

# THE *Retresher* 2021

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Nov/Dec Issue

## Joanie's Gibberish

Boy, does it feel like 2021 is about over? How fast time goes as we get older. Names are harder to remember, and the body just can't do what it used to do. However, being part of the Collectors Club keeps us young and it is the relationships we have that add to the pleasure of growing older. I know I am thankful for each day and try to make the most of it. That said, the holiday season is upon us, and we can enjoy them with family and friends.

We had a small but fun meeting at Pagah's on October 2. It was good to see Rosemary. It had been a while since she has been to a meeting. There was lots of conversation and laughing. We got to meet our new member, Betty Noah, from Lee's Summit. Sarah and Earnest Roberts surprised us and it was wonderful to hear the stories Earnest tells. They are moving to Tennessee, and we will miss them. I sent their auction

flyer out to the club. I hope many of you were able to attend. Craig and I are getting ready to attend Minnefest in Minnesota. It has been 2 years since we have been to their chapter event. We are looking forward to seeing Jeff Daly and Bob and Ann Bedessem.

The board is hard at work planning Spring Fling 2022. As discussed at the October meeting we are going to engage with the hotel concerning 2023. If the hotel is unaffordable to us as a small club, we are asking for 3 volunteers who will come together and present options for future Spring Fling events. We do not want to drop the event, but we may have to change they way it is looks. If you are interested, please contact Bruce or Joanie.

We are getting ready for the December 4 Christmas Party. It will be at the United Methodist Church, 301 SW Woods Chapel Rd, Blue Springs, MO US 64015. Lunch begins at

1:00 PM. We are again having Zarda's BBQ. Dinner includes brisket, chicken and pulled pork, 3 sides and dessert. Cost will be \$15 per person.

Please bring a gift for exchange and an auction item. The club will have 8 bags for auction. We will also have a donation box for Hope House and please bring a canned food item for the pantry.

Our February 5 meeting will be at Roxanne's Café, 1126 Branch St, Platte City, MO 64079, then we will then travel to JD Pickers Antiques just down the street. We will gather at 1:00 PM.

Please keep Sue Farley and Norine Wells in your prayers as they heal. Earnie Herron also fell and broke his femur. He is home and using a cane. All are doing well. Gary Grindel is in the hospital and needs care. Please keep the Grindels in your prayers. See you soon.

Respectfully, Joanie

### Birthdays

#### NOVEMBER

Jeff Daly.....	26	Brian VanFosson.....	2
Mark Menke.....	3	Tim Shaw.....	30
Karen Cottengim.....	29	Craig Borges.....	20
Paula Carter.....	12	Terry Schmidt.....	17
Elizabeth Maddux.....	22		

#### DECEMBER

Traci Menke.....	3	Sarah Roberts.....	13
Kathy Bassman.....	4	Jerry Lierly.....	14
Olivia Rogers.....	5	Noretta Martinek.....	24
Kathy Hutchinson.....	8	Judl Webb.....	28

### Anniversaries

#### NOVEMBER

Jaymie and Lorie Deyo.....	3
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#### DECEMBER

Dan and Noretta Martinek.....	26
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# MA TCCCC Chapter Minutes

## October 2, 2021 Meeting Minutes

Joanie Shover opened the meeting at Pagah's Family Restaurant by welcoming our new member, Betty Noah from Lee's Summit, Missouri. We gave Betty a welcome bag of goodies and our new 45h club pin. Joanie also showed the members a shirt ordered for Sue Farley and offered an opportunity for all members to order a club shirts. It will be red with our tray in black. Orders can be made at the Christmas party. Also mentioned was updating the directory. Members will be contacted. Bruce had no report. Karen and Gary were celebrating Gary's birthday and retirement. Joanie asked for a motion to approve the short minutes from the August meeting. Roger Herron so moved, seconded by Bruce. Motion passed. Traci had no report and Stephanie reminded everyone we have a new Facebook page. The new link is on the

www.mid-Americatccccc.com and the national website.

Joanie also reported that the comments for Spring Fling were positive. Everyone was happy with the hotel, breakfast and facilities for the swap meet. The only complaint was that the beef was not done for some. Bruce and Joanie will meet with the hotel and Hereford House to discuss food and details for the 2022 Spring Fling. Part of the discussion is a possible contract for 2023. Joanie asked the membership for 3 or 4 volunteers to form a committee in case the hotel is unaffordable for small events such as ours. Needed are options to keep our event moving forward and what would it look like. If interested, contact Joanie or Bruce.

The Christmas luncheon is on

December 4th at the United Methodist Church in Blue Springs beginning at 1:00 PM. The February meeting is at Roxanne's in Platte City then a trip to Pickers Antiques.

We also signed cards for Sue Farley and Norine Wells who have health issues. Roger Herron reported that Ernie tripped putting air in a tire and broke his femur. He had surgery for pins. He is out of his walker and using a cane. Roger assured us he would be at Christmas. After door prize, 50/50 (won by Sarah Roberts), and an auction item, motion was made by Roger to adjourn, Bruce seconded and fun was had by all.

Sarah and Earnest are moving to Tennessee. Their auction is October 30 in Hayesville, KS.

Submitted by Joanie for Karen.

## TREASURER'S REPORT

### July 2021

Beginning balance	\$9115.05
Revenue	\$950.00
Expenses	\$299.00
<b>Ending Balance</b>	<b>\$9736.05</b>

### August 2021

Beginning balance	\$9736.05
Revenue	\$3715.00
Expenses	\$5105.49
<b>Ending Balance</b>	<b>\$8395.56</b>

### September 2021

Beginning balance	\$8395.56
Revenue	\$140.00
Expenses	\$250.00
<b>Ending Balance</b>	<b>\$8285.56</b>

# Silhouette Girl Memorabilia

## SAN FRAN FIZZES OVER 'GHOST' COCA-COLA SIGN

By Lisa Hix — March 2nd, 2011



The sleuths at the Burrito Justice blog contacted the official Coca-Cola company archivists and learned this: "The girl in the image is referred to in 'Coke Lore' as Silhouette Girl. She was used from 1939 until around 1950. She is significant in dating items as she was one of the few characters that was used during the time, we transitioned our 'Trademark Registered' statement from the tail of the C in 'Coca' to being placed under the words 'Coca-Cola.' This transition occurred between 1941 and 1942. The first thing I noticed with the sign was the mark was under the words so it had to be later than 1942."

## COCA-COLA, HISTORIC AND REFRESHING

FEBRUARY 23, 2011

This led Ted Ryan of Coca-Cola Conversations to conclude: "If you had to pin me to a date, I would say that based on the placement of the word 'drink' and the use of the Silhouette Girl, the original would be from 1946 or so."

"The girl in the image is referred to in 'Coke Lore' as Silhouette Girl. She was used from 1939 until around 1950 when she fell out of use. She is significant in dating items as she was one of the few characters that was used during the time we transitioned our 'Trademark Registered' statement from the tale of the C in 'Coca' to being placed under the words 'Coca-Cola.' This transition occurred between 1941 and 1942.

The Silhouette Girl was approved by the Coca-Cola Company for the national's club use. She became part of the ad campaign in the late 1930's and early 40's.

Mid-America TCCCC has kept the Silhouette Girl in their logo.



## Welcome New and Returning Members



**BETTY NOAH**  
Lee's Summit, Missouri



DOOR PRIZES



DOOR

## Photo Gallery

October 2021



FRED AND NANETTE'S NEW LOOK!  
WHAT A FLEX-IBLE EYE CATCHER!





## Mid-America Chapter of the Coca-Cola Collectors Club

November/December NEWSLETTER

Joanie Shover  
813 NW 12th Street  
Blue Springs, MO 64015

# upcoming EVENTS

Mid-America Christmas (*Blue Springs*) ..... December 4, 2021

Mid-America Meeting (*Roxanne's*) ..... February 5, 2022

Spring Fling 2022 (*Hilton Garden Inn, Independence*) ..... April 22-23, 2022

Mid-America Meeting (*Shover's home*) ..... June 4, 2022



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