



**NPCC**

VOLUME..... 12

NUMBER..... 5

SEPTEMBER 1985

# THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

**PTL**

"BLESSED IS THE MAN WITH A HOBBY, FOR HE LIVES IN TWO WORLDS"

DONT FORGET INDIANAPOLIS SEPTEMBER 27/28

HOPE TO SEE YOU THERE

SEE INSIDE FOR CONVENTION UPDATE AND

IMPORTANT EXCITING NEWS OF CHANGES

TO COME FOR NPCC

LATE NEWS - ANOTHER NEW COKE SPECIAL,  
DELAWARE STATE FAIR (FROM BUD FRANK)

AD DEADLINE FOR NEXT ISSUE IS SEPTEMBER 21<sup>ST</sup>

# Subscription Order Form

to:

## The American Can Collector-

A monthly newspaper

The American Can Collector  
Box 291, Sta. B,  
Anderson, IN. 46015

Amount enclosed \$ \_\_\_\_\_

Name: \_\_\_\_\_

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

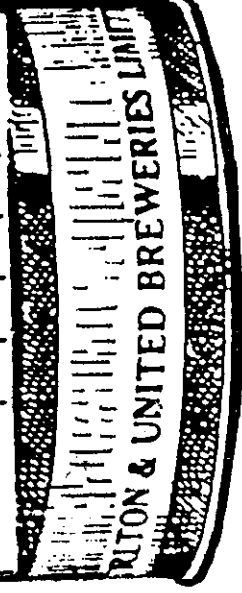
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### ADVERTISING RATES

All members are entitled to one free 40 word ad per month. All extra words are 10¢. Non members rates are 15¢ per word, which includes a copy of the newsletter in which the ad appears.

Display ads.... $\frac{1}{4}$  page \$12     $\frac{1}{2}$  page \$20    full page \$35  
Black & white photos are acceptable at an extra charge for screening.

Ad deadline is the 21st of each month, any ad received after the 21st will be printed in the following issue unless stated otherwise.

\*\*\*\*\*

For Sale or Trade: Pepsi- Lionel Richie Set, Coke - Worlds of Fun Haunted House, Canada Dry - Can Van, Pepsi, Dr. Pepper, Sunkist, A & W - Carousel Days, Scandanavian Soft, Sunday Funnies, La Preferida, Belfast, Teddy's, Varsity, Good-O, Tetley, Sunshine, Sun Glory, Springtime, Society Club, SomeThin Lite, Stars, Silver Spring, Royal Palm, Party Club, MDI, Mothers Pride.

\*We will be at the Indy Can Show Sept. 27, 28 with 3,500 cans to sell and trade. Stop by and see us!\*

Midwest Combine    3204 W. 143rd St.    Shawnee Mission, KS 66224

\*\*\*\*\*

NEW - CURRENT MEMBERSHIP LIST NOW AVAILABLE, SEND 3-22¢ STAMPS TO NPCC

\*\*\*\*\*

ANYBODY OUT THERE that needs cans? Will be glad to send a "starter set" for postage only, or certain flavors as you desire. Am interested in corresponding with persons who want to trade colas from their area for cans from Texas. Need Coke Detroit Tiger set. Carr M. Suter, 111 West Woodbury, Garland, TX 75041. (214) 278-4411.

DONT FORGET INDIANAPOLIS SHOW SEPTEMBER 27/28

**"INTERACTIVE BOOKS"**  
... COLLECTORS

COMMEMORATIVE SODA BOTTLES	\$7.00
PAINTED LABEL SODA BOTTLES	12.00
EMBOSSED SODA BOTTLES	7.00
SODA DRINKING GLASSES	7.00

Please include \$1.50 for postage  
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THE SODA MART  
DEPT. N-1  
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SEP 5/8	Orlando, Florida	BCCA Convention	
SEP 21/22	Oshkosh, Wisconsin	Donna Martinez	414-233-6324
SEP 27/28	Indianapolis, Indiana	John Bundy	317-776-0553

ADS

\*\*\*\*\*  
 New Vess cola Cardinal Schedule (2 can set), Vess Chocolate Fudge, Coke VP Fair, 12 flavors Schnucks-50¢ each plus postage.  
 Ray Scott, 8337 Washington, St. Louis, Missouri 63114  
 \*\*\*\*\*  
 FOR TRADE: Pepsi Lionel Richie, Cherry Coke, Coke- Lance Parrish, Pepsi Ozark Empire Fair, Jim Beam Cola. Liza Wolf, R 2-BOX 147, Licking, Missouri 65542  
 \*\*\*\*\*  
 WANTED !!! Ramblin, Ting, Skal, Jim Beam, Bikini & Yoo-Hoo. I have Target, Holiday and many others for trade. Dale Miller, RR #1, Emmetsburg, Iowa 50536  
 \*\*\*\*\*  
 7 UP can collection-scenes 50 states-\$50. Jeanne Reutlinger, 2704 Crownpoint pl, Escondido, CA 92027  
 \*\*\*\*\*  
 WANTED-Coke Lander Wyoming Centennial, Dr Pepper 100th Anniv multiple logo can, Pepsi #5 Lionel Ritche, Like National Orange Show, 7 UP Marineworld & other special issues.  
 TRADE-Coke Arkansas Summer Passbook, Dr Pepper King of Beverages, 7 UP Fantasea Waterpark. John C Hantz, 6846 New Jersey, Hammond, Indiana 46323  
 \*\*\*\*\*

NPCC Dallas Convention 1985 reported by Dave Brackett & John C Hantz

The convention from all aspects of pop can collecting was GREAT !!! A great tour of the Dr Pepper plant was arranged by Carr Suter and transportation was provided by Paul Bates and John Langlois. The Dr Pepper people were super nice and extremely co-operative with us, they also presented the tour participants with several Dr Pepper souvenirs and samples. A special thanks to Carr Suter who had made many of the arrangements for the convention knowing that he could not be present.

Room hopping was a real experience, last year only about 40% of the rooms had cans, this year the number of rooms with pop cans was estimated at 80%. Seems that all members in attendance had a good time with an exchange of information and ideas. Many applications were given out and 6 new members were signed up at the convention, it appeared that there was a lot of interest in pop cans.

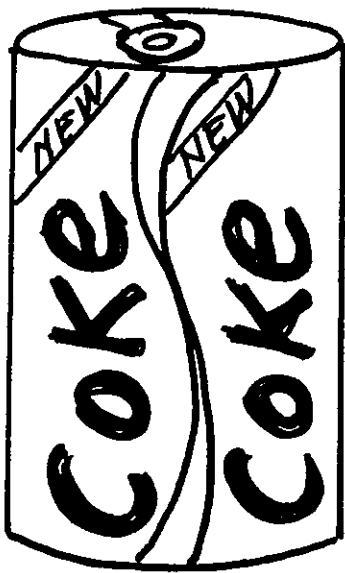
Our thanks to the Cola Clan for their co-operation, they have been most helpful to us. The Cola Clan raffled off a "Space Shuttle" can (shown in a previous issue).

A very important meeting was held by all NPCC members in attendance. There are some great new happenings in the future for NPCC. Dave Brackett was elected President. Effective January 1st we can look forward to re-organization of NPCC. The club will be divided into 5 regional chapters each with a chapter president and chapter meetings will be held 3 or 4 times per year. The format of our newsletter will be changed somewhat and we will change the name to NPCC Canogram. We will keep the membership updated on further new developments. Again, thanks to all who had made this a great convention.

EDITORS NOTE: If you wonder why the re-organization? For the past 9 years I have been publishing the newsletter each month by myself with no outside help or financial assistance. As most of you are aware, I have never made a penny on the newsletter, in fact, to the contrary I have invested much of my personal time and finances to keep the newsletter in existence as the membership dues do not in any way cover the costs. I have kept it going because of my love for the hobby. More recently in the past few years due to my job activities and more travel time away from home being required and other personal activities the newsletter has been pushed lower and lower on my list of priorities.

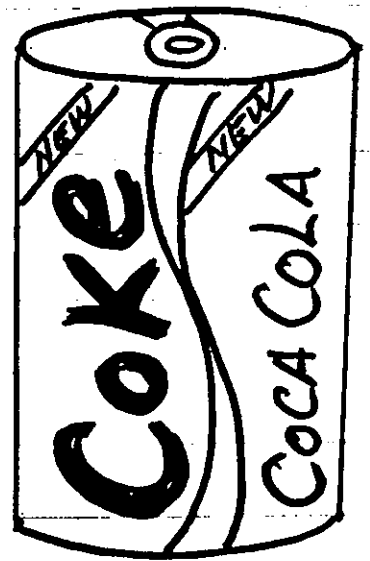
Please understand NPCC will carry on to be bigger and better but I can no longer handle all aspects of the cost and time involved. I will still be involved, altho on a much smaller basis, I am still very much in love with pop can collecting and I am not leaving the hobby.

#1



NEW TASTE CAN  
WITH  
SILVER TOP  
THE **NEW**  
IS PRINTED OVER  
COKE  
+ COKE  
ON SILVER BAND

SAME AS  
#2  
ACCEPT  
**NEW**  
IS ON  
WHITE BAND



#5

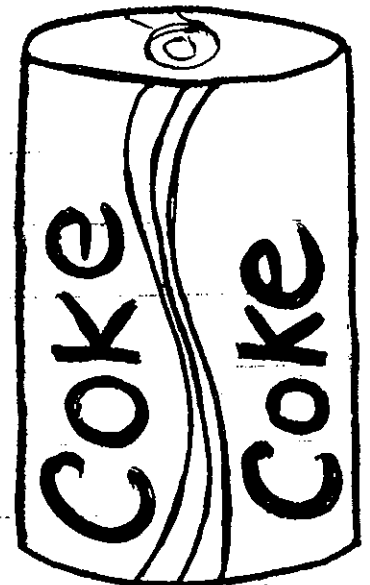
#2



NEW TASTE  
CAN  
WITH SILVER TOP  
THE **NEW**  
IS PRINTED OVER  
COKE  
COCA COLA  
ON  
SILVER BAND

SAME AS  
#1  
EXCEPT  
THE **NEW**  
IS  
MISSING  
IT IS  
A  
NEW  
ISSUE

#6



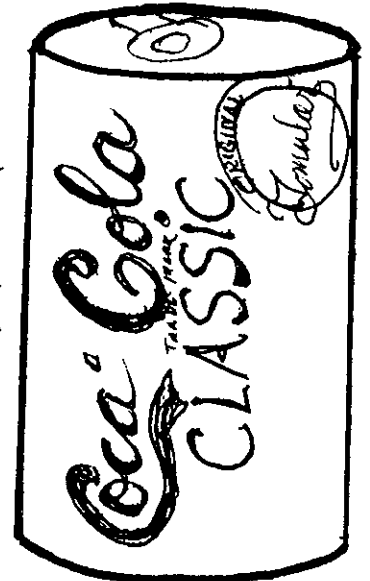
#3



NEW TASTE  
TEMPORARY CAN  
WITH STICKER  
WITH GOLD TOP  
ONLY ONE CAN  
OF A 6 PACK  
HAS THE YELLOW  
STICKER

THIS  
ONE  
TAKES  
THE  
CAKE  
THE  
ORIGINAL  
FORMULAR  
A  
CLASSIC

#7



#4 = SAME AS #3 WITHOUT STICKER LABEL

4



NEW "BRUS" LABEL FROM MINNESOTA



BY SNAPPLE JUICE, RIDGEWOOD, NY



NEW GENERIC

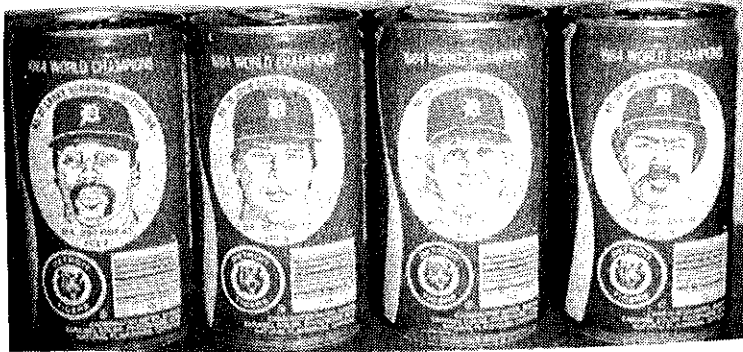


NEW NUTEA-SWEET LABEL

NATURAL ROOT BEER



CANADA DRY CAN VAN



DETROIT TIGERS



COKE SPECIALS



# Remember Moxie?

TO THE EDITOR:

With all the flap about "New Coke" and now "Coke Classic," the world has forgotten the true classic soft drink, Moxie. Few of us have had the opportunity to try this once popular drink that now is only available in some parts of New England.

If anyone longs for that unique taste of Moxie, let's get together to bring it to Dutchess and Ulster counties. Please contact Mark DeNies at 102 Ferris Lane, Poughkeepsie, NY 12603.

MARK & TERESA DENIES  
Poughkeepsie

## Reader yearns for drink with moxie, truly a classic

Now that all the hoopla surrounding New Coke and Old Coke and Classic Coke has died down, it's time to ask some probing questions: Does anybody really care what Old Coke tastes like? New Coke? Classic Coke?

Some people don't think so. Some people think the Old Coke and the New Coke and Classic Coke (which is, of course, New Old Coke) taste like sugary yak urine.

Meet Mark DeNies, a dedicated Coke-scoffer who has launched a campaign to bring the real Real Thing to the Mid-Hudson Valley.

Folks, we're talking about Moxie.

Some of you probably remember Moxie as the stuff that Alfred E. Neumann made fun of in *Mad* magazine. Some of you — especially if you come from New England, may actually have drunk the stuff.

Mark DeNies slurped gallons of Moxie when he was a kid growing up in Marblehead, Mass.

He drank lots more of it when he was a student at Plymouth State College in New Hampshire.

But since he arrived in Poughkeepsie (he's head of the physical therapy department at Vassar Brothers Hospital) 12 years ago, he's been relegated to pedestrian soda pop.

And he doesn't like it. He misses his Moxie.

THANKS

TO

JOHN

BAUERLE

FOR

THESE

MOXIE

ARTICLES

FROM

HIS

LOCAL

PAPER

HOW

ABOUT

THIS

COKE

FANS !!

other soft drinks have," DeNies told me the other day. "It has a, well, a more mature taste, I'd guess you'd say."

DeNies says he still drinks Moxie when he visits relatives back in Marblehead, and he always brings back a couple of six-packs when he returns to Poughkeepsie.

"I have to ration myself to drinking it just on special occasions," he said. "I dole it out to myself very carefully, like a fine wine. But even then you go through these long droughts when you just can't get a hold of a Moxie. That shouldn't happen to anyone."

DeNies said he first got the idea to try to bring Moxie to Poughkeepsie last year when he had a patient at the hospital who grew up in Maine. The patient had a friend who is a beverage distributor, and he had the guy deliver some Moxie to the hospital.

Not everybody who tried Moxie liked the stuff.

"One girl here said it tasted like terpin hydrate," DeNies said. (Terpin hydrate is a kind of cough syrup.)

But the decidedly mixed reviews haven't deterred DeNies from pursuing the possibility of procuring (sorry, I had some leftover p's from last week's column) it in local stores.

He launched his campaign yesterday by placing a letter to the editor in the *Journal* asking for other Moxie supporters to rally to his cause. If he gets enough people to sign on, he'll approach a few local distributors and ask them to add Moxie to their inventory.

And who knows how the movement could take off from there? DeNies has big plans.

"Maybe we could have a Moxie festival here," he said. "Or maybe some of the local taverns could run introductory specials on Moxie. It's very good with rum."

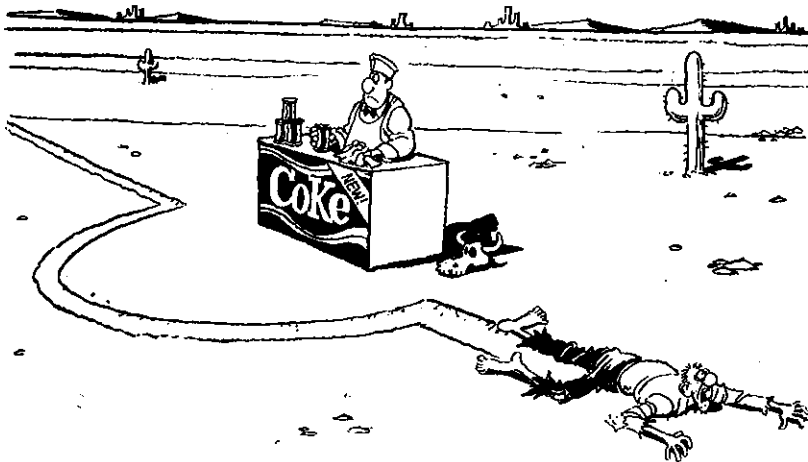
Rum, huh? Maybe Mark DeNies has seized on an idea whose time has come. Yeah. I think he has.

Yeah. The people of the Mid-Hudson Valley should shuck the sugary shackles of sweet, syrupy stuff like Old Coke and New Coke and Old New Classic Coke and give Moxie a chance.

If you agree, Mark DeNies would like to hear from you. He lives at 102 Ferris Lane in the City of Poughkeepsie and his phone number is in the book.

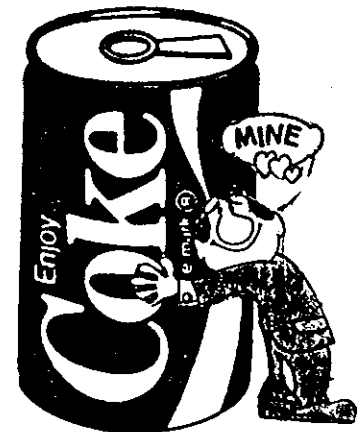
As DeNies pointed out to me, whatever your verdict about the taste of Moxie turns out to be, you've got to give it this much:

It has never changed its formula.



"Classic Coke! Classic Coke!"

THANK TO TOM KIRSBAUM  
FOR THIS CARTOON



WILL TRASK

# New Coke to beat old, says official

By Wendy Fox  
Globe Staff

The president of the Coca-Cola Bottling Co. of New England predicted yesterday that once the initial flurry of activity surrounding the reintroduction of Coca-Cola Classic subsides, consumers will find they really do prefer new Coke.

"Classic Coke is the original formula, nothing more, nothing less," William T. Highberger, president of the bottling company, said. "Even though there's a lot of emotion wrapped up in this new Coke business ... the fact is new Coke wins all the taste tests."

"While everybody is going to feel psychologically relieved that they now have a choice in their Cokes," he said, "I think they will eventually gravitate to the new formulation."

Not everyone agrees.

Harvey Z. Yazjian, a Cambridge resident who in 1980 coauthored a book titled "Cola Wars," said, "New Coke is designed for one thing and one thing only and that's to beat Pepsi in taste tests. And I believe it does."

"But you have to ask yourself: Can it do anything else? Did they ask people to live with the new Coke for any period of time? The stuff may taste good for a couple of sips, but how does it stand up for a week? The heavy user is the

backbone ... Were those people tested for the new Coke? I seriously doubt they were."

Classic Coke is due to appear in New England in mid-August, alongside the new Coke, and officials are still huddling in Atlanta trying to solve what some industry observers believe could be a rather difficult problem of marketing and advertising two very similar soft drinks.

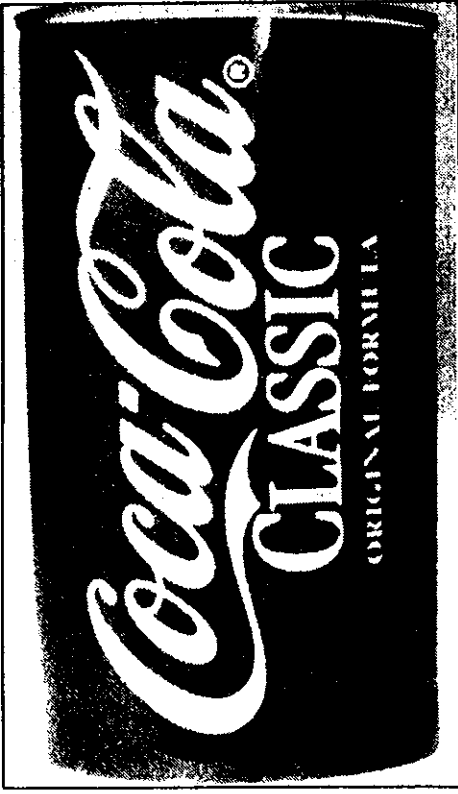
Another hitch may be determining how much of each brand to stock on supermarket and convenience-store shelves.

Richard Ponte, vice president of grocery procurement and sales at the Stop & Shop Supermarket Co., said soft drink companies are allotted a certain amount of space in each store, and the companies' salespeople decide how to fit various product lines into that space.

"Just because they come out with a variation of a brand doesn't mean they're going to get additional space," he said, "because it's not available."

Coke spokesman Ron Coleman said that so far the company is planning to use its long-time advertising agency, McCann Erickson, to market both lines, but he said no decision has been made on whether each will have a separate ad campaign.

In New England, sentiment surrounding the new Coke-old



Coke matter has been rather subdued compared to the national uproar.

From April 23, the day Coca-Cola officials announced they were changing their 99-year-old formula to what they said would be a lighter, fresher taste, the Coca-Cola Bottling Co. of New England received only about 430 complaints.

That's a "minuscule" amount, Highberger maintained, next to the 1,500 complaints registered each day at Coke headquarters in Atlanta, to say nothing of bottle smashing in some communities and hoarding of old Coke by diehard fans.

In fact, of the New Englanders who called Coke's toll-free number, 50-55 percent told the company they preferred the new Coke.

To a large extent, Highberger maintains, the New England reaction reflects the fact that Boston, at least, is much more a diet soft drink market than the rest of the nation as a whole. According to figures compiled for Coke

by the A.C. Nielsen Co., he said, soft drink sales in Boston last year were 66 percent sugar-based drinks and 34 percent low-calorie.

Nationally, particularly in Southern states, people prefer sugar-based soft drinks by a much wider margin. According to figures compiled by Beverage Industry, a monthly trade publication, the national proportion is roughly 80.8 percent sugar-based to 19.2 percent diet drinks.

"I just don't think people's psyches are as tied up in the drink," he said. "This is more of a diet market. What you do to a sugar cola doesn't matter as much."

Yazjian agrees the issue may come down to regional tastes.

"Ultimately, what's going to happen is the availability of old or new Coke may break down to geographies," he said. "In the South, new Coke wasn't very popular. But that is the homeland of Coca-Cola, where there's tremendous product loyalty ... The numbers really haven't come in yet."

FROM  
WILBUR TRASS

NOTE,  
THIS CAN  
IS ANOTHER  
VARIETY

FROM BOSTON GLOBE

71

MEMBERSHIP APPLICATION please type or print legibly  
MEMBERSHIPS ARE \$12.00 FOR A FULL YEAR MAILED FIRST CLASS MAIL

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ P O BOX \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
OCCUPATION \_\_\_\_\_ TELEPHONE ( ) \_\_\_\_\_  
HOW LONG HAVE YOU BEEN COLLECTING \_\_\_\_\_ TOTAL CANS IN COLLECTION \_\_\_\_\_  
HOW MANY ARE FLAT TOPS \_\_\_\_\_ HOW MANY ARE CONE TOPS \_\_\_\_\_  
DO YOU COLLECT ANY CERTAIN FLAVORS, SIZES, TYPES, ETC. \_\_\_\_\_  
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) \_\_\_\_\_  
MAIL TO : N P C C 3014 SEPTEMBER DRIVE JOLIET, ILLINOIS 60435

PLEASE TELL YOUR FRIENDS AND FELLOW POP CAN COLLECTORS ABOUT N P C C  
\*\*\*\*\*

We feel that there are many pop can collectors who have no idea that there is an organization devoted to their hobby. Please tell your fellow soda can collectors or any interested parties about us.

We will be happy to send application blanks to any of you who would like to set up at any shows, flea markets, antique shows, etc.

FROM  
National Pop Can Collector  
Fred Bogdan-"The Pop Can Man"  
3014 September Drive  
Joliet, Illinois 60435

FIRST CLASS



TO

If a RED stripe appears on your address label--you have 1 more issue coming  
If a blue stripe appears--This is your last issue---Please renew at once