



NPCC

VOLUME..... 7

NUMBER..... 12

MARCH 1983

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

THE POP CAN MAN WILL BE
THERE WILL YOU?

WHAT'S NEW IN '83

INDIANAPOLIS BEER CAN

BREWERIANA & SODA COLLECTABLE SHOW

THE LARGEST IN THE MIDWEST

March 25 & 26, 1983

NATURAL RESOURCE BUILDING

INDIANA STATE FAIRGROUNDS

1202 E. 38th Street — Jct. of Hwy. 37 & 38th Street

Indianapolis, Indiana

All Types Of Beer Cans, Breweriana
And Soda Collectables

Same weekend as the Indianapolis
Advertising Show

L. David Couden

2811 E. 10th Street

Indianapolis, IN 46201

317-356-4241

Set Up Time

Friday - Dealers Only!

12 noon — 4 p.m.

NEW SHOW HOURS:

Friday 4 p.m. — 9 p.m.

Saturday 10 a.m. — 7 p.m.

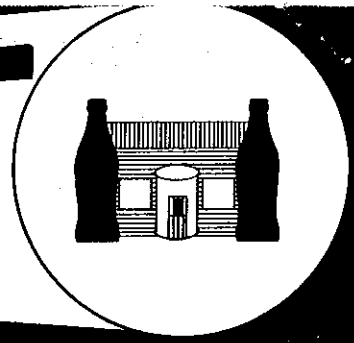
Admission

\$1.00

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SODA THE MART

SPOTLIGHT



BY: Paul W. Bates

THE SODA MART — Ridgcrest Drive, Goodlettsville, Tennessee 37072 Phone (615) 859-5236

THE MYSTERY OF THE 'INSTANT WINNERS'

It's said that they do everything big in Texas, and the 'Instant Winner' offer cans released in mid 1982 are no exception. The mystery about the I/W cans had been a question of how many different cans there really are in the series.

The answer as to 'How Many' is complicated because (1) there are 5 different brands, Barqs, Mellow Yellow, Mr. Pibb, Sunkist, and two flavors of Welch's. (2) there are 4 different offer panels, 1-6 and 7-12 small number panels, and 1-6 and 7-13 large number panels. (3) there are 3 different cities in Texas canning the products, Dallas, Ft. Worth, and Houston.

Fortunately some similarities exist that reduce the number to collect. (1) all of the Dallas and Ft. Worth cans are identical except for the canner name, and all brands and flavors have identical offer panels. (2) All of the Houston offer panels are the same and have large numbers except for Mr. Pibb with small numbers. (3) Welch's seems to have been canned in Dallas for the Houston market as well as for the Dallas/Ft. Worth market area.

So, the bottom line appears to be 22 distinctly different instant winners for the collection! The differences are summarized in the table to follow. For those who want to add I/W cans to their collection, an excellent source is Carr Suter, 111 West Woodbury, Garland, TX. 75041. Just send Carr an old rusty 'Cola' can and he'll fill your mail box with I/W cans!

'INSTANT WINNER' CANS OF TEXAS

REF NO	NAME	FLAVDR	CANNER		PANEL NUMBERS			
			D/FW	H	SMALL		LARGE	
					1-6	7-12/13	1-6	7-13
B 60 X1	BARQS	R/B	x		x			
B 60 X2	BARQS	R/B	x			x		
B 60 X3	BARQS	R/B		x			x	
B 60 X4	BARQS	R/B		x				x
M 400 X2	MELLOW YLO	CITRUS		x			x	
M 400 X3	MELLOW YLO	CITRUS		x				x
M 780 X3	MR PIBB	COLA	x		x			
M 780 X4	MR PIBB	COLA	x			x		
M 780 X5	MR PIBB	COLA		x	x			
M 780 X6	MR PIBB	COLA		x		x		
S1560 X3	SUNKIST	ORANGE	x		x			
S1560 X4	SUNKIST	ORANGE	x			x		
S1560 X5	SUNKIST	ORANGE		x			x	
S1560 X6	SUNKIST	ORANGE		x				x
W 240 X1	WELCH'S	GRAPE						
		STRAWBERRY	x		x			
W 240 X2	WELCH'S	GRAPE						
		STRAWBERRY	x			x		
W 240 X3	WELCH'S	GRAPE						
		STRAWBERRY	x				x	
W 240 X4	WELCH'S	GRAPE						
		STRAWBERRY	x					x

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



THE CAN WORLD

POP CAN

COLLECTORS GUIDE

By: Paul Bates

A Comprehensive 74 Page Book For The POP CAN COLLECTOR

- Over 7,000 Different Cans Listed
- More Than 1200 Pictures
- A Listing Of All Known Brands And Sets
- Special Sections For The Coke And Pepsi Collectors

In Handy Notebook Form For Easy Updates and Listing Of Your Collection.

Send Only \$12.95 (Plus \$1.00 Postage To Can World Ridgcrest Dr Goodlettsville TN 37072)

Please also send the Can World Pop Can Collectors Brand And Canners Listing For \$3.00

WANTED: Faygo cans as follows, tab top diet sugar free strawberry/cherry artificially sweetened, same in grape and lem/lime-name and flavor laddered angularly an can top to bottom, also need root beer-mug with handle to left, draft Faygo upper left root beer at top, red data lower left. Arnold Richter, 305 North State Road, Fairmount,IL 61841

New Member-needs cans. Will Trade !!! Please send your list & I will send mine. Scott Springer, 31 Adams Street, Foxborough,MA 02035

FOR SALE Brainard International 7 UP (pictures a race car) \$1.50, Kawasaki soda (pictures a motorcycle) \$2.00, Pepsi space shuttle \$5.00. Have all bicentennial cans \$1.50 each. 7 UP Uncle Sam set of 50 \$75.00, case of 24 assorted RC baseball players \$24.00 also have football cans. \$2.00 postage on each order. 10 different punch top cans-my choice-grade 3 and better for \$15.00. Wally Gilbert, 180 North Upas, Escondido,CA 92025 2x

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

March 12th, 9th annual Buckeye trade only BCCA-5411 Jackman Road, Local 14 Union Hall, Toledo Ohio-10 AM to 3 PM, Contact John Lewandowski-419-476-4552

WANTED: Faygo Brau or any other ginger beers, foreign or domestic, any age or condition. Have hundres of obsolete beer and pop can traders or will purchase if desired. M. Paul Holsinger, 22 LaTeer Drive, Normal,IL 61761

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

Have to sell my personal collection of pop cans which includes conetops flattops and pull tabs in mostly grade 1 & 2 condition. Lots of old and obsolete cans-priced low !! Send stamp for 4 page list. William Hill, 2241 North Catalina, Tucson,Arizona 85712

FOR THE MEMBERS / FROM THE MEMBERS

New issues-new cans-new brands-label changes-WOW, they are sure coming hot & heavy !

From Dennis fewless; the new decaffeinated RC 100 & reg decaffeinated cans are out in his area. Also a new Grafs 50/50. Dennis also writes that the new 16.9 aluminum can or bottle which ever you want to call it, has been put in the Oshkosh,Wisconsin area as a test market.

Carr Suter advises; the new Pepper Free has been introduced in his area. Carr also tells us of a new soft drink for "Dogs Only" it is named K-9 COLA.

(I might mention that recently released also for dogs and cats another brand called-are you ready for this?-PUPPY POP & PUSSY POP-for consumption by dogs and cats.) Will have photos in our next newsletter.

Bill Leerssen tells us of a label change on the Sweet n Low cans.

Royal Crown of Sacramento,California is releasing in that area a new guarana flavored soft drink called Caprio.

Double Cola is going to release a caffeine free version.

***** SHOWS *****

MAR	12	Toledo,Ohio	J.Lewandowski	419-476-4552	trade
MAR	13	Cicero,Illinois	Windy City Chapter Hawthorne Park Hall 5202 W 29th Pl		trade
MAR	13	Royal Oak,MI	Al Ribco	313-754-4528	
MAR	13	Milwaukee,WI	Gordon Durocher	414-628-1092	
MAR	18/20	Cincinnati.OH	Queen City Chapter Box 41255 Cincinnati,OH 45241		trade
MAR	20	Lacoochee,Florida	Steve Richardson	904-583-4058	
MAR	24/27	Las Vegas mini-convention	Jim Thomas	702-465-4636	
MAR	25/26	Indianapolis,IND	NOTE!! this show has been changed to a Friday & Saturday---Hope to see you		
APR	17	Virginia Beach,VA	Rich Revolinski	804-481-1982	trade
APR	17	Westmont,IL	Dick Johnson	312-852-7721	trade
APR	17	Kansas City,MO	Red Jones	913-371-3967	
APR	30	Lynchburgh,VA	Wally Carwile	804-237-0393	
MAY	15	Joliet,IL	Jim Mitchell	815-729-0036	trade
MAY	22	West Haven,CT	Steve Richardson	203-735-9758	

Chicago Brewiana-Beer Can-Buy-Sell-Trade and Auction. Hosted by the Monarch Coaster Chapter October 22/23. 6 and 8 foot tables and rooms are available. For information please write; Monarch Coaster Chapter, 6523 South Kolin, Chicago,ILL 60629

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.

THE PEPSI COLLECTIBLES

A new face appeared in Colorado Springs soft drink sections in August, 1982. As shoppers strolled by end-aisle displays of Pepsi-Cola products, they stopped short to take a closer look. Smiling back at them was the image of none other than Caleb Bradham, as point-of-sale material announced: "The Collectibles--available ONLY in Colorado Springs!

The Collectibles are a series of six limited-edition custom cans tracing the evolution of the Pepsi-Cola trademark since its inception in 1898. Released one at a time for two to three week periods, Pepsi-Cola of Colorado Springs had created a new wrinkle in package promotions.

Developed by Sales Manager Brian Berry and Director of Marketing Dave Gordon, initial sales indicated Pepsi cans boosted by 15%. This was remarkable, considering the Collectibles were launched in the teeth of a bottle-only Matching Money program and heavy discounting by Coca-Cola.

"Dave and I had been kicking around a custom can promotion for over a year," commented Berry. "But we could never settle on a format with broad-based appeal."

Until, that is, one snowy day in March when Berry and Gordon were joined by routesalesman Bob Matthews.

"We were just hanging around, brainstorming some promotional ideas," recalls Gordon. "When Bob started flipping through an old pamphlet entitled 'The Pepsi-Cola story,' he noticed there were six major logo changes since 1898. And that fit nicely into a three month promotional framework."

"It was like someone turned on the lights," said Berry. "From that moment, the entire concept fell into place." The work then started in earnest. Multiple journeys to Denver, 60 miles to the north were necessary to present the Collectibles concept to manufacturers.

"We had a number of meetings with Pierre Bowser at Mall Meral and Bob Kelly at Cocks-Clark Engraving," recalls Berry. "They were very enthused from the onset. Pierre was a little hesitant on our chances of parent company approval, considering we wanted to unveil the first can in August and it was already June. Dave, Bob and I had previously presented the idea to Edie Keene, Marketing Director for General Growth Corp. She wanted to introduce the first can at the grand opening of Chapel Hills Mall, the newest, largest regional shopping mall in southern Colorado."

"She wanted a promotion on each can," smiled Gordon. "And we didn't even know if we would be able to do it at all, much less by August 4."

Once graphics and an introductory promo were settled, the next step loomed on the horizon: approval by PepsiCo in Purchase, New York.

PepsiCo maintains a strict hold on the use of its logos and trademarks. All advertising and packaging must come from Purchase. For a bottler to alter the 12 oz. can was not only highly irregular, but would have to go before a committee chaired by Pepsi-Cola Company President John Sculley.

Berry and Gordon flew to New York on June 10, 1982. to make their presentation.

"We had back-to-back meetings the next day," recalls Gordon. "We started with Field Marketing Manager John Gareffa, then to Vice President Advertising, Norm Sylvester, and finally to Vice President Art and Media, Frank Rupp. Norm was skeptical, but Frank seemed more receptive. But when we hopped that DC-10 back home on the afternoon of the 11th, we had no real indication as to whether or not the project would receive approval."

"Imagine, if you will," laughed Berry, "our predicament. It was now Friday. The following Wednesday, General Growth had to have a firm commitment for six different massive Pepsi promotions on an item that wouldn't even be considered until Monday. It was a long weekend."

Monday afternoon. Gordon returned to his office after a morning of television and radio sales reps. His feet hurt, his eyes were red and most of all his ears ached. The note on his desk reads: "Gareffa called. We're on. --Brian." The pains were forgotten.

The President of Colorado Springs Pepsi, John Lane was surprised. He hadn't really expected Purchase to 'bless' the Collectibles. "But," he said, "if we're going to do it, we're going to do it right. And that means media."

Six weeks to go before the premier at the mall grand opening. As Berry frantically plowed through production schedules and problems of inventory rotation, Gordon found himself confronted by an entire new set of difficulties.

"We had to have a TV spot on a Pepsi package promotion that no one else in the nation had ever done before," said Gordon. "We needed production, editing, score, cast, costumes and a finished product in six weeks. So, I went to Producer's Group."

Producer's Group in a Colorado Springs-based commercial film company Berry and Gordon had worked with in the past. Headed by producer Steve Flanagan and director Rusty Kern, the company had a number of award-winning local spots to its credit, but never anything with a national company.

"It was one hell of an opportunity," said Kern. "Evidently, no other bottler has ever gotten approval to produce and air their own TV commercial. Steve and I wanted this to be a showcase; to show the big New York agencies what we could do."

It was back to the brainstorming sessions. What was needed was a concept that would present the Collectibles as something unique, create an aura of history in the packaging, yet maintain a strong Pepsi image.

CONTINUED ON PAGE 6

"We hit on the idea of an F. Scott Fitzgerald-style lawn party with the actors dressed in circa 1920's clothing," said Gordon. "I contacted a chapter of the Veteran's Motor Car Club of America, and put the concept to them. They were very enthused. So we had \$100,000 in antique automobiles available, a perfect reflection of the custom panels on the first three cans. We also had 25 costumed extras, as the car owners already had clothes reflecting the era of their automobiles. Problem was, where do you get an F. Scott Fitzgerald lawn and building in Colorado?"

Flanigan and Kern knew the credibility of the entire spot would hinge on the location. There was only one unanimous choice: The Golf Club at the world-famous Broadmoor Hotel, located just a few miles south of Colorado Springs.

Gordon, Kern and Flanigan contacted the Golf Club manager Dallas Thomas. They explained what they were doing, the amount of time it would take, and the number of people involved.

Kern recalls: "Dallas' main concern was inconveniencing the guests. We wanted to shoot on the putting greens adjacent one of the courses. He wasn't worried at all about the grass, but there was no way he would allow us to interfere with the hotel guest's golf. With the reputation the Broadmoor has for service, it was quite understandable. So, Dallas worked out a way to re-route the golf cart traffic, and took it to Broadmoor Vice President, Karl E. Eitel, who approved the shoot the same day."

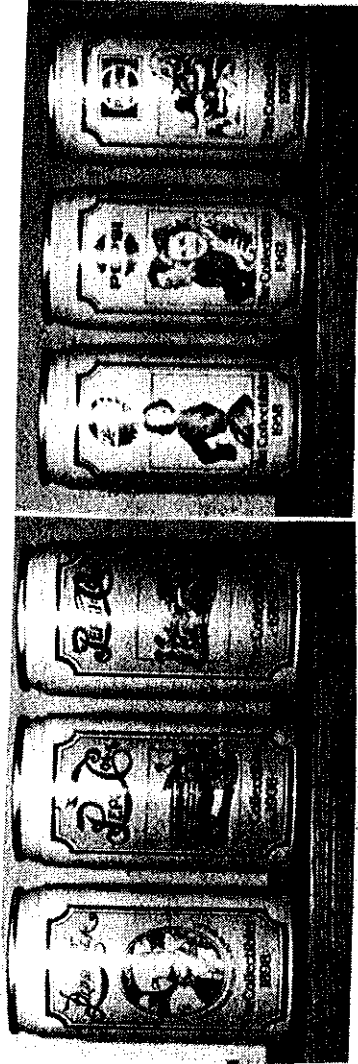
"We had the location," said Flanigan. "We had 25 costumed extras from the VMCA. We even persuaded Tom O'Boyle (a locally renowned pianist) to play the old 'Nickel, Nickel' jingle for the scene."

"We decided to use some of the Pepsi Challenge Girls for close-ups and main scenes. They're very well known in Colorado Springs and we figured it would increase the local identification."

"Besides," said Berry, "it tied in beautifully with the promotion at Chapel Hills Mall. The girls were to appear at the grand opening in the same costumes. See it on TV, see it live. And everything you see means Pepsi."

On August 3, 1982, the 'Pepsi Collectibles' first appeared on television. On August 4, a massive 2,000 case display of the first Collectibles was unveiled to the press and public of Colorado Springs. Inscribed in each 40-foot side of the display, Mountain Dew cans announced 'What A Difference,' the Chapel Hills slogan.

The cans were used as a fund-raiser for the Special Olympics program for retarded children. The Colorado Springs Pepsi Challenge team (which now includes three route salesmen) hawked the cans in an old-fashioned carnny style. One of the rouemen bore a resemblance to old Caleb himself, especially dressed in top hat and spats.



People were asked to make a 50¢ contribution to Special Olympics. In return, they were given a Collectible.

"We sold 100-200 cases a day," said Berry. "I was amazed. 200 cases a day in a market where the \$1.39 six-pack is alive and well may not seem like much. But at three bucks is alive pack for Collectibles that week, it was hardly a bargain. It was the middle of summer, Pepsi and Coke were feature-priced everywhere, but people still came out to see, and to buy, the first of the first Collectible."

Gordon recalls: "The traffic count at Chapel Hills Mall ran at 25,000 people per day for their grand opening week. In terms of impressions, it was the best advertising we could hope for. General Growth executives from all over the country saw the Collectibles. Some remarked they never saw a soft drink sold in a mall before, that they thought it was a great idea."

"It was a very expensive undertaking," said Berry. "From the plate charges to the TV production. Soft drink companies don't usually have budgets for costume rentals. But we had to come up with one. Even the custom P.O.P. we printed from layouts Purchase drew up were twice as much as our usual stuff. But we were well into our third UTC program. Heavy discounting was business as usual. We wanted something new, untried, and different. Something Coke couldn't possibly plan for. And we found it."

In the main lobby of Colorado Springs Pepsi-Cola is a large trophy cabinet. Amidst the plaques and awards, sits an illuminated, glass-enclosed, oak display case. An inscription reads: "To commemorate the Pepsi Collectibles. August 4, 1982. Colorado Springs, Colorado."

And you won't find them anywhere else.

Our special thanks to NPCC member Howard Briles and to Mr Brian J.Berry of Lane Sales Inc of Colorado Springs for their help and research on this article.

(This set is already very rare and hard to get)

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 #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



APPLES
BY
REMLINGER
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CARATION
WASH

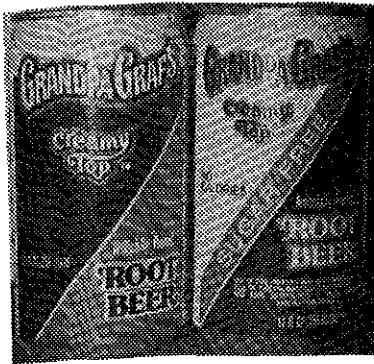


BY COKE OF DENVER

TV
NEWSCENTER

④

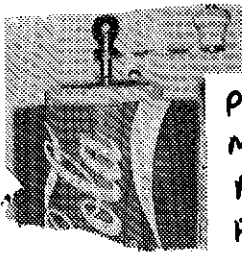
10 O'CLOCK
NEWS



NEW
ROOT
BEERS
BY
CANADA
DRY/CRAFTS
OF
WISCONSIN



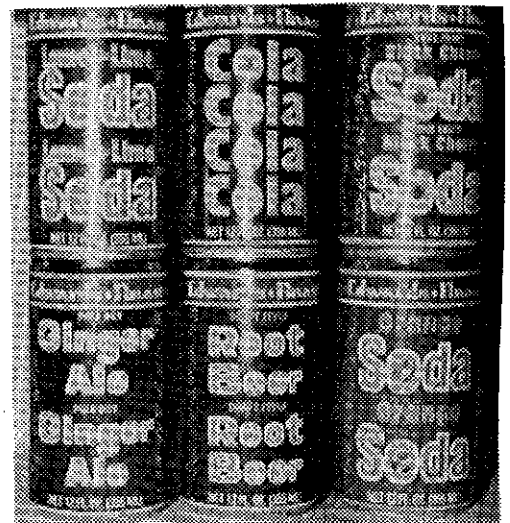
OUR
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GLENDALE LABEL CHANGE
BY BEVERAGE CAPITOL
CORP. OF BALTIMORE



EDWARDS-FINAST OF
WINSOR LOCKS, CONN



A NEW STUD COLA
FROM AUSTRALIA