to gain insight into what each member collects and what are your interests, we have for 2011 developed a new Membership Renewal Form with a questionnaire.

The Membership data information portion of the form is required but completing the questionnaire section is optional. You are encouraged to complete as much as possible of the questionnaire so that we can better serve you through what

we plan for various Pepsi gatherings, newsletter articles, the website, and anything else that might be of interest to Club members.

You will receive your Membership Renewal Form prior to your anniversary renewal date. Just complete the form and return to **Diane Gabriel, PCCC Secretary, 335 Mathews Way, New Castle, PA 16101**, with your payment for your membership renewal as directed on the form. You still have the option of renewing your membership on the website, however for the first year you will then also receive in the mail the Renewal Form

to complete and return, although since you will have paid online you will not need to re-submit your payment.

This new form is for **THIS YEAR ONLY** just to update records and gather information. After this year it will be strictly a New Member Application and the Renewal Form will be a brief form, just requesting confirmation and or updating member's information. If you have any questions regarding the Renewal Form, please feel free to contact Diane Gabriel at secretary@pepsicolacollectorsclub.com.