



NPCC

VOLUME.....10

NUMBER.....11

MARCH 1984

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

SEE OUR SPECIAL OFFER INSIDE FOR BOTH
PUSSY CAT POP AND PUPPY POP

ANY NEW RELEASES IN YOUR AREA,
PLEASE KEEP US UPDATED.

REMEMBER, FREE AD DEADLINE IS MARCH 21ST.

SEND IN YOUR FREE ADS



SEE YOU AT INDIANAPOLIS

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NOR ANY PORTION OF CAN BE REPRINTED WITHOUT THE WRITTEN CONSENT OF NPCC



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Company to market Illini Sports Soda

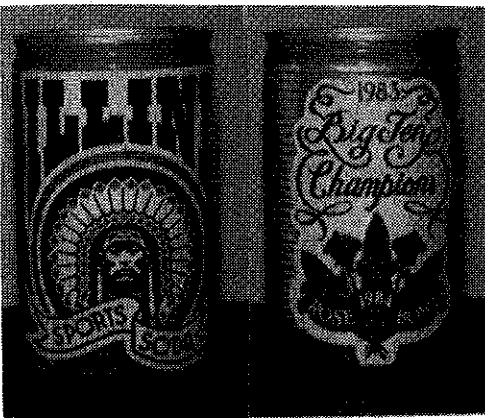
Sports Beverage Co. of Champaign will introduce a new soft drink called "Illini Sports Soda" before the Rose Bowl Game. The game will be broadcast at 3:45 p.m. Monday on NBC-TV, Channel 5.

The soda will be distributed to retail outlets in the state by local wholesalers.

The soda will be available in six-pack cans only and will carry the colors of the "Fighting Illini" — orange and blue.

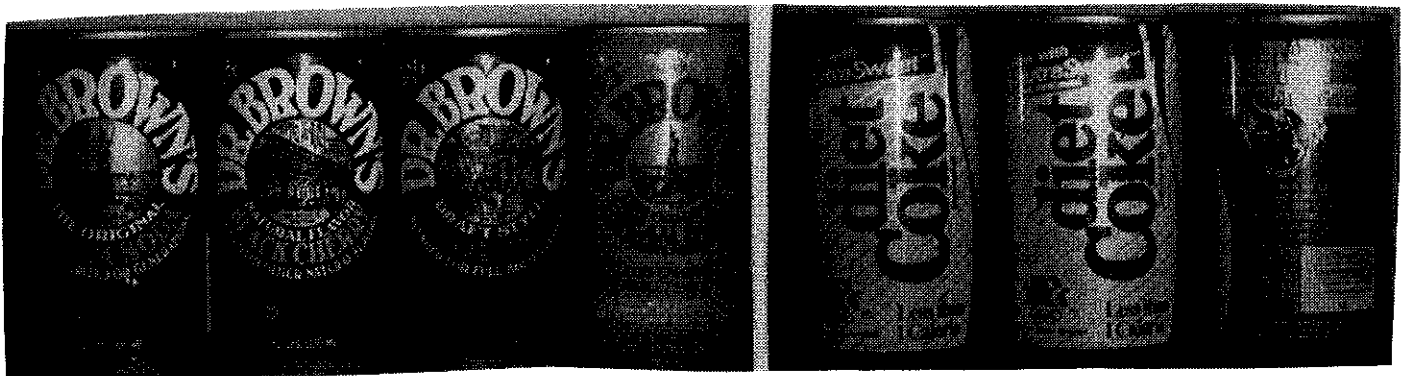


ILLINI BEER BY GREAT LAKES BREWERY FT. WAYNE, INDIANA



ILLINI SPORTS SODA

NEW ISSUES ☺



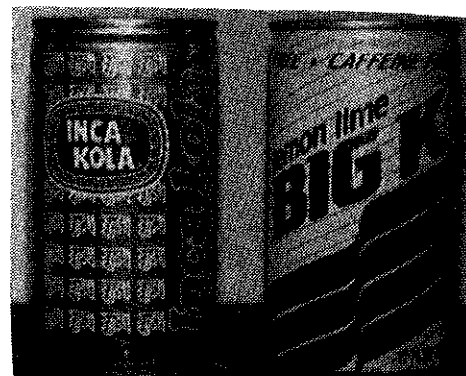
NEW DR BROWNS, NOW IN ALUMINUM ALSO DIETS

2 VARIATIONS OF DIET COKE 'NUTRASWEET' FT. WORTH STOCK SHOW

DALLA COKE



BIG STAR PRODUCTS OF ATLANTA GEORGIA



INCA BY BEVERAGE CANNERS OF MIAMI

NEW BIG K LABEL, NOT ALL FLAVORS AVAILABLE YET



WHATS NEW ? WITH YOU ??

BRUS BY CONTRACT BEVERAGES OF ST PAUL, MINN, THIS IS THE SECOND VARIATION OF BOTH CHAMPAGNE CANS

3-

From Arnold Richter; Last October I took my bi-annual trip to the West to visit friends, relatives, and to collect cans. I had nice visits with the Kellogs of Fallon, Nevada; Jeff Stotler-Hal Noehren-Dick Donati, all in various parts of California. Other points of interest and sight seeing along the way were Estes Park, Colo, Flaming Gorge Reservoir, Utah, Dinosaur Park, Utah, Mono Lake, Cal, Tioga Pass, Cal, Mount Helena, Cal, Calavaras County Forest, Cal and the Grand Canyon, Ariz. A lot of roadside dumping and through the generosity of my friends netted me about 600 cans on this trip. Some unusual and unique cans were found. In a draw near Austin, Nev. I spent 2 enjoyable hours digging in a big dump. Here I garnered 2 gunny sacks of old cone top beer cans, many flat top Coors and Olympias along with some flat top Shastas, Nesbitts and Canada Dry pop cans. Many stops at the groceries along the way produced many new issue soda cans too.

We are very sorry to announce the passing on of two of our fellow collectors, Howard Briles and Linda Leduc, our sincere sympathy to their families.

Another member, Carol Crocetta, is awaiting surgery. Carol is in our prayers for successful surgery and complete recovery.

On a lighter note; we want to welcome our newest foreign member, Frank Verweij of the Netherlands. His address is shown in the ad section. EDITORS NOTE: Not bad !! We get an ad from across the seas, where are the ads from the members at home??????

SHOWS

MAR 4	Des Moines, IA	Les Riggle	515-279-0022	
MAR 8/11	Las Vegas, NV	Jim Thomas	702-456-4636	
MAR 11	Royal Oak, MI	Al Ribco	313-754-4528	
MAR 16/18	Cincinnati, OH	Mary White	513-777-6577	trade
MAR 23/24	Indianapolis, IN	Dave Couden	317-356-4241	
APR 15	Clawson, MI	Al Ribco	313-754-4528	
APR 15	Virginia Beach, VA	Rich Revolinski	804-481-1982	trade
MAY 4/6	Downington, PA	Al Ribco	313-754-4528	
JUL 5/7	Owensboro, KY	Jeff Cameron	215-699-3014	

AUG 1/4

1st NPCC Convention-Sacramento, California
Dave Brackett or Warren Hardaker 415-932-1503

TRADE: new Dr Pepper reg & sf. FOR SALE; Pepsi conetops with pictures of bottle caps on two sides (no deposit-no return) 12 oz grades 2 & 4, or will trade for Coke conetop.

Liza Wolf, R2-BOX 147, Licking, Missouri 65542

FOR SALE OR TRADE: 12 root beer conetops, 32oz, 12oz, 6oz, also many hard to find flat tops & pull tabs; Bon-Ton, Hires, Comic Cans, Cokes, 7 UP, mostly root beer flavors along with 2 Japanese cans. I seek in trade; Donald Duck conetop, Dads conetops (mint or grade 1), also want Roy Rogers & Davy Crocket cans. Reasonable prices also on 13 beer conetops.

Brian Iappin, 16750 Halsey Avenue, Carver, Minnesota 55315

TRADE: New Dutch collector wants all types of soft drink cans and beer cans. I have for trade many Dutch & German soft drink & beer cans, most are bottom opened.

Frank Verweij, Markt 69, 2801 JM Gouda, Holland

New member would like to trade pop cans with other collectors, send your list & I'll send mine. Dale Miller, RR #1 BOX 148, Emmetsburg, Iowa 50536

WANTED: 7 oz. soda cans, 8 oz. soda cans and 16 oz. soda cans. Have for trade Canadian soda cans, beer cans and some soda paper labels. Also have many other soda cans to trade including the new "Red Owl" brand.

Dennis Fewless, RT 2 BOX 47A, Delavan, Wisconsin 53115

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.

Coke and Pepsi Amend NutraSweet Blends and Labels

"SAM, YOU MADE the pants too long." This popular song from years ago could apply today to the soft drink industry's early use of aspartame, also known as NutraSweet.

If it is the best thing to happen to diet drinks since saccharin, NutraSweet is also a puzzle of sorts to its new users. Like most innovations, use of the sweetener is not without its learning curve. The major franchise companies, for instance, have been trying to hit upon aspartame's optimal marketing blend since it received FDA approval this summer.

Case in point: Coke USA confirms that *diet Coke* with NutraSweet has undergone "an adjustment" in formulation since its August introduction. The original blend of NutraSweet and saccharin was too sweet, Coke says, for many consumers' taste buds, which had perhaps become accustomed to the number one selling diet cola's flavor pre-aspartame. So,



the company—in a quiet manner—lowered the parts per million of NutraSweet in *diet Coke*.

On the flip side, industry insiders suggest, Pepsi-Cola Company originally reformulated its new *Diet Pepsi* with NutraSweet in too few parts per million for supplier G.D. Searle & Company to allow use of the trademarked name. Therefore, the brand's first new packages were labeled with a flag stating simply, "New great taste with that great new sweetener." Nowhere does the name NutraSweet appear.

Later packages, however, and secondary wraparounds for the originals were changed to

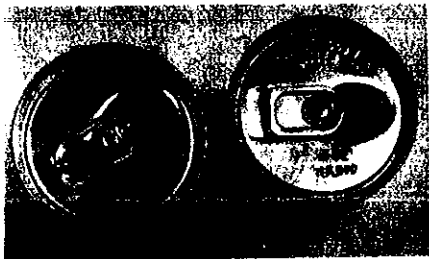
plainly indicate Searle's trade name for its popular sweetening agent.

Rumored explanations are twofold: Either Pepsi upped its ratio of NutraSweet prior to signing Searle's contract, or Searle reduced its requirements for blend content and use of the trademark.

Pepsi public relations says absence of NutraSweet identification on the early packages is due to their being manufactured "to meet our introductory schedule," before the details of the contract were fully established. Meanwhile, Robert Shapiro, president of Searle's NutraSweet Group, claims, "There has been no lowering of our standards." Neither party confirms rumors of a blend adjustment.

The original *Diet Pepsi* labels sans NutraSweet identification, says Pepsi General (Chicago, IL) president Robert Selleck, were marketed for a "very short time, about two weeks only." Since then, he says, all packaging carries a violator on the label which reads, "New great taste with NutraSweet brand sweetener blend."

Distributor Nabbed Pinching Pennies In New York State Deposit Law Scam



PROBLEMS WITH sanitation and space restrictions notwithstanding, perhaps the greatest irony stemming from the New York deposit law is one that emanates from outside of the state: the incursion of "foreign containers" into New York from contiguous markets not yet affected by mandatory return legislation.

The first case of the so-called bootlegging was uncovered in Suffolk County by the Long Island Enforcement Division of the Department of Conservation. The offender was

Golden Tobacco Company, a Hauppauge, NY-based beverage distributor that was found with over 700 cases of illegally obtained and marked soft drinks being stored in its warehouse. The containers were rubber-stamped rather than permanently marked as required by law. For violating the deposit regulation, Golden Tobacco received a summons and will subsequently be fined up to \$500 for possession of the product. In addition, the distributor could face criminal charges for selling the items.

By dealing with shippers from non-deposit states—in this case Pennsylvania—New York distributors are able to buy product at a lesser base cost and also forego the five cent deposit fee. In return, the distributor undersells his competition and still claims five cents on each return plus a penny-and-a-half handling fee. In the case of the Hauppauge distributor, it was one of his competitors who blew the whistle after losing a major share of his business.

Cola buyout: Royal Crown Cos. Inc., the soft drink maker, says it is studying the possibility of being bought out by an investor group led by Royal Crown managers.

The company is conducting a feasibility study into a possible buyout at a rate of about \$35 per share, but it has not been completed, the company said Tuesday.

Royal Crown's vice president for corporate communications, Arnold Belasco, said the study involves a potential buyout of the company by "a management-led group," but said he could not divulge the names of the officers involved.

The company's largest stockholder, Florida-based investor Victor Posner, is not involved in the proposal, Belasco said. Posner owns about 27 percent of Royal Crown's outstanding 8.3 million shares.

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

SPRING 1984 — BE THERE!!

INDIANAPOLIS BEER CAN POP CAN & BREWERIANA COLLECTABLE SHOW

THE SHOW IN THE MIDWEST

March 23 & 24, 1984

NATURAL RESOURCE BUILDING
INDIANA STATE FAIRGROUNDS



Set Up Time

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Dealers Only!
12 noon - 4 p.m.

1202 E. 38th Street — Jct. of Hwy. 37 & 38th Street
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Admission
\$1.00

SHOW HOURS:

Friday 4 p.m. - 9 p.m.
Saturday 10 a.m. - 7 p.m.
No Sunday Show

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

Same weekend as the Indianapolis
Advertising Show
Collectors Carnival
Motorcycle Swap Meet - Sunday

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

Produced by L. David Couden, Ent.

HAVE PROMISES OF A REALLY GOOD TURNOUT OF
POP CAN PEOPLE - - - WILL YOU BE THERE ??

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: _____

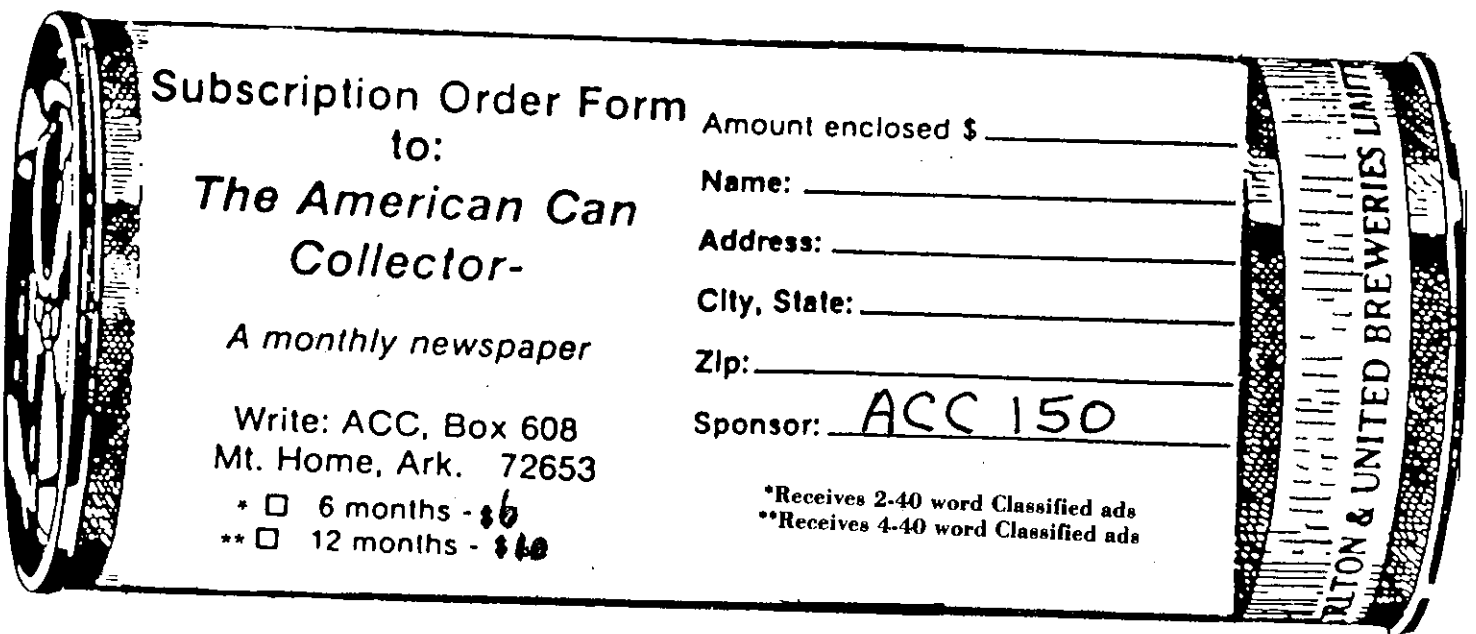
Address: _____

City, State: _____

Zip: _____

Sponsor: ACC 150

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



'Pink Stick' And 'White Cow,' Only A Part Of History

By Fred Ferretti
© 1983 N.Y. Times News Service

Once they were so ornate, so baroque that they resembled nothing less than elaborate, oversized wedding cakes, rendered in marble. Their faces, shelves and counters were often of beautifully veined and matched slabs of Carrara. Behind them were etched mirrors framed in carved and varnished mahogany. Their many spigots were usually of glistening, polished brass, arranged in tiers so that each soda-water flavor flowed untainted by other flavors.

No longer. These days the soda fountain contains less marble, virtually no carving, fewer spigots and considerably less romance. Largely constructed of bolted components of stainless steel, they quite efficiently blend carbonated water with flavored syrups, but their charm seems to have vanished, along with those other remnants, the frappe and the soda jerk.

That is sad to contemplate during this, the 150th anniversary of the invention of the soda fountain, the patent for which was issued to Jacob Ebert of Cadiz, Ohio, and George Dulty of Wheeling, W.Va., April 24, 1833. Sad, too, for the memory of Gustavus D. Dows of Lowell, Mass., who in 1858 offered the first of the marble soda-water dispensers, a fountain and ice shaver housed in a miniature cottage of white Italian marble. What remains of these are usually in museums.

Nor do you hear shouts such as "Burn one," "Houseboat," "White Cow" or "Pink Stick," soda-jerk jargon for a malted milk with chocolate ice cream, a banana split, a vanilla milkshake and a strawberry cone. Rarely do you find an ice cream-flavored atmosphere equal to the description of the American soda fountain by Sir John Fraser in The London Standard and quoted by Paul Dickson in "The Great American Ice Cream Book":

"They are spacious, scrupulously clean and decorative. On one side is a long white marble counter, and you sit on a high stool whilst white-clad young men spryly supply the thirsty mob.

"There is grape juice and loganberry juice, root beer, orangeade, coco-cola, cherry phosphate, limeade, mixtures of aerated water, ice cream, crushed strawberries, chocolate sundaes, and ice cream of many colors and many flavors. There are thousands of these places."

"You can sit and while the hours away consuming inordinate quantities of iced soft drinks and listening to a band for a 'hickel in the slot machine, not infrequently a horrible but ingenious German contrivance of a fiddle played by electricity."

That was the American soda fountain and ice-cream parlor.

Many of the fountains were made in New York by an Englishman, John Matthews, to supply cold, carbonated water, and he is well remembered for collecting sufficient scrap marble chips during the construction of St. Patrick's Cathedral to carbonate 25 million gallons of water by mixing the marble with sulfuric acid.

Shortly after, the idea of combining the carbonated water with flavored syrups spread throughout the country, and pharmacies began selling these flavored soda waters, creating inviting little shops within their shops to dispense them.

Soon every town had its soda fountain. Soda fountains became 1,000-seat affairs in some cities, and with the onset of Prohibition many saloons, ornate to begin with, became soda fountains.

With the spread of the soda fountain came the proliferation of the soda jerk, an archetypal American, a young, wisecracking, ice cream and soda dispenser in a white peaked cap who, according to his image, could simultaneously make a malted, a cherry Coke and a banana split without missing a beat from the jukebox.

But in the 1940s he went off to war, and in the 1950s interest in soda jerking and soda fountains waned, and soon the elaborate fountain was replaced with businesslike ice cream vendors, some of them even calling themselves sellers of "ice cream cuisine." Still later the names for ice cream became heavy with umlauts, accents and diereases, even more elaborate perhaps than those original fountains. Too bad.

AN 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 NEWSLETTER
- MEMBERSHIP LISTS
- LOCAL CHAPTERS
- FREE ADVERTISING IN NEWSLETTER
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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:

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% ALICE FISHER, TREASURER
2084 CONTINENTAL DR., NE
ATLANTA, GEORGIA 30345

PRIMARY MEMBER'S NAME (TYPE OR PRINT ONE NAME ONLY) \$15
U.S. FUNDS

STREET ADDRESS, BOX #, ROUTE #

CITY, STATE, ZIP CODE

AREA CODE -- TELEPHONE NUMBER \$5

ASSOCIATE MEMBER'S NAME -- RELATIONSHIP

ASSOCIATE MEMBER'S NAME -- RELATIONSHIP \$5

I AM CURRENTLY A MEMBER OF _____ LOCAL CHAPTER

SPONSORED BY **NPCC**

PLEASE ALLOW 4-6 WEEKS.

TCC/ALF 12/83

Father Of Soda Pop

If it weren't for Joseph Priestley, Barry Manilow never would have written jingles for soda pop. Priestley, a British clergyman-chemist who came to America in 1794, invented carbonated water and made major contributions to our culture. The 250th anniversary of his birth is being

celebrated this year with lectures, exhibitions, and a stamp issued in his honor.

Priestley mixed gas from beer with water and ended up with a tangy, pleasant drink that reminded him of mineral water. The British Admiralty was looking for a cure for scurvy, so Priestley published instructions

on how to make soda water, which he thought would be beneficial. It didn't cure scurvy, but was an immediate hit as a beverage.

Carbonated water wasn't Priestley's only contribution to daily living. He gave rubber its name when he observed that it could rub away pencil marks.

MEMBERSHIP APPLICATION please type or print legibly
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