



NPCC

VOLUME..... 12

NUMBER..... 3

JULY 1955

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

Don't forget, N P C C 2nd Annual Convention in Dallas August 6-9, more details inside. Transportation for the Dr Pepper tour is provided, will leave at 1:30 from Paul Bates room on the 6th. There will be a very important pop can meeting at the convention-time will be announced at the convention. There has been a great deal of interest in soda cans many members have signed up, hope to see you there.

Coke May Make Journey Into Space

See COKE SPACE CAN article inside

Our thanks to Paul Bates for sending us this interesting clipping.

Ad deadline for next issue is July 21st

NPCC 2nd Annual Convention

The National Pop Can Collectors will be holding their second National convention, this year in Dallas, Texas August 6-9.

Last years convention in Sacramento, California was a great success. Many collectors showed up and cans were everywhere. The Cola Clan gave away a special convention can in their registration packet and many people were turned onto our great hobby for the first time.

So make your plans now to attend our second annual convention. It promises to be a real great time. Two of the highlights will be a tour of Dr. Pepper's Headquarters at 2pm Tuesday, August 6. As you all know Dr. Pepper is having its 100th anniversary this year. Paul Bates will be providing transportation. Also we will be holding a very important meeting. The time and place have not been determined but should appear in the next newsletter.

We will be holding our convention in conjunction with the Cola Clan's National Convention. All attendees must be members of the Cola Clan. The clan will be having many interesting events. Please see the attached information for details. Attached also is a Cola Clan application and other important registration information for you to sign up.

"See you all in Dallas!"

EDITOR'S NOTE:

**MUST ALSO BE A MEMBER OF COLA CLAN TO
BE ELIGIBLE FOR CONVENTION**

2ND NPCC CONVENTION
REGISTRATION
AUGUST 6-9, 1985

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE NUMBER () _____

HOW MANY WILL BE ATTENDING? _____
AMOUNT ENCLOSED \$ _____ (\$3.00 per person)
ARE YOU A MEMBER COLA CLAN? Yes _____ No _____
DO YOU WANT COLA CLAN APPLICATIONS? Yes _____ No _____
HOW MANY DAYS DO YOU PLAN TO ATTEND? _____
HOW MANY DAYS DO YOU PLAN TO STAY AT THE HOTEL? _____
WILL YOU STAY AT THE HOTEL? Yes _____ No _____
ARE YOU A MEMBER OF NPCC? Yes _____ No _____

MAIL TO:
W. Hardaker
611 Sunset Court
Davis, Ca 95616
916 7533183

INVITATION TO JOIN



THE COLA CLAN is an international organization of people dedicated to the study of the history and the collecting of the memorabilia of The Coca-Cola Company.

- THE COLA CLAN provides:
- Nationwide and international communication among Coca-Cola collectors
 - Increased markets for buying, trading, and selling collectables
 - Comprehensive monthly newsletter
 - Free advertising in newsletter
 - Monthly COLA CLAN sponsored collectables for sale
 - Local chapters
 - Annual convention

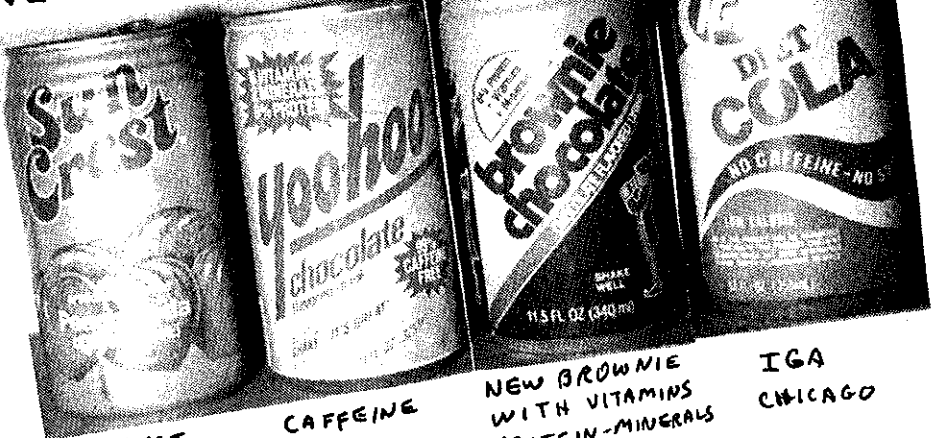
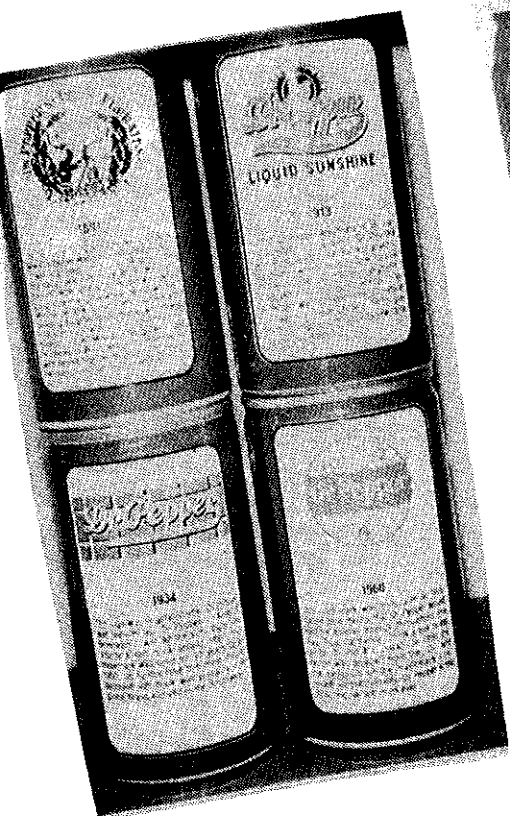
ANNUAL DUES for primary membership in The Cola Clan are \$15.00. Additional members of your family or company who would like to become eligible to vote, run for office, and receive merchandise offered on a 'per membership' basis, may buy an associate membership for \$5.00 per year. The associate member will be entitled to the same rights and privileges of primary membership except for receiving The Cola Clan publications which are mailed to primary members only. If you wish to join, complete and return this form with one year's dues to:

The Cola Clan
c/o Belle Poppenheimer, Treasurer
Route 3 - Box 3
Kutztown, PA 19530

Primary Member's Name (type or print one name only) _____ \$15
Street Address, Box #, Route # _____
City, State, Zip Code _____
Area Code - Telephone Number _____
Associate Member's Name - Relationship _____ \$5
Associate Member's Name - Relationship _____ \$5

3

NEW CANS



SUNCREST PEACH FLADDR FROM HUNTSVILLE ALABAMA

CAFFEINE FREE FROM HIALEAH FLORIDA

NEW BROWNIE WITH VITAMINS PROTEIN-MINERALS FROM RIDGELY MARYLAND

IGA CHICAGO

4 CAN DR PEPPER SET FROM ATLANTA MY THANK TO PAUL BATES FOR THESE CANS



MARINE WORLD CAN BY 7-UP OF SAN FRANCISCO CALIFORNIA



LIKE COLA NATIONAL ORANGE SHOW, SAN BERNARDINO CALIFORNIA BY 7-UP OF VERNON, CAL

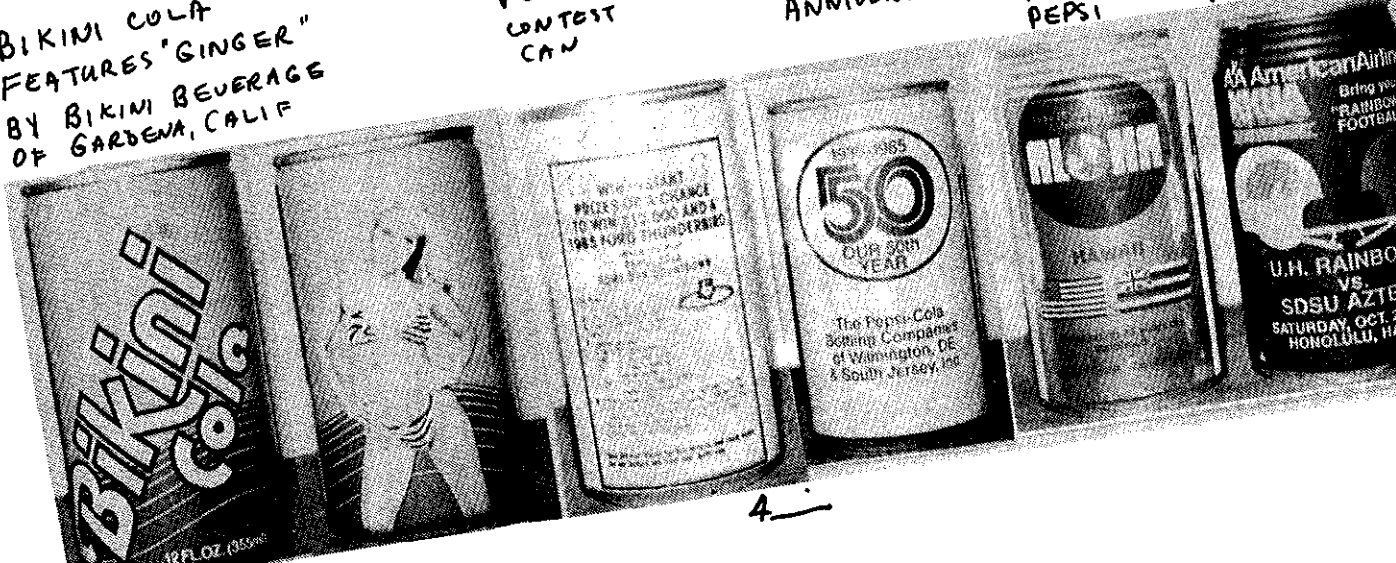
7-UP RODEO CAN BY SAN FRANCISCO 7-UP COMPANY

BIKINI COLA FEATURES "GINGER" BY BIKINI BEVERAGE OF GARDENA, CALIF

CHICAGO PEPSI CONTEST CAN

PEPSI 50TH ANNIVERSARY

HAWAIIAN SPECIAL ISSUE CANS DR PEPPER



REGISTRATION
AUGUST 6-9, 1985

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE NUMBER () _____

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 AMOUNT ENCLOSED \$ _____ (\$3.00 per person)
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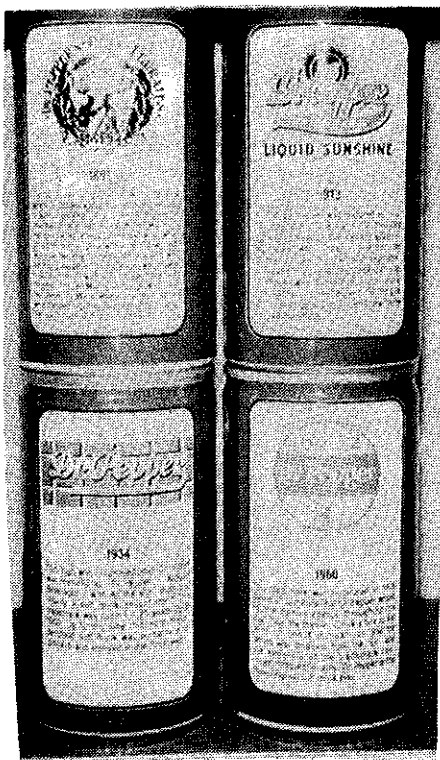
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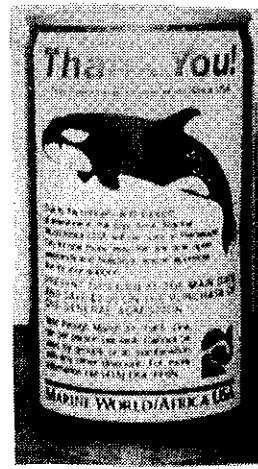
Primary Member's Name (type or print one name only) _____ \$15
 Street Address, Box #, Route # _____
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 Associate Member's Name - Relationship _____ \$5
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 CAFFEINE FREE FROM HIALEAH FLORIDA
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PEPSI 50TH ANNIVERSARY

HAWAIIAN SPECIAL ISSUE CANS PEPSI DR PEPPER



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

to:

The American Can Collector-

A monthly newspaper

The American Can Collector
Box 291, Sta. B,
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12 months - \$12

Amount enclosed \$ _____

Name: _____

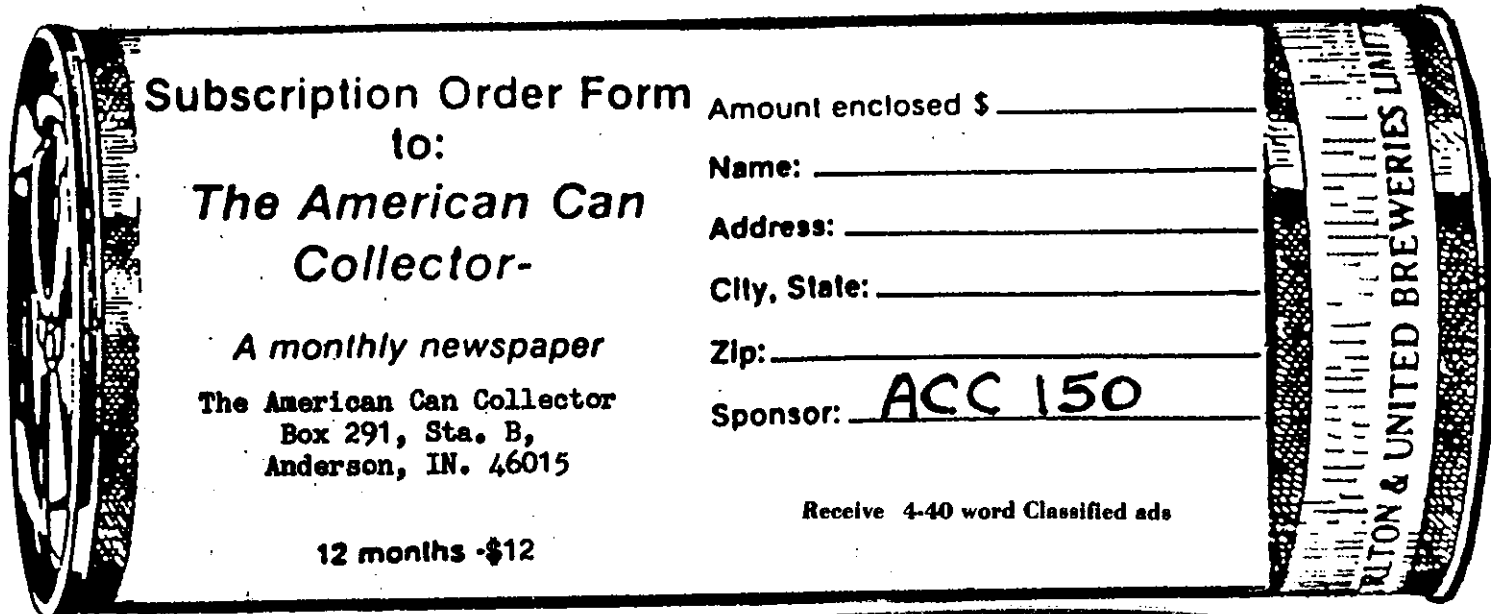
Address: _____

City, State: _____

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Receive 4-40 word Classified ads



COKE SPACE CAN

Test Flight Considered

JOHNSON SPACE CENTER, Houston (AP) — Will Coke go better in space?

Coca-Cola, which is available virtually around the world, may be carried into orbit aboard the space shuttle in July in a special container developed at a cost of more than \$250,000.

Coca-Cola Co. officials said the special steel can has solved the problem of keeping carbonated drinks from inadvertently escaping their containers in the weightlessness and low pressure inside spacecraft.

The National Aeronautics and Space Administration confirmed that discussions with Coca-Cola have been under way and that a test flight is under study, but Johnson Space Center spokesman Jack Riley said no agreement had been reached.

A statement from NASA said the earliest flight under consideration for the soft drink is the Spacelab 2 mission on space shuttle Challenger, scheduled for launch July 15. The mission is a seven-day flight with a crew of seven.

A news release by the Atlanta-based Coca-Cola Co. says the company has spent more than \$250,000 to develop the "Coke Space Can."

Conventional drink containers do not work in space, because there is no gravity to pull the fluid out, so astronauts sip fluids from straws placed into plastic containers that collapse as they are emptied.

Carbonated drinks have the additional problem of spewing under the force of expanding gas when introduced into reduced pressure. The space shuttle cabin pressure is reduced to 10.2 pounds a square inch, compared with a normal sea level pressure of 14, during preparation for spacewalks.

According to Coca-Cola, the new "Space Can" has an internal dispensing mechanism that compensates for the absence of gravity. The package has a drinking spout activated by a lever valve. The can includes a screw-on safety cap and a safety valve lock.



Coca-Cola officials say the "Coke Space Can" has solved the problem of keeping carbonated drinks from inadvertently escaping their containers inside spacecraft.

Up North, Moxie is real thing

By NATHAN COBB
Boston Globe Service

The small green bottles marched smartly off the conveyor belt at the rate of 70 per minute, their mud-colored contents partially hidden behind bright orange labels. Edwin White watched their progress like a man who is on the safe side of a practical joke.

"There isn't a week that goes by in my life," he shouted above the clatter of the machinery, "that someone doesn't say to me, 'You mean they still bottle that stuff?'"

Moxie. Coke may change its formula and Pepsi may chortle at its gains, but Moxie simply carries on. Officially speaking, it is Flavor Number 012033, shipped from Georgia in five-gallon plastic containers that, when combined with pure Yankee water at seven New England independent bottling plants, provides half a million annual cases of a bitter, century-old concoction that usually makes first-time drinkers wonder just what went wrong back at the well.

"What This Country Needs Is Plenty of Moxie" the old advertisement proclaimed. If so, America is in deep trouble: Moxie, once the Ford of soft drinks, now accounts for roughly one-one hundredth of 1 percent of the market.

White's 107-year-old Simpson Spring Co., in an ancient and shingled three-story plant in South Easton, Mass., is the smallest of the remaining franchises that bottle Moxie from concentrate sold by the Mon-

arch-NuGrape Co. of suburban Atlanta. He says each container costs about \$350 and makes about 600 cases of Moxie.

Some of his lesser customers order only a case of Moxie at a time, and occasionally one of them cuts the cord completely. "When that happens," White explained, "he usually says, 'Oh, the customer died.'"

Still, this is a soda pop world — American per capita consumption has more than doubled over the last 20 years, despite inroads made by juices and bottled waters — and Moxie hangs in.

"Moxie has persevered, but it hasn't flourished," conceded Edward Clark, proprietor of Clark's Trading Post in Lincoln, N.H., where tourists swill several cases of Moxie per week amid all manner of pre-1930s Moxieabilia.

Clark is one of the organizers of Moxie Day, a celebration that will take place in Lincoln on July 14, thereby commemorating the centennial of the drink's trademark.

Moxie drinkers can usually find a few lonely bottles of their drink tucked away on supermarket shelves laden with Coke and Pepsi. In a business where the heaviest consumers are younger than 40, Moxie tends to make its living off an older crowd.

Fan mail arrives from unlikely points. Antone Mendes, president of Manhattan Bottling Co. in New Bedford, Mass., recently received a request from Alaska for a single case of Moxie. He also regularly receives orders from retirees in Florida.

Said Edward Crowley, president of the Polar Corp. in Worcester, Mass., who once shipped two cases of concentrate to a government researcher who was setting up shop at the South Pole: "These people are the most dedicated drinkers in the world. They'd stop a train to get the stuff."

MOXIE has been almost exclusively a New England product for its entire lifetime. Even though it was never widespread, its name has become a synonym for brashness or aggressiveness just about any where. If you ever had a drink of Moxie you'd know how the word got into the language in its present context. To put it as gently as possible-it's different.

Our thanks to Bob Cochrane
for the article and also
his comments.

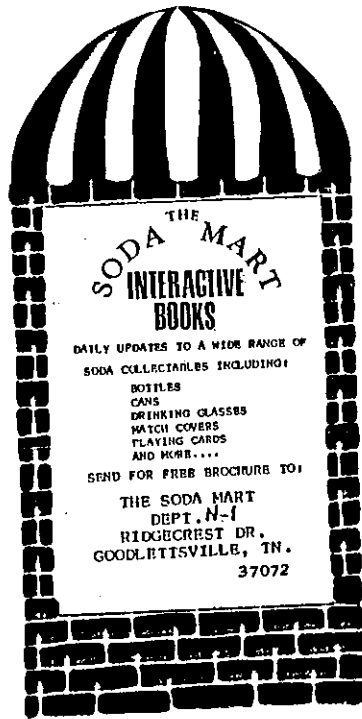
ADVERTISING RATES

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.

TRADE--TRADE !! It's summertime, let's work out some "HOT" trades. Your list for mine, do some serious trading.
Bob Luciano, 94 Akbar Road, Stamford, Connecticut 06902



- * WANTED: Coke cans; Recent special issues (need all Coke cans pictured on page 7 of the June 1985 NPCC Newsletter).
- * John Ranelletti, 4098 China Court, Hayward, CA 94542 (415)581-6446
- * Collector interested in any Green River, Double Cola and root beer cans-bottles-advertising-memorabilia.
- * Dan Meyers, P O BOX 16131, Minneapolis, Minnesota 55416 8x
- * FOR SALE/TRADE. Soda flats & cones, many Shastas-many generations-many flavors, and most are in excellent condition, have many others too. Would like to trade for flats or cones I need. x
- * Les Whitman, P O DRAWER KK, Westwood, CA 96137 (916)256-3437
- * Pepsi collectors, send for information;
- * Pepsi-Cola Collectors Club, P O BOX 1275, Covina, CA 91722
- * FOR SALE; Texas Coke cans, 3 different from El Paso. Have others from Idaho & Wyoming. All \$2 each plus UPS.
- * Jim Cherry, 12705 Montana #406, El Paso, TX 79936 (915)855-0358
- * For Sale; West Coast soda flats-\$1.00, cones-\$4.00. Send for my free list, also will trade.
- * Hal Noehren, P O BOX 1429, Columbia, CA 95310

WANTED: To trade or buy, crown soda bottle caps, flat & conetop soda cans in grade 2 or better I will be at the NPCC Dallas Convention August 6-9, let me know your wants!
Doug Stryker, 1040 Deerhaven Drive, Vista, CA 92083

Have new Dallas cans for trade: Coke "Hot Tops" game can and Whitewater offer, also Dr Pepper Six Flags in both reg. & sf. Would like to exchange for cola cans from your area.
Carr M Suter, 111 West Woodbury, Garland, Texas 75041

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

FOR SALE: West coast soda flats for \$1, cone for \$4. Will also trade for same. Send for free list.
Hal Noehren, P O BOX 1429, Columbia, California 95310

WANTED; Unused soda crown caps, I will buy or trade for any I need.
FOR SALE; embossed soda bottles-1940s and 1950s, painted label soda bottles, most all are grade 1-no dumpers, quart Tip Top soda cone top can (Madison) also.
Dennis Fewless, Route #2 BOX 47A, Delavan, Wisconsin 53115

FOR TRADE: Pepsi Carnival (Miami), Copa root beer-ginger ale, Reggae Champagne cola, Caf Free cola, generic "Kola", No Cal cola-ginger ale-root beer, diet Ritz cola-ginger ale-root beer-orange-lemon lime.
Bob Cochrane, 10550 SW 161st Street, Miami, Florida 33157

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

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

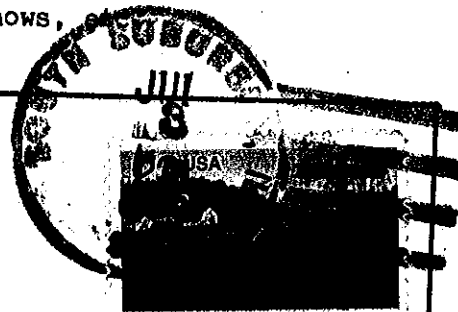
PLEASE TELL YOUR FRIENDS AND FELLOW POP CAN COLLECTORS ABOUT N P C C

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,

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

FIRST CLASS



TO

JERRY POLLACK ^{AUG}
294 AVE B
BAYONNE, NJ 07002

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