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THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

HAPPY NEW YEAR

After much deliberation and re-reading all of the entries for our contest-
 WE HAVE A WINNER !!!! And the fortunate person is.....BOB LUCIANO

Bob, your prizes will be on the way shortly.

We also want to thank all who had participated and sent in articles and stories,
 no need to stop now, please keep them coming, they were all great !!

We will be announcing a new contest in our next issue.

I would like to take this opportunity to thank all members who have sent us
 articles, stories, clippings, cans, and so on which has been a great asset to
 the newsletter. I know that many times we do not mention your names (things
 get quite confusing around here come newsletter time) you are appreciated.

THANK YOU ALL AND GOD BLESS

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Can printing

New Continental system gives 'can' game options

STAMFORD, CT—Continental Can, located here, has introduced a new system for in-the-can printing which eliminates the pilferage problems of UTC and UTT promotions.

With the new systems, words, numbers, or symbols can be printed inside the container on the domed bottom. The message can only be read after the container is opened and the contents emptied. Executives here and in test markets contend it is the most secure on-the-package game system currently in the market.

E. J. "Jim" Schneiders, newly appointed vp-gm of beverage operations, recently revealed to **Beverage Industry** several significant improvements over existing game promotions:

- In-store security is virtually ensured since consumers can no longer search for winning numbers by pulling tabs or removing pilferproof closers.

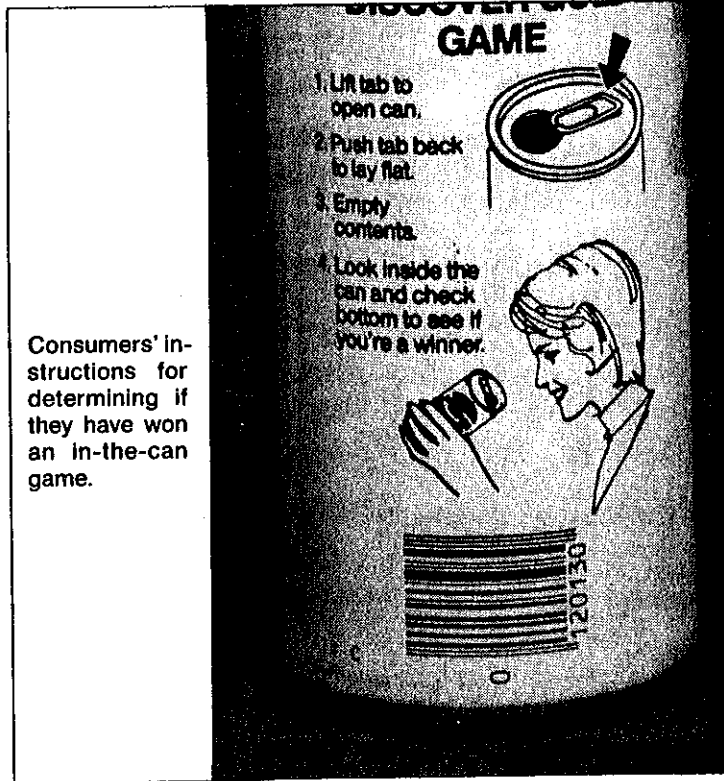
- Security of redeemed containers is also increased since the can is simply crushed when it is returned to collect the prize.

- Security is also enhanced because the package must be complete—in other words, it must have been filled and closed to be eligible to win the prizes.

Use of the system also is adaptable to the trend away from costly retail handling of winners. Bottlers can make redemptions at their offices or at high-volume sales locations.

first promo

First user of the new concept is a Pepsi-Cola bottler in the Midwest. He is using cans printed with the firm's current primary ad theme: "Pepsi's got your taste for life." Single words of the slogan are printed in the bottom of each can; one of them is more difficult to get than the



Consumers' instructions for determining if they have won an in-the-can game.

others. To win a prize, customers must deliver cans with the complete message to designated redemption centers.

Continental developed the in-the-can printing system jointly with A. B. Dick Video Jet Systems. The company is currently printing cans for test markets at rates of over 1,000 per minute.

The system automatically mixes non-winners and winners at the same time. It can print no more than five letters or numbers inside the container. No on line personnel are aware of the exact printing sequence. Since a complete container (body and sealed lid) is required to redeem the can there is no security factor at the manufacturing or filling plant.

Since the cans are printed before the internal coating is applied, no beverage comes in contact with the ink. When consumers drink the beverage, any remaining droplets

bead off the dome and do not interfere with legibility. The technology is applicable to all types of soft drink cans and ends and will be made available to other manufacturers.

This latest development from Continental provides several alternatives for on-package promotions. The firm also produces a nondetachable game option.



aluminum bottle update

According to Schneiders, the firm's aluminum bottle, first introduced at last year's NSDA exposition will go into commercial production during the fourth quarter of this year.

One major soft drink firm will have the container "on an extended market test this fall," he said.

Schneiders also sees potential for the container in other industries. He mentioned consideration was being given to using it for packaging beer and some dairy products.

Development of the "Clicker" closure is also proceeding. "It will be perfected by the time we enter the commercial test."

Both the in-the-can promotional capability and the aluminum bottle are viewed as serious attempts by Continental to increase the current usage rate of cans.

"Although can volume is growing slowly, the aluminum portion of our business is expanding faster. The aluminum bottle takes advantage of this factor, plus, it gives an entry into the .5-L size which is also the fastest growing size in soft drinks," Schneiders said.

Schneiders moved up in the firm from regional sales and managerial positions. In the past he has had extensive field contact with soft drink operations. His recent promotion is part of Continental's reorganization which forms three market focused groups—beverage, food and general packaging. His operation is part of Continental Can Co., USA and a unit of the Continental Group.

He feels strongly that the slowdown in can growth can be reversed. "The aluminum bottom and the in-the-can concept are just two examples of innovation... which we feel will help the can market," he says.



By: PAUL W. BATES

Can World Ridgecrest Drive Goodlettsville, Tennessee 37072 Phone (615) 859-5236

THANKS, THANKS...X 10⁹

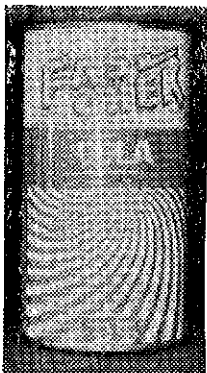
All pop can collectors present and future owe a debt of gratitude to the fine efforts of those gathering information to help add to the "Master File" listing of known pop cans. We can all be proud of the stability of the hobby as shown by the willingness of many collectors to expand the knowledge base of pop can collecting.

A LOOK AT THE COMMERATIVES

This month, and in months to follow as space permits, the "Spotlight" is on commorative cans which are a specialty to many collectors. Those working to upgrade the "Master File", have been sent a complete listing of commoratives.

The commoratives are now being marketed on an accelerated basis in small geographical areas, so each collector should watch his local stores closely for new issues.

GREAT NEW FINDS OF OBSOLETE AND UNKNOWN BRANDS AS OF THIS DATE



FAS CHEK
THIS IS AN
OLD ZIPTAB
OWNED NOW
BY DENNIS
FEWLESS



THIS OLD
STOP-N-
SHOP IS
ALSO ONE
OF DENNIS
FEWLESS
TREASURES



THIS RECENTLY DISCOVERED BANKS ORANGE BELONGS TO "THE POPCANMAN". ONLY ONE OTHER IS KNOWN AT THIS TIME, IT IS IN THE DETINA COLLECTION. WAS DISTRIBUTED BY BANKS CONVENIENCE STORES, SALISBURY, MARYLAND

I introduced myself to you through the article on can collecting I wrote for Mature Living, but will add a few extra thoughts here.

After a severe heart attack in 1978, my doctor put me on a walking regimen. I began picking up pop cans to make a game of walking, trying to see how many different ones I could find. One thing led to another, and here I am now, a rabid collector of cola cans. I started out collecting everything, but found my house wasn't big enough. When my son left for a job elsewhere, I filled his bedroom with my collection of 2300 different colas, representing about 200 punch tops and 490 brands.

I enjoy the hobby immensely, and my friends bring me cans from all over. I am the associate pastor of the First Baptist Church in Garland, Texas, so have lots of contacts with people going everywhere.

As the only active collector in Texas, I will be glad to share cans from our area with anyone requesting them, and will be particularly glad to help new collectors get started.

COKE SPECIAL ISSUES
(Since Bates Book)

- John H. Ogden
- Olympic 1980 logo
 - (1) small with "opening instructions" (2) large
 - (3) large, metallic (4) large, "Michigan" band at top
- North Avenue Tower
- Wendy's, New Orleans
- Special Olympics, Toledo, Ohio
- 75th Anniversary, Pacific canners, Washington
 - (1) red UPC (2) white UPC
- Colorado Collectors Prints
- Astroworld offer, Houston
- Halloweekends at Six Flags
 - (1) Dallas
- KZAP, Pogo, Pogo, Sacramento
- KZAP, Rock the Boat, Sacramento
- North Dakota JC's "Key to Greater Savings"
- Two Cans Free
- Special Olympics, Toledo, Ohio
- Six Flags Sneak Preview '82
 - (1) Dallas
- Family Water Park
 - (1) Dallas (2) Fort Worth (3) Oklahoma City
- Six Flags, St. Louis
- Peel a Fortune
 - (1) white logo (2) yellow logo
- Astroworld offer, Houston
- Knoxville World's Fair
- California State Fair
- Radio Station KRKB, Phoenix, Ariz.
- State Fair of Texas
- Plymouth Pilgrims, Indiana
- 75th Anniversary, Kokomo, Indiana
- Halloweekends at Six Flags
 - (1) Dallas (2) Fort Worth

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BOTH BY MEDFORD COKE OF REDDING, CALIFORNIA

A FEW MORE SINCE THE LIST HAD BEEN SENT

75TH BY NORTH CENTRAL CANNING, PLYMOUTH, IND. (KOKOMO-LOGANSPOUT)

WFAA-TV BY DALLAS COKE (TEXAS STATE FAIR)



Carr M. Suter
11/7/82

ADVERTISING RATES

All ads are 10¢ per word. When using the free ad certificate, be sure it accompanies your ad request. If your ad request totals over 50 words and you are using your certificate, include 10¢ for each additional word or they will be deleted. If no payment or certificate is sent, the ad will not be printed. Non members rates are 15¢ per word, which includes a copy of the newsletter in which the ad appears.

Display ads....¼ page \$12.00 ½ page....\$20.00 full page....\$35.00
 Black and 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.

THE AMERICAN CAN COLLECTOR...The only informal can and brewerina collecting newspaper in the field. Covering cans, brewerina, show reports, news releases brewery business and much more. A monthly newspaper featuring two editorials, display and classified ads, calander of events and much more. All of this for only \$10.00 per year including four, free 40 word ads. Sample copy \$1.00

THE AMERICAN CAN COLLECTOR BOX 608 PC MOUNTAIN HOME, ARKANSAS 72653

PLEASE MAKE CHECK OR MONEY ORDER PAYABLE TO:

CAN WORLD

RIDGECREST DRIVE, GOODLETTSVILLE, TENN. 37072

PHONE 615/859-5236

POP CAN BOOKS

B34	CAN WORLD POP CAN GUIDE OVER 7,000 CANS LISTED MORE THAN 1,200 PICTURES LISTING OF ALL KNOWN BRANDS & SETS COKE & PEPSI SECTIONS NOTEBOOK FORM FOR EASY UPDATES 74P. HB. B/W	\$12.95
B40	ICE COLD POP 54 AN ILLUSTRATED HISTORY OF CREARY SOUP POP BOTTLES. 78 P. SB. B/W	\$7.95
B28	POP CAN BRAND CANNERS LIST CANNER NAME & ADDRESS LIST 30P. SB.	\$3.00
B10	SODA CANS OLD & NEW 60P. SB. B/W	\$5.95

\$1.50 SHIPPING FOR BOOKS

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE (Area Code) _____

VISA & MASTER CHARGE ACCEPTED

VISA Card Acct. No. _____

Master Charge Acct. No. _____

Card Expiration Date _____

Signature _____

 GIFT SUGGESTION---WHY NOT GIVE A YEARLY SUBSCRIPTION TO N P C C

FOR SALE; Super nice dumpers. High grade rare flat tops at low prices (\$1 to \$5). Nice Canadian cone tops \$5. each while they last. 10 oz Pabst pop cans, commemorative pop bottles and cans. Send stamp for lists with pictures.
 Dick Adamowicz, 2837 Sullivan, Toledo, Ohio 43613

 WANTED-Foreign soda cans, 16 oz or 500ml, also US 16 oz soda cans and Sunday Funnies.
 Doug Griffaw, 900 Forestwood, St. Louis, Missouri 63135

 WILL TRADE soda cans and bottles for stamps, post cards or beer cans.
 Liza Wolf, R 2 Box 147, Licking, Missouri 65542

 FOR SALE-All my pop cans !!! Most are 40¢ each. Also have flats and cones-these are good dumpers and are 75¢ and up. Please send some notes on the types and brands you want.
 Paul Burden, P O Box 218, Medfield, Massachusetts 02052

 Have round Jic Jac sign, will take best offer. Also looking for Canadian trading partners.
 Have punch tops and cone tops for trade.
 Liza Wolf, R 2 Box 147, Licking, Missouri 65542

De-caf Norwegian drink now marketed in U.S.

MINNEAPOLIS, MN—"From the land of the Midnight Sun there's a new soft drink sensation, and without caffeine." That's the tag line for Champagne Brus, a citrus, apple and cinnamon flavored drink from Norway now being marketed in select cities in the U.S.

The imported soft drink was successfully tested in the Minneapolis/St. Paul area, and has been on sale there for four months. It is now debuting in Seattle, and is scheduled to be introduced in Phoenix and Dallas in November, and Houston in January '83.

The carbonated beverage was tasted last summer by Howard Lapidés of International Soft Drinks, Inc., while on a vacation to Norway. After successful testing in the Minneapolis area, Lapidés decided to market it.

The Norwegians call the drink Champagne Brus because a slight resemblance to non-alcoholic champagne, but any resemblance is said to be very faint. "It's more a tutti-frutti-like drink," ex-

plains Lapidés. Also, it has no preservatives, additives, or artificial coloring. A sugar-free version is also being readied for marketing.

This all-natural status is carried over into its advertising. Radio commercials (the major form of advertising) feature a character "Big Brus" talking about the product. Newspaper ads and store demo's will make up the balance of the advertising.

Though the drink's Scandinavian origin is mentioned in the ads, and it was first tested in the highest Scandinavian populated area in the nation, that will not be the soft drink's selling point. "The flavor is so different, it's like nothing you've ever had before," boasts Lapidés. "That's the appeal, not the fact that it's of Scandinavian origin."

The concentrate is imported by Lapidés from its maker, the Hansa Company of Berge, Norway, and is canned by MEI Corp., a local Minneapolis area bottler. So far the product is only in cans, but the possibility of packaging in 1- and 2-L for the southwestern cities is being explored.

Champagne Brus will sell at a competitive price, \$2.09 a six-pack.

caffeine earlier this year — could ultimately account for as much as 15% of industry output, they say.

Not even the bubbling diet soda business is growing enough to absorb all of the newcomers. Analysts caution that it may not be long before overcrowding causes some of the new products to turn from fizz to fizzle.

"Competition is very rough out there, plain and simple," says Merrill Lynch & Co. beverage analyst Alan Kaptán, who several weeks ago lowered his rating of the stocks of the major soft-drink manufacturers in anticipation of the cola wars.

Consumption of soft-drinks has grown by a steady 2% to 3% a year even with the recession, he says, but much of the growth has been bought at the expense of drastic discounting and heavy marketing campaigns.

Perhaps the biggest of the new pops is Diet Coke, the new brand being introduced by the giant Coca-Cola Co. Coke has been the best-selling soft drink since long before the pop-top was invented and Coca-Cola's Tab is the leading diet drink.

Coca-Cola is counting on its name and a massive promotional campaign to make an instant success of Diet Coke.

"It has the equity and strength of the Coke name," said Jim Harford, president of Mid-Atlantic Coca-Cola Bottling Co. Inc.

Harford said Coke expects the new drink will carve out areas of the soda market untouched by Tab, which has a young, feminine image. "We expect that Diet Coke will be the leading brand within a year of its introduction and that Tab will be second," he said. "The name of the game is market share, and we don't see why we can't have the first and second diet products."

Joe Block, vice president of consumer marketing programs at arch-competitor Pepsi Cola Co., claims consumers will be confused by the distinction between Tab and Diet Coke. "Diet Coke is nothing new," scoffs the Pepsi generation's mentor.

POP WARS

Battle is joined in soda industry

Washington, D.C. — In the soft-drink business, they haven't seen anything like it since the introduction of diet soda: a flood of new flavors to quench your thirst are pouring onto the market from the bottlers who bring you Coke, Pepsi, 7-Up and other brands.

Soda pop proliferation is adding Diet Coke, Pepsi Free and Like to the choices open to consumers who down an average of 420 cans of soft drinks a year.

The beverage barons are simultaneously giving soda swiggers more and less: more flavor choices and less caffeine, calories and sugar.

Diet drinks already account for 18% of the soft-drink market and that could grow to 30% if the new brands catch on, say industry analysts. Caffeine-free soda sales — which weren't even considered a separate category until 7-Up began making an issue of



Thought I would write to let you know of all the great soda cans that showed up at the BCCA convention in Minneapolis this past September, but alas many of the "regulars" like the Ewells, Ann Moss, etc never showed up so there were very few cans to pick up. As far as sodas went it was a real wash out. Thank goodness for Dick Adamowicz and Linda Leduc or I would not have come home with a single good can.

I have been spending much of my time helping others out with their projects and in turn helping the hobby, I hope you also have volunteered. It is a lot of work but if every one of us does a little it will benefit all of us in the long run. If you don't know what I am talking about yet it is helping Paul Bates and his composite update of all known soda cans. I know he has asked a few and has put in a word or two about this project in the newsletter but you need to see what you could do to help, even if you did just 1 brand a night or a week in the time span it would get done sooner or later and he would be grateful when you sent it to him. Remember this is your organization too-that's why you joined, so let's all pitch in.

For the members / from the members

From Dennis Fewless, new Sprite label, now reads "great lymon taste/still caffeine free". Also a new Jolly Good sugarfree has a major label change. Dennis has also discovered 2 different Soopersip cola cans. Decaffeinated RC will be appearing under a new name-with new graphics-Regular RC 100, red logo on silver can. Wylers to come out in carbonated form. Dr Pepper to bring out caffeine free versions of their products. Canfields sugarfree 100% caffeine free cola has just been released.

Thanx Dennis (whew)

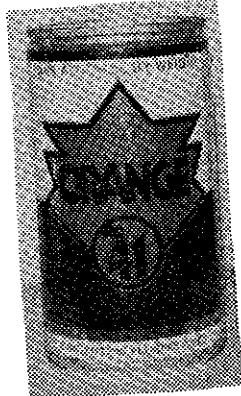
		JAN	3	Conway, PA	Gary Gilarno	412-728-4708
****SHOWS****	trade	JAN	23	Wauconda, IL	Augie	312-426-7355
	trade	FEB	6	Joliet, IL	Jim Mitchell	815-729-0036
		FEB	6	Youngstown, OH	Kent Andrusko	216-758-3332
	trade	FEB	20	Kenosha, WI	Mark Koker 7935 24th Av, Kenosha, WI	53140
		APR	30	Lynchburg, VA	Wally Carwile	804-237-0393

SPECIAL FREE OFFER

Some pop can collectors specialize in certain flavors. The capability is now available with the Can World Master File to print "flavor lists" of all known cans of a certain flavor. A complete list of any flavor you desire is available FREE to anyone renewing a subscription or signing up a new member for NPCC. With your renewal or new member application, just note the flavor list you need.

NEW ISSUES AVAILABLE FROM NPCC

- Texas State Fair Coke
- Food World cola, grape, orange
- Pepsi Free reg & diet
- Tab & Coke "Peel a Fortune" (yellow logo)
- Hansons cola & grapefruit soda
- One Stop cola, orange, strawberry
- Shasta "Dr Diablo"
- 1982 Dallas Halloweekend Coke
- Pepsi Discover Gold Game Can
- Clemson orange obs 1st release and 2nd
- Like reg & diet
- Country Club root beer
- Orangetime obs 1st release and 2nd
- FREEDOM COLA
- TROPICOLA
- VICTORY COLA REG-DIET



MYSTERY CAN

CAN ANYONE HELP US
 THIS CAN READS AT TOP
 3.6% ALCOHOL BY WEIGHT
 ORANGE NO. 41
 CONTENTS 12 FLUID OUNCES
 NO BRAND NAME, NO CANNER
 SHOWN ON CAN ANY WHERE
 HAS NEW ECOLOGY TOP, COMES IN
 SEVERAL FLAVORS, LEM/LIME, BLACK CHERRY
 ETC. ANY INFO WOULD BE HELPFUL

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. _____

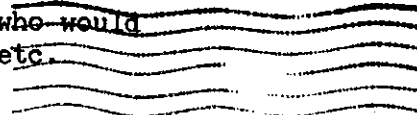
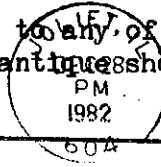
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) _____

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, antiques shows, etc.



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

FIRST CLASS



TO

Gerald Pollack #365
294 Avenue B
Bayonne, N.J. 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