



NPCC

VOLUME..... 11

NUMBER..... 2

JUNE 1984

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

As vacation time and the warm weather arrives (I think it will warm up some time this summer) our perennial invitation is again extended to any collectors who in their travels are in our area, please stop in. We would like to extend an open invitation to all !!! Please call first, make sure we're here.

Hope some of you can make our 1st Annual Convention in Sacramento. Warren Hardaker along with Bruce Dilts and Dave Brackett have put in a lot of time and effort to make it a success. Contact Warren Hardaker, 611 Sunset Court, Davis, California zip 95616, tel 916-753-3183 for information.

Free ad deadline for the next issue is June 21st, send in your ads !!!!

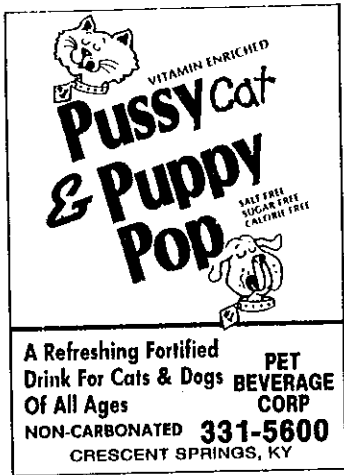
Keep us posted on new issues or label changes from your areas, please advise us of any shows in your area so we may publish the dates.

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ATTENTION,



POP CAN COLLECTORS BEER CAN COLLECTORS ANIMAL LOVERS



Do you think the hobby is going to the dogs?
Just ask your wife,
she will agree.



WE ARE ABLE TO OFFER THIS SET OF UNUSUAL CANS. THESE CANS ARE NOW OBSOLETE, NO MORE WILL BE MADE!

The manufacturer has made these sets available, while a small supply lasts,

FOR \$5.00 PER SET, SHIPPING AND HANDLING INCLUDED.

Please send your order to:

PET BEVERAGE CORP.
DEPT. NPCC
PO BOX 17777
CRESCENT SPRINGS, KY.
41017-0777

SHOWS - TRADES

JUN 15/17	Florissant, Mo	Chuck Schwend	314-831-7868	trade
JUN 24	Belleville, Ill	Jim Wallace	618-234-4748	
JUL 5/7	Owensboro, Ken	Jeff Cameron	215-699-3014	
AUG 1/4	Sacramento, Cal	1st NPCC Convention	916-753-3183	
		Dave Brackett/Warren Hardaker		
AUG 25	Dayton, Nev	Warren Hardaker	916-753-3183	trade
OCT 21	DesMoines, Iowa	Les Riggle	515-279-0022	
OCT 27/28	Chicago, Ill	Paul Zagielski	312-284-0149	
SEP 28/29	Indianapolis, Ind	Dave Coudan	317-356-4241	

NATIONAL SHIRTS



NOW AVAILABLE

WHITE SHIRTS - RED TRIM

REALLY NICE!

REASONABLY
PRICED AT \$ 5 50

INCLUDES SHIPPING COST

ADULT SIZES S-M-L-XL

CHILD'S SIZES 2-4, 6-8, 10-12, 14-16



SEND ORDERS TO —

DALE MILLER'S SHIRT & BUMPER STICKERS
RRI BOX 148 EMMETSBURG, IOWA 50536

Subscription Order Form
to:

*The American Can
Collector-*

A monthly newspaper

Write: ACC, Box 608
Mt. Home, Ark. 72653

- * 6 months - \$6
- ** 12 months - \$10

Amount enclosed \$ _____

Name: _____

Address: _____

City, State: _____

Zip: _____

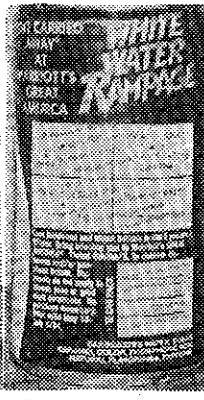
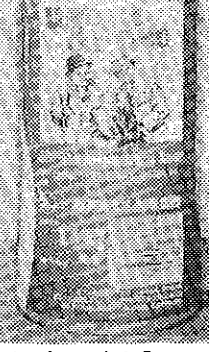
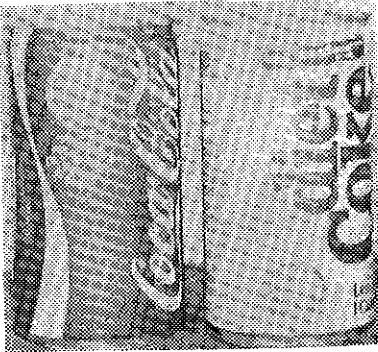
Sponsor: ACC 150

*Receives 2-40 word Classified ads
 **Receives 4-40 word Classified ads



1984 LOUISIANA

DADE COUNTY YOUTH FAIR



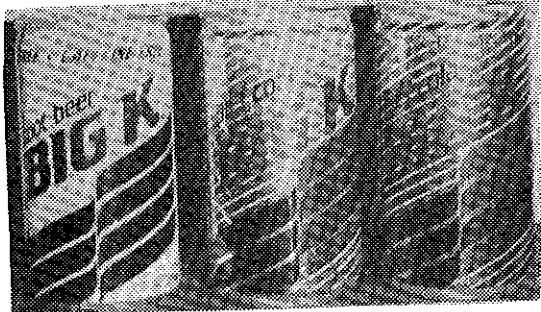
BY PEPSI OF FORT LAUDERDALE FLORIDA

WORLDS FAIR, BY COKE OF GRETNVA, LA ALSO ON OTHER COKE PRODUCTS

WALLACE & LADMO BY PHOENIX COKE

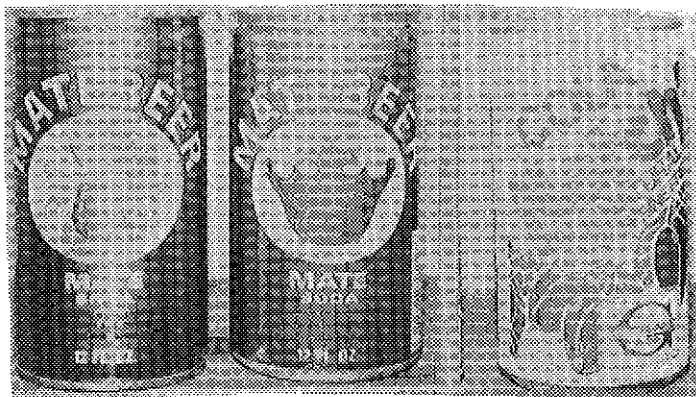
BY CHICAGO COKE, ALSO ON SPRITE

ALSO ON OTHER PEPSI PRODUCTS



NEW BIG K

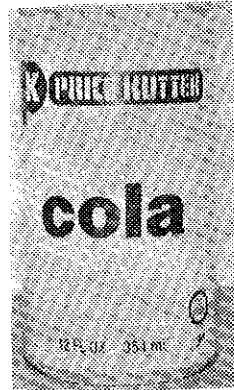
NEW LAUREL SPRINGS



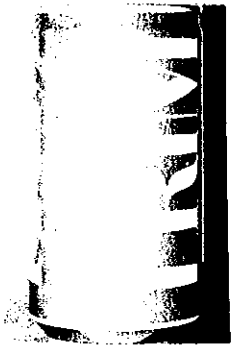
OLD MATEBEER BY U.S. SOFT DRINKS OF MIAMI

NEW

NATCH BY GIANT FOODS WASHINGTON DC SEVERAL FLAVORS



NEW GENERIC PRESTON KITCHENS PRESTON MARYLAND



TRIM COLA BY TRIM BEV OF ATLANTA, GA.



SF HIRES

SF CRUSH

SCANDANAVIAN SOFT NON-CARBS OF DENVER



TASTY CAROLINA CHOCOLATE OF WASH. D.C.

SAREE ALSO IN COLA BY SHASTA BEV.



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.

Super dumpers, good grade flats reasonably priced. Have Canadian cones & flats too ! Have beer flats & cones also. Send stamp for pictured lists (specify which)

Dick Adamowicz, 2837 East Sullivan Drive, Toledo, Ohio 43613

WANTED: good quality cone tops, gallon cans and any Coke "diamond" cans. Also have FOR TRADE old 1940's/1950's black and white Coke & Pepsi television ads on video tape.

Harold Balde, 145 Marlee Avenue, Apt 1808, Toronto, Ontario M6B3H3

FOR SALE: 600+ obsolete US soda can collection (all steel)-\$120 postpaid.
150+ Canadian soda cans-\$30 postpaid. Both collections \$125 postpaid.

Mark Truettner, 202 East Lindbergh, Appleton, Wisconsin 54911 tel 414-739-2433

New-Special Issues; Have for trade, the new Cokes-Great America offer & the new Mets offer, plus many more traders. I need all types of cans, please write.

Bob Luciano, 94 Akbar Road, Stamford, Connecticut 06902

New Coke release-6 Flags Atlantis (Miami Coke), also have Pepsi & Mountain Dew Dade County Fair cans and the new brands Spree & Heritage. Need ginger ales from your area.

Ginger Hornsby, 2711 Van Diver Drive, Apt 208, West Palm Beach, Florida 33409

WANTED !!! ROOT BEER CANS. I am still buying (or trading) cans that are needed for my collection. Many old flat tops are being sought plus the newer varieties within this year. What do you have to sell ?

Robert Russell, 29 Red Barn Circle, Pittsford, New York 14534

Cans of the 70's for sale. While they last, 3/\$1.00, minimum order \$5.00 plus \$1.50 postage
Also have my personal collection of 1650 (approx) for sale at \$500 plus shipping costs. !
Many special sports and commemorative issues are included, a real bargain. I must give up collecting due to illness.

John Sakeley, 5814 Old Capitol Trail, Wilmington, Delaware 19808 tel 302-994-2178

TRADE: new Sprite, diet Sprite, Coke Worlds of Fun, Coke White Water Rampage, Big K, 7 UP Flying Start and many more.

Liza Wolf, R2 BOX 147, Licking, Missouri 65542

Grade 1 obsolete locals and special issues, \$5 per case postpaid, some foreign will be included if you prefer, all nice cans. I need the space.

Ray Scott, 8337 Washington, St.Louis, Missouri 63114

ATTENTION SODA BOTTLE COLLECTORS: Up to date Computer Master lists of all known; (A) Painted Label Soda Bottles (\$5.00), (B) Commemorative Soda Bottles (\$5.00), Embossed Soda Bottles (\$4.00), (D) Coca-Cola Bottom of Bottles Cities List (\$4.00), (E) Miniature Soda Bottles (\$1.00). Order From; Soda Mart, Ridgecrest Drive, Goodlettsville, Tennessee 37072

tel 615-859-5236

FOR SALE: Pepsi Dade County Fair (Florida), 6 Flags over Atlantis-75¢ each, Arizona State Fair \$1.00. Have hundreds more send stamp for lists.

William Hill, 2241 North Catalina Avenue, Tucson, Arizona 85712

Have Coke Astroworld '84 and Coke 6 Flags '84, Sunkist White Water '84 from Dallas to trade for colas I need. Welcome inquiry from new collectors.

Carr M. Suter, 111 West Woodbury, Garland, Texas 75041 tel 214-278-4411

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It's Coke vs. Seven-Up vs. Pepsi in PR war

NEW YORK — Coca-Cola Co., having claimed diet Coke is the nation's third best-selling soft drink, boasted yesterday that diet Coke eventually would even displace No. 2 Pepsi to rank only behind regular Coke.

An industry analyst, meanwhile, said diet Coke could even be first if low-calorie soda sales continue to jump.

"Long-term, we're aiming for diet Coke to be second only to Coca-Cola," Brian G. Dyson, president of Coca-Cola USA, said at a glitzy presentation at Radio City Music Hall here to announce that diet Coke had become the third best-seller.

But that claim was quickly disputed by Seven-Up Co. executives who flew in to a hastily called news conference to argue that lemon-lime 7-Up is still No. 3.

Officials from both companies cited statistics that were favorable to their own products but declined to provide more specific numbers.

Asked who he thought held third place, Ronald Morrow, an analyst with the investment firm Shearson-American Express Inc., said: "I'd probably go with Coke. Basically Coke with diet Coke in the majority of the country has picked up a lot of share. When we see the latest numbers I believe they'll be number three."

But Lawrence Adelman, an analyst with Dean Witter Reynolds Inc., said he thought diet Coke and regular 7-Up were neck and neck.

COCA-COLA has agreed under pressure from New York state to change its advertising and its labeling for Diet Coke and Diet Sprite. But it is not the only company making claims that are not so precise.

In the Coca-Cola case, the state charged that advertising and can labels failed to make clear that even though the new sweetener aspartame is being used in the drinks, they still contain saccharin. Without admitting any wrongdoing, the company agreed to the changes.

Morrow said it would be "tough" for diet Coke to dislodge Pepsi from second place but, given the phenomenal growth of low-calorie soft-drink sales, "several years down the road, diet Coke could even be number one."

He said low-calorie soft drinks, which currently account for 20 percent of all soda sales, could account for 30 percent in two or three years and 50 percent by the late 1980s.

Dyson said that the low-calorie segment of the market is "where the action is."

A PepsiCo Inc. spokesman, who declined to be identified, said the company had no comment on Coca-Cola's boast that diet Coke would displace Pepsi.

But PepsiCo did announce that it signed singer Lionel Richie to compose and sing a Pepsi theme song and to appear in television commercials starting next year.

PepsiCo, headquartered in Purchase, N.Y., would not divulge the dollar amount of the contract, which is good through 1985.

The battle for soft-drink sales has heated up in recent years, with the companies bringing out new sugar-free and caffeine-free drinks and stepping up advertising.

Executives of Seven-Up flew in early yesterday from the company's headquarters in St. Louis to dispute Coca-Cola's claim before it was even made.

The implication on the cans and in the advertising is that Nutrasweet has replaced saccharin, but it has done so only partially, and Robert Abrams of New York's attorney general, says such advertising is misleading.

In its agreement with New York state, Coca-Cola says that substantially all the containers that the attorney general objects to will be gone from the state within four months.

Edward W. Frantel, president of Seven-Up, maintained at a news conference held an hour before Coca-Cola's that 7-Up was

the third best-selling brand. "They can say anything they want," he said of Coca-Cola.

"You can quote isolated studies . . ." Frantel said, apparently in reference to the market research studies that Coke later cited to support its claim. He added, "We're obviously not going to show our numbers in detail, just like our competitors aren't."

Emanuel Goldman, an analyst with Montgomery Securities in San Francisco, said his 1983 estimates ranked regular Coke No. 1 with a 24.8 percent market share, Pepsi second with 18.1 percent, 7-Up third with 5.4 percent, Dr Pepper fourth with 5 percent and diet Coke fifth with 4.1 percent. Diet Coke's share was the equivalent of 256 million 24-can cases.

THANK TO
BOB LUCIANO
FOR THIS ARTICLE

On new cans sold in the state, labels that highlight Nutrasweet will say "Nutrasweet blend" with a large asterisk. The asterisk will refer to the list of ingredients on the can, showing the presence of saccharin.

MIDWEST / COMBINE CAN COLLECTORS

Located in Kansas City

Andy Claiborne ——— Jim Payne

Largest Buyers, Sellers, and Traders of Soda
Cans and Beer Cans in the Midwest!

We have almost any can you need—we also
pay top dollar for Mint Cone Top and Flattop
soda cans. If your just getting into or getting
out of collecting, call us first!

Just send us a list of what you need or

Give us a Call!

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3204 W. 143rd

Shawnee Mission, Kansas 66224

(913) 897-2840

MEMBERSHIPS ARE \$10.00 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

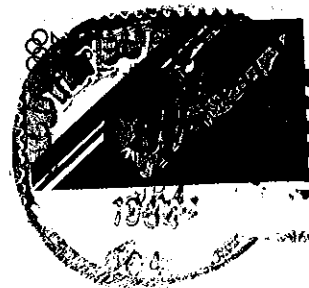
PLEASE TELL YOUR FRIENDS AND FELLOW POP CAN COLLECTORS ABOUT N P C C

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

JERRY POLLACK
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