



# THE PCCC EXPRESS

Volume 30  
Number 3

Jul - Sep  
2013

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

## Check Your Pepsi Fluid Levels Prior To Summer Travel

### PRESIDENT'S CORNER -

by Kim Kinzie

Club members - remember that the membership drive is still underway. Many members have gotten the hang of contacting the club's secretary to have membership brochures sent to them. If you have not gotten any yet, get them now. If you have, get some more! Put them out at shows, flea markets, and antique shops. You never know where someone might be that would be interested in joining the club. Contact our secretary Diane Gabriel by email, phone, or write in and she will send brochures right out to you.

There has been very little advertising about the club any where for many years. In the next few weeks there will be ads in both the eastern and central Antique Week newspaper as well as on their website.

ECPC is right around the corner. Heat records have been broken several times during this event. However, never fear! Mountain Dew is here. If you have not tried a Mountain Dew Chiller at Taco

Bell, you do not know what you are missing. They are great! Since we will be visiting the Mountain Dew museum, what would be more fitting.

If you cannot make it to ECPC you still have another chance to gather with other Pepsi collectors in Branson, Mo at the Ozark Mountain get together. Branson is a great place to visit and the Ozark Mountain group has been doing great for many years.

The club's facebook page is growing in size every day giving Pepsi collectors a chance to exchange information in real time. The new Ladies Group established by Linda Reinholtz also has a new facebook page. They are hard at work coming up with new ideas to help make Pepsi Fest the best that it can be.

Great thanks go out to every club member that volunteers their time to make sure The Pepsi-Cola Collectors Club is the best that it can be.

### Phil Says...

I believe most of you, like myself, enjoy receiving your copy of the PCCC Express in the mail. Even with the small glitch with pages out of order in the past issue (for which the printer apologized and sent the corrected copies), and even though I personally put the newsletter together on my computer at home, I am still excited when the printed copy arrives in the mailbox. However, I believe most of us can also appreciate the Internet for getting a lot of information constantly and quickly. When the PCCC has important

news items to send to club members, we can have Wayne Burgess send a Web Express message via e-mail to the members we have an Internet address for. We can also post info on the PCCC Website (maintained by Wayne). Through the PCCC Facebook page, we get instant news regarding club members, new products or packaging, and items listed for sale or trade. Often, these items are from collectors in other countries. While it's true that sometimes the amount of constant information on the Web can be overwhelming, we do have the option of absorbing what we want and turning off the computer.

I hope each of you will take the opportunity to make copies of the "Younger Pepsi Generation" page in the newsletter to hand out to the kids in your family, your neighborhood, your church, your place of work, etc. As Tim-Tom always says, if we don't bring in the next Pepsi Generation, there won't be one!

With the passing of Louis Grasseschi (see the obit on page 13), his family has decided to have his collection auctioned off by Sullivan Brothers in Hamilton, Illinois on September 6 and 7. Additional info is listed on page 15. The family incurred a lot of debt with Louis' battle with cancer and could use a good turnout for the auction. There are several hotels across the river in Keokuk, Iowa.

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## Chapter News - by Terry Brennan

Have you been thinking about starting a Pepsi club/chapter? Do you know others that live in your area that are Pepsi collectors, too? Starting a club is easy to do; the hard part is finding the time to do it.

One of the first things you need to do is to let people know about the club. Some examples of doing this are: notices on the bulletin boards of stores, antique shops and flea markets. If you live near a Pepsi plant, drop off some notices and ask if they could be put in the break room. I have even gone up to Pepsi drivers or other Pepsi employees in stores and told them about the club and given them notices. Today, you can use the internet to find members; create a Facebook page or use craigslist, for example.

Where are you going to meet? It doesn't have to be in your house immediately. Check out some local restaurants, cafes or churches, libraries, parks, or just any place where you can sit and visit. As you get to know others, you can then elect whether to bring them back to your house to see your collection.

Provided that you get a group together, you will have fun visiting and talking about your Pepsi collections; so you must now decide how often you would like to get together. Most of our local clubs/chapters meet every other month. Do you decide to meet at the same place every time or will you travel depending upon which member would like to host? Hosting is a simple matter; you find a place to meet near where you live or in your home. The host simply arranges for the place to meet and can provide drinks, eats or nothing if you are meeting outside of the home.

Once you have a core group then you can decide on other factors such as: membership dues, formal or informal type meetings, officers, and other things you will experience as you start to grow.

The biggest thing to remember is, you are not alone! The national club, PCCC, of which you are a part of, is here to help you in any way they can. The club can be informative and social, have fun with it! The benefit of doing this is that you will find yourself becoming more knowledgeable about Pepsi, but the biggest benefit is the friends!

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 or with questions about the chapters, please send it to Terry Brennan at [dietpepsi@mchsi.com](mailto:dietpepsi@mchsi.com). [The next issue will need your meeting dates for October through January or beyond.](#)

### Local Chapter Meetings

Iowa Pepsi Club Chapter meeting October 19 in Dahinda, IL.

The Michiana Chapter meets in the Elkhart, Indiana area, with 2013 remaining meetings slated for July 13, September 14, and November 9.

The Chicago Connection Chapter has meetings slated for August 17 in St. John, IN, and October 19 in Dahinda, IL (joint meeting with Iowa Chapter).

Las Vegas

Northwoods Chapter

Ozark Chapter - August 7-10, 2013 Branson, MO

Pepsi Ladies Chapter (Facebook Page)

Pepztime Washington State Chapter

Southeast Wisconsin Chapter (WISE)

Show Me Chapter

Southern California

**Remember that all meetings are subject to change.**

The Keystone/Buckeye Chapter will be gathering on Saturday, August 3<sup>rd</sup> at the home of Keith and Karin Lane in Mentor, OH beginning at 12:00 Noon and lasting until you've had enough Pepsi fun! If you live in PA, OH, WV, KY, MD or any other state you are more than welcome to come and join in the fun, food, and fellowship of our gatherings. We are a NO dues Chapter and we share Pepsi tales, Show & Tell and have a good Pepsi Time! We only ask that you RSVP so that we can prepare enough delicious food! Contact Diane Gabriel at (724) 658-6310 or via e-mail at [pepsiwaytag@comcast.net](mailto:pepsiwaytag@comcast.net) to RSVP and get on our e-mailing list for invites and directions.

Our next gathering will be held on Saturday, October 5<sup>th</sup> at the home of Dave and Jennifer Klette in Union, KY.

### WELCOME NEW AND RETURNING MEMBERS

Kenneth Kukulski      Dolores Nakatani  
Tinley Park, IL      Azusa, CA

Steve Christian      Joanne Loria  
Belden, MS      New York, NY

Perry Williams Jr.      Paul Riley  
Reading, PA      Pahrump, NV



# Collector's Spotlight



Hi, my name is Larry Woestman. I have been a member of the PCCC since 1991 and have been to every Pepsi Fest from 1992 on. I am a member of the board of directors as Vice-President and I've been to one Las Vegas event and two East Coast events.

I started my Pepsi collecting in 1990 at an antique store where I found two double dot syrup line glasses. They were \$7.00 each and all the other glasses were around \$1.00. I fell in love with the double dot script logo and bought both of them. I looked for more Pepsi pieces but couldn't find any. The more I looked and couldn't find, the more I wanted. Sound familiar?

As I look back to my very first Pepsi piece, it was a bookend logo menu board but I don't remember where I got it. That had to be around 1976. I used it at Boy Scout meetings and Camporee events.

I read in a local paper about a person's Pepsi collection on display at a local library so I went to see it and was blown away by all the neat Pepsi stuff he had. I found out about the Pepsi Cola Collectors Club from a sign in the display. I joined and went to the 1992 Pepsi Fest where I finally met the person by the name of Phil Dillman whose collection I saw at the library. I was hooked. Phil and I started the Chicago Connection chapter of the PCCC that same year.

Like everyone else, I wanted everything with "Pepsi" on it. Now, I mostly stay with pre-1960 items. The pieces I enjoy looking at the most are my 1909 calendar, my 1909 straw holder, my 1950's chalkware girls, and my salesman sample cooler. I have a full size cooler like the salesman sample.

I've been married to Nancy, my childhood sweetheart, for 43 years and have 2 children and 4 grand children. My son is in Maine and my daughter is in Florida, two great places to visit.

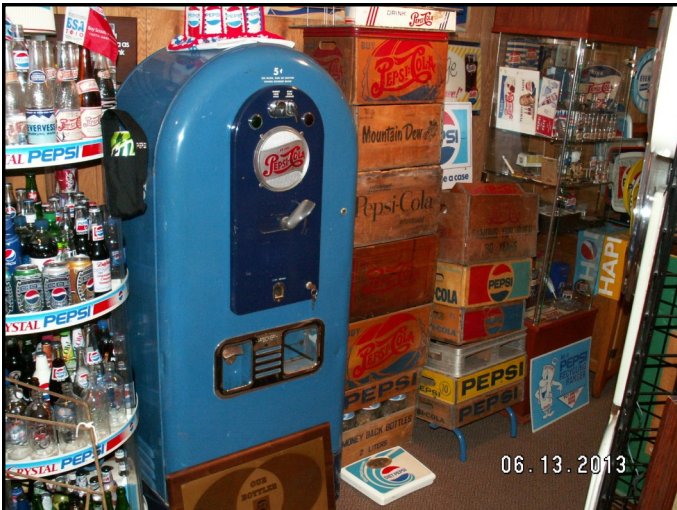
I worked for Jewel Foods after high school graduation in 1967 to 1968 then again from 1972 to 1978 after returning from my "Uncle Sam's" tour. In 1978 I started with Sears and worked for 34 years as an in-home service technician.

I spent 4 years in the US Air Force from 1968 to 1972. The first 2 yrs I spent in Taiwan guarding KC 135 refueling tankers that refueled B-52's over Viet Nam. The last 2 yrs I spent in Hawaii in the U.S Air Force Honor Guard unit that guarded the Pacific Air Force headquarters building and would greet VIPs as they arrived at Hickham AFB.

I have been involved with the Boy Scout program for over 50 yrs, from my Cub Scout years through Boy Scouts and on into my adult years. I was an assistant Scoutmaster in Taiwan, Scoutmaster in Hawaii, and Scoutmaster and committee member here with the same Troop I received my Eagle Scout award from in 1963.

On February 28, 2013, I retired from Sears and now live the life of leisure (well, almost).

Anytime you are in the Chicago area, feel free to give me a call and maybe come and visit the "Woestman Pepsi Museum." LOL!



# Pepsi News



Pepsico retains and uses many of the product names from the past. The Evervess name is still used in several countries across the Atlantic, often incorporating various flavors. This bottle is new in Germany in 2013.

Something new in the Midwest this year is the Combo Pack with 16 cans of Pepsi and 12 cans of Mtn Dew.

To the right is a new machine through which you can purchase a bottle of a Pepsi product for a friend via a code sent through your cell phone. You can also purchase bottles for yourself and even record a video message to the person you gifted a soda to. One of the touch screen images is pictured above the machine on this page.



## PCCC TREASURER'S REPORT

BANK BALANCE as of 2-28-2013 \$10,456.30

### INCOME

Membership Dues	\$3,069.00
Pepsi Fest Registration	1,874.00
Donation from Member	89.00
Merchandise Sales	1,448.00
Raffle Tickets	1,694.00
Auction Items	1,170.00
Pay-Pal (membership dues)	500.00
<b>TOTAL</b>	<b>\$9,844.00</b>

### EXPENSES

Marriott Hotel (Pepsi Fest 2013)	\$3,436.56
NEWSLETTER , printing and postage	2,280.78
POSTAGE, PRINTING, ENVELOPES	657.34

Web Site Maintenance	724.00
Projector Equipment	52.57
Pepsi Fest Raffle Prizes	399.45
Auctioneer's Fee	200.00
Cup Cakes & snacks	312.62
Van Rental	372.00
Package Items, Shirts & Banners	2,321.34
<b>TOTAL</b>	<b>\$10,756.66</b>

BANK BALANCE AS OF 5-31-2013 \$9,543.64

As always I can be reached at [treasurer@pepsicolacollectorsclub.com](mailto:treasurer@pepsicolacollectorsclub.com) for questions.

Submitted 6-7-2013, Pat Richardson, Treasurer

***DONATIONS ARE ALWAYS APPRECIATED***



## PEPSI-COLA COLLECTORS CLUB EXPRESS

### “Wouldn’t It Be Great If...?” - by Phil Dillman

A story that I recently heard from a Pepsi collector made me chuckle but is also one that many of us can relate to. When he and his wife first started collecting Pepsi memorabilia in 1986, they were filled with enthusiasm about everything Pepsi. They learned that New Bern, North Carolina, was where the great taste of Pepsi-Cola was created so they traveled down there in 2001 from their home in Indianapolis, Indiana, to see what they could find and hopefully add to their collection. They found a few items and told some of the people there that they were Pepsi collectors. They were told that they should attend Pepsi Fest, the Pepsi collector’s convention. They asked where it was held and were told Indianapolis, right in the city where they live! A place where, except during 1998, the PCCC had been meeting annually since 1987.

How many of us started collecting Pepsi completely unaware of the Pepsi-Cola Collectors Club? I know I did and I know a few others, as well. While several of us are trying different ways to promote the club and to bring in new members, there is one surefire approach that would help promote the club and share the colorful history of the Pepsi-Cola Company with others while preserving Pepsi-related memorabilia; A museum.

“The History of Pepsi-Cola and Mountain Dew Museum”, or whatever name is approved, would be a place that most people would enjoy whether they were collectors or not. They could be educated, entertained, and refreshed. Local schools could bring their students in for tours. Everyone could learn about Pepsi’s history as well as the many different aspects of advertising. They could also learn about the PCCC while buying collectibles in the gift shop. Wouldn’t it be great if such a place existed?

While many of us in the PCCC would love to see the creation of a Pepsi museum that is open to the general public, I believe the only way for such a museum to become a reality is through the efforts of the club members and their abilities to solicit funding through donations and writing grants for this proposed preservation and educational facility. We would need the help of people with the knowledge and resources to make this happen. Once created, this museum could be self-sustaining in the right location, especially if it were within an existing building or business. Such a museum could use funds or income from gift shop sales to purchase the increased number of Pepsi collections that are being sold, adding some of the items to the museum’s displays while selling any duplicate items through the gift shop or online.

A logical location would be in the Midwestern United States, perhaps the northwest corner of Indianapolis, Indiana. This area already has considerable traffic flow, is basically in the center of most of the U. S. population, is about ten miles from an International airport, has many tourist draws such as the Speedway, and is away from weather extremes such as hurricanes, flooding, and wildfires, plus less chance for damaging earthquakes. A similar location would be near Nashville, Tennessee. Naturally, these are just suggestions.

Obviously, there are many other things to consider in such an endeavor which don’t need to be listed here but could certainly use the expertise of any of you that have personal experience in owning and/or operating a business and with business laws or requirements. **WE WANT TO HEAR FROM EVERYONE!** Please leave your feedback or opinions on the PCCC website. If you don’t have a computer, please send your thoughts to the Secretary, Diane Gabriel, at 335 Mathews Way, New Castle, PA 16101. Wouldn’t it be great if we could make this dream become reality?



### 2013 PCCC MEMBERSHIP DIRECTORIES ARE STILL AVAILABLE!

The 2013 PCCC Membership Directories are available to all members. Due to the cost of shipping we cannot mail them directly to members. If you would like a copy, please send a request for a Directory along with a check or money order for **\$3.00 payable to the Pepsi-Cola Collectors Club** and mail the request to:

**Diane Gabriel, 335 Mathews Way, New Castle, PA 16101.**

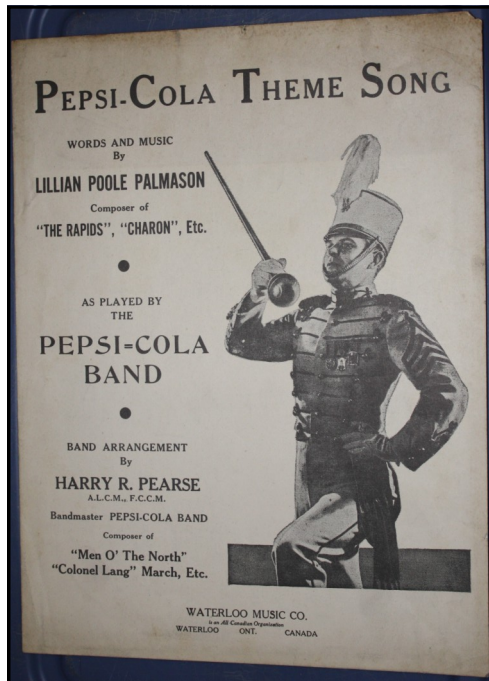
There is a limit of 1 directory per primary/associate member (household).

**Official PCCC Website [www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)**

**(Please visit the site and the member’s forum often!)**

**E-mail: [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com)**

# Oh, Canada!



**"Pepsi-Cola Theme Song"**  
 Words and Music by Lillian Poole Palmason  
 Copyright 1936, Waterloo Music Company  
 Waterloo, Ontario, Canada

Take Pepsi-Cola On your gondola  
 When you float on 'neath summer skies.  
 Drink Pepsi-Cola In your Pergola

If you drink it once, you'll drink it twice.  
 It's the biggest drink at the lowest price.

Boost Pepsi-Cola. Tell ev'ry soul  
 about this tasty drink so grand  
 When you hear that Pepsi-Cola band,  
 Think about this Pepsi-Cola brand,  
 The best drink in the land.



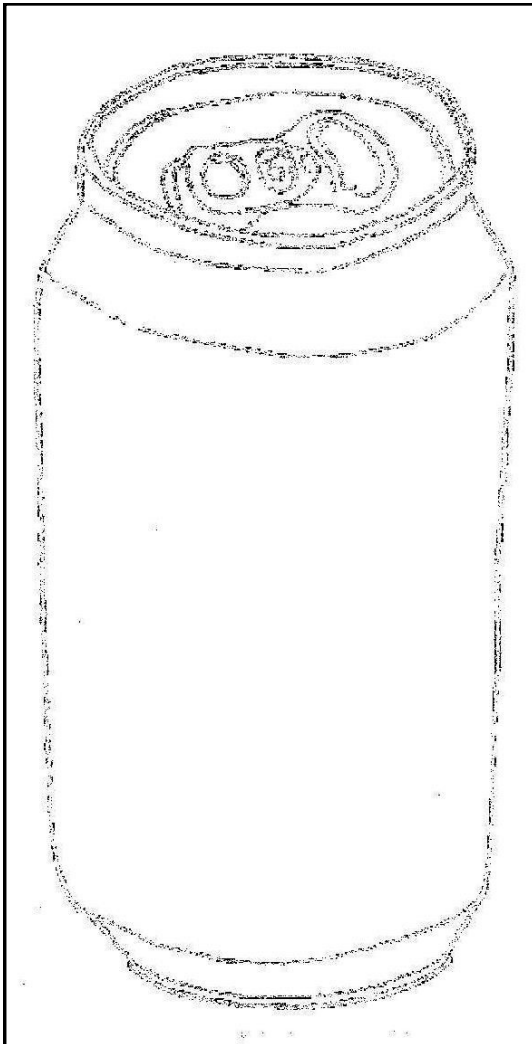
Even though they are our neighbor to the north, Canada is often similar yet different from the United States in many ways. Most of their product packaging is required to be in both English and French. Half of the 1970s employee magazine to the left is called *Chez Pepsi* and is in French while the other half is called *Pepsi People* and is in English. Some of the older advertising used a different approach that might have worked better for the Canadian people than what we might have used in America. Mountain Dew in Canada typically doesn't contain caffeine. Dew Fuel was a version that did have caffeine.

There are a lot of great, unique Pepsi collectibles in other countries and Canada is certainly no exception. If it seems like the Pepsi collectibles have dried up where you live, maybe it's time for a trip north. Just a thought.



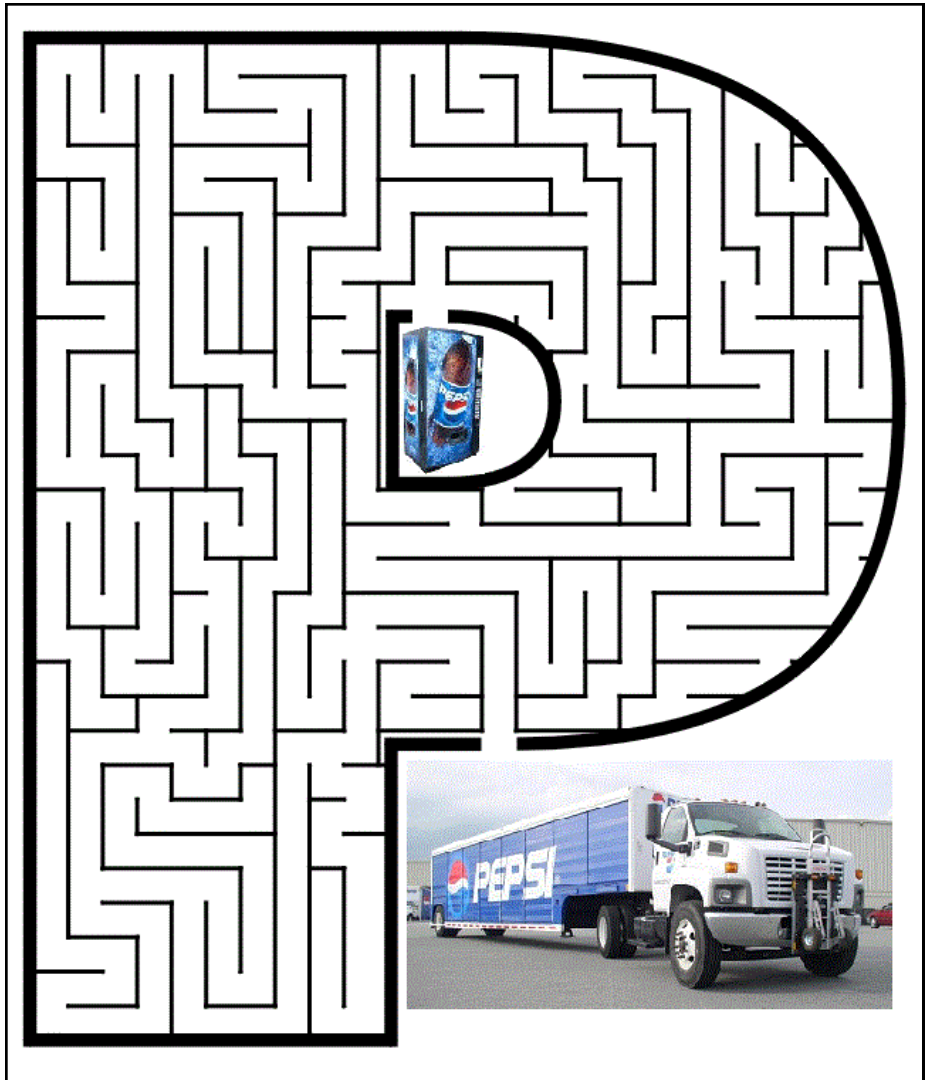
**The Younger Pepsi Generation Section**

Okay, the Pepsi Generation actually has no age limits so all of you can enjoy this section. But, before you get creative with the markers or crayons, why not make several copies of this page to hand out to the younger *potential* future Pepsi collectors in your neighborhood or at church or the flea market or...you get the idea. Make a few extras for yourself, too!



**Design your own Pepsi or Dew Can**

*Blank can template provided by Kathy Leaf*



**Help the Pepsi truck driver find his way to the empty Pepsi machine.**

*Did you know that Pepsi-Cola was originally created in 1898 in New Bern, North Carolina?  
Did you know that Pepsi, Mountain Dew, Sierra Mist, Fritos, Cheetos, and Doritos are just a few of the products owned by the same company known as Pepsico?  
Did you know that the creator of Pepsi was Caleb Bradham?*

**Official PCCC Website [www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)  
(Please visit the site and the member's forum often!)  
E-mail: [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com)**

# PEPSI CELEBRATION 2013

*Presented by*

**Pepsi Cola Collectors Club—Southern California Chapter**

**Friday, November 15 & Saturday, November 16, 2013**

***PALACE STATION HOTEL AND CASINO***

*2411 W. Sahara Ave., Las Vegas, NV 89102 (800) 634-3101*

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# PC�PEP2.

***MAKE YOUR RESERVATIONS BY OCTOBER 7, 2013***

## Tower Room Rates

Wed. & Thurs.—\$46.00 per night + taxes & hotel fees\* per night

Fri. & Sat.—\$67.00 per night + taxes & hotel fees\* per night

Sun. & Mon.—\$46.00 per night + taxes & hotel fees\* 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 2013 SCHEDULE

### FRIDAY, NOVEMBER 15TH

- 3:00 PM — 5:00 PM - Registration
- 6:00 PM — 8:00 PM - Be Sociable Dinner Party
- 8:00 PM — ??? PM - Late Registration & Room Hopping

### SATURDAY, NOVEMBER 16TH

9:00 AM — 9:45 AM - Oral Auction Check-In\*\*

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

9:45 AM — 10:00 AM - Oral Auction Preview

10:00 AM — 12:00 PM - Oral Auction

**12:00 PM — 1:30 PM - Break for Lunch**

1:30 PM — 2:15 PM - Swap Meet Set Up

*Swap Meet Tables are \$12.00 each and 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.*

2:15 PM — 4:00 PM - Swap Meet

## ***SCHEDULE SUBJECT TO CHANGE***

Return completed Registration form, Shirt Order form and check or money order made payable to **PCCC** and return to **Josh Broadwater, 5520 Pablo Road, Yorba Linda, CA 92887**. You may also pay using Paypal by going to [www.paypal.com](http://www.paypal.com), click on the SEND MONEY link and send to [iwantpepsi@hotmail.com](mailto:iwantpepsi@hotmail.com). ***If using PayPal, please add \$1.00 to your total to cover the PayPal fees the club is charged.***

**SHIRT ORDERS—must be placed in advance, no shirts will be sold at the event.** Price per shirt is \$12.00 with an additional \$2.00 for XXL or XXXL. Minimum order is required, if we don't meet the minimum order, we will not be able to get any shirts and your money will be refunded in full.

**Questions?** Contact David Gerger at (1-951) 255-4688 or email at [alwayspepsi@yahoo.com](mailto:alwayspepsi@yahoo.com).

***REGISTRATION DEADLINE— October 7, 2013***



# PEPSI CELEBRATION 2013 Reservation Form

**MAKE YOUR RESERVATIONS & RETURN FORM BY OCTOBER 7, 2013**

To register, please complete and return this form. Registration fee is \$20 per person if registered before **October 7, 2013**. **Registration after that date or at the door is \$30.00 per person.** Included in the packet will be a glass bearing the Pepsi Celebration 2013 logo and other Pepsi items. Submit completed form and check made payable to **PCCC to Josh Broadwater, 5520 Pablo Road, Yorba Linda, CA 92887.** If you have any questions contact David Gerger at (1-951) 255-4688 or email at [alwayspepsi@yahoo.com](mailto:alwayspepsi@yahoo.com).

Member's Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ @ \_\_\_\_\_

Name of persons attending: (1) \_\_\_\_\_ (2) \_\_\_\_\_

(3) \_\_\_\_\_ (4) \_\_\_\_\_ (5) \_\_\_\_\_

REGISTRATION FEE ONLY \_\_\_\_\_ @ \$15.00 ea. \$ \_\_\_\_\_

*Children Under 10 free*

REGISTRATION W/PACKET \_\_\_\_\_ @ \$20.00 ea. \$ \_\_\_\_\_

*(At door registration \$30.00)*

BE SOCIABLE PARTY DINNER \_\_\_\_\_ @ \$13.00 ea. \$ \_\_\_\_\_

SWAP MEET TABLE(S) \_\_\_\_\_ @ \$10.00 ea. \$ \_\_\_\_\_

*(see info on schedule / previous page)*

**TOTAL ENCLOSED** \$ \_\_\_\_\_

If you cannot attend, but wish to order a Packet the cost is \$30.00. Your packet will be mailed after Pepsi Celebration 2013. Please mail \_\_\_\_\_ packets at \$30.00 each to the above address.

# PEPSI CELEBRATION 2013 T-SHIRT Order Form

Submit completed form and check made payable to **PCCC to Josh Broadwater, 5520 Pablo Road, Yorba Linda, CA 92887.** If you have any questions contact David Gerger at (1-951) 255-4688 or email at [alwayspepsi@yahoo.com](mailto:alwayspepsi@yahoo.com).

Member's Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ @ \_\_\_\_\_

SIZE	Quantity	Event Pick Up Price	Shipped Price Ea.	TOTAL COST
Small		\$ 12.00	\$15.00	\$
Medium		\$ 12.00	\$15.00	\$
Large		\$ 12.00	\$15.00	\$
X-Large		\$ 12.00	\$15.00	\$
2X- Large		\$ 14.00	\$17.00	\$
3X-Large		\$ 14.00	\$17.00	\$
<b>Shipping Costs \$5.00 (if shipped)</b>				<b>\$</b>
<b>ORDER TOTAL</b>				<b>\$</b>

If you cannot attend, but wish to order a Pepsi Celebration T-shirt the cost is \$15.00 (sizes: S-XL; plus \$2.00 additional for sizes 2XL-3XL), plus \$5.00 for shipping. Your T-shirt will be mailed after Pepsi Celebration 2013.

# East Coast Pepsi Connection (ECPC)

Tullahoma & Wartrace, Tennessee

July 19<sup>th</sup> – 20<sup>th</sup>, 2013

Registration: **DEADLINE is JULY 1, 2013**

*Registration & Info Contact:*

June Frost (607) 757-9195

PO Box 5616, Endicott, NY 13763-5616

Email: [EastCoastPepsiConnection@live.com](mailto:EastCoastPepsiConnection@live.com)

## The Holiday Inn Express & Suites

2030 North Jackson St

Tullahoma, TN 37388

Hotel Phone #: (931)-222-1414

Mention ECPC Group for special room rate

Not available after 7/2/2013

## REGISTRATION INFORMATION

Registration Fee with packet: \$15.00 each

Registration fee without packet: \$12.00 each

Children 12 through 15 (no packet) \$7.50 each

Children under 12 FREE

Pizza Party (ages 12+) \$6 each

Children under 12 FREE

## SCHEDULE OF EVENTS

### Thursday, July 18, 2013

Registration - Anytime you find June

6:00 PM - Traditional 'Early birds' dinner

8:00 PM - Visiting, room hopping, swimming

### Friday, July 19, 2013

Registration - Anytime you find June

Until 4 PM - Sightsee, visit, shop - enjoy the area or the hotel

4:00 -5:30 PM - Welcome Meeting

Show & Tell & ask the other experts!

5:30-6:00 PM - Mt Dew Presentation by Lord Wayne Burgess

6:00 PM - Pizza Party

7:15 PM - Room hopping and visiting

### Saturday, July 20, 2013

Use AM to visit antique shops and sightsee

Mt. Dew Museum opens at 11:00 AM

Afternoon TBA? - Picnic

(place to be determined)

# Ozark Mountain Pepsi Club Show

Branson, Missouri

August 8, 9, 10, 11, 2012

Registration: **DEADLINE is JUNE 15, 2013**

For Last Minute Registration or Info Contact:

Linda McClanahan (314) 739-3863

3715 Dixie Dr., St. Ann, MO 63074

## Honeysuckle Inn

3598 Shepard of the Hill Expy.

Branson, Mo. 65616

Hotel Phone #: 1-800-942-3553

Mention the club name for the special room rate

## REGISTRATION INFORMATION

Registration with packet \$20.00 ea.

Registration Fee only \$ 5.00 ea.

(for spouse and/or children attending with you)

**The Butterfly Palace (8/8/2013) 10:00 AM—Noon**

Adults 18 and up \$16.68 ea.

Teen's 13-17 \$ 9.99 ea.

Children 4-12 \$ 7.76 ea.

**The Twelve Irish Tenors (8/9/2013) 8:00 PM**

Adults 18 and up \$24.00 ea.

Teen's 13-17 \$16.00 ea.

Children 12 and under \$11.00 ea.

**Picnic at KFC (8/9/2012) FREE**

**Registration Packet Only \$30.00 (not attending)**

Packets will be mailed after the show

**Membership Dues**

\$18.00 per family (or individual per year)

\$23.00 outside the USA

## SCHEDULE OF EVENTS

### Wednesday, August 7, 2013

Registration Evening

### Thursday, August 8, 2013

10:00 AM—12:00 PM (or later) - Butterfly Palace & Rainforest Adventure

5:00 PM—Bingo

7:00 PM—Business Meeting & Set up for Silent Auction

### Friday, August 9, 2013

8:30 AM - Silent Auction (last minute check in)

9:00 AM - Auction Start

11:30 AM - Pepsi Swap Game

3:30 PM - KFC Picnic

8:00 PM - Twelve Irish Tenors

### Saturday, August 10, 2013 Cardinal Room

9:00 AM—12:00 PM - Swap Meet\*\*

1:30 PM - Pepsi Raffle\*\*

\*\* Schedule Times Subject to Change

## MEMBERSHIP ASSISTANCE NEEDED

In 2011 the Board of Directors was formed and received the PCCC Membership files. We set up our renewal system and notified everyone on the list about renewing their membership and providing us with various information. Following is a list of members who "WE MISS" who are currently on our Inactive Rolls. If you know any of these folks and can provide any updated information about their status (deceased) or address (we may have an incorrect address), please share with us, or notify them to contact us regarding their status. Any information may be submitted by e-mail the secretary at [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com) or by phone at (724) 658-6310. Thank you for your assistance.

Ackerman, Karen (*Atlanta, IA*)  
 Adams, Steve (*Jacksonville, FL*)  
 Amato, Charles (*Shawnee, OK*)  
 Arends, Arnold (*Wickenburg, AZ*)  
 Atchinson, Gene (*Orangevale, CA*)  
 Bacon, Gerald (*Hilton, NY*)  
 Bailey, Jerry W. (*Hebron, IN*)  
 Barnet, Bruce (*Garden City, NY*)  
 Basham, Dwayne (*Eldon, MO*)  
 Beams, Kenneth (*Springfield, IL*)  
 Becker, Jeanine (*Wadena, MN*)  
 Beckman, Gene (*Louisville, KY*)  
 Beelen, Vernon (*Holland, MI*)  
 Berger, Marc (*Rockford, IL*)  
 Berry, Ron (*Sedalia, MO*)  
 Boles, Jerri (*Indianapolis, IN*)  
 Bosco, Jenny (*Mohnton, PA*)  
 Burton, David (*Columbus, OH*)  
 Calvin, Van (*Wichita, KS*)  
 Campbell, Eddy (*Fayette, NC*)  
 Campbell, James W. (*Hamilton, ONT*)  
 Cartwright, Ed (*Riverside, CA*)  
 Cary, Cobra (*Wagoner, OK*)  
 Casper, Jeff (*Jefferson, GA*)  
 Clements, Marshall (*Hillsborough, NC*)  
 Clough, David (*Columbus, OH*)  
 Collins, Lisa (*Terre Haute, IN*)  
 Collins, Melissa (*Mystic, IA*)  
 Cook, Weldon (*S. Hutchinson, KS*)  
 Crail, Florence (*McDonough, GA*)  
 Crist, Jerry (*Somerseset, IN*)  
 Cunningham, Jerry W. (*Claremore, OK*)  
 Dale, Patricia (*Enoch, UT*)  
 Davidson, Ralph (*Harriman, TN*)  
 Davis, Jay (*Bainbridge, OH*)  
 Dillon, Joe (*Springfield, TN*)  
 Dossin, Robert M. (*Port Austin, MI*)  
 Downie, Gloria (*Burbank, CA*)  
 Downs, Galen T. (*Portsmouth, NH*)  
 Duda, Suzanne (*Marengo, IL*)  
 Duncan, Bruce (*Edgewood, CA*)  
 Durbin, Daniel (*Mansfield, OH*)  
 Edmonds, Janet (*Yucaipa, CA*)  
 Epperly, Timmie (*Salem, VA*)  
 Erickson, Don G. (*Salem, OR*)  
 Evans, Alvin (*Jellico, TN*)  
 Evans, William R. (*Fairland, IN*)  
 Feldman, Kay (*Bourbon, IN*)  
 Ferl, Jean (*Mount Shasta, CA*)  
 Ferreira, Tom (*Hayward, CA*)  
 Fisher, Penny (*Miami, FL*)  
 Foran, Etta (*Joliet, IL*)  
 Franke, DeWayne (*Houston, TX*)  
 Freyer Jr., William (*New Troy, MI*)  
 Funke, John R. (*Tipton, IN*)  
 Gagnon, Jeannot (*Sept-Iles, QUE*)  
 Gantz, Chas (*Bowie, MD*)  
 George, Brent (*Chino Hills, CA*)  
 Gerard, Jim (*Buena Park, CA*)  
 Gigstad, Doug (*Des Moines, IA*)  
 Gingher, Vicki (*Beloit, OH*)  
 Goldsberry, John (*Springfield, MO*)  
 Goodwin, Donna (*Milford, MI*)

Gorman, Larri (*Carnesville, GA*)  
 Graham, Sandra (*Carrollton, KY*)  
 Guevara, Robby (*Santa Barbara, CA*)  
 Gulley, Frank (*Marion, IN*)  
 Haight, Laura (*Bay City, MI*)  
 Hanson, Barbara K. (*Joliet, IL*)  
 Hazen, Douglas (*Wampum, PA*)  
 Heist, Jerry (*Oley, PA*)  
 Hinman Jr., Pete (*Abilene, TX*)  
 Hochman, Michael (*Indian Trail, NC*)  
 Hogan, Tegen (*Dublin, OH*)  
 Holland, Ben (*Tulare, CA*)  
 House, Robert G. (*Union, KY*)  
 Hoyt, Gary (*Natick, MA*)  
 Jacobs, Jason (*Garden Grove, CA*)  
 Johnson, Chris (*Plano, IL*)  
 Johnson, Jeannette (*Hastings, MN*)  
 Johnson, Todd (*Viroqua, WI*)  
 Jolly, John (*Suffern, NY*)  
 Jurjer, Sue (*Eau Claire, WI*)  
 Kastner, Maury (*Creve Coeur, MO*)  
 Kelley, Byron (*Keller, TX*)  
 Kikta, Ron (*Johnstown, PA*)  
 Kilduff, Gary (*Dearborn, MI*)  
 Knaggs, Bonnie (*North Baltimore, OH*)  
 Knowles, David (*Guthrie, OK*)  
 Kracht, David (*New Brighton, MN*)  
 Krantz, Marrel (*Denver, CO*)  
 Kuhl, Nancy (*Slidell, LA*)  
 Kujawa, Thomas (*Toledo, OH*)  
 Ladiges, Jeremy (*Springfield, OR*)  
 Lamb, Robert (*Stover, MO*)  
 Lareau, Harold (*Sidell, IL*)  
 Larson, Beverly (*Union, MO*)  
 Laska, Al (*Milwaukee, WI*)  
 Layton, Michael (*Caldwell, KS*)  
 Leaman, Carl (*Westport, CT*)  
 Lefebvre, David (*Excelsior Springs, MO*)  
 LeMieux, Susan (*Milwaukee, WI*)  
 Lenhard, Rich (*Wentzville, MO*)  
 Llamas, Tony (*Chino, CA*)  
 Lucas, Paul (*Pittsburgh, PA*)  
 Lyons, Sam (*Jonesville, NC*)  
 Maher, Kim (*Brooksville, FL*)  
 Maloney, Michael (*Mountain View, CA*)  
 Mann, Sterling (*Fuquay-Varina, NC*)  
 Marckwardt, Alton F. (*La Vernia, TX*)  
 Marsolais, Debra (*Kensington, NH*)  
 Martin, Leonard (*Lawsonville, NC*)  
 Massey, Rhonda (*Runnells, IA*)  
 Mayer, David (*Fleetwood, PA*)  
 McCartney, Sherry ( )  
 McNew, Edward (*Flint, MI*)  
 Meadows, Barbara (*Duncan, OK*)  
 Menard, Jean-Paul (*St. Alphonse-Rodriguez, Quebec*)  
 Mendenhall, Tom (*Hutchinson, KS*)  
 Meservey, Raymond (*Las Vegas, NV*)  
 Michaels-Schawo, Dolores (*Coolidge, AZ*)  
 Miller, Cindy (*Newton, KS*)  
 Miller, Karen S. (*Beloit, OH*)  
 Mitchell, Thomas (*Glenwood, IL*)  
 Moniz, Richard (*Desoto, TX*)  
 Monroe, Mark ( )

Moore, Jimmy (*Winston-Salem, NC*)  
 Morgan, Jerry (*Salisbury, NC*)  
 Myhlhousen, Elaine (*Bellevue, NE*)  
 Nadolny, Tiffny (*Milwaukee, WI*)  
 Nestleroad, H.L. (*Bridgeport, IL*)  
 Neve, Marjean (*Leavenworth, KS*)  
 Newman, Donna (*Cedar Springs, MI*)  
 Nichols, Gary (*Yorba Linda, CA*)  
 Norwood, Nora (*Santa Maria, CA*)  
 Obelnicki, Peter (*Fisher Branch, MAN*)  
 Oliver, Kim (*Washington, IL*)  
 Orme, Bill (*Martinez, GA*)  
 Panian, Norm (*Portland, OR*)  
 Pate, Neal (*Winfield, AL*)  
 Pence, David (*Springfield, IL*)  
 Perry, Cornise (*Chesapeake, VA*)  
 Peterson, Joseph L. (*Crown Point, IN*)  
 Plunkett, Janet L. (*Morristown, IN*)  
 Polasko, Nadine (*Strasburg, VA*)  
 Price, Shirley (*Oro Valley, AZ*)  
 Ramirez, Victor (*Dos Palos, CA*)  
 Ravitch, Arthur (*Ormond Beach, FL*)  
 Renshaw, Gary L. (*Tallahassee, FL*)  
 Reynolds, Andy (*Indianapolis, IN*)  
 Rieckewald, Mary (*Portland, OR*)  
 Robb, Allen (*Burkburnett, TX*)  
 Rogers, Wm. J. (*Farmersburg, IN*)  
 Rufkahr, Clifford (*Columbia, MO*)  
 Salinas, Simon (*Findlay, OH*)  
 Schnedler, Faye (*Brooksville, FL*)  
 Schultz Jr., Robert (*Waterford, MI*)  
 Seydlorsky, Donald (*Salem, OH*)  
 Silverman, Darcy (*Hacienda Hts., CA*)  
 Smith, Joseph (*Detroit, MI*)  
 Snider, Phillip (*Clarksville, TN*)  
 Snyder, Martha (*Goshen, IN*)  
 South, Ronald (*Alpine, TX*)  
 Spacial, Dallas (*Portland, OR*)  
 Staples, Henry (*Arlington, VA*)  
 Stepper, Michael (*Oskaloosa, IA*)  
 Sypniewski, Joseph (*Wilkesbarre, PA*)  
 Tarbox, John (*Tampa, FL*)  
 Thoenes, Lisa (*Milwaukee, WI*)  
 Thomas, Howard (*Milford, NJ*)  
 Thompson, Paul (*Springfield, OH*)  
 Toepffer, Mike (*Manhattan, KS*)  
 Turner, Yvonne (*Brighton, CO*)  
 Unruh, Marge (*Andover, KS*)  
 Wales, Eric (*Verona, WI*)  
 Warton, Cindy Kay (*Campwood, TX*)  
 Wells, Roger (*Oxford, OH*)  
 Wertz, William (*Midland, MI*)  
 Wescott, Connie (*Leavenworth, WA*)  
 Wetsig, Dale (*Tumwater, WA*)  
 Wideman, Eric (*Washington, MO*)  
 Williams, Carol (*Indianapolis, IN*)  
 Williams, Nate (*Middleton, WI*)  
 Willis, Patsy (*Columbia, SC*)  
 Wolf Jr., Gerald C. (*Allentown, PA*)  
 Woller, Marc (*Ponderay, ID*)  
 Woodman, Stuart (*Barrie, Ontario*)  
 Youngbauer, Joe (*Oshkosh, WI*)  
 Youngpeter, Charles (*Delphos, OH*)  
 Zamora, Pat (*Cimarron, NM*)

# CLUB STUFF

## DON'T FORGET - PROMOTE THE CLUB & WIN A PRIZE!!!!

Help promote the PCCC, grow our membership and win a prize by doing so.

Contest runs from April 1, 2013 thru March 31, 2014.

A Special prize to the PCCC member who brings in the most new members using the Promo Brochure. Be sure to write your name or Member ID# in the spot marked on the brochure. The Winner will be announced at Pepsi Fest 2014.

*You do not need to be present to win — but it would be great if you were there!*

Download and print copies of the PCCC Promotional Brochure to share with friends and collectors, and place them in Antique Shops, Flea Markets, Swap Meets or any other place a Pepsi Collector may be found.

You can also contact Diane Gabriel, secretary@pepsicolacollectorsclub.com or phone at (724) 658-6310 to request a supply of brochures to be sent to you.

## CURRENT PCCC BOARD MEMBERS

Kim Kinzie, President	Lee Manchester, Member at Large (East)
Larry Woestman, Vice-President	Jerry Porter, Member at Large (Central)
Pat Richardson, Treasurer	Craig Leaf - Board Support Coordinator
Diane Gabriel, Secretary	Scott Kinzie - Email Correspondence
Terry Brennan, Chapter Information & Alliance (CIA)	Amy Dillman, Board Support
Phillip Dillman, Newsletter Editor	Tom Gabriel, Board Support
Wayne Burgess, Webmaster	Kathy Leaf, Board Support
Tim O'Donoghue, Club Promotion	Dutch Richardson, Board Support

## Future Club Events

<b>ECPC</b>	<b>Tullahoma, TN</b>	<b>July 19 - 20, 2013</b>
<b>Ozark Mountain</b>	<b>Branson, MO</b>	<b>August 7 - 10, 2013</b>
<b>Pepsi Celebration</b>	<b>Las Vegas, NV</b>	<b>November 15-16, 2013</b>
<b>Pepsi Fest</b>	<b>Indianapolis, IN</b>	<b>March 13-15, 2014</b>

## “Tim-Tom’s Tips”

By Tim O’Donoghue

***New Membership Drive Contest ongoing until Pepsi Fest 2014!***

HELP! HELP! HELP!

We need everyone to help grow the Pepsi Cola Collectors Club. We make it easy. Go to the web page ([WWW.PEPSICOLACOLLECTORSCLUB.COM](http://WWW.PEPSICOLACOLLECTORSCLUB.COM)), find the link “Pepsi Promotional Brochure”, and print out the sheet and make copies. Then drop them off at your favorite Antique Store, Junk Joint, Flea Market or Auction House. It IS that easy! If half the club places three at their three favorite locations, we will have placed **hundreds** of them coast to coast. We know there are more Pepsi Cola lovers out there, lets find them and get them to join us in the Pepsi (Collecting) Generation! If we don't bring in the Next Pepsi Generation there won't be one.

## Our PCCC Family

Carole A. Browne, of Holland, PA, passed away on Saturday, April 13, 2013 at Chandler Hall Hospice. She was 70. She was the beloved wife of John R. Browne for 46 years.

Born in Philadelphia, she was the daughter of the late Russell K. and Madge L. Johnson of Oreland, Pa.

Carole was a 1966 graduate of the former East Stroudsburg State Teacher College. She secured a position at Blue Bell Elementary School in Blue Bell, Pa., where she taught for ten years until the birth of her daughter, Jennifer. She and her husband, John, have been residents of Holland for 45 years.

Carole Browne dedicated her life to caring for her family in every way. She was also involved in many groups and organizations. Carole was an avid collector of Pepsi-Cola memorabilia for many years as well as one of the first few club members. She and her husband John attended the first 25 Pepsi-Fest gatherings in Indianapolis, Indiana. Carole was a special person to many people but especially to club members. She was always fun to be with and had a smile on her face and was ready to help anywhere she could. She and John organized and ran the club's silent auction for many years. She was loved by many and will be deeply missed by members of The Pepsi-Cola Collectors Club family.

In addition to her husband, Carole is survived by her daughter, Jennifer L. Venezia, wife of Jaime, of Milford, Mich.; her sister, Madge Carr, wife of Richard, of Hatboro; her grandchildren, J.J. and Johnny Venezia; nephews, Michael Carr, husband of Julie, Patrick Carr, husband of Kristina, and Ryan Carr, husband of Barbara; grandnieces and nephews, Katie, Madeleine, Dylan and Sean; former sister-in-law, Susan Banes Johnson; and many cousins, nieces and nephews in the Pennsylvania, New Jersey, and New England areas. She will also be missed by her cats, Cagney and Lacy. Carole is survived by a brother.



Louis M. Grasseschi Jr Age 47 of Brighton, WI, passed away on April 22, 2013 at his mother's house in Salem following a courageous battle with pancreatic cancer. He was born April 13, 1966 to Louis Sr. and Doris (nee Olson) Grasseschi in Burlington, WI. He spent his early life in the Salem – Trevor area. Louis was a 1984 graduate of Westosha Central High School. He was an auto mechanic for Town Auto before opening his own shop. Louis belonged to the Pepsi Collectors Club. He enjoyed 4-Wheeling, riding his Harley, watching drag racing, playing Pool and Baggo.

Louis is survived by his mother and step-father, Doris (John) Roach of Salem, his grandmother Fern Howell of Pleasant Prairie, his son Sam and Sam's mom Dawn Weis of Brighton, step-children: Mike Rasmussen of Milwaukee and Jason Rasmussen of Bristol, aunts: June Salb, Karen (Jack) Gerber, Mary (Ken) Davis and Tina (Todd) Richard, uncles: Dr. Mitchell Grasseschi, Jon Olson and Fred Olson, step-sister Kim Rhem and nephews: Ira and Colin. He is further survived by numerous cousins and many many friends. Louis was preceded in death by his father, grandparents: Fred Olson and Louis & Olga Grasseschi and a cousin Matthew.





# The Dew View



**RACE HOME WITH A FREE MAGNET**

**FIND A WALMART**

Buy a specially-marked 12oz. 24 pack of Diet Dew® at a participating Walmart store and get a FREE Dale Jr. 88 magnet inside. While supplies last.



Top Left - U.S. New wide-mouth 16 oz. aluminum cans of Dew and Diet Dew.

Above - U.S. Limited Time Offer for a free magnet

Right - Glass Non-Returnable bottle from West Jefferson, N.C., purchased in Tomah, WI

Bottom Right - Malaysia is now selling Dew Live Wire and Pitch Black

Bottom Left - Canada is now running the Dewmocracy program for the public to vote for their favorite Mountain Dew flavor.

Left - New Zealand has released Mountain Dew Passionfruit Frenzy.



**NEW**

**Pitch Black** WITH A PUNCH OF GRAPE CITRUS FLAVORS

**LiveWire** WITH A BLAST OF CITRUS FLAVORS

**Mountain Dew**

**CHOOSE YOUR THRILL!**

Be sure to check the Web for the "Dew General Store", a promotion through Dollar General stores in which you can redeem points for some cool Mountain Dew gear!

## 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](mailto:secretary@pepsicolacollectorsclub.com).

**For Sale:** **Must sell entire collection due to surgery.** Pepsi collection 4 sale worth \$10,000.00, asking \$5,000.00 or best offer, have receipts & Photographs. This is not a yard sale... serious collectors only... Bring pickup @ Trailer will help load. Everything is boxed up and ready to go. Among the items are bottles, cans, banks, toys, coolers, signs, caps (crowns), watches, playing cards, lighters, openers, clocks, large umbrella, ceiling lamp, magazine ads, bottle machine, trays, 100th Anniversary items, table & chair, shelves, racks, and more. Barney Davis - (816) 273-9893 messanie54@yahoo.com  
3420 Doniphan Ave. St. Joseph, MO 64507

**For Sale:** Various bottles in the following flavors - Teem, Mountain Dew, Patio and Diet Patio Cola, and KAS. Also have a Tropic Surf 10 oz. at \$50.00, 10 oz Devil Shake at \$100.00, and a 12 oz Evervess at \$150.00 (shipping not included). Also have bottle cartons for Teem and Mountain Dew. For a complete list, contact Hal Rhea at [halandfonda@hotmail.com](mailto:halandfonda@hotmail.com) or 303-997-9366.

**Wanted:** To buy - Returnable glass bottles in all sizes of Pepsi Free, Caffeine Free Pepsi Free, Diet Pepsi Free, Sugar Free Pepsi Free, Pepsi Light. Contact Ronnie Davis, 1181 E. Hyc0 Rd., South Boston, VA 24592 OR 434-579-2159

**Wanted:** Pepsi-related Records, 45, 33 1/3, and 78 rpm, 7", 10", 12", and 16", commercials, sounds effects, Transcription, Training, etc. Pepsi Mountain Dew, Teem, Patio, Evervess. Foreign or domestic. Looking to BUY or for information to see what other collectors have for compiling a data base. Contact Lenny Vigna at [leonardvigna@aol.com](mailto:leonardvigna@aol.com).

### Sullivan Auctioneers.com

**Friday & Saturday, September 6 & 7, 2013 at 9:00 A.M. Both Days**

"Enormous" Collector Estate Auction. Selling one of the most "premier" early Pepsi collectible type auctions ever held! A few of the highlights include bottles (some pink); signs including metal, enamel and cardboard; dispensers; other great Pepsi collectible items, as well as other antiques & collectibles. Make your hotel arrangements now for this "rare" opportunity to purchase these types of items.

This collection is being transported from near Milwaukee, WI to our auction facility located a 1 1/2 miles east of Hamilton, IL on Hwy. 136. **Louis "Lou" M. Grasseschi Jr. Estate Details to appear soon!**

*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 \$25 per year for the primary member, \$3.00 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 Diane Gabriel,  
335 Mathews Way, New Castle, PA 16101 or e-mail it to her at  
[secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com).*



*When the bottom is rusted out, you can do what the Dillmans did with the old picnic cooler...make it a planter! - photo by Amy Dillman*

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

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 Fond du Lac, WI

## PEPSI-COLA COLLECTORS CLUB MERCHANDISE ORDER FORM

Mail completed form and check payable to Pepsi Cola Collectors Club to Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101. Questions contact Diane Gabriel at (724) 658-6310 or e-mail at secretary@pepsicolacollectorsclub.com

Member ID: \_\_\_\_\_ Primary Member Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**PCC Club Logo T-Shirt (Logo: Front & Back)**

Colors: White, Light Blue, Indigo, Banana, Grey

\$15.00 - Sizes (S, M, L, X-L)

\$18.00 - Sizes (2XL, 3XL, 4XL)

**PCC Club Logo Golf / Polo Shirt (Logo: Front Only / Unisex Sizes)**

Colors: White, Light Blue, Indigo, Banana, Grey

\$26.00 - Sizes (X-S, S, M, L, X-L)

\$30.00 - Sizes (2XL, 3XL, 4XL)



**SWEATSHIRTS**

(Logo: Front Only)

Colors: Grey, Light Blue, Navy

\$22.00—Sizes (S, M, L, XL)

\$26.00—Sizes (2XL, 3XL, 4XL)

**OTHER ITEMS**

**Club Logo**

Magnet \$ 1.00

Key Chain \$ 1.50

Window Decal \$ 3.00

ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

**Shipping Charges**

1-2 Items \$ 10.00

3-5 Items \$ 13.00

5-7 Items \$ 17.00

International Add additional \$10 per order

FORM is also available on the website.

Items Total	\$
Shipping Charges Total	\$
<b>ORDER TOTAL</b>	\$





# THE PCCC EXPRESS

Volume 30  
Number 4

Oct - Dec  
2013

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

## Special Mountain Dew Issue (don't worry, there's Pepsi, too!)

### PRESIDENT'S CORNER -

by Kim Kinzie

As fellow club member Mike Noll commented recently, the summer is going by too fast! In fact, it is now officially fall. However, this summer was filled with many PCCC events which helped many of us stay in touch with our Pepsi-collecting family. The ECPC event in Tullahoma, TN had twice the number of attendees as they normally do as they "did the Dew." The Ozark Pepsi Club Chapter had their annual gathering in Branson, MO with great attendance, as well. The Pepsi Club of Iowa Chapter celebrated their 15th Anniversary in Marshalltown, IA. You can read all about each of these events in this newsletter.

Even though the summer events have wound down, there is still plenty of reason to stay excited about Pepsi collecting. Pepsi Celebration is right around the corner. We hope that as many of you as possible are able to

make the trip to Las Vegas for the Pepsi fun in a very exciting location.

After Pepsi Celebration, it's time to start getting ready for Pepsi Fest in Indianapolis, IN just a few months later. The 2014 Pepsi Fest Registration form is in this newsletter so please try and get that filled out and sent in as soon as possible so we can plan accordingly. Likewise, make sure to get your reservations in to the hotel by contacting them directly at 1-317-352-1231. As the form says, it's easier to cancel a room than to try and book one at the last minute.

I want to thank the many PCCC members that were able to bid at the Louis Grasseschi Auction recently. It really helped the family. However, keep in mind that some of the prices realized at that auction were the result of some serious bidders being involved and don't necessarily reflect the true market prices or values of many of the items sold.

We recently had some problems with some membership dues payments that many of you might not be aware of. When we receive a check for dues renewal, it needs to be in U.S. dollars. We received one from Canada which the bank rejected

because it hadn't been converted to U.S. funds. That ended up costing the club money. We realize that not everyone is aware of such requirements so it was a learning experience for us all. So, please, if you are joining the PCCC or renewing your membership from anywhere other than the United States and are sending a check or money order, the money needs to be in U.S. funds. Thanks!

### Phil Says...

I need to again say thanks to Diane Gabriel who is not only the club Secretary but very much a co-Editor of the PCCC Express newsletter. She created many of the registration forms or the shirt order forms that you see in the newsletter. She is also my proofreader.

Tim-Tom mentioned something about not asking anyone to leave your collection to the PCCC in your will. I don't want to spoil his "Tip" before you read it in this issue. However, if your kids don't want your collection and they don't need the money, it isn't all that bad of an idea.

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ECPC Report

Ozark Report

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More Club stuff

Mt. Dew Museum in Wartrace, TN

Bradham's Pharmacy Photo

Our PCCC Family - Auction

The Dew View

Pepsi Trading Spot



"Yell-A-Phones" on display at ECPC in Tullahoma, TN in July 2013.

**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 or with questions about the chapters, please send it to Terry Brennan at [dietpepzi@mchsi.com](mailto:dietpepzi@mchsi.com). *The next issue will need your meeting dates for January through April 2014 or beyond.*

**Local Chapter Meetings**

Remember that all meetings are subject to change.

The Buckeye and Keystone Chapters will be meeting on October 5th at 12 Noon at the home of Dave & Jennifer Klette in Union, KY.

Iowa Pepsi Club Chapter meeting October 19 in Dahinda, IL. Lunch at Noon, meeting at 1:00.

The Michiana Chapter meets in the Elkhart, Indiana area, with remaining 2013 meeting slated for November 9.

The Chicago Connection Chapter has meetings slated for October 19 in Dahinda, IL (joint meeting with Iowa Chapter) and December \_\_ in the Chicago area.

Las Vegas and SoCal Chapters- Pepsi Celebration

Ozark Chapter - August 6-9, 2014



**Pepsi Club Of Iowa Chapter  
15th Anniversary**

The Iowa Club Chapter's 15th anniversary was held in Marshalltown, IA. Again, due to the efforts of one of our members, Thad Lentz, manager of the Marshalltown warehouse plant, we had a great time. Thad gave us a tour of the warehouse, explained how the routes were run and gave us a tour of his personal collection. We received a donation of Pepsi from the warehouse and numerous raffle prizes. Games were played again and we had plenty of hot Pizza for our pizza party. The motel was gracious and let us have the conference room early, let us decorate it, and the food they served was excellent. Due to the favorable experience with them, we actually set up our Christmas party there for this year. It was special again this year as we had couples come from Pennsylvania, Indiana, and Illinois.



## Collector's Spotlight

A Mountain Dew collector's good ol' days and I remember them well. The days when there wasn't an existing list of all the name bottles so you didn't know what you didn't have. Those were the days when bottles, signs and other collectables were more accessible. I have never had more fun than when I was collecting Mountain Dew bottles. It was an awesome hobby.

In Illinois, where I lived during my collecting years, I couldn't find anything. Antique shops, flea markets and yard sales were absent of these things. Back then I relied on eBay and people connections to find Mountain Dew bottles and collectables. Though it was hard, at one time I had three 24 oz bottles as well as all the other Tri-City bottles. I had numerous green "by Barney and Ally" bottles of each year and two of the clear bottles. I also had the Party Jug, the 1 pint 10 oz, and 99% of the name bottles. The hard work paid off.

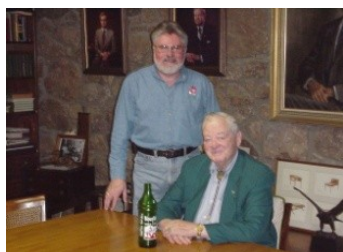
Though I have sold off my collection, there is something very important that remains. Over the years that I collected, I was honored to have acquired many friends. These were fellow collectors that the hobby brought me into contact with and, though my collection doesn't - they all remain. You can't beat it.

I was also honored to have met and to have spent some time with Charlie Gordon, the owner of Tri-City Beverage in Johnson City, TN. This was the first place Mountain Dew was commercially sold. I called Charlie up one day and asked him if I could visit him to ask him some questions about his role in Mountain Dew. His gracious answer was yes. Charlie spent the whole morning with me and also supplied lunch. He wasn't bottling Mountain Dew any longer so I got to enjoy Dr. Enuf with lunch. During my visit with him he signed each of my Tri-City bottles.

A few of the other Mountain Dew related activities that I'm proud of include being part of the team that organized and produced both of the two Mountain Dew museum exhibits. I coauthored the book "Mountain Dew: Hillbilly Collectables" with Dick Bridgforth. I was asked and was on PAX TV in Virginia Beach to talk about collecting Mountain Dew. I had Mountain Dew license plates on my car for 35 years. I'm still active in researching the history of Mountain Dew. Find me on the Internet - Wayne C. Burgess



Me



Me and Charlie



Charlie Gordon



24 oz



Party Jug

# Pepsi News

Pepsi-flavored Cheetos are now available in Japan and on eBay. Yes, really!

PepsiCo's India branch is launching Pepsi Atom, a new soda product specifically "developed for the Indian consumer," according to PepsiCo India beverages CEO Gautham Mukkavilli. Pepsi Atom will come in a 25 cl. can, a 50 cl. PET bottle and a 20 cl. glass bottle.

A few days ago a big rumor hit the headlines in Iran and many people believed it. Based on that joke, Pepsi would show its official logo on the moon using powerful lasers. However neither the Pepsi company nor its subsidiaries in Iran confirmed or rejected these reports.

Local newspapers and websites published the same story in the recent days. Some Iranian users debated over the possibility of this job in social network sites like Facebook and Twitter. According to the news reports published in many websites, Pepsi would radiate its logo on the moon and it could be seen in the Middle Eastern countries including Iran.

"I have to confess that I'm not affiliated with the recent rumors about the Pepsi logo on the moon. But, I must say, it was only a joke. Just stay at your homes and be cool about that." Farvartish Rezvaniyeh, famous Iranian journalist, announced in his Facebook account. Until now the main source of this rumor has not yet been detected. However some marketing theorists in Iran encouraged Pepsi over its creativity for showing its logo on the moon.



## Pepsi Celebration Reminder

Friday, November 15th and Saturday, November 16th.  
Palace Station Hotel and Casino, 2411 W. Sahara Ave  
Las Vegas, NV 1-800-634-3101

Reservations must be made directly with the hotel  
by **October 7th.**

**Ask for the Pepsi-Cola Collectors Club group rate.**

### **Pepsi Celebration 2013 Schedule**

#### Friday

Registration 3:00 PM - 5:00 PM

Be Sociable Dinner Party 6:00 PM - 8:00 PM

Late Registration and Room Hopping 8:00 PM - ????

#### Saturday

Oral Auction Check-In 9:00 AM - 9:45 AM

Oral Auction Preview 9:45 AM - 10:00 AM

Oral Auction 10:00 AM - 12:00 PM

**Please note, 6 Pepsi items per registered member will be accepted for the Oral Auction.**

Break for Lunch 12:00 PM - 1:30 PM

Swap Meet Set-Up 1:30 PM - 2:15 PM

Swap Meet 2:15 PM - 4:00 PM

**Schedule Subject to Change**

If you have any questions, please contact  
David Gerger at 1-951-255-4688 or e-mail him at  
[alwayspepsi@yahoo.com](mailto:alwayspepsi@yahoo.com).



## ECPC 2013 - Dewing it in Tennessee - by June Frost

ECPC "Dew" it up real good this year! About 75 people descended on Tullahoma, Tennessee on July 19 & 20 to celebrate all things Mountain Dew. Not many of us knew about the Mountain Dew Museum owned and operated by Rita and Stan Dismukes. It is a 'green' gem in the very small town of Wartrace, Tennessee. Mere words cannot describe all the great Mountain Dew items on display - items many of us never knew existed. You must check the club website for pictures of our visit there. AND - if you ever get down that way on a hot summer day - be sure to try one of Rita's Mountain Dew milkshakes - YA - HOO - they are tasty!



Our own Mountain Dew guru, Wayne Burgess, did a great presentation on Mountain Dew history and collectibles. For those of us who are immersed in Pepsi items it was an eye opening experience. The Mountain Dew sales and advertising strategy included the most entertaining and memorable promotions since Pepsi and Pete. None of us will forget Granpappy, Willy and the Hillbilly family and their love of Mountain Dew. Wayne also tested our knowledge with another ECPC quiz: *What 'Dew' You Know About Mountain Dew History*. Since one of ECPC's goals is to *edjeekate* ourselves on various aspects of Pepsi history - we gave out the quiz early and encouraged everyone to research any way they could. Our grand winner was Dale Borth - also one of the winners from last year's Pepsi and Pete quiz - he "dew" know

his stuff! This year we also gave a prize to the person who got the lowest score (no names this time) - the prize was the book written by Dick Bridgforth called *Mountain Dew: The History* - we figured the loser needed this book the most!

This year's participants really got into the Mountain Dew theme. Paula and Katie arrived in Paula's Mountain Dew jeep - what a cool car. Dave Shaver brought his homemade Mountain Dew screen door for Show and Tell. Most everyone wore their "limited edition" personalized ECPC Mountain Dew shirt (or other Mountain Dew gear) it was a sea of green everywhere we went. We had many new attendees this year including our first international participant from Denmark (OK - he was June's brother - but still).



A special thanks goes to our 'Tullahoma Connection' - Greg McAnally. Thanks to his extensive knowledge of the best places in Tullahoma, we packed a local buffet for our early bird dinner, had a great Pizza Party and our picnic location was perfect (I wonder if he had a 'fix' in for the weather, it was 80 degrees - our coolest picnic yet!).

Show and Tell included many unique Mountain Dew items, like 4 different Mountain Dew megaphones and a Mountain Dew snow globe. A few brave souls even brought some great Pepsi items.

The talented Ambra Pettibone designed and donated a wonderful Mountain Dew pillow which was sold at a mini silent auction to help raise money for ECPC. In fact many people donated great items for our raffle. Dick Bridgforth (author of several Mountain Dew books) couldn't join us this year, but he donated an autographed copy of his latest book, *Mountain Dew: Pepsi-World Reprints*, for our raffle. This year's Mountain Dew experience was our most successful ECPC to date - AND we 'dew' have a lot of fun! YA - HOO!



## OZARK MOUNTAIN PEPSI CLUB SHOW 2013 - by Dwight Weaver

The Ozark Mountain Pepsi Collectors Club (OMPC) held its 19<sup>th</sup> annual meet at Branson, Missouri, Aug. 7-10, 2013, headquartered at Honeysuckle Inn. Despite the fact that sickness and other problems kept some of our most faithful members at home, we still had a great turnout. We also acquired some new members, had a few visitors, and surprise, surprise, Butch and Maxine Jordon, long time members we haven't seen for at least eight years, came this year.



One of the nice things about holding the OMPC meet at Branson is the options for extra entertainment besides the usual Pepsi contests and other Pepsi-related activities. This year some of our people visited the Butterfly Palace and another group took in the Irish Tenors show. Some of our members come early or stay afterwards just to attend Branson shows. Our meet is also held at the same time as Branson's big car show most years.

Our regular entertainment includes a Silent Pepsi Auction, Pepsi Bingo, the Pepsi Swap Game and Pepsi Raffle besides Room Hopping. The Pepsi Swap Game has grown so popular and so many people participate we hardly have space in the conference room for all the players. The Pepsi Raffle held a surprise this year when Win Wright donated several coveted items from Brenda Wright's 2,000-piece Jeff Gordon Pepsi collection. Brenda, who passed

away March 2, 2013, was one of the club's most dedicated members. She was also an avid NASCAR fan as well as Pepsi collector. Acquiring one of the items from her collection was a great way to remember Brenda by making her a member of your collection.

There is always a lot of hilarity and nonsense going on and this year's newest laugh-a-minute addition was a card game that lured a lot of couples and individuals into playing it when we weren't conducting a scheduled event.

Next year will be OMPC's 20<sup>th</sup> Anniversary and we are expecting a great crowd and great entertainment, so put August 6, 7, 8 and 9, 2014, on your Pepsi event calendar and plan to attend. Be sure and get your motel reservation months in advance. Watch for more news about it in upcoming issues of this and the OMPC newsletter.



**Official PCCC Website [www.pepsicolacollectorsclub.com](http://www.pepsicolacollectorsclub.com)**  
**(Please visit the site and the member's forum often!)**  
**E-mail: [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com)**





# PEPSI FEST 2014 SCHEDULE & INFORMATION

**MAKE YOUR ROOM RESERVATIONS EARLY!!!!** *Rooms go fast so don't delay!*

INDIANAPOLIS MARRIOTT EAST (317) 352-1231

7202 East 21st Street, Indianapolis, IN 46219

You must make your own room reservations. 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 and note on your registration form. Call (317) 352-1231 for reservations **AND MAKE YOUR RESERVATIONS EARLY** — it's easier to cancel your room than to try and get a room at the last minute.

**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.

*Schedule Subject to Change - Event Locations Posted on Arrival.*

**Tuesday, March 11, 2014**

7:00 PM—8:00 PM Registration

**Wednesday, March 12, 2014**

7:00 PM—8:00 PM Registration

**Thursday, March 13, 2014**

9:00 AM—10:30 AM Registration

9:30 AM—10:30 AM Silent Auction Check-In

*Check-in closes for Kick Off Meeting*

10:30 AM—11:30 AM Kick Off & Business Meeting

1:00 PM—1:30 PM Silent Auction Preview

1:30 PM—4:00 PM Silent Auction

*(this is an estimated time frame—  
auction ends as timing and number  
of auction items dictate)*

3:30 PM—4:30 PM Pepsi Ladies Club Mtg.

*New item on the schedule this year.  
Open to All Ladies of the PCCC!*

6:00 PM—7:30 PM Show & Tell and Fun Fest

*(No Meal—Snack TBA)*

7:30 PM Room Hopping

**Friday, March 14, 2014**

8:30 AM—9:30 AM Registration

9:30 AM—11:00 AM Reproduction Seminar

11:00 AM—12:00 PM Oral Auction Check In

12:30 PM—1:00 PM Oral Auction Preview

1:00 PM—4:00 PM Oral Auction

5:30 PM—6:00 PM Group Picture

6:00 PM—7:30 PM PCCC Annual Meeting &  
Be Sociable Pizza Party

*Election of Officers & Pizza Dinner*

7:30 PM Room Hopping

**Saturday, March 15, 2014**

9:00 AM—10:00 AM Swap Meet Set Up

10:00 AM—12:00 PM Swap Meet

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.

**REGISTRATION & CLUB ROOM** (Suite #160)

Registration and the Club Hospitality Room will once again be in Suite 160. Early Bird Registration will be available starting Tuesday evening and anytime the Club Room is open.

**KICK OFF & BUSINESS MEETING**

Pepsi Fest will officially Kick Off and Annual Reports will be shared by Board members.

**SHOW & TELL and FUN FEST**

Bring your favorite or unusual item to share at Show & Tell, then enjoy the surprises that are being planned for Fun Fest, view Chapter displays and get information about joining or starting a Chapter. There is no meal at this event but a treat will be provided.

**ANNUAL MEETING & BE SOCIABLE PARTY**

Annual Meeting business this year will be the election of the following officers: President, Secretary, Chapter Information & Alliance Coordinator for 2 year terms, and the four (4) Members-at-Large for a 1 year term to the Board of Directors, followed by the Be Sociable Pizza Party.

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

A Member interested in running for any of the offices up for elections must be a member in good standing. If you would like to share a brief bio and your interest in an office in the newsletter prior to Pepsi Fest, please submit to Diane Gabriel no later than December 1, 2013.

## The Mountain Dew Museum in Wartrace, Tennessee - by Phil Dillman



Stan & Rita Dismukes

The little town of Wartrace, Tennessee is off the beaten path but has several reasons to visit if you are ever nearby. If you like trains, there is a caboose on display, lots of freight trains passing through, and a great hobby shop. If you love Mountain Dew, you will LOVE visiting "Hillbilly Willy's Ice Cream and Antiques." It's next door to the hobby shop. I like trains, too, so I visited both.

Rita Dismukes owns the ice cream and antiques store. Her husband, Stan, owns a cattle farm and has been collecting Mountain Dew memorabilia for nearly 30 years. The walls of the store are covered with Mountain Dew signs and shelves filled with Mountain Dew bottles. In the center of the room are display cases and shelves filled with more Mountain Dew bottles. As of 2009, Stan had over 1,100 different Mountain Dew bottles! You can find lots of pictures and information about Stan's collection online in the September 2009 issue of the Raleigh Bottle Club Newsletter.

The Dismukes made sure that the ECPC attendees were able to visit the store and the ECPC organizers made sure the Dismukes could attend our event, as well.

Wartrace is about an hour south of Nashville and well worth the trip!



HAPPY  
HOLIDAYS  
From the PCCC!



Many of us have seen the portion of the image below with R. F. "Uncle Dick" Butler standing in front of the doors of Bradham's Pharmacy. This full version of the photo was found online and is in the possession of the New Bern (N.C.) Historical Society. If you study the image online, you can see what appears to be a 1908 backbar sign and possibly a 1908 tray below the "B" in the word "Bradham's." In the next window pane below the word "Pharmacy," you can see a faint image of the 1907 Pepsi-Cola sign (also available as a glass sign with a chain) with the blond woman in a pale yellow dress and a red flower in her hair.



# **MORE CLUB STUFF**

## **DON'T FORGET - PROMOTE THE CLUB & WIN A PRIZE!!!!**

Help promote the PCCC, grow our membership and win a prize by doing so.

Contest runs from April 1, 2013 thru March 31, 2014.

A Special prize to the PCCC member who brings in the most new members using the Promo Brochure. Be sure to write your name or Member ID# in the spot marked on the brochure. The Winner will be announced at Pepsi Fest 2014.

*You do not need to be present to win — but it would be great if you were there!*

Download and print copies of the PCCC Promotional Brochure to share with friends and collectors, and place them in Antique Shops, Flea Markets, Swap Meets or any other place a Pepsi Collector may be found.

You can also contact Diane Gabriel, secretary@pepsicolacollectorsclub.com or phone at (724) 658-6310 to request a supply of brochures to be sent to you.

## **CURRENT PCCC BOARD MEMBERS**

Kim Kinzie, President	Lee Manchester, Member at Large (East)
Larry Woestman, Vice-President	Jerry Porter, Member at Large (Central)
Pat Richardson, Treasurer	Craig Leaf, Board Support Coordinator
Diane Gabriel, Secretary	Scott Kinzie, Email Correspondence
Terry Brennan, Chapter Information & Alliance (CIA)	Amy Dillman, Board Support
Phillip Dillman, Newsletter Editor	Tom Gabriel, Board Support
Wayne Burgess, Webmaster	Kathy Leaf, Board Support
Tim O'Donoghue, Club Promotion	Dutch Richardson, Board Support

## **Future Club Events**

<b>Pepsi Celebration</b>	<b>Las Vegas, NV</b>	<b>November 15-16, 2013</b>
<b>Pepsi Fest</b>	<b>Indianapolis, IN</b>	<b>March 13-15, 2014</b>

## **“Tim-Tom’s Tips”**

By Tim O’Donoghue

### ***New Membership Drive Contest ongoing until Pepsi Fest 2014!***

Want to leave a Legacy?

Make The Pepsi-Cola Collectors Club a small part of your life's Legacy. You come out and have fun; good Pepsi friends; Red White and Blue; American as Apple Pie; F...U...N! No, I'm not asking you to put us in your will. Just be a good quality advertisement for our Club at every opportunity. You know...leave applications at your favorite Antique and Junk Store/Flea Market, a PCCC application or your business card at your local grocery stores, put PCCC at the bottom of all your on-line purchases, sales and communications. I hate to use this, but, **Think Young** and post on the ummm...uhhh...what is that new-fangled thing, you know, with all the people? Yeah, yeah. Facebook! (I'm bad for this one, too )-: Why? ‘Cause, that is what the young folks do...

You KNOW that, once someone attends a Pepsi Fest, they are hooked for life! Let’s hook a bunch of ‘em.

If we don’t bring in the next Pepsi Generation, there won’t be one.

## Our PCCC Family

The Louis Grasseschi Auction - Hamilton, IL

There were lots of familiar faces, many friends from the PCCC present with still others bidding via the Internet on Saturday.

Friday's auction started at 4:00 and lasted a couple of hours. Saturday started at 9:00 and went until around 1:00.

Excitement abounded with the Internet bidding. The three pink Pepsi bottles went for around \$5,500 each. A 1908 48-bottle shipping crate went for more than \$10,000 due to a serious bidding war.

Prices ran the gamut, with some items being very reasonable, while some were crazy expensive. Fortunately, most everyone that was bidding got something from the auction.

Dan Sullivan invited the attendees to have dinner at a restaurant in Warsaw, IL Friday night which was opened a few months earlier by one of the employees of Sullivan Brothers Auctions. The Ribeye steaks were unbelievable!

Louis' son, Sam, is pictured below.



**WELCOME NEW AND  
RETURNING MEMBERS**

Brad Cole  
Carbondale, IL

Gale & Ron Barry  
Brownsville, PA



# The Dew View



Mountain Dew is now using the 24 ounce cans for advertising. The Danny Davis can is one of two that came out recently at 7-11 stores.

The license plates, the non-returnables from Australia, the photo, and the unusual cross-swirl bottle (maybe a Teem re-label?) are in the Dew Museum in Wartrace, TN.



## 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](mailto:secretary@pepsicolacollectorsclub.com).

**For Sale:** Various bottles in the following flavors - Teem, Mountain Dew, Patio and Diet Patio Cola, and KAS. Also have a Tropic Surf 10 oz. at \$50.00, 10 oz Devil Shake at \$100.00, and a 12 oz Evervess at \$150.00 (shipping not included). Also have bottle cartons for Teem and Mountain Dew. For a complete list, contact Hal Rhea at [halandfonda@hotmail.com](mailto:halandfonda@hotmail.com) or 303-997-9366.

**Wanted:** To buy - Returnable glass bottles in all sizes of Pepsi Free, Caffeine Free Pepsi Free, Diet Pepsi Free, Sugar Free Pepsi Free, Pepsi Light. Contact Ronnie Davis, 1181 E. Hyco Rd., South Boston, VA 24592 OR 434-579-2159

**Wanted:** Pepsi-related Records, 45, 33 1/3, and 78 rpm, 7", 10", 12", and 16", commercials, sounds effects, Transcription, Training, etc. Pepsi Mountain Dew, Teem, Patio, Evervess. Foreign or domestic. Looking to BUY or for information to see what other collectors have for compiling a data base. Contact Lenny Vigna at [leonardvigna@aol.com](mailto:leonardvigna@aol.com).

**For Sale:** Complete set 48 Disney / WWII matchbooks. All are flattened with staples carefully removed, the corners are sharp, strikers unused. Most have an off white area in the logo. \$250.00 shipping included. I can text pictures, Contact Nancy [oldngrey51@hughes.net](mailto:oldngrey51@hughes.net)



*You don't usually see an original of this watch fob. The U6705 is the common reproduction. Note the size difference and detail.*

*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 \$25 per year for the primary member, \$3.00 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 Diane Gabriel, 335 Mathews Way, New Castle, PA 16101 or e-mail it to her at [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com).*

BUY ONE GET ONE 40% OFF ALL APPAREL & ACCESSORIES CHECK IT OUT!

PEPSI SHOP

Check out the latest designs on the Pepsi Shop and take advantage of this limited time Buy One Get One 40% sale! Enter Code BOGO40

*I'm not sure if the 40% sale is still on but you might find some nice stuff at that site for a good price.*

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

PRSRRT STD  
 U.S. Postage  
**PAID**  
 ep▶direct  
 Fond du Lac, WI

## PEPSI-COLA COLLECTORS CLUB MERCHANDISE ORDER FORM

Mail completed form and check payable to Pepsi Cola Collectors Club to Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101. Questions contact Diane Gabriel at (724) 658-6310 or e-mail at [secretary@pepsicolacollectorsclub.com](mailto:secretary@pepsicolacollectorsclub.com)

Member ID: \_\_\_\_\_ Primary Member Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**PCC Club Logo T-Shirt (Logo: Front & Back)**

Colors: White, Light Blue, Indigo, Banana, Grey

\$15.00 - Sizes (S, M, L, X-L)

\$18.00 - Sizes (2XL, 3XL, 4XL)

**PCC Club Logo Golf / Polo Shirt (Logo: Front Only / Unisex Sizes)**

Colors: White, Light Blue, Indigo, Banana, Grey

\$26.00 - Sizes (X-S, S, M, L, X-L)

\$30.00 - Sizes (2XL, 3XL, 4XL)



**SWEATSHIRTS**

(Logo: Front Only)

Colors: Grey, Light Blue, Navy

\$22.00—Sizes (S, M, L, XL)

\$26.00—Sizes (2XL, 3XL, 4XL)

**OTHER ITEMS**

**Club Logo**

Magnet \$ 1.00

Key Chain \$ 1.50

Window Decal \$ 3.00

ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

**Shipping Charges**

1-2 Items \$ 10.00

3-5 Items \$ 13.00

5-7 Items \$ 17.00

International Add additional \$10 per order

FORM is also available on the website.

Items Total	\$
Shipping Charges Total	\$
<b>ORDER TOTAL</b>	\$