

Pop Canz

The National
Pop Can Collectors
Monthly Newsletter

Volume: 13
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YOU CANZ WIN CONTEST WINNERS

CATEGORY # 1 BOB LUCIANO
2 JIM CHERRY
3 JOHN RANELLETTI

MEMBERSHIP ROSTER ENCLOSED
WITHIN THIS ISSUE.

DON'T MISS THE INDY SHOW IN
SEPTEMBER. DETAILS INSIDE.

1987 VEGAS SHOW. DETAILS AND
APPLICATION ENCLOSED.

ALSO NEW FORMAT TAKING PLACE.
SEE EDITOR'S NOTE FOR DETAILS.



National Pop Can Collector
1124 Tyler Street
Fairfield, California 94533



GERALD POLLACK
294 AVENUE B
BAYONNE NJ 07002

PRESIDENTIAL ADDRESS

AS YOU CAN ALL SEE THIS NEWSLETTER IS ABSENT OF CONVENTION AND CHAPTER TRADE SESSION REPORTS DUE TO THE SHORT AMOUNT OF TIME I HAVE HAD TO PUT ALL OF THAT INFORMATION TOGETHER ALONG WITH GETTING THE PICTURES DEVELOPED. LOOK FOR ALOT OF PICTURES NEXT ISSUE.

THE WESTERN CHAPTER TRADE SESSION WAS A BIG SUCCESS. 10 OR SO MEMBERS TURNED OUT AND MANY GOOD DEALS WERE MADE.

OUR NATIONAL CONVENTION GROWS EVERY YEAR WITH OVER 40 REGISTRATIONS THIS YEAR. GINGER HORNSBY AND HUSBAND EARL WERE GRACIOUS HOSTS AND REALLY WENT OUT OF THEIR WAY TO MAKE US ALL FEEL AT HOME. THE CONVENTION PACKET WAS A GREAT ONE. THANKS TO ALL OF YOU WHO DONATED ITEMS IN THE PACKET. THE TOUR OF THE MARITTA COCA-COLA BOTTLING COMPANY WAS ALOT OF FUN, BUT THE HIGHLIGHT OF THE CONVENTION WAS THE SOUTHERN CHAPTER TRADE SESSION AT GINGER'S APARTMENT PARKING LOT. WE REALLY HAD AN INTERNATIONAL GROUP WITH COLLECTORS FROM GERMANY, JAPAN, AND HOLLAND. THANKS GINGER AND EARL FOR ALL YOU DID FOR OUR GROUP!

ONE OF THE HIGHLIGHTS OF MY STAY IN GEORGIA WAS THE OPPORTUNITY TO SEE NFCC MEMBER JERRY AMBURN'S COLLECTION. JERRY HAS PUT TOGETHER ONE OF THE MOST UNUSUAL COKE CANS AND BOTTLE COLLECTIONS YOU WILL EVER SEE. THANKS FOR THE SOUTHERN HOSPITALITY, JERRY. IT'S A GREAT COLLECTION.

AFTER THE CONVENTION VICTOR NASTEGAAL, ADAM SHAW, AND I HEADED FOR NEW YORK AND BOSTON. WE VISITED LARRY SCHULZ AND BOB LUCIANO. A SPECIAL SURPRISE WAS GETTING TO MEET AND SPEND A COUPLE OF DAYS WITH ONE OF OUR ENGLISH COLLECTORS, ROB BARROW. IT AMAZED ME HOW MANY CANS THAT GENTLEMAN COULD CARRY IN A SIMPLE HAND BAG.

OUR NEXT IMPORTANT STOP WAS FOR THE NORTHERN CHAPTER TRADE SESSION AT THE HOME OF JOHN HANTZ IN HANMOND, INDIANA. JOHN DID A GREAT JOB ORGANIZING THIS EVENT AND THE TURNOUT SHOWED IT. NOT ONLY

WAS THE TURNOUT GREAT BUT THE NUMBER OF CANS WAS AMAZING. GOOD JOB JOHN, AND WHAT A GREAT COLLECTION. THINGS ARE REALLY ROLLING IN THE NORTH WITH ANOTHER TRADE SESSION PLANNED FOR OCTOBER 5 AT THE EMELL'S HOUSE IN OSSIAN, INDIANA. PLAN TO ATTEND, IF ONLY TO VIEW ANN'S SPECTACULAR COLLECTION.

WE VISITED THE EMELL'S THE NEXT DAY. WARREN HARBAKER ALWAYS HAD TOLD ME WHAT A GREAT COLLECTION ANN HAS AND I DIDN'T WANT TO MISS THE OPPORTUNITY TO VIEW THIS COLLECTION. IT'S EVERYTHING EVERYONE SAYS.

NEXT WE VISITED DAVID LYON IN LEBANON, OHIO. DAVID IS MORE FAMOUS FOR HIS HOBBLESKIRT COCA-COLA BOTTLE COLLECTION. HE DOES HAVE A COUPLE OF CANS, THOUGH. WE WERE ABLE TO TOUR THE WESTERN STAR, THE PAPER DAVID LYON WORKS FOR, AND LEARN A LITTLE ABOUT PUTTING TOGETHER A NEWSPAPER.

OUR NEXT TO LAST STOP WAS TO VISIT PAUL AND KAREN BATES. PAUL HAS OVER 17 THOUSAND CANS IN HIS COLLECTION AND I WOULD ESTIMATE 30 THOUSAND CANS FOR TRADE. IF YOU ARE EVER IN HIS AREA THIS COLLECTION IS A MUST. WE ALSO HAD THE OPPORTUNITY TO VISIT WITH BO ADAMS AND SEE SOME OF HIS CANS AND CAN GO WITHS.

FINALLY WE HAD THE CHANCE TO VISIT THE FAMOUS SCHMIDT COCA-COLA MUSEUM IN ELIZABETHTOWN, KENTUCKY AND VIEW THE FARE COCA-COLA CONE TOP CAN, AS WELL AS VISIT WITH BILL AND JAN SCHMIDT. IT LOOKS AS IF BILL MAY JOIN OUR CLUB.

THEN BACK TO ATLANTA TO PACK AND GET TO THE AIRPORT. NOW THAT WE HAVE HAD OUR DRAWING FOR THE CONTEST, WE WILL BEGIN A NEW CONTEST. THE CONTEST WAS A BIG SUCCESS SO CONTINUE TO SEND IN THOSE CANS.

ONCE AGAIN I WILL BE ATTENDING THE INDY SHOW. I HOPE TO SEE MANY OF YOU THERE AS THIS IS A SUPER SHOW.

UNTIL NEXT MONTH, HAPPY COLLECTING!

INTO THE DENVER MARKET, AND FOUND SIX "MALL MONEY" CANS (COKE, CLASSIC, CHERRY, SPRITE, MELCH'S GRAPE, BARG'S), PEPSI ANTIWEPSARY-DENVER, CANADA DRY GINGER ALE (REG & SF) FOR A PARKER, COLORADO JULY 4TH CELEBRATION, AND A HAWAIIAN PUNCH FOR A NATIONAL HOT ROD ASSOCIATION EVENT IN DENVER. HAVING ALL THIS GOOD POP WITH US, WE HATED TO SPILL IT ALL, SO WE STRAPPED TWO CASES OF FULL CANS TO OUR BIKES, AND STUCK OTHERS IN ANY EMPTY SPACE WE COULD FIND. IT SLOWED US DOWN SO BAD THAT BY THE TIME WE REACHED FORT COLLINS, WE WERE EXHAUSTED. WE FOUND SOME BOXES AND PEPALED TOWARD THE POST OFFICE. AFTER "WATERING" THEIR SHRUBS, WE SENT HOME TWO BOXES OF CANS, AND PROCEEDED TO WYOMING, EACH ABOUT 20 LBS. LIGHTER.

CHEYENNE HAS ONCE AGAIN PRODUCED A FRONTIER DAYS CAN ON COKE (CLASSIC). NOTHING ELSE WAS AVAILABLE, EXCEPT FOR ONE SURPRISE! THE PEPSI-WESTERN AIRLINES/UTAH WAS BEING SOLD IN WYOMING!

IN 1985, NEBRASKA GAVE US QUITE A FEW NEW COKE COMMERCIALS. IN 1986, HOWEVER, THE LOCAL CANNER IS BEING A LITTLE LESS ACTIVE. WE FOUND NOTHING ON COKE, BUT DID FIND A PERSI FOR THE 100TH DAWSON COUNTY FAIR. ALSO, ON THE ROADSIDE, I PICKED UP A PERSI SKY CAPS FROM ST. PAUL, MINNESOTA. A "SPECIAL" FIND LIKE THIS IS IRREGULAR, AND A HIGHLIGHT OF AN EXTENSIVE POP CAN SEARCH LIKE THIS.

HAVING HAD OUR FILL OF NEBRASKA (NEARLY 500 MILES), WE GOT ON I-29 IN IOWA AND HEADED SOUTH. WE PICKED UP 7-UP REG. & SF WITH

IOWA 1986 HOMECHANGING ON THEM. ALSO, WE FOUND TWO COKE CLASSIC "WIN A HOT CAR OR COLD CASH" FROM SIOUX CITY, IOWA ON THE ROADSIDE.

TODAY, WHILE BATHING IN THE AIR CONDITIONING OF AN ISOLATED GAS STATION, A PATRON CAME BY AND WAS IMPRESSED WITH OUR AIM TO BIKE TO FOSTON. HE INSISTED ON BUYING OUR REFRESHMENTS. UPON SEARCHING THE COOLER, WE FOUND SIX COKE CLASSICS FOR WORLDS OF FUN 1986, WHICH WE GRACIOUSLY ACCEPTED (LITTLE DID HE KNOW HOW GRACIOUS I WAS!).

TOMORROW WE BEGIN THE TREK EASTWARD, AND HOPEFULLY WILL FIND MORE CANS. MY BROTHER IN INDIANA INFORMS ME HE HAS COKE CLASSIC INDIANA STATE FAIR, AND RC, CHERRY RC, DAD'S, AND BIG RED WITH "25C TRIAL OFFER" ON THEM.

AS I MENTIONED THE FREEMAY IS A GREAT PLACE TO FIND CANS AND OTHER THINGS (OTHER HIGHWAYS ARE GOOD, BUT THE FREWAYS HAVE HEAVY TRAFFIC FROM A VARIETY OF LOCATIONS). I PICKED UP MANY NICE CANS ON THIS TRIP, THANKS TO THE LITTERING HABITS OF SOME TRAVELLERS. BUT BEING A "COLLECTOR" IN PERSONALITY AND LIFE STYLE, I COULDN'T PASS UP THE OPPORTUNITY TO BEGIN ANOTHER HOBBY. THESE, TOO, HAVE PAINT ON A TIN SURFACE, BUT ARE FLAT. ENTER MY LICENSE PLATE COLLECTION. ANYBODY HAVE SOME FOR TRADE?

EDITORS NOTE: PART 2 WILL APPEAR AFTER NICK & BECKY'S REPORT FROM THE EAST COAST.

CANS ACROSS AMERICA

BY NICK GERLICH

THE DATE IS JULY 18, AND WE ARE IN MOUND CITY, MISSOURI. FOUR WEEKS OF INTENSE BICYCLING HAVE BROUGHT MY WIFE, BECKY, AND I THROUGH THE MOJAVE DESERT, OVER THE ROCKY MOUNTAINS, AND PARTIALLY ACROSS "THE FRUITED PLAIN." NEW POP CANS ARE LITERALLY EVERYWHERE!

WE HAD BARELY BEGUN BICYCLING IN LOS ANGELES WHEN I STARTED BUYING POP CANS AND STRAPPING BOXES TO OUR BIKES. NOW, 1981 MILES LATER, I'VE SHIPPED 255 CANS HOME, ABOUT ONE-HALF OF WHICH ARE NEW SPECIMENS FOR MY COLLECTION.

CALIFORNIA IS POP CAN HEAVEN FOR A MIDWESTERNER. I HAD TO USE RESTRAINT TO KEEP FROM GOING HOB WILD (PLUS OUR BIKES COULD ONLY HOLD ABOUT ONE CASE EACH). I BRAVELY OVERLOOKED THE COKE LIBERTY CANS BECAUSE ONLY ABOUT 12 WERE AVAILABLE AT THE TIME, AS WELL AS ALL OF THE "RECY-CAL" CANS (THE EMBLEM APPEARS ON ALL MAJOR BRANDS). INSTEAD, I FOCUSED ON THE OFF BRANDS, LIKE IRIS, SPRINGFIELD, ALPHA BETA, ETC. IMAGINE THE STARES WE RECEIVED, SITTING IN PARKING LOTS DUMPING A CASE OF POP WE HAD JUST PURCHASED! BEING OUR FIRST DAY OF RIDING, WE COULD ILL AFFORD ANY ADDITIONAL WEIGHT AT THE TIME, SO WE Poured THEM OUT.

OTHER CANS IN CALIFORNIA INCLUDE THE NEW SUNKIST NATURAL AND PEPSI WET-IN-WILD FOR LAS VEGAS. WE ALSO FOUND A FEW OFF BEAT CANS ALONG I-15 THROUGH THE DESERT; THE LONELY DESERT FREEWAY HAS BECOME THE TRASHCAN OF THE SOUTHWEST, WITH THOUSANDS OF CANS AND BOTTLES EVERYWHERE.

MY PULSE QUICKENED AT ONE POINT A FEW MILES SOUTH OF BARSTON ON OLD ROUTE 66. THERE BEFORE ME WAS A FIELD WITH THOUSANDS OF PUNCH TOPS, LAYING WHERE THEY WERE TOSSED 30 YEARS AGO. A CLOSER INSPECTION RESULTED IN DISAPPOINTMENT. THEY WERE ALL RUSTED AND FADDED BEYOND

RECOGNITION. I GUESS WE WERE JUST A LITTLE LATE.

NOTHING NEW APPEARED IN NEVADA, AND WE MANAGED TO HOLD ONTO THE NEST EGG AS WE VISITED CASINOS IN SEARCHLIGHT AND LAUGHLIN. I'D MUCH RATHER SPEND MY MONEY ON A CASE OF POP CANS THAN DROP IT INTO A SLOT MACHINE, ANYWAY.

ARIZONA BROUGHT A NEW FRONTIER, AND WITH IT, HEAT UP TO 117 DEGREES. WE SURVIVED THE TERRID HEAT, AND FOUND (TO MY SURPRISE) WE WERE ON THE FRINGE OF THE PHOENIX COKE TERRITORY. WE BOUGHT SIX EACH OF THE "MALL MONEY" PROMOTION ON CLASSIC COKE, AND SPRIETE, THE ONLY THREE THEY HAD IN NORTHERN ARIZONA. WE STAYED UP ONE NIGHT IN THE MOTEL AND DRANK ALOT OF POP.

THE FREEWAY IS INDEED A GREAT PLACE TO FIND CANS, MONEY, AND OTHER THINGS (MORE ON THIS LATER). IT WAS ON I-40 I FOUND ONE EACH OF NEW COKE AND DR PEPPER "MALL MONEY" FROM PHOENIX. UNFORTUNATELY, THE STORES IN THE AREA DIDN'T HAVE ANY. ALSO, MY BIGGEST SURPRISE CAME WHEN I FOUND A PEPSI "WIN AN EL PASO DREAM HOME," FROM TEXAS, HUNDREDS OF MILES AWAY! THE FINAL ARIZONA FIND WAS A NEW ONE FROM OL' BOB MILLER, THIS TIME KIWI FLAVOR (TERRIBLE, TERRIBLE).

WE VISITED THE GRAND CANYON AND HEADED FOR UTAH, WHERE I FOUND ONE RESTAURANT AND ONE POP MACHINE (BUT NO STORES) SELLING PEPSI-WESTERN AIRLINES/PM MAGAZINE UTAH. I BOUGHT A FEW, GRABBED A COUPLE FROM A TRASH BARREL, AND FOUND MORE ON THE FREEWAY AS WE COASTED INTO COLORADO AND TOWARD THE TOWERING ROCKIES.

THE INTENSE HEAT BEHIND US FOR AWHILE, WE FELL INTO A LOW SPOT FOR POP CANS, UNTIL WE HAD CROSSED OVER ROCKY MOUNTAIN NATIONAL PARK (OVER 12,000 FEET ELEVATION, WHERE IT SNOWED ON US!). THEN, WE "POFFED"

RC COLA BEGINS NEW "COLA

WARS" OFFENSIVE

SUBMITTED BY
ROBERT F. COCHRANE

ROYAL CROWN BATTLES MERSERS

ROYAL CROWN COLA CO. IS ENCOURAGING CONSUMERS TO OPPOSE ITS TAKEOVER.

SEEKING TO BOOST ITS BID TO BLOCK SEPARATE CORPORATE MERSERS PROPOSED BY SOFT DRINK GIANTS COCA COLA CO. AND PEPSICO INC., THE COMPANY HAS PURCHASED FULL PAGE ADVERTISEMENTS HEADLINED "THE COLA WARS AND YOU," SCHEDULED TO APPEAR IN 7 MAJOR DAILY NEWSPAPERS AT A TOTAL COST OF \$200,000. AT ISSUE ARE TWO MERGER PLANS THAT WOULD CONCENTRATE 90 PERCENT OF THE \$25 MILLION SOFT DRINK INDUSTRY IN THE HANDS OF 2 BEVERAGE GIANTS.

ROYAL CROWN SUES

RC COLA FILED SUIT CLAIMING MERSERS BY PEPSICO AND COCA COLA ARE ILLEGAL.

LAST JANUARY, PEPSI ANNOUNCED PLANS TO BY 7UP CO. FROM PHILLIP MORRIS INC. FOR \$380 MILLION; 3 WEEKS LATER, COKE SAID IT WOULD BY DR. PEPPER CO. FOR \$470 MILLION. THE PROPOSED MERSERS WOULD GIVE COKE AND PEPSI MORE THAN 80 PERCENT OF THE DOMESTIC SOFT-DRINK MARKET, ESTIMATED TO BE WORTH \$26 BILLION. THE SUIT WAS FILED IN U.S. DISTRICT COURT IN COLUMBUS, GA., WHERE RC IS HEADQUARTERED. MIAMI BEACH FINANCIER VICTOR POSNER HOLDS CONTROLLING INTERESTS IN RC.

FTC TO SEEK TO BLOCK TWO BIG COLA MERSERS

WASHINGTON-THE FTC DECIDED YESTERDAY TO GO TO COURT TO PREVENT PEPSICO INC. FROM BUYING 7UP CO. AND TO BLOCK THE PROPOSED TAKEOVER OF DR. PEPPER CO. BY COKE. THE COMMISSION SAID IT FEARS THE TAKEOVERS WOULD REDUCE COMPETITION IN THE DISTRIBUTION AND SALE OF SOFT DRINKS.

THE 2 ACQUISITIONS WOULD COST A TOTAL OF \$850 MILLION AND IF COMPLETED WOULD GIVE COKE AND PEPSI CONTROL OF 80 PERCENT OF THE NATIONS SOFT DRINK MARKET.

THE COMMISSIONS ACTION COMES 2 DAYS AFTER THE LAWSUIT WAS FILED BY RC COLA, A SMALLER COMPETITOR OF THE SOFT DRINK GIANTS, WHICH ALSO CONTENTENDED THAT THE PROPOSED MERSERS WOULD VIOLATE ANTI-TRUST LAWS.

HIRES ROOT BEER

THE NATIONS OLDEST BRAND SOFT DRINK, WILL CELEBRATE ITS 110TH BIRTHDAY THIS YEAR. HIRES ROOT BEER WAS INTRODUCED BY CHARLES HIRES IN 1876 AT THE CENTENNIAL EXPOSITION IN PHILADELPHIA. HE DEVELOPED THE RECIPE AFTER TASTING A ROOT TEA WHILE HONEYMOONING IN 1870 ON A NEW JERSEY FARM.

HIRES REFINED THE MIXTURE, PACKAGED IT AND BEGAN SELLING IT AS AN EXTRACT TO HOUSEWIVES AND STORE PROPRIETORS.

TO THIS DAY HIRES ROOT BEER RELIEVES ON GOODNESS FROM DIFFERENT WILD ROOTS, BARKS AND SPICES, AS IT DID WHEN CHARLES HIRES FIRST DEVELOPED THE ROOT BEER.

MEMBERSHIP ROSTER

National Pop Can Collectors

JOE JOYCE #623 BROCKETMAN RD LANCASTER MA 01523
 Phone: 617-537-1573
 WILBUR TEASK #644 BOX 103 IPSWICH MA 01938
 Phone: 11/85
 BOB IUCIANO #434 94 ARBAR RD STAMFORD CT 06902
 Phone: 203-325-3694
 GERALD POLLACK #500 294 AVENUE B BAYONNE NJ 07002
 Phone: 214-278-4411
 CARL CREGER #672 115 COURTLAND RD CHERRY HILL NJ 08034
 Phone: 9/86
 LARRY SCHULZ #726 9 SANDGATE PL MELVILLE NY 11747
 Phone: 516-427-2125
 JAY SHARTER #703 217 PINEY ST ISLIP TERRACE NY 11752
 Phone: 516-277-1653
 JOHN BAUERLE #669 97 BROTHERS RD WAPPINGERS FLS NY 12590
 Phone: 914-297-8062
 ROBERT RUSSELL #608 29 RBD BARN CIRCLE PITTSFORD NY 14534
 Phone: 716-248-8929
 CAROL CROSETTA #215 295 SHERMAN ST ROCHESTER NY 14606
 Phone: 716-458-9932
 JOHN GERMAN C/O #735 F. B. C. 133-01 41ST RD FLUSHING NY 11355
 Phone: 718-886-5454
 JAMES HINTERER #435 1013 MAIN ST FORD CITY PA 16226
 Phone: 412-763-7679
 ED GARRA #661 227 CARBON ST WEATHERLY PA 18255
 Phone: 717-427-8950
 BUD FRANK #515 244 W HORTTER ST PHILADELPHIA PA 19119
 Phone: 215-438-3189
 C C TRAY-DEBS #692 RT 4, BOX 2 KUTZTOWN PA 19530
 Phone: RFD 2, BOX 29A LAUREL DE 19956
 Phone: 5814 OLD CAPITOL TRAIL WILMINGTON DE 19808
 JOHN SAKELBY #216 Phone: 302-994-2178
 JIM SOUTH #612 BOX 672 DREXEL NC 28619
 Phone: 704-437-5563
 STEVE WOODARD #673 BOX 246 HAGGIE VALLEY NC 28751
 Phone: 704-926-1060
 ALDA LANE #687 1481 CHAIRMONT DECATUR GA 30033
 Phone: 404-636-3233
 JERRY AMBERN #683 628 BIRCHWOOD RD SW MARLETTA GA 30060
 Phone: 404-436-1895

CARDS, SODA MATCHBOOK COVERS AND SODA RELATED ITEMS. NO COKE!!! JERRY WRIGHT, #264 SOUTHWEST, ST. LOUIS, MO. 63139. *****
 WANTED! YOUR ATTENDANCE AT THE INDY SHOW SEPTEMBER 26 AND 27. THE REWARDS WILL BE MEETING NEW FRIENDS, SEEING OLD PRESIDENT DAVE BRACKETT AND OF COURSE TRADE, SELL AND BUY MANY CANS. FOR FURTHER DETAILS SEE AD IN THIS ISSUE OF THE NEWSLETTER. *****
 WANTED! I AM STILL LOOKING FOR CAN #1, ARCHERY, FOR THE SAN DIEGO '84 OLYMPICS. DOESN'T ANYONE HAVE 1177? ALSO HAVE MANY OF THE OLYMPIC CANS FROM L.A. AND SAN DIEGO TO TRADE FOR WATERVER, JERRY D. WATKINSON, P.O. BOX 1088, IMPERIAL BEACH, CALIF. 92032. *****

FROM THE EDITOR'S DESK

HELLO AGAIN -
 THIS IS ADAM AND I'M GOING TO TELL YOU ABOUT THIS NEW FORMAT. AS YOU CAN SEE THIS IS SMALLER, AND IT'S HARDER TO READ. WELL, WE RAN INTO TROUBLE WHEN THE COST OF THE NEWSLETTER WAS MORE THAN OUR INTAKE. SO WE DECIDED TO CHANGE THE FORMAT AND SAVE MONEY, YOURS MOSTLY. THIS IN NO WAY MAKES OUR WORK EASIER (OR SHOULD I SAY MY, DAVE'S OFF IN CHICAGO). THIS FORMAT REQUIRES THE SAME AMOUNT OF TIME AS BEFORE. HOWEVER THE PRINTING IS MORE DIFFICULT. THE OLD FORMAT WILL BE KEPT IN MIND WHEN WE ARE OUT OF TROUBLE. IF YOU HAVE ANY COMMENTS ON THE NEW FORMAT LET DAVE KNOW. I BELIEVE THIS IS GOING TO WORK OUT FINE, DON'T YOU AGREE.
 I HAVE GOTTEN MANY REPLIES ON MY ADS, BUT HAVE ALREADY COMPLETED MY R.C. SETS. ALSO I HAVE A FEW DIFFERENT FOREIGN CANS AVAILABLE FOR SALE. IF YOU WANT LIST SEND SELF ADDRESSED STAMPED ENVELOPE TO ME. ALSO MY FOR SALE OR TRADE ADS FROM THE PAST ARE NO LONGER, I HAVE "AMERICA'S CUP" PROMOTIONAL COKE CANS FOR SALE OR TRADE FOR OTHER COKE P.S.
 WELL THANKS FOR HEARING ME OUT AND THANKS FOR ALL THE REPLIES. SEE YOU THIS SUMMER HOPEFULLY.
 !!!!!!!
 DON'T FORGET CLASSIFIEDS....
 YOUR FAITHFUL EDITOR!
 ADAM SHAW

 BAKE OR TRADE! NEW
 COKE ST. LOUIS VP
 FAIR. TOP OPENED.
 NEW COKE KANSAS CITY
 WORLDS OF FUN. VESS
 COLA SECOND CARDINAL
 SCHEDULE, JULY TO
 OCTOBER. ALSO FIRST,
 APRIL TO JUNE. 50
 CEENTS EACH PLUS
 POSTAGE. RAY SCOTT,
 8337 WASHINGTON, ST.
 LOUIS, MISSOURI 63114.

 SALE OR TRADE: I HAVE
 MANY DIFFERENT SPECIAL
 ISSUE AND SUNDAY
 FUNNIES TO TRADE.
 SEND WANT LIST TO JOHN
 C. HANTZ, 6846 NEW
 JERSEY, HAMMOND,
 INDIANA 46323-1962.

 SALE OR TRADE: PEPSI
 TEXAS SESQUICENTENNIAL
 SET, PEPSI WET 'N WILD
 '86, SAN ANTONIO WATER
 PARK USA, COKE CLASSIC
 AND CHERRY DALLAS MALL
 SWEETS, COKE
 SHREVEPORT,
 LA.
 SESQUICENTENNIAL IN
 CLASSIC, DR PEPPER SIX
 FLAGS DALLAS, AND DR
 PEPPER GODZILLA
 T-SHIRT OFFER IN REG.
 AND DIET. CARR M.
 SUTER, 111 GARLAND,
 WOODBURY, TEXAS
 75041.

 SALE OR TRADE: GLEN
 ROSE 60Z. SODA
 GLASSES! MARKED GLAN
 ROSE BEVERAGES, BEAVER
 DAM BOTTLING CO.
 APPROXIMATELY 40 TO 50
 YEARS OLD. \$15 APiece
 PLUS POSTAGE. DENNIS
 FEWLESS, RT.2, BOX
 474, DELAVAN,
 WISCONSIN 53115.

 SALE ONLY: I NOW HAVE
 NEARLY ALL OF THE L.A.
 STATUE OF LIBERTY
 CANS. \$35 FOR SET,
 POSTPAID. SAN DIEGO

FINEST CITY SET OF 6,
 \$7.50. 3 DIFFERENT
 MEXICO '86 WORLD CUP
 CHAMPIONSHIP SOCCER,
 #2 EACH. LOTS OF
 MISCELLANEOUS. JERRY
 D. WATKINSON, P.O. BOX
 108B, IMPERIAL BEACH,
 CALIF. 92032.

 WANTED: EARLY STEEL
 RC. NEHI AND UPPER 10
 CANS. SEND BASE FOR
 OUR LIST OF EXTRA SODA
 ITEMS, ALL KINDS. M+M
 ELLING, 1313 CRAWFORD,
 VICKSBURG, MS. 39180.

 WANTED: PEPSI 50 YEAR
 DENVER, THUNDERBIRDS
 AIR SHOW '86, 1985
 FLORIDA STRAWBERRY
 FESTIVAL, SKYFIRE, 7UP
 WHALE OF A SHOW, DR
 PEPPER CATCH THE
 EXCITEMENT REG. AND
 SF. SEE CANS FOR
 TRADE IN THE SALE AND
 TRADE ADS. MARYLAND
 DUSLEY, RT.1, BOX 309,
 AUSTIN, INDIANA 47102.

 WANTED: WOULD LIKE TO
 BUY OR TRADE FOR
 SUNDAY FUNNIES. ALL
 FLAVORS. ALSO, STILL
 LOOKING FOR MANY ROOT
 BEER CANS. ROBERT
 RUSSELL, 29 RED BARN
 CIRCLE, PITTSFORD, NEW
 YORK 14534.

 WANTED! WILL PAY TOP
 DOLLAR FOR DAD'S GUART
 COME TOP IN GRADE 1+
 CONDITION. CARL C.
 CREBER, 115 COURTLAND
 RD., CHERRY HILL,
 NJ. 08034 DR CALL 609
 429-8929.

 WANTED: PLASTIC COKE
 CAN. HAVE RUM AND
 COLA FOR TRADE AS WELL
 AS MANY OTHER CANS.
 PLEASE HELP ME GET
 THIS CAN! WILBUR E.

TRASK, P.O. BOX 103,
 IPSWICH, MA. 01938.

 WANTED: BOZ. SODA
 CANS, UNUBED SODA
 CROWN CAPS AND UNUBED
 SODA PAPER LABELS.
 DENNIS FEWLESS, RT.2,
 BOX 474, DELAVAN,
 WISCONSIN 53115.

 WANTED: COKE PROMO,
 ADVERT. AND COMM.
 CANS. I CURRENTLY DO
 NOT HAVE TRADING STOCK
 SO I'M BUYING. PLEASE
 SEND ME YOUR LIST.
 CHRIS ELLIOT, 4272
 NORTON AVE., OAKLAND,
 CALIF. 94602.

 WANTED: BOTTLE CAPS.
 WILL SEND SIX CANS FOR
 A FEW BOTTLE CAPS. I
 HAVE THE COKE EXPO 86
 CANS, 2 VERSIONS EACH
 FOR TRADE FOR ANY AND
 ALL BOTTLE CAPS.
 LANCE CLERMONT, RT.6,
 BOX32, WOODSTOCK,
 ONTARIO, CANADA N4S
 7W1 OR PHONE 519
 537-5143.

 WANTED: PEPSI DODGE
 CITY DAYS, TULSA BELLE
 AMUSEMENT PARK, COKE
 STATE FAIR FOR NEW
 MEXICO, DELAWARE STATE
 FAIR 1984. WILL BUY
 CANS ABOVE OR TRADE
 FOR SPECIALS FROM YOUR
 AREA. ALSO WANT TO
 COMPLETE ALL COLAS IN
 STATUE OF LIBERTY
 SERIES FROM NY, OR
 CHICAGO AND LA. WILL
 BUY SETS OR
 INDIVIDUALS. I'LL
 TRADE MY LIST FOR
 YOURS. CARR M. SUTER,
 111 W. WOODBURY,
 GARLAND, TEXAS 75041.

 WANTED: PEPSI COLA
 LABELS, PAPER ITEMS,
 PEPSI AND PETE ITEMS,
 SODA CROWN CAPS, SODA
 LABELS, PEPSI COME TOP
 CANS, SODA PLAYING

GINGER HORNSBY #611	1805 ROSWELL RD, #43B 404-565-8425	MARIETTA GA 30062 6/87
JOHN F LANGLOIS #662	5256 ESSEX FARMS LN 404-981-6394	STONE MOUNTAIN GA 30088 8/86
LARRY LANGLOIS #634	5256 ESSEX FARMS LN 404-981-6394	STONE MOUNTAIN GA 30088 4/87
RICHARD EARP #241	428 DRACENA WAY 904-432-5109	GULF BREEZE FL 32561 11/86
GLENN KLEIN #	P.O. BOX 876 904-462-5850	ALACHUA FL 32615 1/87
CHRIS LADEFOGED # 33	4 LAURA LANE 10550 SW 161ST ST 305-235-3278	MT DORA FL 32757 6/87
ROBERT COCHRANE, JR #649	7055 SW 161ST ST 305-235-3278	MIAMI FL 33157 4/87
EDNA MARCOIT #711	4545 77 WAY NORTH 813-544-1359	ST PETERSBURG FL 33709 2/87
VINCENT HILKER #719	P O BOX 1298 615-452-8235	HOLLYWOOD FL 33022 3/87
BO ADAMS #595	319 LYNNWOOD CIRCLE RIDGECREST DR 615-859-5236	SPRINGFIELD TN 37062 1/87
PAUL BATES #132	RT 1, BOX 86 615-928-2789	GOODLETTSVILLE TN 37072 10/86
GEFFREY MOORE #670	3497 MT TERRACE 901-353-5719	JOHNSON CITY TN 37601 8/86
LARRY LUCKOLLS #674	5297 LONGWOOD 901-388-6997	MEMPHIS TN 38127 9/86
SCOTT FLETCHER #678	104 COTTON ST 615-452-8235	MEMPHIS TN 38134 ??
DUTCH RICHARDSON #734	VICKSBURG 1313 CRAWFORD 601-638-0010	GALLATIN TN 37066 7/87
MIKE & MONICA ELLING #713	RT 2, BOX 290 502-531-1380	VICKSBURG MS 39180 3/87
WINFRED JONES #664	208 E HOLLAND ST 419-445-9686	MAGNOLIA KY 42757 8/86
ROGER MILLER #671	2017 S UNION AVE 216-821-0701	ARCHBOLD OH 43502 8/86
NED CASALE #610	BOX 463 125 HORN ST 513-962-2146	ALLIANCE OH 44601 7/87
DAVID C LYON #689	2837 E SULLIVAN DR 356 SUMATRA AVE 216-733-9368	LEBANON OH 45036 ?
JIM BALSKEY #258	606 N FIFTH ST 614-633-5564	LEWISBURG OH 45338 11/86
DICK ADAMOWICZ #543	BOX 291, STA B 11412 ROLLING SPRGS DR	TOLEDO OH 43613 1/87
JAMES YOUNG #721	ROLLING SPRGS DR 317-846-5987	AKRON OH 44305 ?
JAMES BRIAN KITSS #727		MARTINS FERRY OH 43935 6/87
J C HUNTER #514		ANDERSON IN 46015 COMP
BILL EDWARDS #656		CARMEL IN 46032 6/86

E J RITTER # 49 6803 IDAHO HAMMOND IN 46323
 JOHN C HANTZ #193 219-844-0111 6846 NEW JERSEY HAMMOND IN 2/86
 NICK SHREARD #570 219-845-0311 102 GARDEN TR, PP MICHIGAN CITY IN 46323
 ANN EWEILL #118 219-874-6742 6230 N ST RD 1 OSSIANN IN 46777
 NICK GERLICH # 72 219-622-4488 3209 E 10th ST, APT 80 BLOOMINGTON IN 47401
 MARYLAND OUSLEY #694 R.R. 1, BOX 309 AUSTIN IN 7/86
 BONNIE BATTIN #645 812-794-2318 1015 COTTONWOOD DR COLUMBUS IN 47102
 LARRY SUCHANSKI #686 30720 WOODGATE DR SOUTHFIELD MI 48076
 DALE MILLER #629 RR 1, BOX 148 ENNETSBURG IA 50536
 E.V. PEARSON #725 1504 KEITH DR, NE CEDAR RAPIDS IA 52402
 HARVIN MORRISON #732 2721 SHERIDAN DES MOINES IA 50310
 JASON R HACKMAN #736 515-277-6589 HICKORYWOOD CT, RR#4 CEDAR RAPIDS IA 52401
 DENNIS FEWESS #163 RT 2, BOX 47A DELAVAN WI 53115
 MAXINE PAXSON #109 44 OAKLAND RD CAMBRIDGE WI 53523
 WISCONSIN ST HIST SOC #640 816 STATE ST MADISON WI 53706
 WILLIAM SLATE # 26 PO BOX 400 MARKESAN WI 53946
 WILLIAM MATIAR #630 PINEWOOD CT, R#2 (71) TREMPALEAU WI 54661
 MARK TRUETTNER # 42 202 E LINDBERGH APPLETON WI 54911
 DICK DOMEGSET # 89 6316 EXCHANGE ST HCFARIAND WI 53558
 WILBUR LEBERSSEN #524 1451 MAKAH ST NW ANDOVER MN 55303
 MARK SCHNEIDER #333 402 E 11ST ST S, NE ROCHESTER MN 55904
 BUDD COOPER #696 5217 MORGAN AVE N MINNEAPOLIS MN 55430
 DAN HEYERS #648 PO BOX 16111 HINNEAPOLIS MN 55416
 ROD HOCHHALTER #601 2405 S 9TH ST W MISSOULA MT 59801
 GENE JUDD #709 3600 E STATE ROCKFORD IL 61108
 KEN DETINA #172 8945 EMERSON DES PLAINES IL 60016
 Phone: 312-296-7539 1/86

6

CLASSIFIEDS

AD POLICY

ALL MEMBERS ARE ENTITLED TO ONE FREE SO WORD SALE AND OR TRADE AD PER MONTH AS WELL AS ONE FREE SO WORD WANT AD PER MONTH. NO NON MEMBER ADS PLEASE. SODA CAN AND SODA RELATED ITEMS ONLY. JUICE CANS AND CONTAINERS ARE ACCEPTABLE.

COST ON DISPLAY ADS WILL BE \$10 FOR 1/4 PAGE, \$15 FOR 1/2 PAGE, AND \$25 FOR A FULL PAGE. UNSCREENED PICTURES WILL BE AN ADDITIONAL FEE. DISPLAY ADS MUST CONFORM TO 8 1/2"x 11" SHEET OF PAPER AS WE DO NO REDUCTIONS. AD DEADLINE IS THE FIRST OF THE MONTH!

SALE OR TRADE: I HAVE SEVERAL LISTS OF ALL KINDS OF TRADERS. MANY CANS FROM THE MID 70'S. ALSO HAVE 30 PLUS NICE COKE ADS FROM MAGAZINES OF THE 1930'S AND 1940'S. WOULD LIKE TO SELL ALL. ROBERT RUSSELL, 29 RED BARN CIRCLE, PITTSFORD, NEW YORK 14534.

 SALE OR TRADE: COKE NEW CANS NOT SNEAK PREVIEW SIX FLAGS ATLANTA CHATTANOOGA '86, SIX FLAGS OVER GEORGA ATLANTA '86, COKE RIVER BEND CHATTANOOGA '86, WHITE WATER '86, CLASSIC, WHITE WATER '86, NEW COKE, COKE INDIANA STATE FAIR '86, DR PEPPER GODZILLA T-SHIRT DEFER BOTH REG. AND DIET. MARYLAND DUSLEY, RT. 1, BOX 309, AUSTIN, INDIANA 47102.

 SALE OR TRADE: ALMOST COMPLETE TUP SETS (UNCLE SAM AND STATES), RC BASEBALL AND BASKETBALL CANS, JIM BEAN WHISKEY WITH LEMONADE, COLA AND GINGER ALE, SKOL VODKA WITH PEACH, GRAPEFRUIT, STRAWBERRY, ORANGE AND COLA, SET OF BIG 8 AND BIG 10 CANS. LANCE CLERMONT, RT.#6, BOX 321, WOODSTOCK, ONTARIO, CANADA, N4S 7M1.

 SALE ONLY: 8 DIFFERENT EL PASO COKE CANS, 2 DIFFERENT EL PASO SPRITE CANS, 1 PEPSI EL PASO CAN, B/D, \$20 P.P. JIM CHERRY, 12705 MONTANA #406, EL PASO, TEXAS 79936.

 SALE OR TRADE: THE FOLLOWING NAMES ARE ON MY LIST FOR COKE LA LIBERTY SETS. BILL EDWARDS, GARY STEVE MARCHENIA, JOHN HANNITZ, BOB LUCIANO, NICK GERLICH, LARRY SCHULZ, ANN EWEILL AND ANDY CLAIBORNE. IF YOUR NAME DOES NOT APPEAR ON THIS LIST AND YOU WANT A SET PLEASE CONTACT ME. I WILL BE COMPLETING THE SETS SOON. DAVE BRACKETT, 1124 TYLER ST., FAIRFIELD, CALIF. 94533, PH#707 426-5553.

 SALE OR TRADE: 1986 COKE INDIANA STATE FAIR PROMO. \$2.50 PPD. OR TRADE FOR RC/NEHI SPORTS OR HAPPY DAYS. M+M ELLING, 1313 CAMPFORD ST., VICKSBURG, MS. 39180.

 SALE: MANY BRANDS, BEST CHOICE, BI-RITE, LOVE, BLUE SKY, CANFIELD, CITRUS 7, TV, SHASTA, CRABMON, SLICE, D-LITE, STILL HAVE GRADE 1 GRAP'S AND OTHER FLAT TOPS. WE ALSO HAVE GRADE 1+ CONETOPS, PEPSI, CANADA DRY, CAC, BODITHS, OLD COLONY, CLIGUOT CLUB, FRANKS, M+S, BALA CLUB. ALSO HAVE COMMORATIVES. SEND FOR LIST. PLUS SOME FOREIGN CANS AND COMMORATIVES. ANDY CLAIBORNE, MID-WEST CORBINE, 3204 W. 143RD ST., SHAWNEE MISSION, KS. 66224, PH#913 897-2840.

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EASTERN CHAPTER TRADE SESSION

BECAUSE OF DIFFICULTIES THERE WILL NOT BE A FORMAL TRADE SESSION IN THE EAST THIS SUMMER. BUT WE HAVE COME UP WITH WHAT CAN BE AN EQUALLY EXCITING TRADE SESSION. ALL MEMBERS IN THE EAST SHOULD HAVE GOTTEN A LETTER EXPLAINING THE DETAILS ALREADY. BRIEFLY HERE IS WHAT WE ARE DOING. MEMBERS FROM THE EAST WILL SEND ME ANY AMOUNT OF CANS THEY WISH TO TRADE UP TO A TOTAL OF 50 CANS. THEY WILL ALSO SEND A WANT LIST OF CANS IN THE EAST THEY NEED. HOPEFULLY SOME OF THE CANS THEY WANT WILL COME FROM THE OTHER COLLECTORS AND VISA

VERSA. I WILL BE PUTTING IN 2 COKE LIBERTY SETS FROM NEW YORK TO THE TWO COLLECTORS WHO GET THEIR CANS IN FIRST.

THIS IS A NICE SUBSTITUTE FOR A TRADE SHOW AND HOPEFULLY EVERYBODY WILL GET SOME NICE NEW CANS. EVEN IF IT JUST MEANS ROTATING TRADING STOCK. SO EVERYBODY IN THE EAST, GET YOUR EXTRA TRADERS INTO ME NOW AND SPECIFY YOUR WANTS. LET'S MAKE THIS WORK! BOB LUCIANO, 94 AKBAR ROAD, STAMFORD, CONNECTICUT 06902.

SPRING - March 28, 29 — FALL - Sept. 26, 27

"For those who collect cans for reasons other than the suds or the aluminum."

1986 SHOW DATES — BE THERE!!

INDIANAPOLIS BEER CAN
POP CAN & BREWERIANA COLLECTABLE SHOW

THE SHOW IN THE MIDWEST



NATURAL RESOURCE BUILDING
INDIANA STATE FAIRGROUNDS

1202 E. 38th Street — Jct. of Hwy. 37 & 38th Street
Indianapolis, Indiana

If you are a "dealer's dealer," you've got to be there
All types of beer cans, breweriana
and soda collectibles

Free
Admission

Set Up Time
Friday - Participating
Dealers Only!
10 a.m. - 4 p.m.

SHOW HOURS:
Friday 2 p.m. - 7 p.m.
Saturday 10 a.m. - 4 p.m.
No Sunday Show

Same weekend as the Indianapolis
Advertising Show
Collectors Carnival
Produced by L. David Couden, Ent.

David Couden
2811 E. 10th Street
Indianapolis, IN 46201
317-356-4241
317-637-1592

John Bundy
R.R. 2, Box 160
Noblesville, IN 46060
317-776-0553

TOM CANON #625	1314 SANTA ROSA 312-665-2644	WHEATON IL 60187 1/87
FRED BOGDAN # 1	3014 SEPTEMBER DR 815-436-2115	JOLIET IL 60435 HON
CHARLES MEAD #675	19612 SYCAMORE 312-479-2615	MOKENA IL 60448 9/86
BILL LEFF #636	15424 NATALIE DR 312-687-0630	OAK FOREST IL 60452 8/86
DOUG PAYNE #651	15W680 89TH ST 312-325-1616	HINSDALE IL 60521 3/86
SHARON CONRAD # 75	5217 S FRANCISCO 312-776-1568	CHICAGO IL 60632 8/86
TOM KIRSCHBAUM # 45	2207 GLENWOOD AVE 815-963-6947	ROCKFORD IL 61103 8/86
ARNOLD RICHTER #443	305 N STATE RD 733-758-2745	FAIRMOUNT IL 61841 11/86
KEN KUNDEL #686	24 N PEACH ST 618-542-3281	DUQUOIN IL 62832 11/86
KENNETH A MUELLER #702	26 PAS DR 314-227-0823	MANCHESTER MO 63021 2/87
RAY SCOTT # 65	8337 WASHINGTON	ST LOUIS MO 63114 3/87
DAVE MOHME #183	2146 CAMPUS DR 314-724-1433	ST CHARLES MO 63301 1/87
ROBERT MORRIS #665	205 E 110TH 816-942-4612	KANSAS CITY MO 64114 8/86
LIZA WOLF #557	RR #2, BOX 147 314-674-3723	LICKING MO 65542 10/86
JERRY WRIGHT #714	5964 SOUTHWEST 314-645-0309	ST LOUIS MO 63139 3/87
JIM PAYNE #716	RR #1, BOX 2078 314-874-1783	STURGEON MO 65284 3/87
ANDY CLAIBORNE #632	3204 W 143RD ST 913-897-2840	SHAWNEE MISSION KS 66224 2/87
RAY SHOLEY #419	5358 S BROADWAY 316-522-1430	WICHITA KS 67216 1/87
CARR H SUTER #500	111 W WOODBURY 214-278-4411	GARLAND TX 75041 7/87
TAMMY ROSEBERRY #667	3608 FINLEY 214-252-3359	IRVING TX 75062 8/86
JOHN OREN #668	3401 YELLOWSTONE 817-274-1564	ARLINGTON TX 76013 8/86
CARL & KEVIN GARRITY #676	6133 WHEATON 817-292-4132	FT WORTH TX 76133 10/86
JIM CHERRY #654	12705 MONTANA, #406 915-855-0358	EL PASO TX 79936 2/87
SUE STERLING #733	2605 WALNUT 214-276-6349	GARLAND TX 75042 7/87
KEN DENARY #564	6332 S SPOTSWOOD ST 303-798-6805	LITTLETON CO 80120 2/87
EDDY BESFER #575	2614 DANBURY DR 303-772-6464	LONGMONT CO 80501
BRETT DUSEK #657	1680 W 74TH WAY 303-429-2393	DENVER CO 80221 6/87

PAUL A CRUTHERS 4125 GILPIN DR BOULDER CO 80303
 #710 Phone: 303-499-6607
 ARDEN HOOPER 4820 THUNDERBDR CIR #112 BOULDER CO 80303
 #720 Phone: 303-499-1631
 REN SCHNEIDER 219 CARROLL AVE CHEYENNE WY 82009
 #706 Phone: 307-632-7374
 COREY PERINO 1206 PALISADES ROCK SPRINGS WY 82901
 #616 Phone: 307-362-5762
 BILL HILL 2241 N CATALINA TUCSON AZ 85712
 #409 Phone: 602-326-4893
 BILL PERCIN 1608 AZTEC WAY LAS VEGAS NV 89109
 #708 Phone: 702-737-5339
 RAY LYONS 4918 E VAN BUREN AVE LAS VEGAS NV 89110
 #585 Phone: 702-452-8182
 LOREN E LOVE PO BOX 412 DAYTON NV 89403
 #690 Phone:
 LARRY KELLOGG 816 SUNSET DR FALLON NV 89406
 #724 Phone: 702-423-7344
 DEBRA DERMODY 4531 ASTER DR RENO NV 89502
 #655 Phone: 702-825-4359
 PATRICIA J VANDERPOOL 6419 MICHELSON LAKEWOOD CA 90713
 #704 Phone: 213-925-7263
 GEORGE ETTENHEIM 1499 CARROLL DR ALTADENA CA 91001
 #707 Phone: 818-794-1867
 GARY FREDERICK 631 MERIDIAN AVE S PASADENA CA 91030
 #663 Phone: 818-799-3385
 PEPPI COLA COLL. CLUB P.O. BOX 1275 COVINA CA 91722
 COMPLIMENTARY
 WALY GILBERT 180 N UPAS ESCONDIDO CA 92025
 # 56 Phone: 619-745-6138
 JERRY D WATKINSON PO BOX 1088 IMPERIAL BEACH CA 92032
 #684 Phone: 619-420-2361
 DOUG STRYKER 1040 DERHAYEN VISTA CA 92083
 #637 Phone: 619-726-5359
 CHARLES LUEDER 5711 W AVE N SP #93 QUARTZ HILL CA 93536
 #705 Phone: 805-943-5359
 MICHAEL T QUIROZ 306 W PORTLAND FRESNO CA 93711
 #712 Phone: 209-439-6354
 BARBARA GIBSON 1115 BEACH ST ALAMEDA CA 94501
 #543 Phone: 415-522-6958
 DAVE BRACKETT 1124 TYLER ST FAIRFIELD CA 94533
 #577 Phone: 707-426-5553
 JOHN RAMELLETTI 4098 CHINA CT HAYWARD CA 94542
 #646 Phone: 415-581-6446
 CHRIS ELLIOT 4272 NORTON AVE OAKLAND CA 94602
 #642 Phone: 415-482-2653
 BUDDY BLOXHAM 630 STONEHOUSE RD AUBURN CA 95603
 #680 Phone: 916-823-2670
 WARREN HARDAKER 611 SUNSET COURT DAVIS CA 95616
 #462 Phone: 916-753-3183
 MOE JARJIN 2924 SHAWN WAY RANCHO CORDOVA CA 95670
 #586 Phone: 916-363-2510
 JIM WILLIAMS 10666 VAN STRALEN WAY RANCHO CORDOVA CA 95670
 #620 Phone: 916-635-1975

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FOR THOSE OF YOU WHO HAVE NEVER SEEN THESE CANS, I WISH YOU COULD SEE THE PICTURES IN FULL COLOR TO GET THE TRUE EFFECT THEY HAVE. THEY REALLY STAND OUT. YOU WOULD ALSO GET A BETTER IDEA OF HOW NICE A DUMP CAN REALLY LOOK WHEN CLEANED UP.

A HELPFUL TIP TO THOSE INTERESTED IN TRYING THEIR HAND AT DUMPING. TRY AND TEAM UP WITH A BEER CAN COLLECTOR ON A DUMPING TRIP. THAT MAY YOU COULD TAKE THE POP CANS AND HE COULD TAKE THE BEER CANS. MOST DUMPS HAVE BOTH KINDS.

NEW AND RETURNING MEMBERS
 AUGUST 1986
 BILL EDWARDS 11412 ROLLING SPRINGS DR. CARMEL, IND. 46032
 CAROL MALONEY 1183 KILLARNEY ST. LIVERMORE, CALIF. 94550
 CARR M. SUTER 111 W. WOODBURY GARLAND, TEX. 75041
 ED GARRA 227 CARBON ST. WEATHERLY, PA. 18255
 NED CASALE 2017 S. UNION AVE. ALLIANCE, OH. 44601
 CHRIS LADEFORGE 4 LAURA LANE MT. DORA, FL. 32757
 JIM SOUTH BOX 672 DREXEL, NC. 28619
 PAULICE D.F. HOOGSTEDEN PARALLELMG 27 2691UM 'S-GRAVENZANDE HOLLAND
 MARVIN MORRISON 2721 SHERIDAN DES MOINES, IOWA 50310
 GLE STERLING 2605 WALNUT GARLAND, TEX. 75042
 DUTCH RICHARDSON 104 COTTON ST. GALLATI, TENN. 37066
 JOHN GERMAN c/o F.B.C. 133-01 41ST ROAD FLUSHING, NY. 11355
 JASON R. HACKMAN HICKORYWOOD CT. -RR#4 CEDAR RAPIDS, IOWA 52401
 NICK GERLICH 3209 E. 10TH ST. APT. #89 BLOOMINGTON, IN. 47401
 DOUGLAS M. LEISER 7429 E. 17TH AVE. ANCHORAGE, AK. 99504
 DAVID McLAUGHLIN P.O. BOX 7701 NARLETTA, GA. 30065
 TOM KIRSCHAUM 2207 ELENWOOD AVE. ROCKFORD, ILL. 61103
 HARDY OVERCAMP AALSBERG 31-32 6602 WS MYCHEN THE NETHERLANDS
 CORRECTION

WE WANT TO APOLOGIZE FOR GIVING CREDIT TO THE WRONG PERSON FOR LAST MONTHS ARTICLE CALLED ENGLAND CAN CORNER. JOE JOYCE AUTHORED THE ARTICLE. SORRY FOR THE ERROR JOE.

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THE BEAUTIFUL DAY

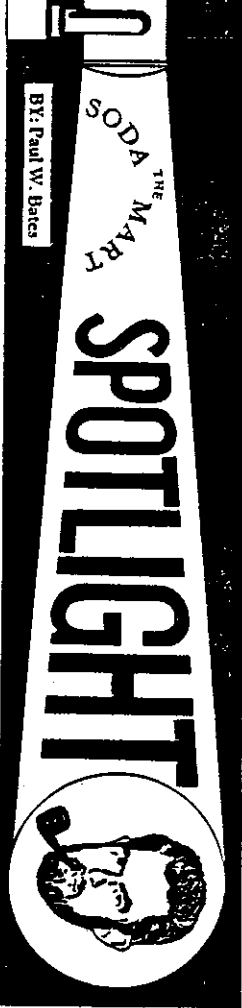
HOW DO YOU GO ABOUT GETTING OLDER CANS? THE PUNCH TOPS, THE CONE TOPS, AND THE OLDER TAB TOPS? ABOUT THE ONLY WAY IS TO GET LUCKY AND FIND THEM IN OLD HOUSES, ATTICS, BARN AND SUCH. THERE IS ANY EASIER WAY THAT YOU CAN FIND ALOT MORE CANS RATHER THAN GETTING LUCKY FINDING INDOOR MINT CANS. THE ANSWER IS TO GO DUMPING. FOR THOSE WHO HAVE NEVER BEEN DUMPING, YOU MIGHT THINK THAT IT IS A BIT CRAZY. THIS IS NOT SO, YOU CAN STILL FIND SOME CANS IN VERY GOOD CONDITION OUT THERE. THEY CAN BE CAST AWAY ON A PILE BEHIND AN OLD CABIN OR ALONG THE OLD WOODLINE BACK ROADS. THE EXCITING THING ABOUT DUMPING FOR OLD CANS IS THAT YOU NEVER KNOW WHAT YOU WILL FIND. WHAT A GREAT FEELING THAT IS. I KNOW, I'VE DONE IT MANY TIMES MYSELF. THERE ARE MANY WAYS OF CLEANING UP OLD CANS, EVEN ONES THAT ARE RUSTY. THE BEST WAY IS BY USING OXALIC ACID, BUT DON'T TRY IT WITHOUT FIRST FINDING OUT MORE ABOUT HOW TO USE IT. MOST DUMP HUNTERS KNOW SO DON'T BE AFRAID TO ASK.

DUMPING FOR OLD BEER CANS I'VE COME ACROSS ALOT OF OLD POP CANS. LIKE BEER CANS, THE OLDER POP CANS SEEM TO HAVE MORE CLASS AS FAR AS THE ART WORK ON THEM. SOME WERE SO OUTSTANDING THAT I COULD NOT HELP BUT PICK THEM UP TOO, EVEN IF I DIDN'T COLLECT POP CANS. SOME WERE SO GAUDY THAT THEY WERE UGLY, BUT BEAUTIFUL! AT FIRST, I COULD NOT UNDERSTAND WHY SOMEONE WOULD MAKE A STRIPED CAN TO LOOK LIKE A CANDY STICK OR ONE TO REMIND YOU OF A BARBER POLE, BUT THEN IT DARNED ON ME, THESE CANS REALLY CAUGHT MY EYE. IN A DUMP FULL OF CANS, THEY CAUGHT MY EYE! ISN'T THAT WHAT HELPS A PRODUCT TO SELL? THE COLOR OR THE PICTURE ON THE PACKAGE IS ONE THING THAT HELPS SELL A PRODUCT. THESE CANS WERE REALLY EYE CATCHERS. I CLEANED THEM UP AND THEN PUT ALL THE FLAVORS THAT I

FOUND TOGETHER, AND I COULD SEE BEAUTY IN THEM. I COULDN'T GET MYSELF TO PART WITH THESE CANS! THIS HAS HAPPENED SEVERAL TIMES TO ME WITH POP CANS, AND EACH TIME I FOUND ROOM TO KEEP THEM. THERE IS NO WAY I WOULD HAVE EVER ACQUIRED THESE CANS EXCEPT FROM DUMPING. IN FACT, THERE IS NO WAY I WOULD HAVE EVER KNOWN THESE CANS EXISTED IF IT HAD NOT BEEN FOR MY FINDING THEM.

TWO UGLIEST OF THE BEAUTIFUL, ARE THE MISSION STRIPES, WHICH REMIND ME OF OLD CANDY STICKS, AND THE MAVIS CLUB, WHICH HAS ODD LOOKING STRIPES, THAT FOR SOME REASON I THINK OF A BARBER POLE. THE STRIPES REALLY DO NOT LOOK ANYTHING LIKE A BARBER POLE! BOTH OF THESE CANS ARE FLAT TOPS, I WOULD GUESS AROUND 1959-1960 VINTAGE. I HAVE ONE OF THE MISSION QPD CANS WITH A PAUL BUNYAN BEER CAN UNDERNEATH IT. I DON'T KNOW HOW RARE THIS IS IN POP CANS, BUT I WOULD OCCASIONALLY FIND OTHER BEER CANS UNDER OTHER BEER CANS, BUT ONLY ONCE DID I FIND A POP CAN THAT HAD BEEN MADE FROM A BEER CAN. BACK IN THOSE DAYS, I GUESS IT WASN'T UNCOMMON TO HAVE OTHER CANS PRINTED OVER UNUSED SHEETS OF CANS FROM AN OVER-RUN ORDER. USUALLY, THESE CANS WILL STAND OUT IN A DUMP BECAUSE OF THE EXTRA PAINTON THEM, THEY WILL LOOK ALOT BETTER THAN THE OTHER CANS. ALOT OF TIMES, YOU CAN EVEN SEE THE SECOND LABEL WHERE THE TOP ONE MAY HAVE BEGAN TO FADE FROM BEING OUT IN THE WEATHER OVER THE YEARS. YOU CAN RUB THE TOP LABEL OFF BY USING RUBBING COMPOUND, BE CAREFUL NO TO RUB THE SECOND LABEL OFF IF YOU EVER TRY THIS. WHEN I FIND SUCH CANS, I USUALLY RUB ONLY HALF THE FIRST LABEL OFF AND HAVE A SPECIAL DISPLAY FOR THOSE TYPE OF CANS.

- | | | | |
|-----------------------------|------------------------|--------------------------|------------------------------------|
| CHRIS BRYSON #679 | 10675 VAN STRALEN WAY | RANCHO CORDOVA | CA 95670 |
| DAMON FLEMING #695 | 916-836-1097 | SACRAMENTO | CA 95816 |
| MAXINE ORR #697 | 1024 35TH ST | LA MESA | CA 92041 |
| TERRY "R" LUNT #698 | 4539 TERRY LANE | MODESTO | CA 95356 |
| BOB MCKERMAN #699 | 3721 REXFORD DR | FRESNO | CA 93727 |
| DEL PATAN #700 | 209-255-2102 | REDDING | CA 96003 |
| ROBERT MORGAN #701 | 5033 E ANDERSON | ORANGE | CA 92669 |
| ADAM SHAH #718 | 13428 KOKANEE DR | FAIRFIELD | CA 94533 |
| CAROL MALONEY #730 | 916-375-5668 | LIVERMORE | CA 94550 |
| SCOTT LUM #659 | 18885 BERRY TREE LANE | HONOLULU | HI 96817 |
| BERRIE VAN HELMONDT #691 | 219 GREAT JONES | OUDEWATER | HOLLAND |
| VICTOR NAGTEGAAL #688 | 707-425-8139 | SCHUBERTHOF 6,2402 GK | ALPHEN A/D RIJN, HOLLAND |
| MAURICE D F HOOGSTEDEN #731 | 1183 KILLARNEY ST | PARALLELWEG 27 | 2691JH'S-GRAVENZANDE, HOLLAND |
| FRED VANDELINDEN #681 | 415-443-6838 | 46 LAMONT CRESCENT | REGINA SASK, CANADA S4S4N4 |
| LANCE CLERMONT #715 | 926 B ALEWA DR | RT 6, BOX 32 | WOODSTOCK ONTARIO CANADA N4S7W1 |
| TAKAO EZAWA #693 | 808-595-6583 | 519-537-5143 | 3/87 |
| ROB BARROW #605 | DE COPE 35 3421 XK | #909, 530-5 MIYAZAWA-CHO | AKISHIMA-SHI, TOKYO 196 |
| JOHN BURLEY #729 | 212 GRANGE RD | 8 ESKBANK AVE | PATCHAM, BRIGHTON, SUSSEX, ENGLAND |
| GERALDO NEVES #722 | 8 ESKBANK AVE | 212-252-935 | 3/87 |
| JOACHIM CZESELSKY #723 | MOURA BRAZIL ST 74/301 | KREUZBERG STR 31 | D/1000 BERLIN 61 GERMANY |
| MARCEL VERBERKT #728 | DE VOORSTENKAMP 10-1g | 6545EA NIJMEGEN | NTHRLANDS |

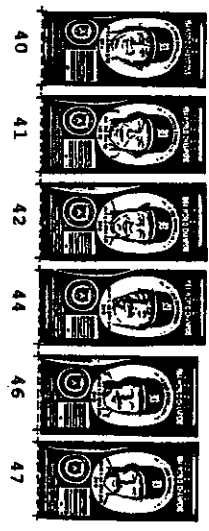
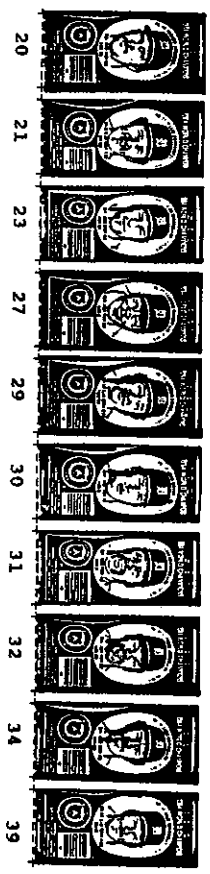
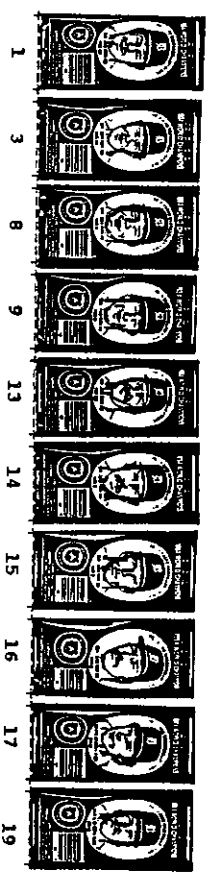


THE SODA MART — Ridgcrest Drive, Goodlettsville, Tennessee 37072 Phone (615) 859-5236

BY: Paul W. Bates

COCA-COLA DETROIT TIGERS BASEBALL SET

The World Champion Detroit Tiger Baseball Team was immortalized with player pictures on Coca-Cola cans after winning the World Series in 1984. The 26 can set was marketed by the Detroit, Michigan Coca-Cola Bottling Company.



RC BATTLES MERGERS

BY MICHAEL M. ELLING

THE PLANNED MERGERS OF COCA COLA/DR. PEPPER AND PEPSI COLA/7-UP HAS COME UNDER FIRE BY JIM HARRALSON, CEO OF THE ROYAL CROWN COLA COMPANY, NOW BASED IN ROLLING HEADS, IL. HARRALSON HAS TAKEN OUT FULL PAGE ADS TO RUN FRIDAY, JUNE 13TH IN MAJOR NEWSPAPERS AND MAGAZINES IN AMERICA, AGAINST THE MERGERS.

AVOIDING PREACHING AND SMALL PRINT, THE ADS BLAST THE READERS WITH THE BANNER HEADLINE:

"THE COLA WARS AND YOU"

YET, THE AD ITSELF IS STILL LONG AND WORDY. IT COMES DOWN TO THIS:

COKE/PEPSI WILL HOLD IMMEDIATE 80% MARKET CONTROL.

LOSS OF ALL SHELF SPACE TO THE INDEPENDENTS

IMMEDIATE HIGH PRICES

FOLLOWING THE EXPLANATION OF THESE HORRORS, THE AD BOES ON TO EXTOL THE VIRTUES OF BOUND FREE MARKET COMPETITION AND THE AMERICAN WAY. HARRALSON WISELY CALLS ON PEOPLE TO REMEMBER THAT RC COLA IS "...A FEISTY COMPANY THAT LOVES COMPETITION." INDEED, IT WAS THIS COMPANY BACK DURING THE CLAUDE HATCHERREIGN THAT SUCCESSFULLY FOUGHT COKE TO KEEP THE TERM "COLA" AN AMERICAN WORD, AND NOT COKE'S. SO IT IS NOT SURPRISING TO SEE THE "COLA WARS" RENEMED, BUT IS IS TO SEE THE TECHNIQUE.

LEE IACocca HAS ALREADY PROVEN YOU DON'T TAKE A MESSAGE DIRECT TO THE PUBLIC WITHOUT A PERSONALITY. IACocca AND CHRYSLER BECAME A UNIFIED SYMBOL OF THAT COMPANY'S FIGHT TO SURVIVE. THEY MADE THE PERSONALITY OF IACocca, HIMSELF, THE OBJECT TO FOCUS ON. A PICTURE OF

HARRALSON IS ABSENT (WHO IS HE?). HARRALSON SIGNS HIS NAME AT THE BOTTOM OF THE AD, BUT WHEN YOU LOOK AT THE AD, THE HAND IS WEAK, NOT BOLD. AND THE INK HAS SKIPPED. WHEN IACocca SIGNED AN AD, THE HAND WAS STRONG AND THE INK CRISP AND BOLD! YOU KNOW OLD IACocca MEANT IT! THEN, THERE'S THAT ADDRESS INMIDCH TO WRITE TO HIM AT. IT IS SIX LINES LONG! THEN, THERE'S THAT ADDRESS IN WHICH TO WRITE TO HIM AT. IT IS SIX LINES LONG! ONE CAN HARDLY EXPECT A LITTLE OLD LADY FROM DOTHAN, TO RESPOND TO SOME FORMAL EXECUTIVE WITH AN ADDRESS SIX LINES LONG.

RC'S COLA WARS OFFENSIVE IS INTELLECTUALLY SOUND AND IT MAKES GOOD MARKET SENSE. BUT IS WILL BE PEOPLE, NOT INTELLECTUALS, WHO WILL BUY THE RC OR THE COKE AND BRING ULTIMATE VICTORY. JIM HARRALSON'S APPEAL TO THE PEOPLE WILL HAVE TO BE DONE RIGHT...

NOTE: WOULD YOU LIKE TO EXPRESS YOUR OPINION TO RC COLA EXECUTIVE VICE PRESIDENT, MR. JAMES M. HARRALSON? WHAT IS YOUR POSITION ON THESE MERGERS? WRITE! ROYAL CROWN COLA CO., DEPT. USA1, 2350 GOLF ROAD, ROLLING HEADS, IL 60008. BE SURE TO MENTION NPCC11111111

The Pepsi-Cola Collectors' Club is now over 3 years old. The Pepsi-Cola Collectors Club publishes a newsletter consisting of the latest information on Pepsi-Cola Collectors' Club activities. The club dues are \$12 a year which includes the newsletter every two months, the directory, pin, card or seal and K.A.S.E. be sample newsletter for Pepsi-Cola Collectors Club, P.O. Box 1725, Corvallis, CA 97332.

producer of sodas, despite the fact that the cans didn't remotely resemble each other, and despite the fact that the logos themselves had only a vague similarity, Corr's has changed their label. Corr's sodas are now sold as Robert Corr Natural Soda. (A couple of flavors are being marketed under the name of Sharon Corr, Robert's wife.)

Actually I think that Mr. Corr has made out pretty well. He has made only one minor label change, thereby keeping intact the visual identification value he has developed over the past years. The real winners are the can collectors who have been provided with an interesting label variation as well as a bunch of new cans to pursue.

When the new Diet Pepsi can was introduced at the start of 1986 I was struck by the similarity between the impressionistic globe on the can label and the globe which has been used as a logo for the past couple of years by the American Telephone and Telegraph Company. Certainly there can be no claim of product infringement here unless conglomerate AT&T goes into the cola business or conglomerate PepsiCo starts making telephones.

In view of the Corr/Coors situation, I wonder how much luck the Chairman of the Chrysler Corporation would have if he decided to go into the soda business and called his product Iacocca-Cola?

18 Kokomo (Ind.) Tribune Thursday, Dec. 26, 1985



Wildkats honored

The Coca-Cola Bottling Company of Kokomo is or 240,000 cans will be distributed in the Kokomo honoring Kokomo High School's 1985 state championship golf and baseball teams with Coke cans noting Elwood. The cans became available here this month, their achievements. According to local Coca-Cola and Severns expects them to last through the first plant general manager Craig Severns. 10,000 cases week of Jan. 27. (Tribune photo by Susan Goff)

Coke v Pepsi in cherry cola war

THE BATTLE of the cola giants has bubbled up again with both Pepsi and Coke bringing a cherry-flavoured cola into the UK within 24 hours of each other... and both claiming to be first on the market.

In what could have been seen as a contrived marketing operation, had not the two companies been so hotly competitive, both brands have

- Similar packaging — cans and PET bottles
- Similar target markets
- Similarly targeted advertising campaigns and
- Similar pedigrees.

Cherry Coca-Cola is available, initially, in 33cl cans, with plans to introduce 1½- and 2-litre PET bottles within the next few weeks.

SPEARHEAD

The brand — which will, says Coca-Cola GB, " spearhead the development of a whole new sector" of the cola market — is targeted at younger consumers and is positioned as a "fun and different" cola taste.

It is hoped that Cherry Coke will "broaden the appeal" of cola, which as a market sector, now accounts for 22 per cent of the UK carbonated soft drinks market and is worth about £550 million at retail prices, according to Coke.

The £1½ million-plus advertising campaign is targeted at young consumers with the theme "Cherry Coke turns your world upside down." The

marked cans of Cherry Pepsi will be used to encourage sampling of the new product and money-off coupons will appear in teenage magazines.

Cans of Cherry Pepsi will then be sold at the same price as the main Pepsi brand.

Pepsi (Northern Europe) launched "s" Cherry Cola on Jan 14 and said on that day: "We were the first company to introduce Diet Cola into Britain, the first to use Nutrasweet sweetener and now the first to introduce Cherry Cola."

"In the past, each new product launch from Pepsi has resulted in a 'me too' reaction from our primary opposition.

"It will be interesting to see what response Cherry Pepsi will bring. The company reckons on being in full distribution within two weeks.

Coca-Cola's launch, was a day later... but it still claims to be first because it had, on that date, "almost full distribution in the UK."

A spokesman for Coca-Cola added: "We cannot comment on what our competitors are doing. But we are confident we will lead the way in this sector of the market, as we lead in the cola and diet cola markets."

The Pepsi spokesman later said: "We are never surprised that our main competition responded very quickly to what we do. However, we are surprised they reacted so quickly."

JANUARY 23, 1986



shops. In a bid to increase sales, Pepsi sold a limited quantity of cans at 10p (15p). The normal selling price for canned soft drinks is around 25p (38p).

Rob Barrow #605.

POP CAN COLLECTORS SWAP MEET

OCTOBER 5, 1986

10:00 A.M. to 4:00 P.M. EST

BUY-- SELL-- TRADE

POP CANS- OLD, NEW and Foreign
ALSO Soda Collectibles

LOCATION:

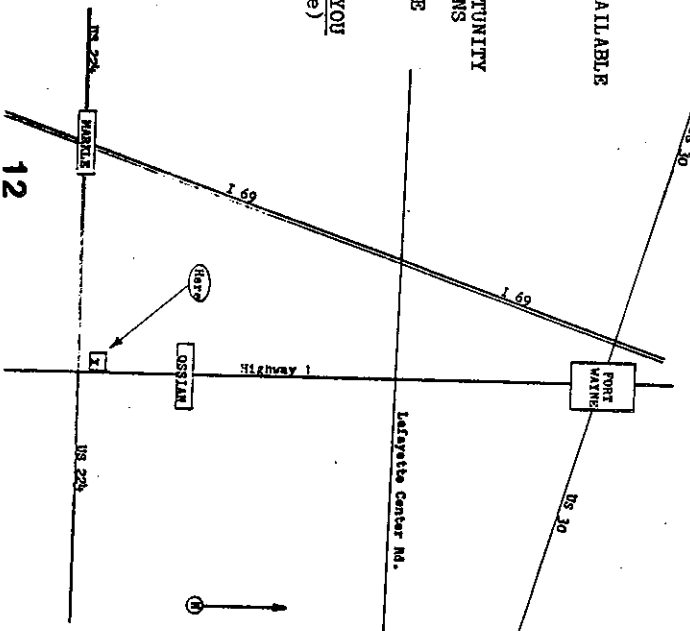
Ed & Ann Ewell Residence
6230N State Road 1
Ossian, Indiana 46777
219/622-4488

*NO ADMISSION CHARGE

*FOOD and BEVERAGES AVAILABLE

*BRING YOUR OWN TABLES

*DON'T MISS THIS OPPORTUNITY TO GET MANY OF THE CANS YOU HAVE LOOKED FOR. THE EWELL "BARN" ALONE HAS 15,000 plus CANS AND THOUSANDS MORE WILL BE BROUGHT IN BY OTHER COLLECTORS (if YOU load up yours and Come)



What a shame all these brands lived and died before anyone thought of putting soda in cans. What an addition to a collection they would have made!

Noxie's catchy name and the distinctive sweeping "X" in its logo made it a tempting target for many years until sales of the bitter tasting beverage faded as the public turned increasingly to sweeter drinks.

Similarly, Coca-Cola has been forced to defend its bank note script logo countless times. Every conceivable variation of spelling has been tried by producers, big and small, who hoped to ride the coattails of the Pride of Atlanta.

One of Coca-Cola's major problems with names over the years centered around an unwanted nickname which the public insisted on calling the beverage until finally, in self defense, the company adopted the unwanted name "Coke" as its own.

For many years the first rule a new company employee learned was that the name of the product was COCA-COLA and it was to be referred to as such at all times. No other name was to be used, least of all that dreadful appellation, Coke. (An exception seemed to be allowed around company headquarters in Atlanta, and elsewhere in South, where the pronunciation of choice was "Co-Cola.")

Coca-Cola used to claim that 75 million servings of the product were ordered each day. What they didn't want to admit was that in probably 74 million instances the drink requested was Coke.

A few enterprising promoters have tried to claim Coke as their own. The Coca-Cola Company successfully battled them off. In doing so, however, the company reluctantly began to realize that they were in an untenable position on one hand they rejected Coke as a contraction for Coca-Cola. On the other hand they protested that someone else producing a cola called Coke had no right to the name. It took decades, but finally the company capitulated to reality.

Now, for many years, Coke, of course, has been it. It isn't too difficult to secure an example of the first cans which carried the newly legitimized word "Coke" as well as "Coca-Cola."

The real irony here is that gradually Coke seems to be the dominant identification on all Coca-Cola cans except Classic. Check the difference in relative size of the word Coke on a 1980 can and a 1986 can.

Sometimes a name can be a close imitation of another, as in Noxie for Noxie. Others don't look similar but sound alike. A case in point is the Copa line of sodas. This brand has been on the market for years with a full line of flavors, one of which is a cola. For a long time it was sold as Copa Kola. The Copa can in no way resembled the Coca-Cola can in design, spelling, or color scheme. It didn't LOOK like Coca-Cola but when you said it it SOUNDED like Coca-Cola.

I don't know if the Coca-Cola Company registered a complaint but I do know that today you can get Copa Grape and Copa Root Beer and a lot of other Copa flavors, but you can't get Copa Kola. What you can get is a product called "Kola" in the same can and the same colors but with a conspicuous void where the "Copa" used to be.

An offshoot of the Copa line also ended up in another case of sound alike but not look alike. This product was Caf-Free Cola which appeared in a package derived from the parent Copa line. The sound alike this time is a product called Kaf-free produced by a subsidiary of the famous Miles Laboratories of Alka Seltzer fame.

Even if you use your own name there's no certainty that you won't run into trouble. In the April, 1984 NPOC Newsletter there was a reprint of a newspaper story reporting that the Adolph Coors Brewing Company had gone after the Coors Natural Beverage Company. Despite the fact that Coors was the family name of the company's founder, despite the fact that one was a brewer and the other a

WHAT'S IN A NAME

BY ROBERT F.
COCHRANE

"A rose by any other name would smell as sweet." So declared Will Shakespeare several centuries ago. If he really believed that, then it's obvious the Bard never met a trademark lawyer.

Nowadays a product's name is everything and owners of well established trademarks will go to extreme and expensive lengths to protect them.

In an industry such as the beverage business where the products of dozens of manufacturers are basically the same, normal competition becomes intense. Producers can easily, intentionally or otherwise, come up with names that look like or sound like a competitor's, or logos that resemble another's too closely. When they do, opportunities are created for soda can collectors to put together some interesting combinations.

This had been going on for decades. Two of the oldest soft drink brands, giant Coca-Cola, which as we all know is celebrating its 100th birthday this year, and little Moxie, 102 years old and still hanging in, have waged titanic battles to thwart those who would trespass upon their name or logos, or even attempt to counterfeit the very flavor of the product.

Although Moxie is now available only in its original home grounds of New England, in earlier years it was more widely distributed. In his delightfully informative and entertaining book "The Moxie Mystique," author Frank Potter devotes most of a chapter to Moxie's legal defenses of its name and product.

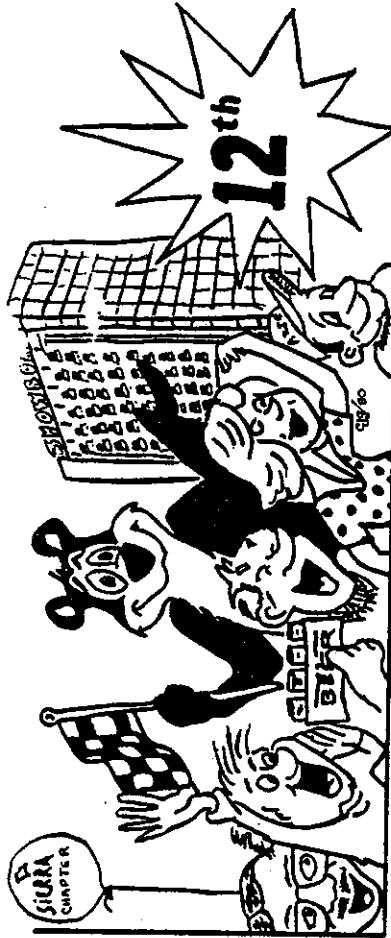
In one notable passage, Potter recounts a 1917 episode in which a Maine woman purchased 3 bottles of Moxie which she promptly served. Shortly thereafter, two members of her party became ill. She then discovered that only one of the containers was a genuine Moxie bottle and that all three contained an imitation Moxie which the lady described as "vile stuff."

Outraged, she reported the incident to the Moxie Company headquarters, then located in Boston. Within days Moxie had an investigator at the lady's door.

He questioned the storekeeper and soon learned the name of the nearby individual who was the producer of the spurious Moxie. Only 12 days after the lady made her ill fated purchase, Moxie had forced both the bottler and the storekeeper to sign documents agreeing not to make or sell any more fake Moxie. The remaining stocks of the counterfeit soda as well as phony bottles and labels were destroyed.

This fast and decisive action took place, noted Mr. Potter, in an era when travel and communications were slow by today's standards. Such rapid response to threats to its trademarks or logo was to remain a characteristic of the Moxie Company for decades.

So serious did the problem of trademark infringement become to the Moxie Company that they finally published a 64 page booklet entitled "This Book About Substitution Law". In it were described and pictured the genuine Moxie trademarks, bottles, signs, and other insignia. Also included was a list of products with similar sounding names against which Moxie had secured injunctions, including Moxie, Noxie, Toxie, Noxall, Nontox, and Madox among others.



annual Western States Convention

The Sierra Chapter is pleased to announce the 12th ANNUAL WESTERN STATES CONVENTION AND BREWERIANA SHOW. The dates for this years show are March 12-15, 1987. The event will once again be held at the SHOWBOAT HOTEL.

The Western States Convention has grown every year since it's inception in 1976. This year, additional rooms have been reserved and a larger Trade Floor area has been made available. We now have 162 guest rooms available and anticipate at least 250 collectors, traders and dealers on the Trade Floor. This will be a transition year before moving to even larger facilities and unfortunately the guest rooms will be split into two separated rooming areas. We will have our usual 102 rooms in the older area surrounding the pool. The additional 60 rooms will occupy 3 consecutive floors in the Tower. Both these areas will contain Convention members only so we do not feel that room action will suffer in either area. If you prefer an area please advise on the back of the application. Special requests are honored in the order they are received, so don't wait to return your application.

The combination of the best items in beer collecting, the camaraderie of friendly collectors from across the nation, and the night life of Las Vegas makes this a show you simply won't want to miss. The beer will flow freely in the Hospitality Room and the banquet will feature a delicious prime rib dinner.

Mark you calendar, March 12-15, 1987. The ABSOLUTE deadline for registering is FEBRUARY 1, 1987. Any checks received after that date will be returned. Last year we were sold out on OCTOBER 15th, so don't wait for the deadline. Reserve your place early and see why this SHOW is the BIGGEST & BEST in the WEST!!!

115.00 Gives you a Double Occupancy room from Thursday 2:00PM through Sunday at Noon - (ax incl) if you are planning on arriving earlier and/or leaving later, list the times and dates -- we will make the reservations for you -- but you must pay the difference to the Showboat Hotel upon arrival. For more than two (2) people in a room add \$5.35 per night per each additional person. Reservations must be made through the Sierra Chapter. DO NOT contact the hotel directly.

40.00 (x Incl)

- INCLUDES:
- 1) CONVENTION PACKET
 - 2) Two full days on trading tables
 - 3) Beer and soft drinks in the Hospitality Room
 - 4) Coffee and donuts each morning in the Hospitality Room
 - 5) Saturday night banquet (prime rib)
 - 6) Can drawing and many prizes

Wife, guest or someone are included in all of the above except items 1 & 2 for only \$30.00 each. (Multiply \$30.00 by number of guests and enter at left)

TOTAL. . . (include full amount with application)

Please send information on Chapter Grudge Race

NAME _____ BCCCA# _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

GUEST NAMES _____ (Please list names of all guests, so name badges can be made)

ARRIVE _____ DEPART _____

SPECIAL NEEDS _____

Make all checks payable to:

Jim Thomas
4084 Pequeno
Las Vegas, NV 89120

For further information:
Jim Thomas
(702) 456-4636

VEGAS SHOW

IT'S NOT VERY OFTEN WHEN WE WILL ADVERTISE A BEER CAN SHOW IN OUR NEWSLETTER. THE VEGAS SHOW HAS BEEN DESCRIBED AS BEING AS GOOD IF NOT BETTER THAN THE BCCA NATIONAL CONVENTION. MORE TRADING ACTIVITY TAKES PLACE THAN AT INDY AND THIS IS AN OPPORTUNITY TO HELP CREATE MORE INTEREST IN SODA CANS. ROOMS SELL OUT FAST (PROBABLY BY OCTOBER 17). AT LAST COUNT 75 ROOMS WERE GONE ALREADY. MANY OF OUR SODA CAN COLLECTORS ARE PLANNING TO SIGN UP OR ALREADY HAVE SIGNED UP. LAST YEARS SHOW BROUGHT OUT MANY SODA CANS AND MY SPEECH IN FRONT OF 400 COLLECTORS AT THE BANQUET PLANTED THE SEEDS FOR OUR FUTURE AT THIS CONVENTION. MAKE PLANS TO EITHER ATTEND THE SWAP MEET OR REGISTER FOR THE WHOLE CONVENTION. YOU DON'T WANT TO MISS THIS ONE!

WHO, WHAT & WHERE

August 23rd Annual Mile High BCCA Chapter Picnic. Contact Don Garner of Colorado at (303) 452 9087.

SEPTEMBER 11 TO 14th CONVENTION XVI, BCCA NATIONAL CONVENTION, PORTLAND, OREGON. WARREN HARDAKER, 916 753-3183.

SEPTEMBER 26 TO 27th INDIANAPOLIS BEER CAN, POP CAN & BREWERIANA COLLECTABLE SHOW AT THE INDIANA STATE FAIR GROUNDS. DON'T MISS THE BEST SODA CAN SHOW IN THE HOBBY. MANY SODA CANS AND NPCC MEMBERS. JOHN RUNDY 317 776-0553 OR DAVE BRACKETT 707 426-5553.

OCTOBER 5th NORTHERN CHAPTER OF THE NPCC IS PLEASED TO ANNOUNCE THEIR SECOND TRADE SESSION. IT WILL BE HELD AT THE HOME OF ED AND ANN EWELL, 6230 N ST. RD. 1, OSSIAN, INDIANA 46777, 219 622-4488. THE TIME WILL BE 10AM TO 4PM. DON'T MISS THIS GREAT OPPORTUNITY TO SEE THE FAMOUS EWELL COLLECTION AND BARN AS WELL AS HAVE A GREAT TRADE SESSION. IF YOU NEED CANS, ANN EWELL HAS THEM.

October 25 and 26th annual Monarch Fall Fest Breweriana Beer can BST and public auction. Willow Creek Hotel and Convention Center, Palatine, Illinois 60067. Paul Zaglinski (312) 284 0149.

November 7, 8 and 9th Houston Beer Can and Breweriana Show (A Grand Prize Chapter Event). The Hilton Southwest of Houston, Texas 77056. Howard Jones (713) 789 9757.

1987

MARCH 12 TO 15th THE 12TH ANNUAL SIERRA CHAPTER WESTERN STATES CONVENTION AT THE SHOWBOAT HOTEL IN LAS VEGAS, NEVADA. THIS SHOW IS BIGGER THAN INDY, AND CONSIDERED BY MANY TO BE A BIGGER EVENT THAN THE BCCA NATIONAL CONVENTION. MANY SODA CANS AVAILABLE. MANY NPCC MEMBERS IN ATTENDANCE. DON'T DELAY. THIS SHOW SELLS OUT FAST. JIM THOMAS 702 456-4636 OR DAVE BRACKETT 707 426-5553.