



NPCC
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 NUMBER..... 4
 AUGUST 1985

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

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Beam puts zip in cola market

By DAVID SOBELL
Review Staff Writer

A new product, a canned mixture of Jim Beam whiskey and cola, entered the Florida market in late May and could be the fore-runner of a new product line.

"We would like to see this develop into a new category of distilled products the way that wine coolers have emerged," said Patty Briske, corporate communications coordinator for James B. Beam Distilling Co.

This summer Florida will be one of the first markets to receive shipments of two other canned Jim Beam mixed drinks — bourbon and lemon-lime soda, and bourbon and ginger ale — Briske said.

The bourbon and soda mixtures cost between 99 cents and \$1.80 per 375 milliliter can, with the price varying from state to state according to liquor tax laws.

The idea for these products came from the corporate executives themselves, who felt they would serve two functions.

The mixed drinks begin a new product line, but the executives hope that they will introduce customers to the mixability of Jim Beam Bourbon, Briske said.

James B. Beam Distilling Co. is the largest producer and seller of bourbon in the world.

Briske reports that, so far, sales of Bourbon and cola are favorable and that

The company said bourbon and lemon-lime soda and bourbon and ginger ale are next

"wholesalers are buying the product as fast as we can make it."

Mike Roberts, sales manager for Florida Beverage Co., distributor of Jim Beam, products for the South Florida area, says that sales are excellent.

"We have had close to 90-percent distribution in a 30-day period of time with many repeat customers," Roberts said.

Several liquor stores in the Miami area report that sales of the new product are slow.

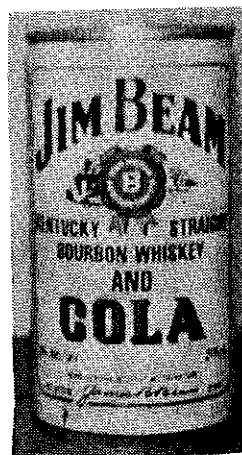
"We ordered one case a week ago. A few people have tried it, but it hasn't sold well," said Jorge Trejo, a salesman at Chevalier Wine Cellar in South Miami.

Tony Carmona, manager of Columbus Discount Liquor in downtown Miami, said that his store ordered one case three and a half weeks ago and had just sold the last can.

Carmona attributes the slow sales consumer unfamiliarity with the new drink. Jim Beam has not engaged in wide-scale advertising.

Promotion of the new product is scheduled to increase in the near future, Roberts said.

The wholesale level sales of Jim Beam and cola are very encouraging because new products being intro-



duced often take some time to gain popularity, Briske said.

"Wine coolers were introduced four years ago and they are just getting popular," Briske said.

Although Jim Beam is presently the only producer of mixed drinks in a can, Russell Fisette, general manager of Pri-pak Inc., the only cannery licensed to can distilled liquor products, said that several companies have inquired about producing a similar drink.

Alan Hovious, director of marketing coordination and communication for Jack Daniels Distillery, said that his company does not have plans to introduce a mixed drink.

Jack Daniels has a "wait and see" attitude about canned mixed drinks and will not rule out developing a similar product if Jim Beam and cola is successful, Hovious said.

A Jim Beam mixed drink contains 5 percent alcohol by volume, while wine coolers have from 4 percent to 6 percent, and domestic beer generally has between 3.2 percent and 3.8 percent.

OUR
THANKS
TO
BOB
COCHRANE
FOR
THIS
ARTICLE

ALSO
SEE
ARTICLE
BY
WARREN
HARDAKER

Hi Collectors:

Have not had to much to write about lately, but last weekend I picked up a can that I thought you might want to know about. I know we all are looking for that collectable that might not make a big hit in the market place yet something that would be an unique item for the collection. This one just might be it. I am sure it will be the first of a long list of cans or it will never make it off the ground and will be another white elephant. The can is Jim Beam and Cola. See photo above or elsewhere in this issue. I have only found one place that had it for sale and that was a liquor store near Lake Tahoe. This was not one of the big liquor discount stores (I looked at those places - to try to beat the price) but a smaller one on the main street. The salesman said that sales where slow so that might be an indication on what will happen to the can. I would start looking now if you hope to find one. By the way the price is about \$5 a four pack - or about \$1.25 a can so be prepared.

SHOWS

AUG 6/9	Dallas, Texas	Warren Hardaker	916-753-3183
	Cola Clan/2nd Annual	NPCC Convention	
AUG 10/11	Dayton, Nevada	Warren Hardaker	916-753-3183
AUG 23/25	St Louis, Missouri	Herb Schwarz	314-487-8403
AUG 24	New Haven, Indiana	Al Brand	219-745-1264
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

Subscription Order Form
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Anderson, IN. 46015

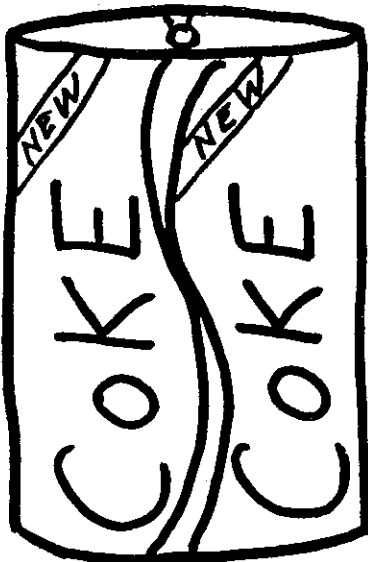
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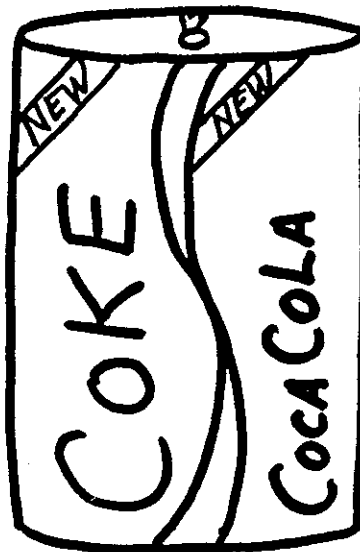
#1 - NEW TASTE CAN



SILVER
TOP

NEW is printed over
COKE-COKE

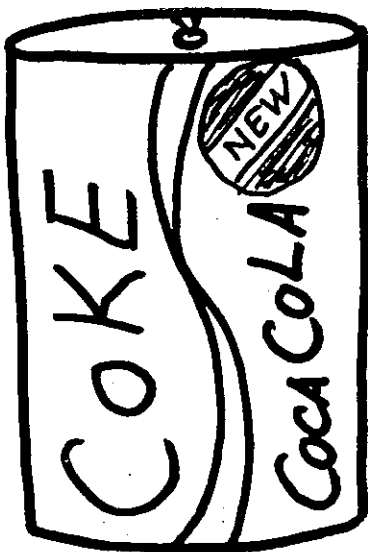
#2 - NEW TASTE CAN



SILVER
TOP

NEW is printed over
COKE + COCA COLA

#3 NEW TASTE-TEMPORARY CAN



GOLD
TOP

Only One Can of 6 pack
has yellow Label
(STICKER)

#4 NEW TASTE CAN
SAME AS #3 - WITHOUT STICKER LABEL
BOTH WITH GOLD TOP

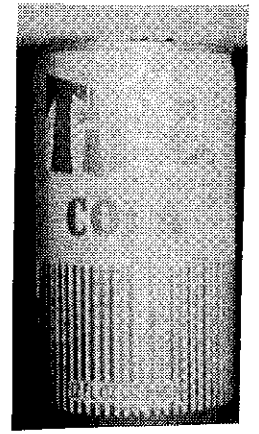
OUR THANKS TO WILL TRASK FOR THIS INFO



PEPSI'S BLUE ANGEL
AIR SHOW - SAN FRANCISCO
BAY TO BREAKERS RUN



CAF. FREE
RAMBLIN



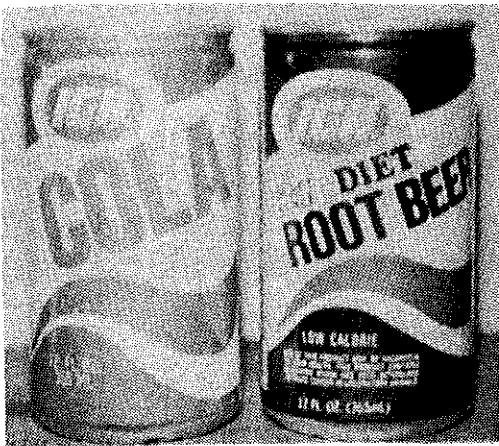
NEW
TING
CANS



NEW SHASTAS AND
JOLLY GOOD LABELS



1985 DR PEPPER
SIX FLAGS



NEW IGA

Yuk
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NEW
VESS

SKAL
MINNESOTA'S FINEST
DRY MILK & LEM/LIME

5_

SPECIAL ISSUES



SILVER BAND

WHITE BAND

VILLANOVA UNIV

RENO RODEO

"NEW" COKES

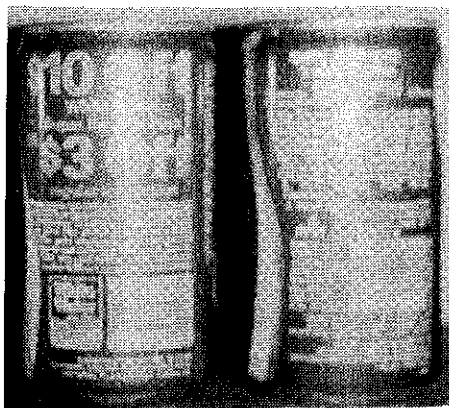


SPRINGTIME MAGIC GREAT AMERICA

REDDING RODEO

OLYMPIC COMMEMORATIVE (SPAIN)

MORE COKE



CONTEST CAN FROM ATLANTA GEORGIA



DAD'S ROOT BEER WITH PAPER STICKER FOR MUG OFFER

MORE COKES WHITE WATER

 I am forced to make room, I must dispose of all of my traders (over 3000). Will sell at 10¢ per can plus postage-regardless of value. Send 2-22¢ stamps for my list. Will sell separate or as a lot. Only until December, then they go in the trash!
 James Partacz, 4423 South Sacramento Avenue, Chicago, Illinois 60632 tel 312-847-3796

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....¼ page \$12 ½ 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 TRADE: Pop bottles for pop cans, from 6½ oz Cokes to 2 liter Pepsis, please write.
Ray Smoley, 5358 South Broadway, Wichita, Kansas 67216

FOR SALE; 110 cans of mixed KXOK 63 & St Louis Blues Cokes from St Louis-will take offer of \$40.00. 2 cases of Olympic cans from Maryland unsealed-\$25.00 per case. 1 case of Olympic cans from California-\$25.00 per case. Vilanova Univ Coke cans-\$2.00 each.

Richard Gammauf, 18 South Ninth Street, Akron, Pennsylvania 17501 tel 717-859-2984

WANTED: Green River memorabilia and collectibles; any and all items related to Green River; also old syrup dispensers of various brands.

Dan Meyers, P O BOX 16131, Minneapolis, Minnesota 55416

FOR TRADE: Canada Dry ginger ale "Win the Can-Van" special issue, Coke contest can from Atlanta, Georgia, will trade for ginger ales I can use.

Ginger Hornsby, P O BOX 91, Marietta, Georgia 30061

New Coke V P Fair, Vess chocolate, Schnucks (12 flavors), 50¢ each plus postage.
Ray Scott, 8337 Washington, St Louis, Missouri 63114

FOR SALE--many assorted cans, some obsolete, 25¢ to \$1 plus postage, send for list. I have new Snapple (4 flavors), Amos Diet Chocolate, new health soda "After The Fall".

Gerald Pollack, 294 Avenue "B", Bayonne, New Jersey 07002

Pantry Pride stores, Ft Lauderdale, announces agreement to sell its stores to Big Apple stores. This probably signals end of Pantry Pride sodas. Several flavors still available for trade.

Bob Cochrane, 10550 S. W. 161st Street, Miami, Florida 33157

CASE-LOT TRADING partners wanted. Need NON-NATIONAL BRANDS, currents and recent obsoletes (One of each flavor). Also need quantities of any Commemorative or Offer can. Send me case-lots, tell me what type cans you collect, and I will return equal number of cases or cans of equal value from LARGE trading stock. Here's a chance to rotate some trading stock and also pick up some new cans for collection. PAUL BATES, Soda Mart, Ridgcrest Drive, Goodlettsville, TN 37072 (Phone 615-859-5236).

For Sale or Trade: Pepsi - Lionel Richie set, Coke - Worlds of Fun Haunted House, Pepsi, Dr. Pepper, Sunkist, Mountain Dew - Carousel Days, Hawaiian Sun, Scandinavian Soft, Green River, Saki Soda, Galaxy, Sunday Funnies, La Preferida, Great Eastern, Soopersip, Simba, Belfast. We need: One 6 pak of Bikini Cola, plus any comemmorative can not from the Midwest. We will be glad to buy or trade for these cans.

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

MEMBERSHIP APPLICATION please type or print legibly

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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