



NPCC

VOLUME..... 7

NUMBER..... 1

APRIL 1982

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

HOPING TO SEE SOME OF YOU AT THE
FOND DU LAC SHOW MAY 22, LORD WILLING,
THE POP CAN MAN WILL BE SET UP

WELCOME NEW MEMBERS

DOUG GRIFFAW

RALPH CHASE

AD DEADLINE FOR NEXT ISSUE IS APRIL 21ST

ALL ITEMS PRINTED HEREIN ARE COPYRIGHTED AND ARE THE PROPERTY OF NPCC AND NO ARTICLE
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Same Great Show as Always

FOX VALLEY BEER CAN COLLECTORS

Buy - Sell - Trade

POP CANS • BREWERIANA • BEER CANS

FOND DU LAC (WIS) FAIR GROUNDS

SATURDAY MAY 22

CONTACT • PETE BAEHMAN 414-233-6539

'Coke is it!' campaign unveiled

By Michael Weiss
Staff Writer of The News

Chances are that if you haven't already seen the new Coca-Cola theme, you will in the next week.

"Coke is it!" replaces the 2-year-old "Have a Coke and a Smile" campaign and, company officials claim, its introduction will be part of the most expensive ad blitz ever by the company.

Since presenting the new theme to officials representing Coke's 550

MARKETING & ADVERTISING

bottlers late last week, the company has purchased a pair of 3-network blocks of air-time aimed at reaching 90 million consumers, company officials said.

The new campaign, comprised of eight different spots, many featuring non-actors, was developed by McCann-Erickson, Coca-Cola USA's advertising agency since 1955.

"Coke is it!" is the first campaign assembled under the direc-



COCA-COLA Advertising Themes used through the years

- 1886 - Drink Coca-Cola
- 1904 - Delicious and Refreshing
- 1905 - Coca-Cola Revives and Sustains
- 1906 - The Great National Temperance Beverage
- 1917 - Three Million a Day
- 1922 - Thirst knows no season
- 1925 - Six million a Day
- 1927 - Around the corner from everywhere
- 1929 - The pause that refreshes
- 1932 - Ice-cold sunshine
- 1938 - The best friend thirst ever had
- 1939 - Coca-Cola goes along
- 1939 - Wherever you are, whatever you do, wherever you may be, when you think of refreshment think of ice-cold Coca-Cola
- 1942 - The only thing like Coca-Cola is Coca-Cola itself.
- It's the real the real thing
- 1948 - Where there's Coke there's hospitality
- 1949 - Coca-Cola... along the highway to anywhere
- 1952 - What you want is a Coke
- 1956 - Coca-Cola... makes good things taste better
- 1957 - Sign of good taste
- 1958 - The cold, crisp taste of Coke
- 1959 - Be really refreshed
- 1963 - Things go better with Coke
- 1970 - It's the real thing
- 1971 - I'd like to buy the world a Coke
- 1975 - Look up America
- 1976 - Coke adds life
- 1979 - Have a Coke and a smile
- 1982 - Coke is it!

"Coke is it," the company's latest advertising theme, aims at America in the 1980s.

THANKS TO CARR SUTER FOR THIS COKE ITEM
2-

BEER CAN SHOW AND SALE

Beer Cans, Soda Cans, Brewery Advertising, etc.

Buy-Sell-Trade
Sunday, April 18th 82
"The show worth waiting for"
10 am. to 4 pm.

ITALIAN AMERICAN HALL
85 CHASE LANE
WEST HAVEN, CONNECTICUT

Exit 42 off I-95, follow signs on Route 162 to Hall. Dealers
from over seven states.

CONNECTICUT'S BIGGEST AND BEST SHOW
OVER 50 8' TABLES
SHOW WILL BE LIMITED TO BEER AND
SODA CANS AND RELATED ITEMS
ADVANCE TABLE RESERVATIONS
REQUIRED. WRITE:

Southern Ct. Beer Can Club
P. O. Box 752
Orange, CT 06477
Telephone - 1-203/735-9758



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

ADVERTISING RATES

All ads are 10¢ per word. When using the free ad certificate, be sure it accompanies your ad request. If your ad 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.... $\frac{1}{4}$ page \$12.00 $\frac{1}{2}$ page...\$20.00 full page...\$35.00
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.

THE AMERICAN CAN COLLECTOR--The only informal can collecting newsletter that covers everything from beer cans, can show evaluations, breweriana, antique advertising, brewery biz and pop can news. A monthly report featuring our 2 editorials, "Comment & Opinion" and "Jeemy's". Also we have an ACC members only page, (ACC buys many items in quantity and offers these to the membership at reduced costs), JC's (a monthly advertiser), display and classified ads, calander of events-featuring the shows we will attend and many of the related type shows. All this for \$8.50 per year, which includes 4 free ads.

For your sample copy, send 3-20¢ stamps.

THE AMERICAN CAN COLLECTOR BOX 608 MOUNTAIN HOME, ARKANSAS 72653

Pop & beer can show, Sunday April 18th, 10:00 AM to 4:00 PM at the Italian American Hall, Chase Lane, West Haven, Connecticut-exit 42 off I-95.

Contact; Steve Richardson, Box 752, Orange, Connecticut 06477

tel; 203-735-9758

FOR SALE: Boller, Brookdale, Co-op, Doc's, E & B, Econobuy, Filigree, Finefare, Gristedes, Ironbeer, Koolaid, Krasdale, Moo-Choo, no Cal, Plus, Shopwell, Super A, Triple Cola, Vintage plus many more-50¢ each
Jerry Pollack #365, 294 Avenue B, Bayonne, New Jersey 07002

WANTED: Trading partners-20 cases recent obsoletes itching to be traded-your locals for mine. Adirondak, Bev-Pak generic, British American, Cott, Finast, Hoffman, HyTop, King Kullen, Kirsch, Krasdale, Country Club, Cliquot Club, Newport Club, Pantry Pride, Pathmark, Penguin, Polar, Purity Supreme, Shoprite, Super Associated, Slim, Staff, Stop & Shop, Sun Glory, Sweet Life, Waldbaums, Waist Watchers, White Rock; any list for yours.
Fred Nathan #522, 217 Cedar Ridge Drive, Glastonbury, Connecticut 06033

FOR TRADE ONLY - A-Treat, C & C, Carnival, Cragmont, Franks, Food Club, Hoffman, Ideal, Mas, Montco, Pantry Pride, Parade, Park, Pathmark, Penguin, WaWa, Barq's, Dixie, Filigree, Goya, KoKo Blanco, Spot, Verners, Weiss, Ale-8, Vintage:
Brian Exner #259, RD 3-Box 231, Coopersburg, PA 18036

SUNDAY FUNNIES, 40 different, excellent condition, bottom opened; \$100.00 or best offer takes all
Krueger #31, P O Box 606, Bloomington, Indiana 47402

HIGHEST PRICES PAID or very generous trades given for beer bottles or salt shakers with painted labels. There are many from New York, Wisconsin, Minnesota, Indiana, and other states. I will give 50 or more cans for certain bottles.
Paul Burden, P O Box 218, Medfield, Mass. 02052

III

SODA ADVERTISING: Knut-Kola, 1910-20's, soda fountain gallon label, monkeys in tree, 3 colors, 6" x 9", \$3 each, 2/\$5. Orange Kist, 1930's cardboard sign, soda jerk with bottle, 5 colors, 6" x 8", \$5. Sunspot Soda, winking orangehead, 1940's, cardboard bottle sign, 5 colors, 7" x 8", \$2.50. Triple AAA root beer, 1940's, soda fountain mirror decal, 4 colors, 7" x 8", \$2.50, Triple AAA, 1940's cardboard sign, 4 colors, 7" x 13½", \$5. Cal-Cola 1920's die cut embossed cardboard sign, many pastel colors, sailing scene (San Francisco), beautiful !!!, 7" x 12", \$6. 12 different Garden City quart labels with neck labels, \$6.
All items in excellent condition or money refunded.
Jim Hunter #514, Rt. N, Box 3-A, Yellville, ARKANSAS 72689

POP CAN-BEER CAN-BREWERIANA SHOW AT THE FOND DU LAC WISCONSIN FAIR GROUNDS SATURDAY MAY 22
CONTACT PETE BAEHMAN 1754 MICHIGAN ST OSHKOSH, WIS 54901 414-233-6539

I am in desperate need of the following recent issue cans: Clemson orange, C-Time (contest), Weight Watchers (diet tips set), Coke KZAP offer, Halloweekends, Hawkeye, Huskers, Cyclones, Coke 1981 Special Olympics, Coke 75th Pacific canners, Frostie (2 free), Mountain Dew (2 free) Pepsi space shuttle. I have many cans for trade or sale, send for list.
James Partacz "The Tin Man", 4337 South Fairfield Avenue, Chicago, Illinois 60632

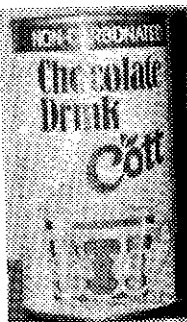
PLEASE KEEP US UPDATED ON NEW CANS OR SHOWS IN YOUR AREA. ALSO APPRECIATE ANY ITEMS OF INTEREST, NEWSPAPER ARTICLES, STORIES PERTAINING TO OUR HOBBY OR ANY SHORT ARTICLES ANY OF YOU WOULD LIKE TO CONTRIBUTE.



POLAR CORP
OF
WORCESTER
MASS

←
COUNTRY CLUB
SODA CO OF
SPRINGFIELD
MASS

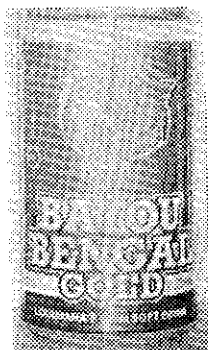
→
PURITY SUPREME
OF N. BILLERICA
MASS



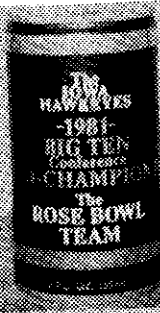
←
COTT BY
CONSOLIDATED
CHOCOLATE OF
DORAVILLE GA

THANKS TO LINDA LEDUC
FOR FURNISHING NPCC
WITH ALL OF THE ABOVE

MORE NEW COLLEGE CANS



BAYOU BENGAL
GOLD BY
COASTAL CANNING
RESERVE LA
CAN FURNISHED
BY CARREUTER
←



2ND ↑

1ST AND
2ND HAWKEYE
GOLD CANS
1ST ISSUE
HAS SAME
FACE AND
BACK
2ND ISSUE
HAS NEW
BACK AS
SHOWN



CLEMSON ORANGE
1ST AND 2ND
RELEASES
BY CAROLINA
CANNERS OF
CHERAW S.C.

1ST ISSUE ALREADY
OBSOLETE, SHOWS
11-0 RECORD

2ND ISSUE SHOWS

CLEMSON-NATIONAL CHAMPIONS, OFFICIAL
DRINK OF THE TIGERS 12-0 RECORD
AFTER WINNING 1982 ORANGE BOWL

THANKS TO JIM LONG FOR
THESE CANS

Canned Wines Are Taking Off

Delta Airlines has switched to canned wines on all flights to save space and weight. According to Delta tests, passengers are happy with the switch

By Larry Walker

Passengers on Delta Airlines flights leaving San Francisco who call for a glass of wine to complement their airline fare will find that it now arrives in a pop-top aluminum can.

Julian Carnes, District Marketing Manager for Delta in San Francisco, said last week that wine in aluminum cans is "50 percent lighter than bottled wine and takes less storage space" since the cans can be easily stacked.

"Besides the double benefit of weight and volume, the cans chill faster and it eliminates the breakage problem," he added.

The wine-in-a-can is Taylor California Cellars Chablis and Burgundy. Taylor California Cellars is produced and marketed by The Wine Spectrum, a division of the Coca-Cola Company. The wine was test-marketed by Delta on various flights late last year. Passengers reported that the cans had "no effect on color, aroma or the taste of the wine," according to Carnes.

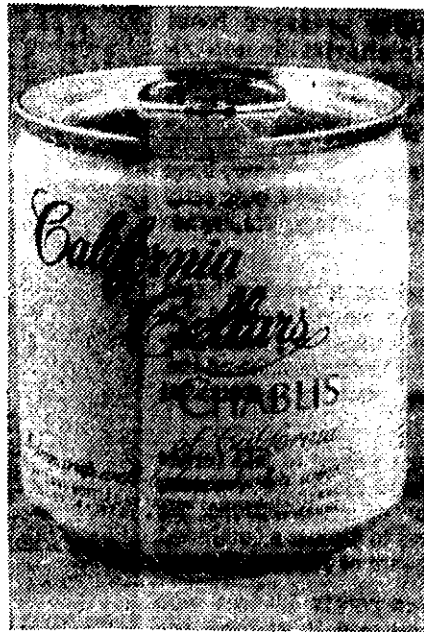
The filled 187 milliliter cans weigh only 22.6 pounds for 48 cans, while 48 standard glass bottles, also containing 187 milliliters of wine (about six ounces) weigh 48 pounds, a savings of 25.4 pounds.

"The weight saved for any one flight would be very small," Carnes said, "But when you think of the number of flights per year, the savings can be substantial."

It has been calculated that it costs \$17 to fly one air-pound of weight annually.

The cans, made by the Reynolds Metals Company, will be recycled.

The Wine Spectrum has no present plans to launch their canned wine at the retail level, although Geyser Peak's Summit line of canned



wines have been undergoing test-marketing since last June in the Sacramento area and around Fresno.

Wayne Downey, Geyser Peak President and CEO said the market tests had been "very, very good. Much better than expected. We are going to expand into all of California, Arizona, Nevada, Washington, Oregon, Alaska and Hawaii beginning in March and we are projecting sales of four million cases in 1982." More than 100,000 cases have been sold in Sacramento during the testing period.

Summit canned wines are sold in a six-pack of six ounce cans and are retailing in the Sacramento area for \$2.59 to \$3.09 a pack. They offer a chablis and burgandy and will introduce a Lambrusco-style slightly carbonated wine in March.

"We expect that to be a very popular seller," Downey said.

Summit's cans are also made by Reynolds and have a patented coating designed to prevent the wine from having a "tinny" taste.

It Took the 'Ouch' Out of Grouch

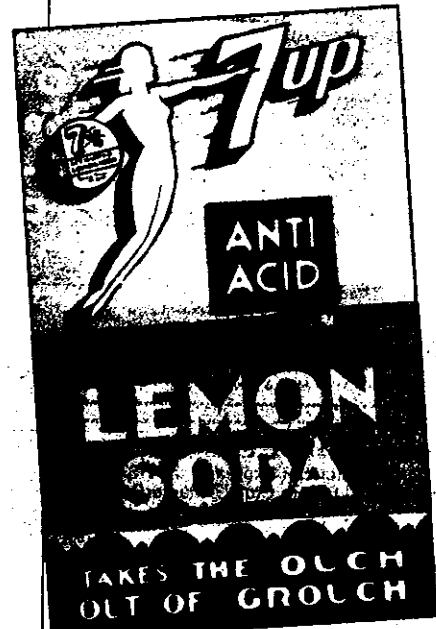
The soft drink known as 7UP once contained lithium, a powerful drug now prescribed for manic-depressives.

In October 1929, just before the stock market crash, St. Louis businessman Charles L. Grigg began marketing a beverage called Bib-Label Lithiated Lemon-Lime Soda. His slogan: "Takes the 'ouch' out of grouch." The drink was a huge success during the Depression, perhaps because of the calming lithium it contained.

The drink's unwieldy name was later changed to 7UP. The "7" stood for its 7-ounce bottle, the "UP" for "bottoms up" or for the bubbles rising from its heavy carbonation, which was later reduced. The lithium was listed on the label until the mid-'40s.

Identified chemically in 1817, lithium was prescribed for gout, uremia, kidney stones and rheumatism, for which it does little good. Worse, it can harm heart and kidney patients.

Though restricted by an FDA ban that was partially lifted in 1970, lithium still is taken by many Americans. It is available only by prescription.



Early 7UP ad with original slogan

"The Pop Can Man" visited the local Joliet trade session this past month. The turnout was very encouraging. There were a large number of BCCA members and several members of the local Prison City Chapter set up at this trade only meet. I was fortunate enough to get 18 punch tops, they were Diet Rite root beer & orange, Canfields strawberry nectar & orange nectar, and an excellent Canfields slim diet cola, a variety I had not seen before.

"The Pop Can Man" also made a quick appearance at the Rockford buy-sell-trade session put on by John & Mark McCombie. Again the turnout was large, altho not many pop cans showed up, I did manage to find a very nice Coke tray and an old ? UP tray.

SURE WOULD
Like To See
YOUR OLD MUG



AS THE NICER WEATHER ARRIVES AND YOU
START TRAVELING ON BUSINESS, VACATIONS,
CONVENTIONS, OR WHATEVER. STOP AND SEE
THE POP CAN MAN, WE LOVE TO HAVE YOU.

SHOWS SHOWS SHOWS SHOWS SHOWS

DATE	LOCATION	NAME	PHONE	REMARKS
APR 3	Oakland, Cal	Warren Hardaker	916-753-3183	(trade)
APR 5/6	Knoxville, Tenn	Larry Dearing	615-688-3108	
APR 11	Clawson, Mich	Al Ribco	313-754-4528	
APR 17/18	Lynchburg, Virg	Wally Carwile	804-237-0393	
APR 18	West Haven, Conn	Steve Richardson	203-735-9758	
APR 18	Des Moines, Iowa	Les Riggle	515-842-3336	
APR 27	Fresno, Cal	Warren Hardaker	916-753-3183	
MAY 2	Joliet, Ill	Jim Mitchell	815-729-0036	(trade)
MAY 2	Lafayette, Ohio	Dave Varisco	216-769-2964	
MAY 16	Maspeth, New York	John Shemmory	212-860-3858	(trade)
MAY 22	Fond Du Lac, Wis	Pete Baehman	414-233-6539	
June 5	Warsaw, Mo	Mat Johnson	314-345-3447	
JUNE 6	Novato, Cal	Warren Hardaker	916-753-3183	(trade)
JUNE 26/27	Rogue River, Cal	Warren Hardaker	916-753-3183	(trade)
JULY 9/11	Pittsburgh, Pen	Jeff Cameron	215-699-3014	

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. _____

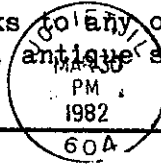
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) _____

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 #365
294 Ave 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