



THE PCCC EXPRESS

Volume 29

Number 3

Jul - Sep

2012

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

SUMMER = PEPSI

Presidents Corner

The lazy, crazy, hazy days of summer are here again. Time for flea markets, antique and collectible shows, picnics, summer vacations, and Pepsi collectors getting together for more fun in the sun everywhere. While you are out there running around like "American Pickers" and we know you are, remember, we are right in the middle of a club membership drive. Get those club applications out there everywhere you go. The contest is on and one of you is going to win the prize for recruiting the most new members. The winner will be announced at Pepsi-Fest 2013, and included in the newsletter following fest. You do not need to be present to win although we hope you are planning to be at Pepsi-Fest 27. Planning is well under way and it is going to be another fun-filled club event. If you need more information about the contest or membership applications, please contact any board member for additional assistance.

T-shirts and Polo's - OMG, the garment industry has proven to be a new

adventure and quite a learning experience. Anyone that ordered t-shirts or polo's should have received them. If you placed an order but have not yet received it, please contact Kim Kinzie at kimkpepsi1@att.net or by phone, home (804)748-5769, and cell (804)690-1440. Remember, the shirts are a club fundraiser not to mention a great way to advertise the P.C.C.C. so keep the orders coming. You do not have to have a shirt order to email or call. I am happy to hear from any club member anytime for any reason.

The next newsletter will include more information about what is on the agenda for Fest 27. It is going to be great fun for all. If you have never attended the national convention in Indianapolis, Indiana, the dates are March 14th - 16th 2013. Make it to this the one. You are guaranteed a great Pepsi time. The Marriott east is now accepting reservations. They will do their best to accommodate special requests. But, remember... the earlier you make your reservations, the easier it is to accommodate a special request. Contact the Marriott East at (317)322-3716.

The East Coast Pepsi Connection is just days away and promises to be another great gathering for Pepsi collectors. Many thanks to June Frost, Roy Kidd, and Tim O'Donoghue for all the hard work they devoted to making this a great event. We

hope to see you there. But, that's not all! You have an additional summer time chance to attend a fun filled Pepsi gathering in Branson, MO. at the Ozark Mountain gathering August 8th - 12th 2012. As the summer months end, you can fall into another great time in Las Vegas, Nevada at the Pepsi Celebration November 16th - 17th 2012.

For those of you that have never had a chance to view Bob Stoddard's collection, there is a video of it on youtube. The video is from last year's bottler's convention in Arizona and is well worth taking the time to look at. It's called "my Pepsi Collection 2011" and is about 3 minutes long. You can search Pepsi videos to find it or type http://www.youtube.com/watch?v=Dj9FgUFVyX0&feature=youtube_gdata_player.

Recently, while speaking with club member Louis (Louie) Grassaschi, a regular attendee at Pepsi-Fest, he informed me that he was recently diagnosed with pancreatic cancer and would be starting treating soon. Our thoughts and prayers go out to Lou and his family. Louis will be close in our thoughts as will all our Pepsi family and friends.

Kim Kinzie

Phil again thanks Connie and Diane for their assistance with the newsletter!

In This Issue

Chapters News

Treasurer's Report

Collector's Spotlight

"Learning From Another's Mistake"

Pepsi News

Pepsi Celebration Registration

"Survey Says..."

Tim-Tom's Tips

Our PCCC Family

Reproductions

The Dew View

Pepsi Trading Spot



Chapter News

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

Have you been thinking about starting a Pepsi chapter? Do you know others that live in your area that are Pepsi collectors too? Starting a chapter 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 PCCC. 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 or even 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 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, you can then 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 chapter 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!

Terry Brennan

Local Chapter Meetings

Buckeye/Keystone, August 4 in New Castle, PA Noon (more details on the PCCC Facebook page)

ChiChap, August 18, St. John, IN
October 6, Chicago, IL

Iowa, July 21, Warminster, PA with ECPC, August 25, Camanche, IA, October, Runnells, IA

Michiana, July 14, September 8
Elkhart, IN 5:00 PM

Ozark, Branson, MO August 9-11

SoCal August 11, October 13

Remember that all meetings are subject to change.

TREASURER'S REPORT

BANK BALANCE as of MARCH 28, 2012	\$9,500.92
<u>INCOME</u>	
Membership Dues	\$918.00
Shirt Orders	189.00
Pay Pal, membership dues	375.00
<u>TOTAL</u>	\$1,482.00
<u>EXPENSES</u>	
Newsletter, Printing and Postage	\$1,972.54
Postage	149.50
<u>TOTAL</u>	\$2,122.04
BANK BALANCE AS OF MAY 31, 2012	\$8,860.88

As always I can be reached at:

treasurer@pepsicolacollectorsclub.com

Submitted by Pat Richardson, Treasurer May 31, 2012

DONATIONS ARE ALWAYS APPRECIATED



Collector's Spotlight

Craig and Kathy Leaf have been collecting Pepsi-related items for about 25 years, but didn't get serious until 15 years ago. That's when they moved from an apartment into a house. Their collection started "more or less as a joke, as friends were always finding little things for us as we drank tons of Pepsi. It is not a hobby anymore, it is an obsession." When asked if they have a favorite category of Pepsi collectibles, they respond as many of us do. "Basically, if it says Pepsi or is a Pepsi product, we will collect it." However, Craig's categories at this time are trays and pin backs [buttons]. Kathy likes her neck ties and vintage toys.



they belong to both the Pepsi Club of Iowa and the Ozark Mountain Club chapters.

One of the funniest memories they have from a Pepsi Fest was that they brought a tabletop refrigerator/cooler and

traded it for a school crossing guard sign plus cash for a total value of \$200.00. They were happy with that price. Then, the person they sold it to turned around and sold the cooler for \$300.00 to someone else who then sold it for \$350.00! They learned that you never can tell how much items will sell for when you take them to Pepsi Fest!



They also have their favorite items in the collection. Kathy's favorite item is their 4' tall Willy the Hillbilly Mountain Dew display in the original shipping carton while Craig's two favorite items are a mint condition 1909 tip tray and a 3-ring binder filled with Pepsi business cards, most from their personal Pepsi friends.

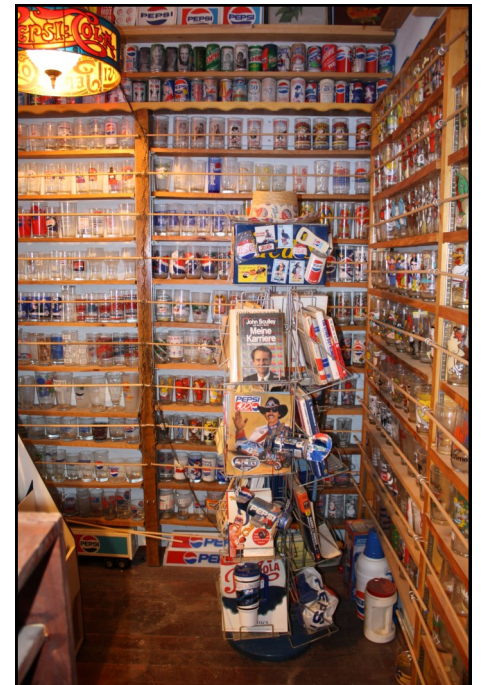
Right now, Craig and Kathy are leaning toward vintage Pepsi items such as serving and tip trays, bottles, and mileage signs, although, they still like just about anything Pepsi-related. They have now attended 14 Pepsi Fests and



Sometimes, you just need to be creative to display your collection!

Craig and Kathy were married in 1992 in Boone, Iowa and have three children, Patrick, Brandy, and Louie John Leaf, and two grandchildren, Jesslyn Lee and Loki David.

Like most collectors, The Leafs collect more than just Pepsi. "A better question would be 'what don't we collect?' We both seem to find something and it starts us on a hunt for those things." One example is their collection of



M&M items which started because Craig's mom wrote to the M&M's company and asked for specific colored M&M's for Craig and Kathy's wedding. This was before the public was typically allowed to make such a request. Thus, the company sent the requested colors along with some other items.

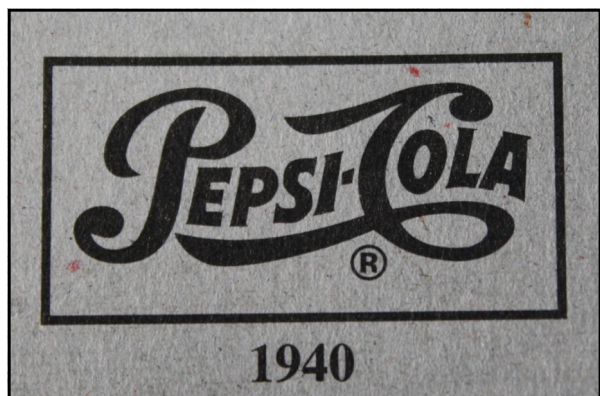
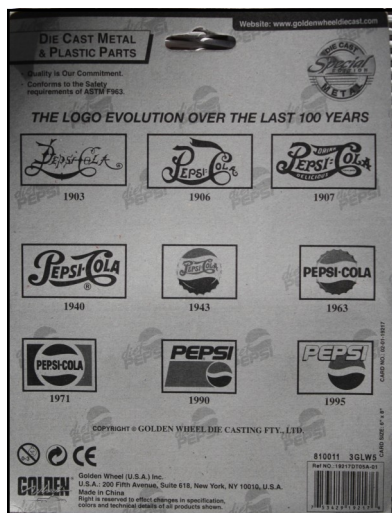
Kathy also likes shaped cake pans, cookie cutters, and chocolate candy molds.

Learning from another's mistake

Around the time of Pepsi's 100th Anniversary in 1998, a lot of items were created to showcase the various logo changes through the years. Unfortunately, the information received by the producers of some of these items contained some misinformation. For that reason, the "single dot" script seen in these examples show the incorrect date of 1940 when, actually, the single dot script was introduced to the public in 1951. If you are new to collecting Pepsi memorabilia, the single dot script is an important tool in dating Pepsi items. From about 1900 through 1950, the company used the "double dot" script, or PEPSI "equals" COLA. While there are a few items produced after 1950 that still featured the older script, the company pushed for everything to feature the newer script to help modernize their image. However, the items featured here are just wrong.



Double Dot script used until 1950



Wrong date - should read 1951



Wrong date - should read 1951

PEPSI NEWS



Michael Jackson's Estate and Pepsi have a deal to distribute 1 billion cans with his image worldwide.

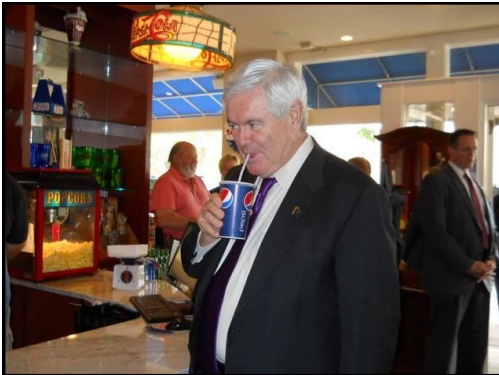
Presidential hopeful Newt Gingrich stopped by the Birthplace of Pepsi-Cola in New Bern, NC while on the campaign trail on April 10, 2012.

Borrowing a naming convention the brand has used for 6 years on [Sierra Mist Cranberry Splash](#), as well as on the short-lived [Sierra Mist Ruby Splash](#) in 2009, **Sierra Mist Natural Strawberry Kiwi Splash** is slated to be around this summer, with availability from May through August. This product will be available in 20 oz plastic bottles, as well as in 12-packs of 12 oz cans. A zero calorie version will also be available, under the name **Diet Sierra Mist Strawberry Kiwi Splash**. Like all Sierra Mist products, both the regular and diet will be caffeine free.

Japan recently introduced Pepsi Dry to the public to mixed reviews.

The Pepsi Challenger race car, restored to its original 1982 race-ready condition to run at 250 MPH, sold at auction recently for \$250,000.

More new products on the Dew View page.



PEPSI CELEBRATION 2012 REGISTRATION
Presented by
PEPSI COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER
November 16TH & 17TH, 2012
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$24.00 per person if registered before **October 8th, 2012**. **Registration after that date and at the door** will be \$30.00 per person. Included in the registration packet will be a glass bearing the Pepsi Celebration 2011 logo and other Pepsi items. Please complete this form, enclose your check or money order made payable to **PCCC** and return to Josh Broadwater, **5520 Pablo Road Yorba Linda, CA 92887**. Any questions please call David Gerger at: 1-951-255-4688 or e-mail him at alwayspepsi@yahoo.com.

Reservations to stay at the Palace Station Hotel **must be made directly with them**. Please call them as soon as possible at 1-800-634-3101 and ask for the Pepsi Cola Collectors Group Rate ID# "PCIPEP2". **Please make your reservations with the hotel by October 8th, 2012.**

PLEASE RETURN THIS FORM BY OCTOBER 8th, 2012.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail address _____

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

(3) _____ (4) _____

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

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

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

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

Total Enclosed \$ _____

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

If you cannot attend but you wish to order a Pepsi Celebration 2012 packet, the cost is \$30.00. Your packet will be mailed after Pepsi Celebration 2012. Please mail _____ packets at \$30.00 each to the above address.

PEPSI CELEBRATION 2012 T-SHIRT ORDER FORM

Presented by

PEPSI COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER

November 16TH & 17TH, 2012

Las Vegas, Nevada

This year we need to order 2012 Pepsi Celebration T- shirts **prior** to our gathering in Las Vegas. Due to circumstances beyond our control, we will not be selling shirts at this year's event. I am hoping everyone will order at least one t-shirt, if not more, to help support our annual Pepsi Celebration. Your t-shirts will be available for pick up at Pepsi Celebration. Price per shirt is only \$12.00. If you need one of the larger sizes (see the list below) you will need to add \$2.00 for each XXL or XXXL.

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

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

PLEASE RETURN THIS FORM BY OCTOBER 8th, 2012.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail Address _____

Number Wanted

Sizes

Small

Medium

Large

X-Large

XX-Large (Add \$2.00 for each)

XXX- Large (Add \$2.00 for each)

Total Enclosed

\$ _____

If you cannot attend but you wish to order a Pepsi Celebration 2012 t-shirt, the cost is \$15.00 (Small through X-Large; XX-Large and XXX-Large add an additional \$2.00 for each t-shirt) plus \$5.00 for shipping. Your t-shirt will be mailed after Pepsi Celebration 2012. Please mail this form back together with your registration form.

PEPSI CELEBRATION 2012

Friday, November 16th & Saturday, November 17th, 2012

Held at the PALACE STATION HOTEL AND CASINO

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

MAKE YOUR RESERVATIONS BY OCTOBER 8th, 2012

Please ask for the Pepsi Cola Collectors Group Rate ID# PC�PEP2

Courtyard Room Rates

Wednesday and Thursday - \$34.00 + Hotel fee* & tax per night
Friday and Saturday - \$54.00 + Hotel fee* & tax per night
Sunday and Monday - \$34.00 + Hotel fee* & tax per night

Tower Room Rates

Wednesday and Thursday - \$44.00 + Hotel fee* & tax per night
Friday and Saturday - \$64.00 + Hotel fee* & tax per night
Sunday and Monday - \$44.00 + Hotel fee* & tax per night

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

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

PEPSI CELEBRATION 2012 SCHEDULE

FRIDAY, NOVEMBER 16TH

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

SATURDAY, NOVEMBER 17TH

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

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

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

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

SCHEDULE SUBJECT TO CHANGE

ECPC

Hi fellow collectors! Just a quick reminder that the deadline to make reservations at the Holiday Inn Express Warminster (215) 443-4300 is fast approaching. After 6/20/12 they will no longer make our special rate of \$126 available. Even if you have not totally decided to attend, but you are strongly considering it, try to make those reservations by 6/20. You can cancel after that date if you find you cannot attend. The hotel has been very accommodating and have almost doubled our original block of rooms. Hopefully they can still accommodate more!

Once you have decided to attend our 5th Anniversary celebration, be sure to get your registration information to me by July 12 (by mail or e-mail) so that we have time to prepare enough registration packets, name tags and plan for enough food for our picnic. Of course last minute registrations are acceptable at the door as well, we always have room for a few more!

I have attached the registration information for you (just in case). If you have any questions please call me (607) 757-9195. No matter what - Dew Have a Pepsi Summer! June Frost

Ozark Mountain Pepsi Club Show

Branson, Missouri - August 8, 9, 10, 11, 2012

Honeysuckle Inn

3598 Shepard of the Hill Expy., Branson, Mo. 65616

Hotel Phone #: 1-800-942-3553

If you have any questions, please call:

Linda McClanahan at (314) 739-3863

The PCCC Board of Directors is beginning the process of creating a PCCC Membership Printed Directory. In the interest of privacy, we will only print the contact information of those who have given permission. If you DO NOT WANT your information to be printed, please contact the club Secretary, Diane Gabriel at secretary@pepsicolacollectorsclub.com or via postal mail at 335 Mathews Way, New Castle, PA 16101 stating that you DO NOT want your contact information printed in the PCCC Directory. We have requested this information on your renewal notices however not everyone has been completing that portion of the renewal form. If we do not hear from you we will assume that you are authorizing the printing of your contact information in the PCCC Membership Directory. PLEASE NOTE: This WILL NOT be a public publication but will be for PCCC MEMBERS ONLY!

Future Club Events

ECPC	Warminster (Philly), PA	July 20 - 21, 2012
Ozark	Branson, MO	August 8 - 11, 2012
Pepsi Celebration	Las Vegas, NV	November 16 - 17, 2012
Pepsi-Fest #27	Indianapolis, IN	March 14 - 16, 2013

Survey Says . . .

By Club Secretary Diane Gabriel

This past year at Pepsi Fest 2012 the Board of Directors distributed an Evaluation Form for those in attendance to complete, if they desired, to let the Board know how we are doing. The Form asked questions about their experience at Pepsi Fest along with general club performance. After compiling the responses we are now sharing that report and responding to your questions and ideas.

First we would like to thank everyone who submitted a form and shared their honest responses, ideas and concerns. That is exactly what we wanted to hear, constructive criticism is always welcomed. We also know that we will never be able to please everyone as the Board keeps the big picture, the integrity, and the resources of the club in the forefront, while maintaining an excellent outlet for Pepsi Collectors. Members used a ranking system along with personal comments on the form and following is what was shared.

First is the overall status and service of the Club. The PCCC Express (newsletter) received a 95% Good/Excellent and a 5% Okay approval rating for quality, layout, content, and club information. The website had limited response (only 50% of respondents) due to the fact that not everyone who responded has visited the website or has access to the internet. Of those who responded 90% Good/Excellent and 10% Okay for overall content and information on the website. Regarding the postings and ease to using the Members Forum 70% Good/Excellent, 20% Okay, and 10% Needs Improvement. Those who enjoy receiving "Web Express" via e-mail and the information it provides are 85% Good/Excellent, 10% Okay, and 5% Needs Improvement.

The performance of the Board of Directors in continuing the operations of the club and the decisions that they are making in the best interest of the Club, the responses were: 80% Excellent, 20% Very Good. The approachability and interest in member's opinions and ideas, the responses were: 80% Excellent, 15% Very Good, and 5% Okay. The club now has an official logo and 95% approve of the logo and 5% stated it was okay. Members liked having club shirts with 95% approving and 5% stating they were okay. Members also shared that they would like to see the addition of hats, and the Board will be looking into adding hats and possibly sweatshirts and jackets in the future.

The next area that was covered was Pepsi Fest. Responses to the sharing of information about Pepsi Fest (prior to and during), who to contact, and the amount of information shared were: 85% Good/Excellent, 10% Okay, 5% Needs Improvement. Services of the Marriott were: 90% Good/Excellent and 10% Okay. The Board acknowledges that while we pretty much followed the same registration form and schedule that has been used in the past, we plan in the future to share more information about what will be happening at each event, and what you are getting for your money. Some folks wanted to add some outside time to venture out in Indy, and visit shops and possibly tour a bottling plant. The Board suggests for the immediate future that you will have to plan your own time for visiting sites in Indy by arriving earlier or staying after Pepsi Fest. In regards to touring a bottling plant we will need to officially connect with a bottler to make that happen, but your request is noted.

Items in the packet were: 70% Good/Excellent, 15% Okay, and 15% Needs Improvement. This year's packet offered the same items that have been offered in the past: a bag, a glass and a pin. The bag was a different style and type and the glass was a shooter, which many people liked. We had minimal resources to work with and had no idea how many to prepare for this year. We acknowledge your desire for the return of the deck of cards and canvas bags, but these items are expensive and have high minimum order requirements. The Club still has hundreds of decks of cards from previous years because of a 500 minimum order and we only prepared 150 bags this year, because not everyone orders a packet. We are glad that the new style name badges were a hit, and we will continue to look for items that are cost effective to include in the packets. Just remember more stuff might mean a higher price on the packet bags.

PEPSI-COLA COLLECTORS CLUB EXPRESS

The offering of raffle prizes at multiple events and the quality of the raffle prizes were: 85% Good/Excellent, 10% Okay, and 5% Needs Improvement. Nearly everyone liked having the opportunity to win prizes at every event.

The responses to the addition of the Club Hospitality Room were: 80% Good/Excellent, 10% Okay and 10% Needs Improvement and one person thought it was a waste of money (*Point to note: We did not pay for the Club Hospitality Room the hotel provided it free of charge*). Evaluation of the new event Fun Fest that was incorporated in the Chapters Meeting were: 80% Good/Excellent, 10% Okay, and 10% Needs Improvement. Some folks thought they were having a meal even though they didn't purchase tickets, and it wasn't advertised as such. We did have the hotel providing some snacks, but they were set out earlier than requested, and thus were gone before some people arrived for the event. Overall the event was a success and we will work on making it better in the future.

Members liked having the Business Meeting and the Annual Meeting with 80% Good/Excellent, 15% Okay and 5% Needs Improvement. This was all new to us but we wanted to share Finance and Membership reports to members, and for the members to elect officers to the Board of Directors. Members appreciated knowing the "state of the club." The meetings are now a necessary component of Pepsi Fest but the meetings went quickly, and efficiency will improve over time.

The Pizza Party was enjoyed by all and having tables to eat at was a hit. Multiple serving lines insured that everyone got to eat "hot" pizza and everyone was served and seated within 10 minutes. The video clips running during the event were also appreciated.

Overall the responses were positive and your ideas and comments are greatly appreciated. Some folks suggested some fund raising options that the Board will evaluate and possibly implement. With your support the Board will continue to move forward in growing the PCCC not only in members, but in resources and the opportunities for Pepsi collectors to gather and share information. We all thank you for your vote of confidence and support. Please feel free to contact any Board member if you have an idea, a question, or a concern. We are here to serve the PCCC membership.

Phil chimes in - It was suggested that the club could save money by sending the newsletter electronically to the membership. While that would be an option, many club members look forward to receiving the newsletter in the mail. It also looks good on the paper it is printed on. I'm not sure if many of you would be willing to print the newsletter on plain or brochure paper in your homes. We may offer an e-newsletter as an option in the future.

"Tim-Tom's Tips"

By Tim O'Donoghue

Membership Drive Contest ongoing until Pepsi Fest 2013. Get involved today!

What's my incentive you ask? Well, when you decide it's time to downsize or sell your collection, I'll be honest, the only thing I'm buying from you are your Pepsi "Distance From" signs (if I can get to you before Craig). Like many of us, my collection is "full", so, I'll mostly buy harder to find, must-have items. Gone are the days when I would buy anything with the word Pepsi on it. It will be the new folks, the young folks, ones who are building their collections. They are the folks that will buy our Pepsi Stuff; from single pieces to entire Collections.

So there's your incentive to place a few PCCC Brochures at you favorite local "Antique and Stuff" stores and help us grow.

Download the PCCC Brochure from the web site or get with Diane Gabriel for copies.

If we don't bring in the Next Pepsi Generation, there won't be one.

Our PCCC Family



Janet Blad, a long time Pepsi enthusiast and wife of collector Roger Blad, passed away peacefully on May 1st due to complications of MS of which she had been afflicted for 30 + years. She was 68 years old.

Janet and Roger joined PCCC in the late 80's and the Minnesota Chapter soon after. Janet was very active in the Minnesota Chapter until it was suspended in 2005.

About 6 years ago she was hospitalized for several months due to her MS. She returned home but was bedridden until her passing. She was able to get out once in awhile with a wheel chair to visit friends, go to lunch, and go to the dentist in her hometown of Austin Minnesota. She even went to her 50th class reunion last year.

In 1994 Janet and Roger unofficially co-founded the Ozark Mountain Pepsi Club along with Ben & Kim

Delgato, John & Gayle Johnson, and Terry & Martha Lunt. The club is still thriving today and is now an official chapter of PCCC.

Janet had many, many friends in the Pepsi community. For all of those who knew Janet, she will be missed dearly.

If you wish to send Roger condolences, his address is:

Roger Blad: 1317 Orchard Drive
Burnsville, MN 55306

Edward Protin, 75, of Milford, DE, went to be with the Lord on Tuesday, Dec. 6, 2011, at home. Mr. Protin was born in New York, N.Y. He worked for Verizon for 41 years before retiring. He is survived by his wife, Carolyn Protin; daughters, Karin R. Follmeyer and Nancy S. Moore; three grandchildren, two step granddaughters, and a great-grandson.

Mallory and Trey Lloyd.

Although not listed as such, Jan was largely responsible for the publication of her father's book, "Pepsi-Cola Collectibles", with help from her mother, Mary, and from Gary Metz.

WELCOME NEW AND RETURNING MEMBERS

Bill Scott - Saint John, IN

Dianne Cline - Marengo, IA

William Curtis
Whitmore Lake, MI

Gina Ennis - Apex, NC

Kenneth & Susan Siegal
Niskayuna, NY

Mary Sims - Palm Coast, FL

Art Seagren - Claremont, CA

Sherry Humphrey - Cypress, CA

Walter Wyzujak - Rockford, IL

Jan Lloyd of Hillsborough, NC, died on Thursday, March 1, 2012. She was born on Dec. 28, 1953, in Statesville. She attended Orange County schools and Western Carolina University where she received a bachelors of arts in English. She also attended UNC-Greensboro and received a masters in History.

An important part of her life was working for Data Power and Air for over 25 years. She started as an employee and eventually co-owned the company.

She was predeceased by her parents, Everett and Mary Lloyd as well as an infant brother. She is survived by her brother, Bob Lloyd and his wife, Cannie, of Hillsborough and her niece and nephew,



Happy News!

On May 1, 2012, the cola wars called a truce when PCCC's own Tim (-Tom) O'Donoghue married Ernestine (Tine) Hull in Beavercreek Ohio. Surrounded by family and friends the happy couple exchanged vows at 6PM in a lovely ceremony at the Hilton Garden Inn followed by a reception at the Fox and Hound. Despite some nasty storms that erupted after we all arrived at the reception, everyone stayed dry and safe while partying with the newlyweds. Even though they have different 'tastes' in soda pop, the couple knew how to celebrate this important event! (In case you haven't guessed, Tine prefers the other cola drink. But love conquers all!) Congratulations are in order for the happy couple!

Pepsi Reproductions

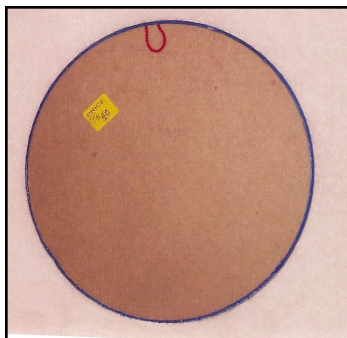
All of the reproductions shown in the PCCC Express have come from the pamphlet that was produced by Scott Kinzie and Larry Woestman. Copies of the entire pamphlet are available for purchase from Scott Kinzie.



Reproduction
1940 cardboard sign 7¾"x 15"
Has printed on stains, possible enlarged photo copy of ink blotter



Original
1940 ink blotter 4"x 7"
Possibly used to reproduce sign above



Fantasy
1940's Celluloid button
Size 9"
No original exist



Original
1940 Aluminum shelf edger
Two sizes 9" x ¾" and 15" x ¾"
Has small lip on top for sitting on shelf edge



Reproduction
1940 Tin shelf edger
Size 14¾" x ¾"
flat tin



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

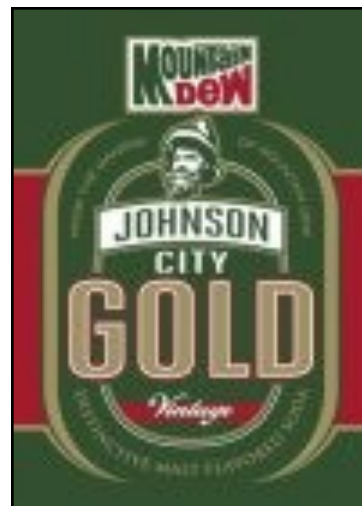


The Dew View



Promoting the grip bottle on a can in Iowa.

24 ounce aluminum cans of Mtn Dew, Diet Dew, and Code Red.



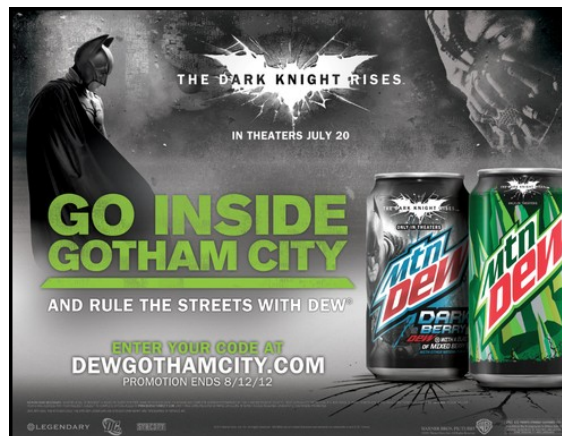
This is a label from the website Trademarkia as a possible new product. It is reported to have a distinctive malted soda flavor.



As the 16 ounce cans are chilled, the Dark Knight / Batman logo will change.



This will be a **mixed berry flavor**, and as such, is a new Dew flavor. It's not a rebranded drink that had previously been offered for a limited time (i.e. [Ultra Violet](#)). Dark Berry will be available (starting June 18) in the standard sizes typically associated with a LTO run: **20 oz plastic bottles, 12 oz cans sold in 12-packs, and 2 liter plastic bottles**. Additionally, a **special 16 oz can** will also be available.



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.

FOR SALE: Huge Pepsi collection of Ed Protin if you are interested please contact his wife, Carolyn Protin (302) 424-2447 or his daughter, Nancy Moore (410) 900-6566.

Wanted: To buy Returnable and Non-Returnable glass drink bottles of Pepsi-Cola, and all products of Pepsi-Cola, from USA and foreign countries. Also wanted metal Crown tp and screw top bottle caps for Pepsi-Cola and products of Pepsi-Cola. Contact: Ronnie Davis, 1181 E. Hyco Rd., South Boston, VA 24592 or cell # (434) 579-2159.

Wanted: I am looking for a Diet Pepsi glass 6-1/2 ounce returnable bottle from the 1960's for my collection. I have only seen two of them on ebay in the past. I bid but lost. If anyone has one they would like to sale to me I would be very interested in buying one. You can reach me at 707-545-7000 or my email kit1945@pacbell.net. Thank you, Sincerely, John Kennedy, 1615 El Camino Way, santa Rosa, Cal. 95404.

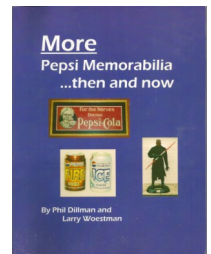
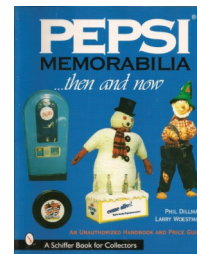
For Sale: Value guides from PCCC club members Phil Dillman and Larry Woestman:

“Pepsi Memorabilia...then and now” from 2000 - \$14.95 each (limited qty)

“More Pepsi Memorabilia...then and now” from 2009 - \$29.95 each

Please include \$5.00 shipping per book. Send check or money order to:

Larry Woestman, 14750 S. Karlov, Midlothian, IL 60445 or call 708-385-0646

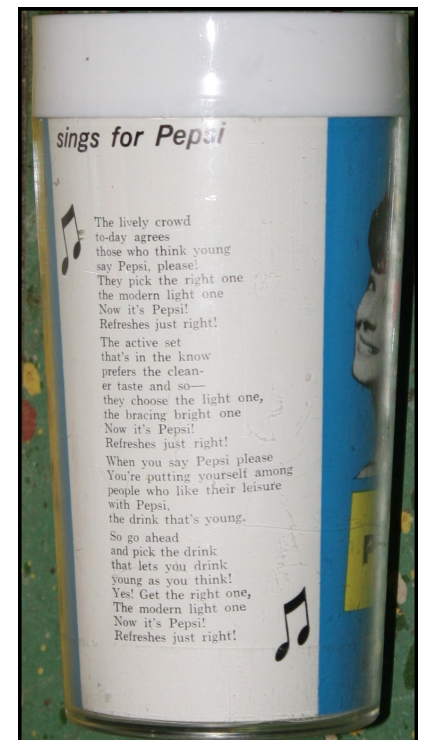


Not sure what the reason was but, in Australia, the words for the slogan / jingle “Now It’s Pepsi, For Those Who Think Young”, as sung by Joanie Sommers, were altered from the version used in the United States. The Australian version pictured on the plastic tumbler says “Now It’s Pepsi! Refreshes Just Right!”



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.



PEPSI-COLA COLLECTORS CLUB

c/o Diane Gabriel

335 Mathews Way

New Castle, PA 16101

PRSR STD

U.S. Postage

PAID

ep▶direct

Fond du Lac, WI

THIS IS YOUR LAST ISSUE IF YOU WERE DUE TO RENEW IN January, February or March of this year and have not PAID your Dues.

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 _____

SHIRT COLORS
(Both Shirts) : **White**
Light Blue, Indigo,
Banana, Grey, Red

PCC Club Logo T-Shirt (Logo: Front & Back, as pictured)
\$15.00 - Shirt Sizes (Small, Medium, Large, X-Large)
\$18.00 - Shirt Sizes (2X Large, 3X Large, 4X Large)

PCC Club Logo Golf / Polo Shirt
(Logo: Front Only / Unisex Sizes)
\$26.00 - Shirt Sizes (X- Small Small, Medium, Large, X-Large)
\$30.00 - Shirt Sizes (2X Large, 3X Large, 4X Large)



ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

Shipping Charges

1-2 Item s\$ 10.00

5-7 Items \$ 17.00

3-5 Items \$ 13.00

International Add additional \$10 per order

FORM is also available on the website.

Items Total	\$
Shipping Charges Total	\$
ORDER TOTAL	\$



THE PCCC EXPRESS

Volume 29

Number 4

Oct - Dec

2012

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Phil Dillman - Editor

This Busy Pepsi Year Is Far From Over!

PRESIDENT'S CORNER - Kim Kinzie

The sweltering Summer of 2012 is now in the history books along with some great Pepsi-Cola Collector Club Events, but more are on the way. ECPC (East Coast Pepsi Connection) gathered in Warminster, Pennsylvania on July 20-21 at the Holiday Inn Express. Activities included a Pizza Party, checking out local flea markets and antique malls and playing a trivia game. Most of us needed to brush up on our Pepsi history and facts! A job well done and thank you to June Frost, Roy Kidd, and Tim O'Donoghue for putting it all together, and a special thank you to Ron and Ambra Pettibone for opening their home and hosting the Annual ECPC Picnic. A good time was had by all of the 65 people who attended, which included the Iowa Chapter, who had their stated chapter meeting at their farthest away member's home, the Pettibone's.

The Honeysuckle Inn in Branson, Missouri was the location of another gathering of Pepsi collectors as the Ozark Mountain Chapter hosted their annual event which was attended by 64 people

on August 8-11. Bingo, Picnic, chapter meeting and a Railway Dinner Train were just a few of the fun events that were held. Thanks to Darrel and Linda McClanahan and their team for putting it all together and hosting another successful event.

Now don't start feeling depressed because you missed out on the above mentioned gatherings – because we've got more coming up. Pepsi Celebration in Las Vegas, Nevada, hosted by the Southern California Chapter, is just around the bend on November 16-17 at the Palace Station Hotel. Reservation deadline is October 8th but, if you want to go, just contact David Gerger at (951) 255-4688 or e-mail him at alwayspepsi@yahoo.com and make your reservation at the Palace Station Hotel by calling (800) 634-3101 and share the group club rate ID# "PCIPEP2".

Pepsi Fest 2013 will be here before you know it and registration information is in this issue of the PCCC Express. A few changes have been made so review the schedule and the registration form and get your registration in, along with reserving your room at the Indianapolis Marriott East (317) 352-1231 and mention you're with the Pepsi-Cola Collectors Club. We will also be electing officers to the Board of Directors. The positions that will be up for election this year are the one year

terms of the Members-at-Large (East, Central, Mountain & Pacific) and this year we will also be electing Vice-President and Treasurer for two year terms. If any member is interested in any of the positions listed and would like more detailed information on the duties of those positions, please submit your request to the club secretary who will send you the position description. Any member who would like to run for an office and would like the membership to know a little more about you before elections, you may submit a brief bio and a picture to be included in the January-March issue of the PCCC Express. Deadline to submit your bio and picture to the club secretary is December 1st.

Club Shirt sales are going well and are a great way of promoting the club. I was recently in an antique mall wearing a club shirt, when a woman came up to me and said "if her daughter was there she would want my T-shirt." She knew nothing about the club and lived in another state, so I told her about the Club, AND because I had just put a supply of Promotional Brochures in the rack at the antique mall, I grabbed one and handed it to her and told her it would make a nice surprise gift for her daughter if she purchased her a

Con't. on next page

In This Issue

Chapters News

Treasurer's Report

Collector's Spotlight

Pepsi Celebration Reminder

Pepsi News

Pepsi Racing—part 1

Pepsi Fest Registration

ECPC & Ozark Reports

Our PCCC Family

Mileage Chart Order Page

Tim-Tom's Tips

The Dew View

Pepsi Trading Spot



Chapter News

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

Local Chapter Meetings

Buckeye/Keystone, The Keystone/Buckeye Chapters gathered on Saturday, August 4th at the home of Tom & Diane Gabriel in New Castle, PA. We had 20 people that included some new attendees and a guest who joined the PCCC before he left for home. A good time was had by all. The next gathering will be held on Saturday, October 6th starting at 12 Noon at Frank and Judy Himler's in Cardington, Ohio. If you are a member of the PCCC and in the area, you are more than welcome to come and join us. We only ask, if you can, to RSVP for food preparation and if you need directions. Just contact Diane Gabriel (724) 658-6310 or email at pepsiwaytag@comcast.net if you wish to join to us on October 6th.

Chicago Connection, Oct. 6th at Lenny Vigna's Chicago, IL,
Dec. 8th TBD

Iowa Pepsi, October 27th, Runnells, IA, Dec. 1st

Michiana, The Michiana Chapter held it's Sept. meeting (the fall cook-out) at the home of John and Rose Freel in Elkhart, IN. The main menu consisted of sloppy joes, salads, chips, and desert along with lots of Pepsi all served up at 5 PM. A special thanks to John and Rose for hosting the club. Five members were in attendance: President Sue Pletcher, John and Rose Freel, Shorty Moore, and Randy Elijah.

The meeting centered on the house fire that claimed the home of Shorty and Pam Moore of Elkhart. Shorty says he did not lose everything in his collection, but several items had water damage. The discussion then turned to the upcoming Pepsi Fest in Indy. The members were deciding on how best to promote our club more and making plans to attend the Indy event. With no further items on the docket, the meeting was called at 7 PM.

Show Me Oct. 6

SoCal , Oct. 13th at Jo Lanham's,
Dec 8th at Chris Ostrander's

Remember that all meetings are subject to change.

President's Corner con't.
membership. She said "it did sound like a great idea" and she left with the brochure. So wearing a club shirt and posting or carrying a Promotional Brochure is a great way of being visible and recruiting new members . You can request a supply of Promotional Brochures by contacting the club secretary, Diane Gabriel, or by visiting the website and downloading and printing the brochures as you need them. And, due to requests by club members, we are now also offering sweatshirts – check out the shirt order form on the back page of the newsletter

and place your orders now. You have the option of paying for shipping and having them delivered to your door OR you can save the shipping fees and pick your order up at Pepsi Fest.

While we can only gather in person several times a year as a large group, or slightly more often in local chapters, we can always stay in touch with our Pepsi friends by meeting up on the club's Facebook Page (Pepsi-Cola Collectors Club) or visit the website www.pepsicolacollectorsclub.com and chat in the member's only area forum. So the next time you need a Pepsi "fix" just visit us on the web.

Once again I'd like to say a BIG THANK YOU to Phillip Dillman for the great job he is doing with the newsletter. And, a big kudos to the Board of Directors for the wonderful work they are doing. This group has worked hard and done a lot in the past two years. I also want to give the membership a HUGE Thank You for all your support, not only in your extra financial contributions, but in your gracious and encouraging words of support. WITHOUT YOU ALL, the PCCC would not exist. Now let's go and enjoy some PEPSI ...

TREASURER'S REPORT

BANK BALANCE AS OF MAY 31, 2012	\$8,860.88
<u>INCOME</u>	
Membership Dues	\$2,639.00
<u>TOTAL</u>	\$2,639.00
<u>EXPENSES</u>	
Newsletter, Printing and Postage	\$1,599.41
Postage, printing, envelopes	206.33
T-Shirts	828.10
Website Maintenance	400.00
<u>TOTAL</u>	\$3,033.84

BANK BALANCE AS OF 9-16-2012 \$8,466.04
As always I can be reached at:
treasurer@pepsicolacollectorsclub.com
Submitted by Pat Richardson, Treasurer Sep. 16, 2012

DONATIONS ARE ALWAYS APPRECIATED



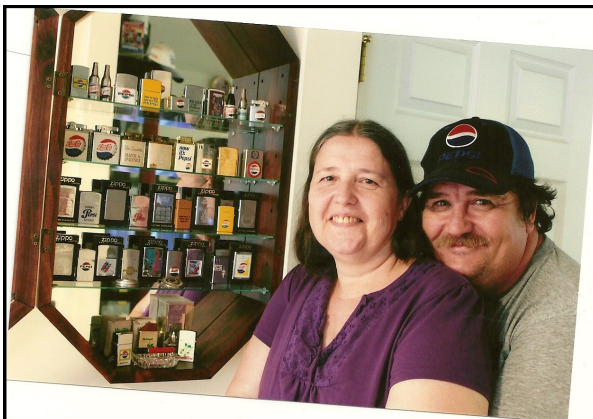
Collector's Spotlight

Leroy and Linda Summers, of O'Fallon, Missouri, have been married for 27 years and have been Pepsi collectors for 22 of them! They belong to the Show Me Pepsi Club Chapter based in the St. Louis area. They currently have 5 children and 13 grandkids, but only their daughter Tammy is following in her parent's Pepsi collecting hobby.

Leroy started collecting Pepsi because he "always drank Pepsi." He doesn't really have a favorite category or item because he likes it all. If he sees an item and wants it, it's a safe bet it will end up in their collection.

When asked, he did say that he would like to find an original tip tray.

They also have some Mountain Dew items in their collection.



Leroy said, "You look at the [collectors value guide] books and see things you want but never think you'll see and then, one day, there it is in front of you." A perfect example of this is the following story from Leroy: "While going to Quincy, Illinois for work, I always stopped at this antique mall to look for Pepsi items when the owner said there was this gentleman who had a rare, old clock. From the description, I thought it was a Cleveland Clock. When I saw it, I was surprised that it was a rare 1939 neon clock. [It's] mine, now."

It's obvious that Leroy and Linda are serious about their Pepsi collecting just by looking at the tattoo on Leroy's arm. They have been to the past 20 Pepsi Fests and, judging by the pictures, they will continue to attend for many more.

PEPSI CELEBRATION 2012 REGISTRATION - REMINDER

Presented by

PEPSI COLA COLLECTORS CLUB – SOUTHERN CALIFORNIA CHAPTER

November 16TH & 17TH, 2012

Held at the PALACE STATION HOTEL AND CASINO

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

Registration fee is \$24.00 per person if registered before **October 8th, 2012**. **Registration after that date and at the door** will be \$30.00 per person. Included in the registration packet will be a glass bearing the Pepsi Celebration 2011 logo and other Pepsi items. Any questions please call David Gerger at: 1-951-255-4688 or e-mail him at alwayspepsi@yahoo.com.

Reservations to stay at the Palace Station Hotel **must be made directly with them**. Please call them as soon as possible at 1-800-634-3101 and ask for the Pepsi Cola Collectors Group Rate ID# "PCIPEP2". **Please make your reservations with the hotel by October 8th, 2012.**

PEPSI CELEBRATION 2012 SCHEDULE

FRIDAY, NOVEMBER 16TH

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

SATURDAY, NOVEMBER 17TH

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

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

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

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

SCHEDULE SUBJECT TO CHANGE



1914 Bottler's Convention in New Bern, N. C.

PEPSI NEWS



No matter how well Pittsburgh's professional sports teams play, Pepsi now dominates the North Shore. The Pittsburgh Steelers on July 23rd announced a new multi-year partnership with PepsiCo Inc. The city's growing collection of Pirates fans were already drinking Pepsi products at the ballpark.

Pepsi put together a game plan that appealed to team management, including bringing in the company's other brands such as Frito-Lay, Quaker Oats, Gatorade and Tropicana.

The next time the Steelers win the Super Bowl -- might as well plan for the big opportunities -- any PepsiCo products would have full rights to celebrate the "Super Bowl Champions" because the company also has a partnership with the National Football League. This fall, plans call for a rollout of special

Pepsi Max can commemorating the team's 80th season. Even as he celebrated his company's new deal with a team that he described as iconic, Mr. Kaplan began wooing the Pittsburgh fans, promising, "We're excited to really go deep with the Steelers."

Pepsi has added two new extensions to the Pepsi Next line of flavors; Paradise Mango and Cherry Vanilla.

Wis-Pak has begun bottling Pepsi and Diet Pepsi in blue-tinted plastic longneck bottles.

Johnson's Pepsi Bottlers in Memphis, MO have begun distributing glass longneck bottles of Pepsi and Mountain Dew from West Jefferson, N. C.

Japan is always trying new and very unusual flavors. They recently began offering Pepsi-flavored, ridged potato chips. They

also started offering new Pepsi flavors such as Salty Watermelon and Pepsi Pink.

A new Pepsi flavor from four choices will be decided soon on the "X Factor" TV show. STAY TUNED!

The vintage items pictured on the left were recently offered at auction for the first time from this family's collection. There are a lot of great, old Pepsi items to be found from time to time, especially with so many collectors wanting to sell off and retire. Be ready!



1903 Dispenser



1909 Straw Holder



1930s Cardboard Sign

Pepsi Racing - part 1

by Larry Woestman and Lenny Vigna

Almost from the time it was formed in 1898, Pepsi Cola has been associated with many types of racing, including automobiles, motorcycles, bicycles, boats and even wheelchairs. Since 1908, Pepsi has sponsored some of the most popular drivers, cars and races in the history of auto racing. The first driver to be featured in a Pepsi ad was Barney Oldfield in 1908. He endorsed Pepsi-Cola in newspaper ads. He said, "I enjoy Pepsi-Cola first rate. It's a bully drink...refreshing, invigorating, a fine bracer before a race and a splendid restorer afterwards". Barney was a pioneer in automobile racing. He was also the first man to drive a race car at 60 miles per hour in an open cockpit, with no seat belts, and in the wind. Today that might not seem like big deal but back then it must have been frightening. Barney became famous after agreeing to drive a racecar made by Detroit automaker Henry Ford. He raced his car, No. 999, and won, against the then current champion, Alexander Winston. It was a great victory for Ford and led to Barney Oldfield becoming a household name.



The next driver I found information on is De Wayne "Tiny" Lund. Tiny started racing at a young age on a motorcycle then moved up to midget cars and sprint cars. He served in the Korean War in the United States Air Force, and in 1955 decided to try stock car racing. Lund went south with a 1955 Chevrolet and competed in many events at various small tracks like Lehi Arkansas with little success until nearly winning an event at the Cleveland County Fairgrounds. In 1958 he won a pair of pole positions at Gastonia and Hillsboro. In 1959 he fielded self-owned Chevrolets. Tiny did not have major success, and he was ride-less by 1963.

In February 1963 he went down to Daytona, shopping around for any ride he could find. A friend of his, Marvin Panch, who drove for the Wood Brother racing team, had an accident and his car burst into flames. Tiny ran into the inferno and managed to pull his friend out of the wreckage. For his actions he was awarded the Carnegie Medal of Honor. While in the hospital Marvin asked Tiny to race his car and owner Glenn Wood agreed. Tiny took the green flag from 12th on the grid. He managed to take the lead late in the race. Ned Jerrett made the pass on Tiny for the top spot but with three laps to go, he ran out of fuel. Tiny's car also ran out of fuel on the final lap, but he managed to coast to the finish line to win the 1963 Dayton 500.



Tiny's victory jumpstarted what had been a dead career. He stayed with the Wood Brothers Ford for several races after Daytona. His injured friend, Marvin finally returned and, once again, Tiny was without a ride. He bounced around from team to team until 1967 when he teamed up with Lyle Stelter for the majority of the year but it was with Petty Enterprises in the # 42 Plymouth that he had most of his success. He finished 4th in the Daytona 500 that year.

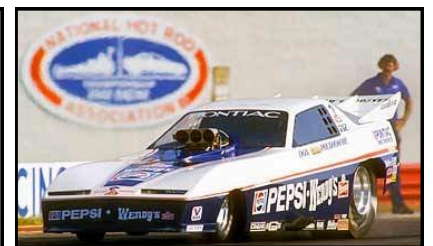
For 1968 he teamed with Big Bud Moor and his Mercury's and ran his cars in the new NASCAR Grand American division. In 1969 and 1970 Pepsi was one of the sponsors on his # 55 Camero.

Another driver that has ties to Pepsi is Anthony Foyt Jr. or as he is universally known, A.J. Foyt. He is a retired American automobile racing driver. He raced in numerous types of motorsports. His open-wheel racing includes USAC Champ cars and midget cars. He also raced stock cars in NASCAR. He is the only driver to win the Indianapolis 500 [which he won 4 times], the Daytona 500, the 24 hrs of Daytona, and the 24 hrs of LaMans.

AJ started his USAC career in a midget car in 1956 and his first win was in a Kansas City 100 lap event in 1957. In 1961, he won the Indianapolis 500 for the first time. He went on to win the 500 three more times, in 1964, 1967 and 1977. He drove in the 500 for 35 consecutive years. He has won 12 major driving championships in various categories. A J won 7 NASCAR races, including the 1972 Daytona 500.

After retiring as a driver, he continued his involvement in racing as the car owner of A.J. Foyt Enterprises in the Cart series, now the Indy Racing League [IRL] and NASCAR. Pepsi did not sponsor any of his cars, however in 1991 Pepsi put out a 5 can set honoring A J for his legendary accomplishments. On one can it reads "A.J. Foyt has had a remarkable 35 year racing career. 1991 will mark his last time to compete in the Indianapolis 500". Pepsi also put out a POP stand up of him to display in stores.

Next we come to a drag racing legend Don "The Snake" Prudhomme. In 1962 Don was a partner in the Greer-Black-Prudhomme top fuel digger, which earned the best win record in NHRA history, before switching to funny cars. He would win the NHRA Funny Car championship four times in his 35 year career.



In 1982, Pepsi entered the picture with sponsorship for Don's funny car, the "Pepsi Challenger". It was a Pontiac Trans Am-bodied nitro funny car. On May 29th 1982, at the NHRA nationals in Baton Rouge, LA, Don drove the Pepsi Challenger to the sport's first-ever 250 MPH Funny Car pass during qualifying. On September 4th, at the 1982 U.S. Nationals in Indianapolis, Indiana he ran an amazing 5.637 second elapsed time, with the Pepsi Challenger, which was 2/10 of a second quicker than the existing national record, despite the fact the engine suffered considerable internal damage on the run. Today it's still considered the

greatest single Funny Car pass in NHRA history. On the board is a picture of a blue and white Pepsi/ Wendy's funny car he drove.

He retired in 1994 to manage his own racing team. With driver Larry Dixon, Don's team won the Top Fuel championship in 2002 and 2003. Don totally retired in 2010. There are several collectibles out there, produced with the Pepsi Challenger logo on his funny car, including, plastic model cars, a jacket, a Hot Wheel car and a go-cart replica of his Pepsi Challenger funny car. Phil Dillman has one of the go-carts. There were 2 different Hot Wheel cars produced. One of the cars had Don's name on it and one did not.

Now, we move on to another driver who raced a car sponsored not only by Pepsi, but also by Mountain Dew, **Darrell Waltrip**. Darrell began racing go carts as a youth, then raced stock cars at Ellis



Racetrack, a dirt track in Kentucky. He began his asphalt track racing at the Kentucky Motor Speedway. Darrell is a 3 time NASCAR Cup Series champion [1981, 1982, and 1985]. He is the winner of the 1989 Daytona 500. After the race, he did a poor imitation of the Ikee shuffle in victory circle. To this day he is still razed about it whenever it is brought up.

From 1981 to 1986 Darrell had immediate success driving for the Junior Johnson race team. In his first 2 years as driver for the Mountain Dew sponsored Junior Johnson #11 Buick Regal, Darrell won 12 races each year, and his first 2 NASCAR Winston Cup Championships, in 1981 and 1982. Darrell's last championship was in the Budweiser-sponsored # 11 in 1985.

The Pepsi Company later honored the Waltrip years with Throwback paint schemes in 2006 and again in 2009. Jeff Gordon ran the Pepsi Challenger at Talladega in 2009.

On February 20, 1983, during the Daytona 500, Darrell, driving the Junior Johnson's, 1983 Chevrolet Monte Carlo SS Pepsi Challenger, spun on lap 64 at nearly 200 mph while trying to avoid rear ending a much slower car ahead of him. Cale Yarborough, the eventual winner of the race, barely avoided hitting the demolished Pepsi Challenger.

During the 1986 season, Darrell and Rick Hendrick discussed the possibility of him joining the Hendrick organization. Darrell was eventually convinced to join the team for 1987, but would have to break his contract with Junior Johnson in order to do so. Darrell broke the contract by asking Johnson for a raise; he said one of Johnson's rules was to never discuss money matters with him and as a result, he was released from his contract and free to sign with Hendrick Motorsports.

A Pepsi spokesperson said "Darrell Waltrip's years with Mountain Dew were some of the finest in Mountain Dew racing history. With more than 30 years in the sport, Mountain Dew can boast success as a team sponsor". In addition to team sponsorship through the years, Mountain Dew was also the proud sponsor of 12 Mountain Dew Southern 500's at Darlington Raceway. In fact, the winner of the very first Mountain Dew Southern 500 was Darrell Waltrip in 1982.

Moving along we come to the KING, **Richard Petty**. Richard is a former NASCAR driver who raced in the Strictly Stock/Grand National Era and the NASCAR Winston Cup Series. "The King", as he is nicknamed, is mostly known for winning the NASCAR Championship seven times, a distinction he shares with Dale Earnhardt Sr. He is a second generation driver. His father, Lee Petty, won the first Daytona 500 in 1959 and was also a three time NASCAR champion.

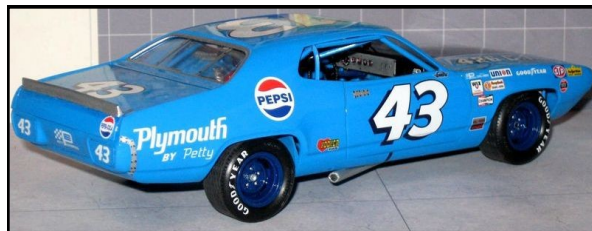
On July 4, 1984, Richard won his 200th race at the Firecracker 400, a Pepsi sponsored race, at Daytona International Speedway. This would also be his last victory. President Regan was in attendance, the first sitting President to attend a NASCAR race. President Regan celebrated the milestone with Petty and his family in victory lane.

On October 1, 1991 Richard Petty announced he would retire after the 1992 season. His year-long Fan Appreciation Tour took him around the country. Pepsi was a sponsor for the tour and came out with 2 sets of long neck bottles to commemorate his career. One was a 4 bottle set and the other an 8 bottle set. There also were wooden display cases available for each set. Both bottle sets have embossed numbers on the side of the bottle, at the bottom and if you were lucky enough to find all 12 bottles with the # 43 on it you had something special. The 8 bottle set on the table has all #43's on them. Each bottle in the sets highlights a milestone in his career. There were shelf talkers and cardboard signs in stores promoting the Fan Appreciation Tour. I kind of remember seeing pictures of his race car during the tour and it had a Pepsi logo on the rear quarter panel.

At the 1992 Pepsi 400, at Daytona, Richard qualified second. Before the start of the race, he was honored with a gift ceremony which included a visit from President George H. Bush. At the start, Richard led the first 5 laps, but dropped out on lap 84 due to fatigue.

Richard's final race was the season-ending Hooters 500 at Atlanta Motor Speedway. The race was notable in that it was the first career start for a young Jeff Gordon and it was the second closest points championship in NASCAR history. On the 94th lap, Richard became tangled up in an accident, and his car caught fire. With less than 20 laps to go his pit crew worked diligently to get the car up and running and, with only 2 laps to go he pulled out of his pits and was credited as running at the finish in his final race. He took his final checkered flag finishing in the 35th position. After the race he circled the track to salute the fans one last time in his trademark STP Pontiac.

Continued in the next issue



PEPSI FEST 2013 SCHEDULE & INFORMATION

Schedule Subject to Change - Event Locations Posted on Arrival.

Tuesday, March 12, 2013

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

Wednesday, March 13, 2013

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

Thursday, March 14, 2013

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)*
 6:00 PM—7:30 PM Chapters Meeting, Show &
 Tell and Fun Fest
(No Meal—Ice Cream Sundae Bar)
 7:30 PM Room Hopping

Friday, March 15, 2013

9:00 AM—10:00 AM Registration
 10:00 AM—11:00 AM Seminar
 11:00 AM—12:00 PM Oral Auction Check In
 12:30 PM—1:00 PM Oral Auction Preview
 1:00 PM—5:00 PM Oral Auction
 5:30 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 16, 2013

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

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

Pepsi Fest 2013 will be held at the Indianapolis Marriott East. The room rate is \$101 + taxes per night for club members. Please advise when making your reservations whether or not you will be selling from your room. Call (317) 352-1231 for reservations.

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

Please review the schedule and following are brief explanations of the various events.

CLUB HOSPITALITY ROOM (Suite #160)

The Club Room was a such a hit last year that we have expanded on it by securing a suite to serve as our Club Room and Registration Room (*no more Harrison Room*). The Club Room will be open when there are no Fest events scheduled and for scheduled Registration times.

EARLY BIRD REGISTRATION (Suite #160)

We are once again providing an opportunity for those who arrive a day or two early to register and save the long lines on opening day of Pepsi Fest. Registration will take place in Suite #160.

KICK OFF & BUSINESS MEETING (Liberty Hall)

This is the traditional opening Pepsi Fest Kick-Off and Business Meeting with the various officers of the Board of Directors presenting their annual reports to club members, regarding their work and the business matters of the club.

CHAPTERS MEETING, SHOW & TELL AND FUN FEST (Liberty Hall)

This event is an opportunity for local Chapters to share information about their Chapters so members can learn more about the local chapters and how you can start your own local chapter. Local Chapters will have displays and members available to answer your questions. The event will also have a time for Show & Tell of your favorite or unusual Pepsi items and an opportunity for fellowship with family style games, and an Ice Cream Sundae Bar for all to enjoy. (*No meal is planned for this event.*)

ANNUAL MEETING & BE SOCIABLE PARTY

Annual Meeting business this year will be the election of Vice President, Treasurer and the four (4) Members-at-Large to the Board of Directors, followed by the Be Sociable Pizza Party. This year due to liability issues the pizza will be provided by the Hotel.

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, 2012.

PEPSI-COLA COLLECTORS CLUB EXPRESS

PEPSI FEST 2013 REGISTRATION

March 14-16, 2013

Indianapolis, Indiana

Please complete and return this form with payment made payable to *Pepsi-Cola Collectors Club* to the **Pepsi-Cola Collectors Club, c/o Diane Gabriel, 335 Mathews Way, New Castle, PA 16101.**

Registration Fee (postmarked by 3/1/13) of \$20.00 per person covers Admission button, Name Lanyard, Pizza Party, Fest Snacks, registration and event materials. **Registration Fee postmarked after 3/1/13 or at the door is \$30.00 per person.** Your canceled check is your verification of registration.

Packet Fee (postmarked by 3/1/13) of \$30.00 includes Registration Fee and a Bag, 2013 Pepsi Fest Logo pin, Logo glass, Keychain & Window Decal. **Packet Fee postmarked after 3/1/13 or at the door is \$45.00 per packet.** Packets are available while supplies last. **IF NOT ATTENDING** but you wish to order a packet the cost is \$35.00. Your packet will be mailed to you **AFTER Pepsi Fest 2013.**

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

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

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

Primary Member Name: _____

Associate Member Name or Guest: _____

Names & Ages of Children Attending

- 1 _____ Age _____
- 2 _____ Age _____
- 3 _____ Age _____
- 4 _____ Age _____
- 5 _____ Age _____

Mailing Address: _____

City _____ State _____ Zip _____

Home Phone _____

Cell Phone _____

E-mail _____

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

- | | | | |
|--|---|---------------------------------------|---|
| <input type="checkbox"/> Registration Room | <input type="checkbox"/> Silent Auction | <input type="checkbox"/> Oral Auction | <input type="checkbox"/> Chapters Family Fun Fest |
| <input type="checkbox"/> Raffle Ticket Sales | <input type="checkbox"/> Pizza Party | <input type="checkbox"/> Swap Meet | <input type="checkbox"/> Where Needed |

REGISTRATION FEE WITH PACKET *(postmarked by 3/1/2013)* # _____ @ \$ 30.00 ea. = \$ _____
 REGISTRATION FEE WITH PACKET *(after 3/1/2013)* # _____ @ \$ 45.00 ea. = \$ _____

REGISTRATION FEE ONLY *(no packet) (postmarked by 3/1/2013)* # _____ @ \$ 20.00 ea. = \$ _____
 REGISTRATION FEE ONLY *(no packet) (after 3/1/2013)* # _____ @ \$ 30.00 ea. = \$ _____
Children under 10 FREE

PACKET ONLY *(mailed after Pepsi Fest 2013)* # _____ @ \$ 35.00 ea. = \$ _____

SWAP MEET TABLES *(3/16/2013 - If staying at the Indianapolis Marriott and reserved by 3/1/2013)*
 1st Table \$10.00 = \$ _____
 Additional Tables # _____ @ \$ 6.00 = \$ _____

SWAP MEET TABLES *(3/16/2013 - If NOT staying at the Indianapolis Marriott or NOT reserved in advance)*
 1st Table \$20.00 = \$ _____
 Additional Tables # _____ @ \$10.00 = \$ _____

TOTAL ENCLOSED \$ _____

For Office Use Only

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

PEPSI-COLA COLLECTORS CLUB EXPRESS

ECPC 5th Anniversary Fun - by June Frost

Pepsi fever ran high in Warminster Pennsylvania this July. Collectors drove in from Minnesota to Massachusetts to join the celebration! Even the weather co-operated and for the first time since we started our 'Chef Tim' picnic, we enjoyed a beautiful day for our picnic. But I'm jumping to the end of our event.

Our fun began with the traditional 'early bird' dinner for those hardy folks who arrive before our official start on Friday. This year we had more people join us than have attended past events. The restaurant wisely gave us a separate room and provided more food than we could eat in one sitting! Thanks to Ron Pettibone's help we had Pepsi 'a-plenty' for our dining pleasure – despite the restaurant's insistence that they only served C _ _ _ . (You'll have to ask Ron and Tim for the whole story!)



On Friday our party started in full force. Once again we shared some of our most precious Pepsi items during Show and Tell. Although there were many interesting pieces, one of the nicest was a beautiful quilt made for Ruby and Paul by their niece. Check out the pictures on the website to see it and many of the other items. We also had a brief 'Pepsi and Pete' quiz. There were only 8 questions and 2 bonus questions. Amid all the laughter and head scratching we learned how much we didn't know about the Pepsi & Pete comic strips. Tom Gabriel and Dale Borth tied for first place and each one received the Pepsi & Pete strip of their choice as their prize. As usual, Tim found the greatest pizza for our pizza party and because this was a special ECPC celebration we had a wonderful 'anniversary' cake.



The Iowa Chapter hosted our picnic, compliments of their Eastern-most members – Ron and Ambra Pettibone. Their backyard was the perfect place for 55 people to picnic, play games and hold not one, but TWO raffles and a 50/50 drawing. Ron provided a classic 'corn toss' game for his fellow Iowa Chapter members. The modest team of Terry Brennan and Dale Borth humbly 'trounced' the skillful attempts of Mike Vath and Terry Strayhall to claim the ECPC 'corn toss' championship. Additionally we had the pleasure of seeing Ron's Pepsi room – floor to ceiling Pepsi, including a Pepsi train circling the ceiling above the Pepsi pool table. If you ever get the chance – this is a fun collection to view – I've seen it twice and still haven't seen it all!

I may be biased, but it seems each year gets to be more fun, no matter what we do or where we go. This year we added an ECPC lapel pin to our identity. They were part of this year's registration packet – but they will be available to all at Pepsi Fest and next year's ECPC event. There are special pins for those who have attended ECPC for 5 years and 10 years – those will be given to people who reach that landmark – this year only June and Tim were awarded a 5-year pin, but there are at least another dozen people who will be receiving them when they attend their next ECPC event. (It will be another 5 years before anyone gets a 10-year pin!) If you haven't attended yet – you can start working for your 5-year pin by attending next year.

Announcement of next year's event will be announced this Fall – it is time for us to move around again and try new adventures – we hope you can join us and add to the fun!

Future Club Events

Pepsi Celebration	Las Vegas, NV	November 16 - 17, 2012
Pepsi-Fest #27	Indianapolis, IN	March 14 - 16, 2013
ECPC	TBA	July 19 - 20, 2013
Ozark Mountain	Branson, MO	August 7 - 10, 2013

PEPSI-COLA COLLECTORS CLUB EXPRESS




*Distance from
BRANSON, MO*

Apple Valley	MN.....	630 mi.
Bloomington	IL.....	418 mi.
Bloomington	MO.....	633 mi.
Boone	IA.....	429 mi.
Brea	CA.....	1,641 mi.
Burnsville	MN.....	629 mi.
Byrnes Mill	MO.....	228 mi.
Camanche	IA.....	535 mi.
Cherokee Village	AR.....	145 mi.
Collinsville	OK.....	211 mi.
Colonia	IL.....	450 mi.
Columbia	MO.....	204 mi.
Dahinda	IL.....	463 mi.
Des Moines	IA.....	401 mi.
Diamond	MO.....	105 mi.
East Peoria	IL.....	423 mi.
Eldon	MO.....	143 mi.
Fort Dodge	IA.....	496 mi.
Greensburg	IN.....	545 mi.
Hazelwood	MO.....	236 mi.
Houston	TX.....	603 mi.
Kewanee	IL.....	475 mi.
Laurie	MO.....	133 mi.
Lee's Summit	MO.....	192 mi.
Lindwood	MO.....	235 mi.
Medicine Lodge	KS.....	366 mi.
Melcher	IA.....	393 mi.
Memphis	MO.....	333 mi.
Minier	IL.....	410 mi.
Modesto	CA.....	210 mi.
Muskegon	MI.....	1,873 mi.
New Haven	MO.....	227 mi.
O'Fallon	MO.....	257 mi.
Owasso	OK.....	214 mi.
Ozark	MO.....	28 mi.
Pacific	MO.....	218 mi.
Pahrump	NV.....	1,490 mi.
Parsons	KS.....	165 mi.
Ponca City	OK.....	313 mi.
Reasdale	OK.....	337 mi.
Russells	IA.....	420 mi.
Shawnee	IL.....	210 mi.
St. Ann	MO.....	254 mi.
St. Louis	MO.....	253 mi.
Union	MO.....	306 mi.
Washington	IL.....	426 mi.
Washington	MO.....	315 mi.
Wichita	KS.....	312 mi.



Ozark Mountain Pepsi Club Report

Ozark Mountain – Darrel McClanahan

We had a great group of 64 people. Attendees received along with their packets a custom mileage sign, a deck of cards, and a cloth Pepsi bag. The weather was great. We made sure that everyone knew that the chapter is recognized by the national club. We had a lot of fun with the swap game again, plus the raffle and bingo. There were about 13 people selling out of their rooms and we got 2 new memberships. It was another great year.



PEPSI-COLA COLLECTORS CLUB EXPRESS

Our PCCC Family

WELCOME NEW AND RETURNING MEMBERS

Gene Megenhardt
Ellettsville, IN

Gary Senical
Queensbury, NY

Tim Teevin
Shady Cove, OR

Josh Blaylock
Richmond, KY

Dennis Meadows
Reynoldsburg, OH

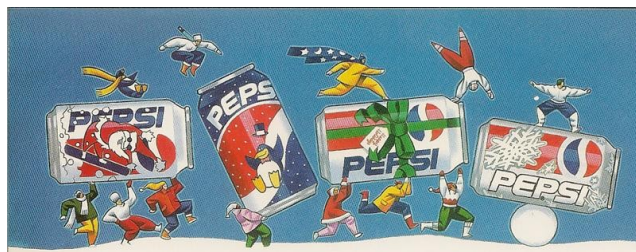
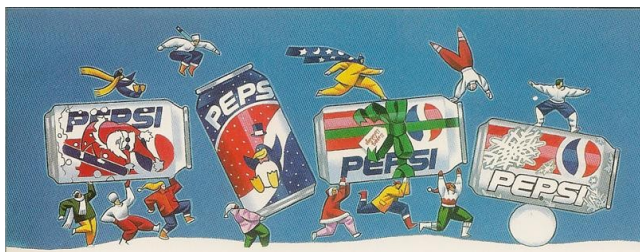
Jim Flanagan
Raleigh, NC

Bill (Mac) & JoDene McDonald
St. Marys, PA

Patti & Steve Bell
Tacoma, WA

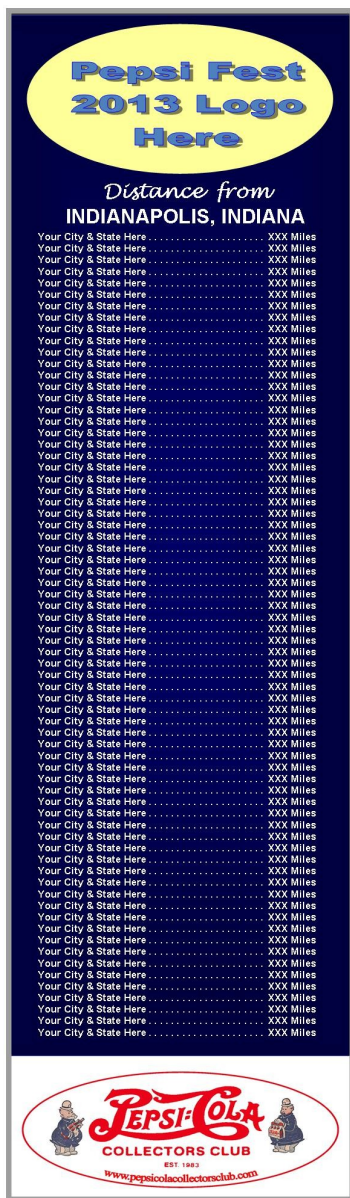
Don & Melody Gross
Danville, IL

Kristy Yorek
Melrose, MN



ATTENTION, PEPSI BOTTLERS! Many of you have Per Capita Awards, Donald M. Kendall Awards, Caleb Bradham Awards, and similar plaques that have been given to your facility for your outstanding achievements. Most of these plaques are proudly displayed in your location while some have been put away in storage rooms to make room for newer signs. These signs are considered collectibles by many members of the club and should be preserved as a part of Pepsi history. If you would like to part with these items but don't want to throw them away, please consider giving them to your local Pepsi collectors or to the PCCC. We can find someone in the group interested in saving these signs for the sake of Pepsi-Cola's history. Naturally, the same plaques with Mountain Dew, Diet Pepsi, Patio, or any other Pepsi flavor are just as important. Thanks! *Phil Dillman*





Draft image. Final product may vary slightly

MEMBERSHIP DIRECTORY & MILEAGE CHART FUND RAISER

A PCCC Membership Directory is now in the works. You must have authorized permission (*via your renewal form or application*) to print your contact information in the directory to be included. If you can not remember and would like to authorize or would not like to be included in the directory, please send a notice in writing by November 30th to the club secretary, Diane Gabriel either via USPS or e-mail stating your preference. All members in good standing on November 30, 2012 will be included in the directory. Distribution of the directory is scheduled for Pepsi Fest 2013, and then mailed to non-attendees following Pepsi Fest.

Mileage Chart Fund Raiser - The club is sponsoring a Fund Raiser for a custom-made limited edition Mileage Chart (*sample shown*). The Mileage Chart will include the 2013 Pepsi Fest Logo on the top and the Club Logo on the bottom. The distance will be from Indianapolis, Indiana to members hometowns. The cost is \$100.00 to purchase one of these limited edition Mileage Charts that will list your City, State and miles to Indianapolis. The Chart is limited to only 60 cities, so the first 60 orders received will be included on the Chart and receive the Chart. The Mileage Chart will be available for pick up at Pepsi Fest or mailed to members not attending after Pepsi Fest.

The Deadline to place your order is November 30, 2012. Send a note stating you are ordering a Mileage Chart and submit a check for \$100.00 made payable to the Pepsi-Cola Collectors Club and mail to Diane Gabriel, 335 Mathews Way, New Castle, PA 16101. *Note: Once we reach the 60 city limit no more orders will be received and your check will be returned to you. Payment must be received to order a chart. No phone or e-mail orders will be accepted.*

“Tim-Tom’s Tips”

By Tim O’Donoghue

The Club needs YOUR help to grow!
Why you ask? Well:

1. More People to talk to about Pepsi and Collecting, new faces and new stories (folks that have not already heard your current stories 50 times, ha ha).
2. More Buyers, face it, we are buying much less than before. We need people who don't already own most everything they want already.
3. More Sellers, may bring in more and different stuff for us to buy.

If we don't bring in the Next Pepsi Generation, there won't be one.



The Dew View



Mountain Dew Johnson City Gold Vintage, is currently available at Kroger grocery stores throughout the Midwest and some select 7-11 stores in the west. Various names have been trademarked for the possibility that the flavor will be released under six different names in six different regions in the U. S.

Mountain Dew 65th Anniversary bottles have recently been found for sale in Tennessee and Kentucky. Some have been made available on Ebay.

Mountain Dew Game Fuel should be out now in support of the video game "Halo 4" and is the original Citrus Cherry flavor. On Youtube, I learned that, in England, they call it Mountain Dew Energy Game Fuel.



Taco Bell said Friday that it's adding Mtn Dew A.M - a mix of Mountain Dew soda and Tropicana orange juice - to its breakfast menu, which was rolled out earlier this year at select locations. Separately, the industry tracker Beverage Digest said that PepsiCo Inc. next year plans to introduce a drink made with juice, Mountain Dew Kickstart.

Mtn Dew A.M. is mixed in restaurants and only available at Taco Bell; Kickstart would be a packaged drink sold by PepsiCo.



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.

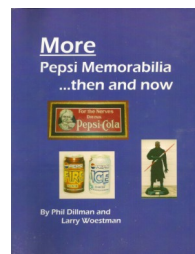
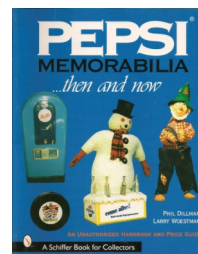
For Sale: Value guides from PCCC club members Phil Dillman and Larry Woestman:

“Pepsi Memorabilia...then and now” from 2000 - \$14.95 each (limited qty)

“More Pepsi Memorabilia...then and now” from 2009 - \$29.95 each

Please include \$5.00 shipping per book. Send check or money order to:

Larry Woestman, 14750 S. Karlov, Midlothian, IL 60445 or call 708-385-0646



For Sale: MOVING!! MUST SELL OUR COLLECTION! All prices negotiable - make an offer! Many nice items remain. Trays, bottles & carriers, thermometers, straws, one flange, signs several nice Pepsi & Pete items. Most items 1930's to 1960's. Call Pat or Phyl at 920-231-8474 or email pjclochesy@charter.net for list.

Wanted: Mountain Dew name bottles from the Pittsburgh, PA area, specifically with the names “Chuck and Poodge.” I’m trying to locate some for the family of that bottling plant manager and his wife. Thanks!
Contact Phil Dillman at pd62pepsi@sbcglobal.net or 708-528-6469 weekdays, 708-799-8486 evenings.

Official PCCC Website
www.pepsicolacollectorsclub.com

E-mail:
secretary@pepsicolacollectorsclub.com

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.***

'Tis the season for Pepsi

Pepsi adds sparkle to any get-together. It's lively, with a clean, bright taste — clear through. Pepsi refreshes without filling, too. Have a Pepsi anywhere: at home, at play — or at your favorite soda fountain. © 2008 PEPSI, INC.

Be Sociable, Have a Pepsi

Look for Pepsi in the new, convenient 12-ounce cans!

Merry Christmas
and a
Happy New Year
from
the Mack family

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

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

IF YOU WERE DUE TO RENEW IN April, May or June of this year and have NOT PAID your Dues THIS IS YOUR LAST ISSUE.
How do you know? Check your Member ID # above your name if you have the following numbers in your number you were due to renew: xxx04xx, xxx05xx, xxx06xx

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)

NOW OFFERING SWEATSHIRTS

(Logo: Front Only)

Colors: Grey, Light Blue, Navy
 \$22.00—Sizes (S, M, L, XL)
 \$26.00—Sizes (2XL, 3XL, 4XL)



ITEM DESCRIPTION	QTY	SIZE	COLOR	COST	TOTAL

Shipping Charges

1-2 Item s\$ 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	\$
ORDER TOTAL	\$