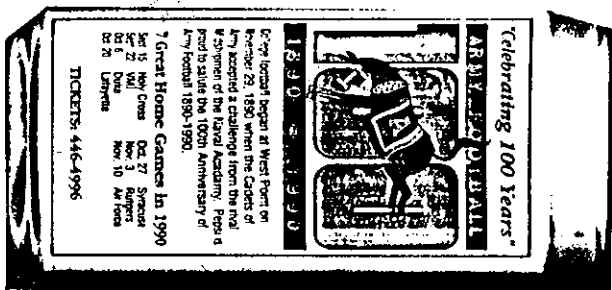
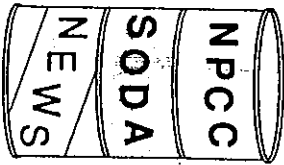


NPCC

CAN - O - GRAM

A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP

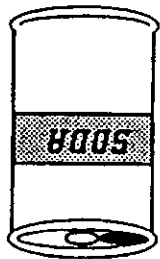


OCTOBER DISCOVERIES

PEPSI ARMY FOOTBALL 100 YEARS, CICCERO, NY
FROM JOHN BAUERLE #669

SNAPPLE DIET ICED TEA 11 1/2 oz, RIDGEWOOD, NY
FROM PAUL REBNER #742

SPOTLIGHT, " CONTEST, NPCC XMAS CARDS & MORE!
Date: OCTOBER 1990 Volume: 18 Issue: 3

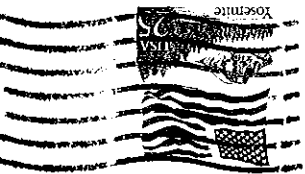


NATIONAL POP CAN COLLECTORS
P.O. BOX 7862
ROCKFORD, ILLINOIS
USA 61126

FIRST CLASS

GERALD POLLACK
294 AVENUE B
BAYONNE

NJ 07002



H O L I D A Y I N T H E U. S. A.
BY SERGIO VERONESE #944

HI, I'm Sergio Veronese, a 22 year old collector (or better, can lover) from Milano, Italia. My passion brought me here to the U.S.A. to spend the month of August looking for love (cans).

I'm travelling alone because I couldn't ask anyone to share with me one month in the trust of the U.S.A. or in some small, dark warehouse just looking for some rusty flat top from Coke. Another collector would had been just my enemy, so I decided to buy a stand-by monthly ticket and leave for the U.S.A. without booking any hotels or knowing what I was going to do. My only steady point was the Coca-Cola Convention in Louisville and Tom Kirschbaum in Rockford.

The greatest problem of my first days had been my baggage. I brought with me a box of 580 cans and then picked up another 150 from my father in New York. As my baggage was too much, I had to make two trips. In three days, I made this flight: Milano, Brussels, Boston, New York, Louisville, Boston, Louisville. I will not describe how many problems I had leaving space until the interesting part of the story.

My Coca-Cola collection, excluding until now American cans, was 800 cans. Soon as I arrived at the hotel in Louisville, I didn't even unpack or relax. I started jumping up and down in the 18 floors of the Galt House. You can't imagine how strong the sensation is when you have the chance to get in one day more cans than you have collected in years of devoted research.

In three hours, my room was already turned into a complete mess around 200 cans plus my traders. The day after was my record day; around 600 cans with at lease 250 new ones for me. What's incredible is that only a very few people were collecting cans. What I found was what was left of small collections closed months before. The only collectors I met I have traded with in the past: Noël Tempelaar and Maurice Hoogsteden in Holland, Joachim Czieselsky from Germany, Michael Spaly through the mail, Dave Brackett and Tom. I also met some new friends along the way.

C L A S S I F I E D A D S
WANTED

WANTED: All current Pepsi cans. I have current and obsolete Coke, Pepsi and lots of others-foreign and domestic for trade. Let me hear from you! Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439

WANTED: Fanta cans from the US; steel cans and new logos in tonic water, club soda, ginger ale, iced tea, cherry, black cherry, apple, diet orange and 16oz cans. Also looking for Fanta Colita from Columbia. Will pay top prize in \$\$\$, cans (Europe) or bottles. Olivier Paduart #949, 78 Avenue A Buy B-1050 Brussels, Belgium

Have cans from Utah. 7 Up, Coke, Dr Pepper and Pepsi's, Ski Utah. Also Coke Classic, New 1990 from Wyoming. Will trade for cans I need. NO CALLS, write: Wilbur Trask #644, PO Box 103, Ipswich, MA 01938

"Paying top cash" for cone tops. Need Donald Duck etc. in mint condition only. Also quart cone top sodas needed!! Larry Veneziano #963, 27W115 Vale Rd, West Chicago, IL 60185

WANTED: List of 5 1/2 and 6oz juice cans especially flat tops and pull tabs. I will buy or trade. Paul Rebner #742, 3 Edwards Dr, Oxford, CT 06483

WANTED: All current special issues foreign and domestic. Many cans to trade. Dave Brackett #577, 1124 Tyler St, Fairfield, CA 94533 (707-426-5553)

WANTED: List of grade 1+ cones and flats that you have for sale. Will pay top dollar for cans that I need. Carl Creger #672, 3500 14th St, Rock Island, IL 61201

WANTED: Pepsi bottles, plastic bottles and cans to buy or trade. Craig Staley #958, Rt 3 106 Donald Rd, Waterloo, IA 50703 (319-984-5497)

WANTED: Cola flavored cans. I need old and new cans from everywhere. I will buy or trade for the cans I need. Bill Swanson #881, 14630 Garrett Av #613, Apple Valley, MN 55124

C L A S S I F I E D A D S
FOR SALE OR TRADE

postage. Ralph Zebley #923, Rt 1 Box 151FA,
Preston, MD 21655 (301-673-7532)

FOR SALE/TRADE: New 1990 Pepsi Cool Cans from
CANADA! Four can set in both 280ml and 355ml
sizes, \$2.00 per can plus postage. I will trade
for commemorative Coke cans or commemorative Pepsi
cans for those Pepsi collectors. Kelly Wilson #918
57 Glen Av, Winnipeg, MB Canada R2M1V4 (204-275-6438)

FOR SALE: Entire soda collection. Collection 25
years old with a few older. All over US and some
foreign countries. At lease 2500 different cans,
excellent variety including 1500 more cans for
trade. \$2000 or best offer. Don Mays #945, 240
Turner Av Apt. W, Ada, OH 45810 (419-634-9511)

TRADE: Hundreds of soda cans, ads and bottles from
Europe for Fanta, Schweppes, Canada Dry, 7 Up,
Pepsi, Tab, RC and Dr Pepper cans from the USA,
the Americas, Australia and Asia. Olivier Paduart
#949, 78 Avenue A Buyl, B-1050 Brussels, Belgium

TRADE: I have many soda/pop cans (most of them
current) from several countries in Europe to trade
for soda/pop cans from the USA, Canada or South
America. Christiaan Volkers #961, Waagmeestershoeve
408, 7326 RX Apeldoorn, The Netherlands

FOR SALE: 500 different regular issue soda cans
for \$200 plus postage. Many are older straight
steel. Most are steel and some flat tops are
included. Many hard to find cans included. Dave
Brackett #577, 1124 Tyler St, Fairfield, CA 94533

WANTED

WANTED: Coke cans and bottles from your part of
town. Send now for a list of New Zealand Coke and
soda cans I have to trade. Wayne Annandale #951,
4 Symonds St, Onehunga 6, Auckland, New Zealand
Set your six cans in for a chance to win a night's
stay FREE at the 1991 NPCC Can-Vention along with
other great prizes. Deadline is 15 January 1991!

CAN-O-GRAM

The five days I spent there had been incredible
and intensive. I often felt the hunger and forget-
ting to eat for the entire day (yes, forgetting!)
I can imagine what Tom felt seeing my baggage at
the end of the convention. He was to bring me to
his place in the car but I had 66% cases (1600
cans) with me (54 cases new and 12% doubles left.)
I have to thank Mack Mullins and his wife if I'm
not in Louisville with my cans. They brought my
cans in their van to a paradise for any can col-
lector where I would spend an entire day at Paul
Bates' soda museum together with Dave, Tom, Noel
and the rest of the gang.

There in his warehouse, I was able to select cans
that I missed at the convention. Completely
destroyed at the end of the day, Paul "picked me
on his shoulders" to his wonderful house. His wife
fed us with a kindly dinner making me alive again.
Paul promised me that we will go dumping together.

I left at his place around 1800 cans (including
the ones Mack brought down for me) that I can't
imagine how I will bring back. Last September
(when I started collecting seriously), I had 65
Coca-Cola cans; now I have at lease 1500! Try to
break my record if you can!

I still have 25 days in the U.S.A. with a tour of
some of the best collectors and collections. Who
knows how many more cans I will find??????
~~~~~

M Y S I D E O F T H E S T O R Y  
BY TOM KIRSCHBAUM #45

Kim and I both enjoyed having Sergio at our home  
for a few days. All three of us learned many new  
bits and pieces from this international exchange.  
One thing that he didn't mention was even with all  
the assistance from Mack and Paul, he still had to  
mail back to Italy three can totes and I mailed  
two cases to myself so we would have enough room  
in the car. Plus, I never seen postal employees so  
anxious to see two people leave as the ones at the  
Jeffersonville, Indiana did. Were these two can  
collectors that strange??? We all had a great time  
and I hope Sergio, along with the other NPCC  
international guests, had a nice trip back home.

"Ya'll come back now, ya hear!"

WELCOME BACK RETURNING MEMBERS

- JIM BALSHEY #258  
125 Horn St  
Lewisburg, Ohio  
45338
- CHUCK MEAD #675  
19612 Sycamore  
Mokena, Illinois  
60448
- INGO METTES #910  
J Verleunstraat 17  
5684 TT Best (NB)  
The Netherlands
- CARL GENRICH #915  
607 W Bloomington Av  
Brandon, Florida  
33511
- GERALD POLLACK #365  
294 Avenue B  
Bayonne, New Jersey  
07002
- ALAN WILLSON #804  
6 Annual Ln  
St. Clair, NSW  
Australia 2759
- ALEX BERENTSEN #911  
Rengersstraat 103  
9902 GV Appingedam  
The Netherlands

CLASSIFIED ADS

All members are entitled to one free 50-word "FOOD SALE OR TRADE" ad per month along with a free 50-word "WANTED" ad. Only soda/pop cans, sodabilla items, noncarbonated and juice beverages will be accepted. NO AD WILL APPEAR FOR MORE THAN THREE CONSECUTIVE MONTHS. Non-member ads will be accepted on a case by case basis upon the review and approval of the Director of the NPCC. Display ads are available at \$5 for a 1/4 page, \$9 for a 1/2 page and \$15 for a full page. Display ads must conform to a 8 1/2 X 11 inch sheet of paper to be properly reduced to fit the newsletter format. AD DEADLINE ARE THE 15TH OF EACH MONTH. All classified ads should be sent to: NPCC, PO Box 7862, Rockford, IL 61126, USA

\*\*\*\*\*  
 CHANGE OF ADDRESS  
 \*\*\*\*\*

KELLY LONG #930  
10/5 Flinders St  
North Wollongong, NSW  
Australia 2500  
\*\*\*\*\*

FREE MEMBERSHIP RENEWALS  
 ATTENTION MEMBERS: Sign-up five NEW members and receive a free years renewal membership for yourself. Offer good until 31 December 1990.

1991 MEMBERSHIP ROSTER

With a pending postal increase on the horizon, the NPCC would like to mail the 1991 Membership Roster before this postal increase takes effect early next year. When you receive your renewal notice, PLEASE, PLEASE, PLEASE do not sit on it and say to yourself that you have time to renew. Some members wait up to five months to renew and then request back issues of the CAN-O-GRAM. PLEASE renew ON-TIME! We want YOUR name on next year's roster. DEADLINE for renewals for the 1991 roster is 31 December 1990. ALL membership renewals and address changes should be addressed to: Dave Brackett/Membership Director, 1124 Tyler St, Fairfield, CA 94533, USA.

PLEASE, RENEW ON-TIME!!

FOR SALE OR TRADE

S P O R T S

SODA CAN SETS

From the mid-70's: Canada Dry Flyers, Phillies, NFL Helmets, RC Baseball sets, 7 Up 50-States sets, Etc. Clean, 200+ cans, value \$2-\$4 each. Negotiable, make offer, (you fetch) even if unreasonable.

JOHN KRUEGER  
 PO Box 606  
 Bloomington, Indiana  
 47402-0606

\*\*\*\*\*  
 FOR SALE: Complete collection of 5,000 plus cans. Only major label changes also some cone tops. Collection started in 1976. I will also include my traders. Will only sell complete collection. Jim Balskey, 125 Horn, Lewisburg, OH 45338 (513-962-2146)  
 \*\*\*\*\*

\*\*\*\*\*  
 FOR SALE/TRADE: Foreign and domestic Coke and Pepsi plus many other brands. I need many Pepsi cans, current and obsolete, and will trade generously for what I need. Let me know what you have! Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439  
 \*\*\*\*\*

\*\*\*\*\*  
 FOR SALE: 1989 Delmarva Pepsi cans 19/set; Taste of Maryland 6/set; Homerun Chicago Cubs; Dorney Park, PA; some '88 cans. All cans \$1.00 each plus

E V E N T S C A L E N D A R

\*\*\*\*\*  
January 20, 1991 (Sunday)

FOURTH ANNUAL MID-WINTER EXTRAVA-CAN-ZA  
POP CAN & SODABILIA TRADE SESSION

Sweden House Lodge / Scandia Room  
4605 E State St (US Bus 20), Rockford, Illinois  
Tables \$7.50 each / Admission is FREE  
Contact: Tom Kirschbaum #45 815-874-5915  
Kevin Paul #962 815-877-8350  
\*\*\*\*\*  
January 5 & 6, 1991 (Saturday & Sunday)

\*\*\*\*\*  
NOSTALGIA & COLLECTIBLES SHOW & SALE  
Pasadena Exhibit Center

300 E Green St @ Marengo, Pasadena, California  
Admission: \$5.00 (good for both days)  
Contact: Doug Wright Productions PO Box 69308  
West Hollywood, CA 90069 (213-656-1266)  
\*\*\*\*\*  
The Indy Show, March 1991, Indianapolis, Indiana  
\*\*\*\*\*  
June 20-22, 1991 (Thursday-Saturday)  
NPCC's 8TH ANNUAL

NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION

Sweden House Lodge / Leif Ericson Room  
4605 E State St (US Bus 20), Rockford, Illinois  
Contact: Tom Kirschbaum #45 815-874-5915  
Kevin Paul #962 815-877-8350  
\*\*\*\*\*  
September, 1991 International Extrava-Can-Za III  
Milano, Italia (Milan, Italy)  
Contact: Dave Brackett #577 707-426-5553  
\*\*\*\*\*

If you know of any show that is not listed on this page, drop us a short letter and we will be happy to list it on this page FREE of charge. Whether the event is here in the US or overseas, the CAN-O-GRAM is received coast to coast and around the world. How's that for advertising!!!!

YOUR assistance is greatly appreciated by your fellow members, not just the staff of the CAN-O-GRAM.

Y O U C O U L D B E A W I N N E R !

This month, the NPCC is kicking off our next contest/drawing. Our members have a chance to win some great prizes in conjunction with the 1991 Can-Vention. Here are the rules:

- 1) To enter, mail in six different recently released cans, special or regular issue, domestic or overseas, along with a filled out entry form. Only one entry per member, so DO NOT send more than six cans. Contest/Drawing is open to all active NPCC members.
- 2) DEADLINE: All cans and entry forms must be received by 15 January 1991.
- 3) Drawing will take place at the Mid-Winter Extrava-Can-Za on Sunday, 20 January 1991 in Rockford. (You do not have to be present at the drawing to be eligible to win.) Winners' names will be listed in the February CAN-O-GRAM.
- 4) FIRST PRIZE: One night's stay at the 1991 Can-Vention in Rockford.
- 5) SECOND DRAWING: Breakfast for two (you and a guest) at the Can-Vention Saturday Morning Breakfast Banquet.
- THIRD DRAWING: One rental table for the Saturday Swap Meet.
- CONSOLATION DRAWING: All the cans sent in for the drawing (minus your six entry cans.)

- 5) Prizes are NOT transferable. If any winner is unable to attend the Can-Vention in Rockford, NO prize will be awarded!

Make your plans NOW to join us next June 20, 21 & 22, 1991 and mail your cans in TODAY!

NAME \_\_\_\_\_ ENTRY CANS \_\_\_\_\_

ADDRESS \_\_\_\_\_ 1) \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_ 6) \_\_\_\_\_

Official Entry Form. Reproduction are acceptable.  
NPCC/CONTEST, PO Box 7862, Rockford, IL 61126, USA

**SODA MART SPOTLIGHT**

BY PAUL W. BEERS

SODA MART CAN WORLD - 1055 Highway Dr., Cookeville, TN 37027 Phone (615) 535-3256 FAX (615) 589-5228  
Home of The Museum of Beverage Containers & Advertising, and Interactive Books for collectors.

NATIONAL POP CAN COLLECTORS VOLUME 90-2

-----  
CONE TOP SODA CANS... BALA CLUB  
-----

As promised in the last newsletter, we're going to explore the fascinating world of cone top soda cans in this and future articles. We will proceed through the list of cone top cans in alphabetical order. If you have any cans not listed, P-L-E-A-S-E write and give us a description and if possible a picture of any cans missing from our list.

Before we get started, there are two terms that need defining:

1. GENERATIONS- A generation is defined as an alteration of a can's label that will result in a noticeable change among cans with the same brand name.
2. I/B #- This is a number that is being assigned to collectibles in all "Interactive Books" to create a means of communication among collectors. Only one I/B # will ever be assigned to a cataloged item, and once assigned, it will never be changed. The number can be used to tag collection items and to make the transfer of information with other collectors easier.

So, with the preliminaries out of the way, let's start our exploration of cone top soda cans with the brand... Bala Club.

-----  
BALA CLUB  
-----

Bala Club's cone top cans were distributed by the American Stores Company in Philadelphia, Pennsylvania. The drink was canned for American Stores by the Booth Bottling Company, also located in Philadelphia.

There are two known generations of cone top Bala Club cans. The difference is in the contents lines found at the bottom of some of the cans.

Seven different generations of punch top cans followed the introduction of Bala Club in cone top cans, and two generations of tab top cans ended production of the brand in the late 1960's.

Only two Bala Club bottles have been cataloged. A clear glass 32 ounce bottle dated 1959, and a green glass 32 ounce dated 1962. The large bottles of this era usually contained ginger ale, or various mixers.

NEW Caffeine Free NEW Caffeine Free NEW Caffeine Free NEW Caffeine Free



From the No.1 in diet colas... Another



winner-NEW CAFFEINE FREE diet Coke.

Now diet Coke - outselling its nearest rival 3 to 1 - leads again with exciting New CAFFEINE FREE diet Coke.  
This great sales-winning addition to the range meets the increasing consumer demand for a caffeine-free alternative for carbonate drinkers.  
Be the first to benefit from the biggest advertising spend in diet Coke history, for both diet Coke and New CAFFEINE FREE diet Coke.

NEW CAFFEINE FREE diet Coke and diet Coke are trademarks of The Coca-Cola Company.

Submitted by Ed Hallewas #786

# CATCHIN' WAVES, CRUISIN' CHICKS, SCAMMIN' DUDES, DRINKIN' SUNKIST.

Seen all those kids in the stores?  
School's out. The sun has begun. And  
they're not looking for shade. They're looking  
for Sunkist Orange Soda. The summer's hot and  
sola pop. It's what shines when the sun comes out. What  
plus the cool in cooling off. And what turns a good hot summer  
into cold hard cash. So, remember. They're stocked. Hope you're stocking.

*Drink in the Sun™*



Sunkist, Diet Sunkist, and Drink in the Sun are trademarks of Sunkist Growers, Inc.

|                                                                                                |                                                |
|------------------------------------------------------------------------------------------------|------------------------------------------------|
| BRAND: BALA CLUB                                                                               | DESCRIPTION: Name on bottom & flavor in circle |
| DATE: 1953                                                                                     | SIZE: 12 oz. VALUE: \$40.00 GENERATION # 1     |
| Y/B# / FLAVORS: Black Cherry (1-1), Cola (1-2), Ginger Ale (1-3), Grape (1-4), Root Beer (1-5) |                                                |

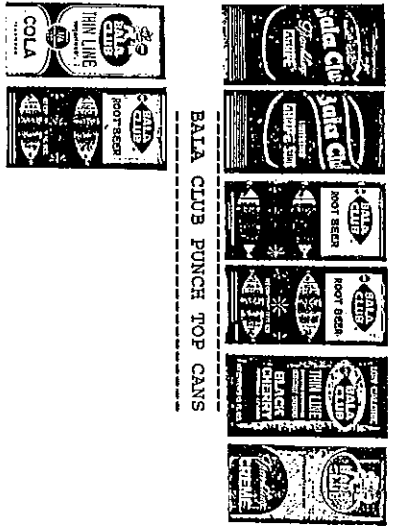
|          |          |          |          |          |
|----------|----------|----------|----------|----------|
| Y/B# 1-1 | Y/B# 1-2 | Y/B# 1-3 | Y/B# 1-4 | Y/B# 1-5 |
|          |          |          |          |          |



BALA CLUB  
PAINTED LABEL  
BOTTLE

|                                                                |                                                  |
|----------------------------------------------------------------|--------------------------------------------------|
| BRAND: BALA CLUB                                               | DESCRIPTION: Same as GN1 - contents lines bottom |
| DATE: 1954                                                     | SIZE: 12 oz. VALUE: \$40.00 GENERATION # 2       |
| Y/B# / FLAVORS: Ginger Ale (2-1), Grape (2-2), Root Beer (2-3) |                                                  |

|          |          |          |
|----------|----------|----------|
| Y/B# 2-1 | Y/B# 2-2 | Y/B# 2-3 |
|          |          |          |



BALA CLUB PUNCH TOP CANS

BALA CLUB  
TAB TOP CANS

# Exotic U.S. soft drinks

## British love taste of Chicago firm's bubble gum soda

By Ron Kremer  
HERALD-NEWS WRITER

CHICAGO — A hubbub in England centers around the sweet taste of bubble gum, not the chewing variety, but the American soft drink.

Hubba Bubba, Canfield's soda pop that tastes like bubble gum, cannot be kept on the shelves in grocery stores in England.

The craze is "beyond our imagination," said Alan B. Canfield Sr., senior vice president of the 86-year-old Chicago business. "We've sold 12 million cans in the United Kingdom in four months. We can't get them enough of it."

He said Europeans are not used to exotic flavored beverages, and Hubba Bubba is "extremely popular" among the young people.

Besides the United Kingdom, Canfield's is marketing its "light" beverage line in the Benelux region of Holland and Luxembourg. Again, Europeans are about 10 years behind the United States in turning to "light" soft drinks, which are sweetened with 100 percent NutraSweet, Canfield said.

European soft drinks are flavored with saccharine, which has a different aftertaste.

Eventually, Canfield's wants to expand into Germany and eastern Europe. "We want to walk before we run," Canfield said. "Our problem (with expansion) is the availability of production plants."

**"WE ARE** hoping for one currency, one common denominator throughout Europe," once the European Community 1992 takes effect. That is when Europe lifts trade tariffs between countries and standardizes its trade laws and measures.

Canfield's popularity in England is much like it was in the United States in 1985 when a Chicago newspaper columnist wrote about losing 40 pounds by

drinking the company's diet chocolate fudge drink.

"For a year we couldn't supply enough of it nationwide," Canfield said. "One of our drivers once caught a woman stealing two cases off the truck. One was in her car and the other in her arms."

"Grocers sent us blank checks and said 'fill in the amount, just send us some diet chocolate fudge soda.'"

Besides the testimonial for the diet drink by the syndicated columnist, Canfield said the soft drink sold because it reduces the craving for sweets. Six companies have tried to duplicate the secret formula for diet chocolate fudge soda, but none has succeeded, Canfield said. "Our chemist is a genius."

Canfield said that craze may never be seen again. Even though it lasted only one year, Canfield says the base of business is there and sales have continued to increase once it declined and leveled off in 1987.

**NEW PRODUCTS** being marketed include a chocolate fudge soda (non-diet) in Los Angeles and a lemon lime beverage called Up Town.

"We have removed the salt and sodium found in both Sprite and 7UP, while retaining the full flavor of 100 percent natural lemon and lime juices," he said. "As a further benefit to health-conscious consumers, Up Town is caffeine-free."

Quiet about the nation's largest independent bottler's earnings, Canfield said "We are a multimillion dollar business." He said the three American plants have the capacity of producing in excess of 50 million cases of beverages a year.

The average person in the Chicago area drinks 46 gallons of soft drinks a year. That is nearly 20.5 cases of soda. "It's the biggest market in the country," Canfield said. "People only drink 32 gallons of water a year, on average."



Season's Greetings

National Pop Can Collectors



This Christmas season send to your family and friends "NPCC GREETING CARDS!" Photograph by NPCC member Bob Young of Honolulu, Hawaii. Order yours today to be sure you'll have them in time for the Christmas season. North American members pay only \$13.00 (PPD) for 12 cards with envelopes, all other countries pay only \$14.00 (PPD). Send cheque or money orders (in US funds) to: NPCC/Christmas Cards, PO Box 7862, USA. They will be mailed to you in



F R O M T H E M E M B E R S . . . F O R T H E M E M B E R S

Pictured in the July newsletter was a set know as the "Tom & Jerry Set" (Quosh Jokers) from England. We requested additional information on this rare set and John McComble tells us that he has two additional flavors that were not mention in the newsletter: Limeade and Lemonade. Good luck to those who are still trying to complete their sets.

There is another Coca-Cola set from South Africa! Maurice Hoogsteden sends us information on a 12-can set that features the World Cup Finalist.

- 1) Uruguay
- 2) Italy
- 3) West Germany
- 4) Brazil
- 5) Argentina
- 6) England
- 7) Czechoslovakia
- 8) Hungary
- 9) Sweden
- 10) The Netherlands
- 11) Mascot
- 12) The World Cup Trophy

And in addition, there is a new Disney set on Fanta flavors in South Africa. Fanta Orange-Mickey Mouse; Grape-Daisy Duck; Peach-2 of Donald's nephews are know at this time. Keep us posted.

Pepsi Cool Cans are being released in Canada! Kelly Wilson reports that they will be available in both 280ml and 355ml for a total of 8 cans. Pepsi collectors rejoice!!!!

Pop Art Update Canada: The third of four Pop Art cans in Canada has been released according to Kelly Wilson and Bill Swanson. The fourth should be just around the corner.

The Netherlands: Similar to the West German ones, Holland has begun releasing the Cherry Coke designs. Three have been released at press time with probably more one the way.

Nehi: No additional information has been received on the Nehi Music set. The four known flavors are lemonade, grape, orange and peach.

From "Down Under," New Zealand has just released Diet Caffeine Free Coke and the "Cash Cans" contest on Coke and Diet Coke. These cans that Brian Ayton sent us will be pictured next month.

What's new in your area? Drop us a few words or send us new releases. Pictures are worth a thousand words. Stay tune for more next month!!!!

are no hard sell

New-age beverages are viewed as being more healthful, they offer a great concentration of flavor and taste and they are well formulated, said Tom Pirko in the Feb. 12 edition of Supermarket News. Pirko is president of Bevmark, a Los Angeles-based consulting company.

BESIDES unusually flavored soft drinks, many companies are producing lines of unsweetened seltzers, which people are drinking with vigor.

Canfield's produces five seltzer flavors — raspberry, lime, lemon, plain and cranberry.

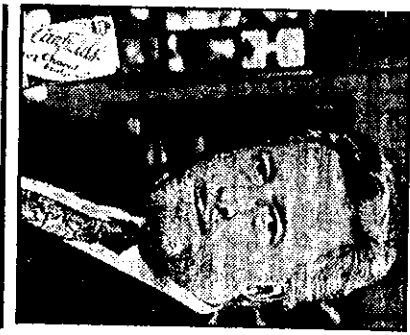
International Beverage Corp. of Vancouver, British Columbia, offers Clearly Canadian sparkling mineral water in plain and five flavors including, mountain blackberry, western loganberry, country raspberry, orchard peach and wild cherry.

Hepburn Spa USA, of Napa, Calif., offers mineral water with fruit juices added in seven flavors — apple cranberry, peach apple, aubiseberry, orange passion fruit, apple black currant and lemon and lemon-lime orange.

Original New York Seltzer U.S.A., of Walnut Calif., offers Original New York Seltzer in 13 flavors — ginger ale, club-seltzer, cola berry, Concord grape, blueberry, orange, apple, vanilla cream, root beer, peach, black cherry, lemon-lime and raspberry. New Era Beverage Co. of Dallas, offers Sundance, a 70 percent juice beverage made with purified water and no preservatives.

**W**e've sold 12 million cans in the United Kingdom in four months. We can't get them enough of it!

— Alan B. Canfield Sr.



From the HERALD-NEWS Submitted by Fred Bogdan #1

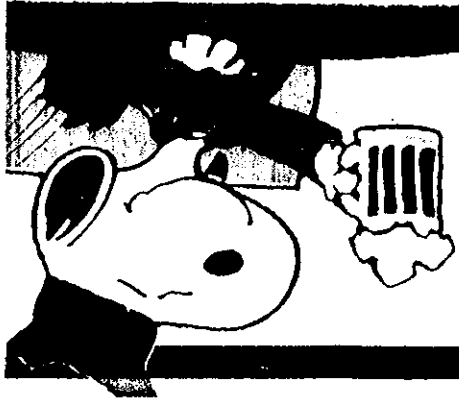
Featured in RIPLEY'S BELIEVE IT OR NOT!  
Submitted by Dave Brackett #577



© 1990 United Feature Syndicate, Inc.

7-22

From the DAYTON DAILY NEWS  
Submitted by Debbie Rose #758



© 1988 UNITED FEATURES SYNDICATE INC.

The **Best You Can Buy** is a monthly column devoted to finding the best food products you can buy. In addition to Ann Heller and Howard Solganik, the tasting panel includes other tasters with a range of come levels, lifestyles and tastes. Products are rated on a 1 to 10 point scale and the totals are averaged. The products were purchased at a variety of local supermarkets. This month a panel of six participated in the tasting.

| PRODUCT         | AVG. SCORE |
|-----------------|------------|
| Frostie         | 6.3        |
| A&W             | 5.8        |
| Faygo           | 5.7        |
| Average         | 5.3        |
| Dad's           | 5.3        |
| Hire's          | 5.1        |
| B&K             | 4.7        |
| I.B.C.          | 4.2        |
| Berg's Oke fyme | 3.7        |
| NCA             | 3.5        |
| Lotsa           | 3.3        |
| Unacceptable    | 3          |
| Dr. Brown       | 1.8        |
| Soho Natural    | 1.8        |

# For the love of root beer

**By Ann Heller**  
FOOD EDITOR  
and Howard Solganik

Coke and Pepsi are always duking it out in the taste tests but nobody pays attention to root beer. Well, we did. Once dubbed The National Termination drink by the forces of prohibition, root beer has earned its place in culinary history as the essential ingredient in the root beer float.

Those of us who were kids before there were cans of pop remember the big frosty mugs of root beer at the A & W stands. That name was as synonymous with root beer as Hire's named for Charles Hire, a Philadelphia pharmacist credited with developing the soft drink from roots and herbs — including sarsaparilla — in the late 1800s.

Legend and some fact has it that Hire's acquired the recipe on his honeymoon in 1870, perfected it and managed to sell it to coal miners by calling it root beer instead of herb tea. Sold first as a boll-in-a-bag mixture and liquid concentrate, bottled root beer went on the market in 1893.

In our blind taste test, Hire's finished in the middle of the pack of 12 A & W and Faygo. Both Frostie and A & W received first or second place ratings from four of the six tasters.

So what do you look for in your root beer? A nice head of foam, tastiness and a sweet, earthy, "rooty" flavor. A pour of both Frostie and A & W produced a sizeable head of foam. Both won points for a full flavor.

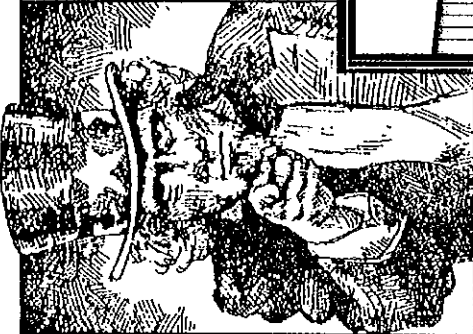
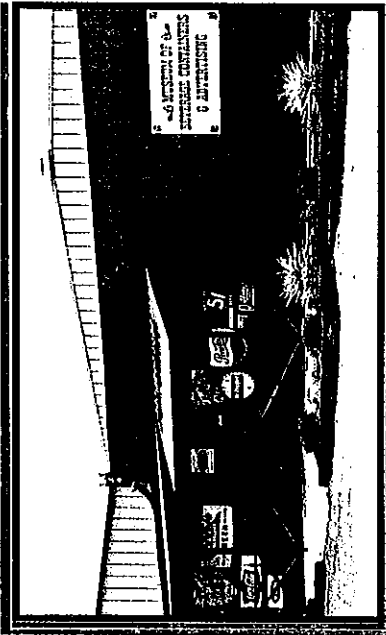
However, the most expensive root beer of the lot, Dr. Brown's, was rated unacceptable as was Boho Natural, both are popular in New York.

**ANN HELLER** is food editor and restaurant critic for the Dayton Daily News. **HOWARD SOLGANIK** is a Dayton food consultant who appears as *The Working Gourmet* at 9 a.m. and 5:30 p.m. Thursday on WHIO-TV.

I WANT YOU...

to go and see  
*The Museum of Beverage Containers & Advertising*

Thousands of cans & Bottles on display.  
Huge Gift Shop with something for everybody.  
301 Ridgecrest Dr.  
Goodlettsville, TN 37072  
Phone (615) 859-5236

# Pepsi's sexy look

## Summer's Cool Cans spell it out

Some people are seeing "sex" on soft-drink cans.

The cans are one of four special "Cool Can" designs Pepsi-Cola created to boost summertime sales. "Sex" is being sighted on the Cool Can that shows the letters P-E-P-S-I in neon. Stack one can atop another. Turn the top can to the left, so the "S" and "E" face you. Turn the bottom can to the right, so you see the "P" crossed by a red neon line that makes it resemble an "X."

"It's purely a coincidence," says Pepsi spokesman Tod Mackenzie. "People see puppies in clouds and different things in abstract art."

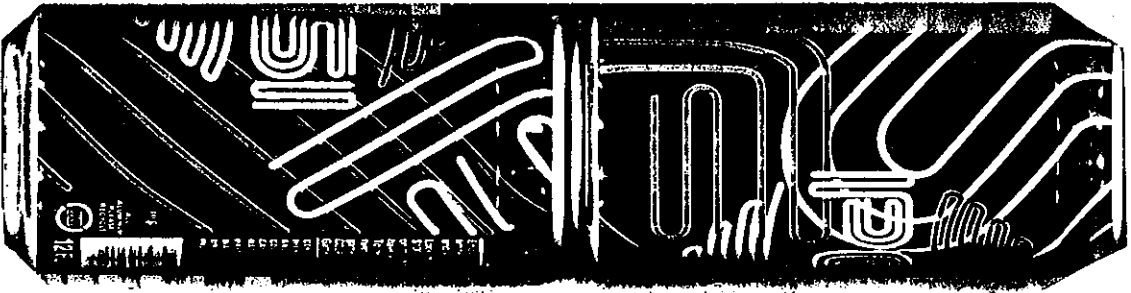
The sex can caper has been the subject of humorous reports by consumer advocate David Horowitz on his syndicated TV series, *Fight Back! with David Horowitz*, and on *The Tonight Show*.

If you want to try your own sex search, you'll have to hurry. Since Cool Cans were distributed from Memorial Day through July 4, only a few still can be found in stores.

—*Smart Elliott*

Articles from USA TODAY and ADVERTISING AGE.

Submitted by: Sam Detina #172 and Bill Richter from the Coca-Cola Club.



By Mary Herlehy, Advertising Age  
**SEEING SEX?** Purely a coincidence, Pepsi says.

I N T E R N A T I O N A L D I C O V R I E S  
FROM BERRY VAN HELMONDT #691

PAGE 12, ROWS 1 & 2

- COCA-COLA AMERICAN BARBECUE SET of 8, West Germany
- 1) Chicken Chicago
  - 2) Hot Sauce Texas
  - 3) Salad San Francisco
  - 4) It's T-Bone Time
  - 5) Arizona Corn Classic
  - 8) Top-Tip Zum Dip
  - 7) Perfect Perfume
  - 6) Barbecue Burger Brooklyn

ROW 3

CHERRY COKE POP ARTS, The Netherlands  
Three different releases are available at this time. Cans 3 and 4 are the same can only different side views.

ROW 4

COCA-COLA ITALIA '90 0,5L, West Germany  
COCA-COLA NIMM 6 ZAHL 5 0,5L, Austria

"Take 6, Pay 5."

\*\*\*\*\*  
PAGE 13, ROW 1

HERO 25CL, The Netherlands  
EXTRAN 25CL, from the makers of Chocomel, Nutricia  
The calcium "energy" drink, orange & citron

ROW 2

COCA-COLA ITALIA '90, filled in France for Holland  
3ES 33CL, The Netherlands  
The have a special (steel) lid. This because of recycling problems with aluminum lids. They have two holes (just like the Canadian lids) with directions on the side.

ROW 3

SHOE, new brand from Bavaria (beer brewery) 33CL  
-lemon & lime  
-cola

-orange

SPANISH SUNSHINE, from Winter Maarheere 33CL  
\*\*\*\*\*

N E X T M O N T H

We will have the latest from the trade session hosted by the Ewell's. There may be a few surprises too, so if this is your last issue, RENEW TODAY!

We would also like to share with you a few NEW ideas for next year's CAN-VENTION. What are your thoughts about a Friday night Auction? Lets hear your ideas too. Until next month.

