



NPCC

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AUGUST 1982

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

Well members, can collecting seems to have slowed down for the summer as is usual, but will pick up once the cooler weather arrives. We hope to see some of you at the Indianapolis Fairgrounds September 25/26. Look forward to renewing old freindships again.

A few nice articles have been sent in, some enjoyable reading inside.
ps...Warren, were is yours, several members have asked.

The Pop Can Man was visited by John Hantz recently. We had a very nice trade session We're glad to see that John is well recovered from his recent illness and happy he is all better !!!

Remember, when you are in our area, please stop in and visit..

AD DEADLINE FOR NEXT ISSUE SEPTEMBER 21ST

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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 OREGON SODA 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 _____

SPRING HUNTING SEASON

The annual spring hunt is over and once again every successful. This time we went to Canada and after a few days we dropped down to the states and hunted the north east section of the country. Once again Canada proved a hard place to dump, they just don't litter like the Americans, but we did find some real nice pop cans. Not being able to find a good big dump we returned to the one and only one we found last year, and this time cleaned it out of beer cans, and had plenty of room to load up on some very nice pop cans. Not being to familiar with pop cans maybe some of you out there have heard about this 7up series they had. Judging from the pull tab shape it looks like about early 70's. It's a 10oz can and has a white band about an inch wide at the top, on it is says "PLAY 7up ROCK CAPS"

LOOK FOR FACES INSIDE CAN BOTTOMS
SEE DISPLAYS FOR DETAILS

This same thing is in French on the other side of can. I looked in the can and sure enough on the bottom this one has a picture of a Rock Star. Al Wilmot, the group name also, Lighthouse. I picked up about 5 or 6 of these, maybe I should have picked up more! Games must have been the thing back then as I picked up one that looked the same but this one says
PLAY 7up RALLY CAPS

LOOK FOR SYMBOLS UNDER PULL.TABS

SEE DISPLAYS FOR DETAILS.....since the tabs were not on the cans I have no idea what symbols they were talking about. Another game type can we found was a Pepsi- Cola 10 Canadian with this writing at the top.

Win SHOPPING Shop

& SPREE! Free
for 5,10 or
15 mintues

see display for contest rules. Agian something on other side of can in French. I haven't had much time to clean cans since I got back so don't have them all cleaned yet as I write this, but did pick up some really nice old Coca Cola flats, both U.S. and Canadian.

Dick Adamowicz #543



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 Hand, Notebook Form For Easy Updates and
Listing Of Your Collection.

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

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



By: PAUL W. BATES

ANSWERING AND ISSUING A CHALLENGE

Having been inspired by Warren Hardaker's article in the June NPCC to try and generate more interest in the hobby, I would like to answer his challenge, and write a bit about the Can World pop can collection, and issue a challenge toward better methods of communication within the hobby. I would also like to "sweeten the pot" for the best article submitted to NPCC by adding a Can World 100 can display shelf full of obsolete cans, to Warren's Alaska grape flat.

First, let's talk about the Can World collection. My son, Tom Bates, started collecting a few pop and beer cans about eight years ago, and through his efforts, I became interested in a joint venture. We both thoroughly enjoy "dumping" for old cans and have made trips to New England, Florida, New Mexico, West Virginia, California, and just completed a very successful trip to the Upper Peninsula of Michigan, as well as many forays within two hundred miles of Nashville, Tennessee where we live.

After the first thousand cans in collection, it was obvious that our house could not be their home, so we bought a used forty foot house trailer, stripped out the inside walls and made a "can trailer". We have since made two additions bringing our total display area to about 2000 square feet.

While trying to figure out the best way to make shelving to display the cans, we developed space conserving metal shelves which worked so well that Can World was set up to market the shelves and other supplies to can collectors.

At present Tom specializes in beer cans, with about 6000 different ones in collection, a few beer bottles, and lighted beer signs. I work the pop end and have about 14,000 different pop cans, about 3000 bottles (painted label and embossed), and lighted signs.

Because of our interest in dumping, we have literally thousands of obsolete exotic pop and beer cans and bottles in trading stock or for sale and would welcome one and all to stop by when in the Nashville area and talk cans.

Now, to the communications challenge. How do we talk to each other in an easy and efficient way to buy, sell, or trade cans to increase our collections. I happen to have at least 20,000 pop cans in trading stock, many of which I know collectors reading this article would like in their collections, but I don't know how to tell you what I have. If I write an add for NPCC and say, "For trade or sale, Faygo, Coke, Canada Dry and Canfield", my response would most likely be zero because of the many different generations of cans within each of the brand names.

In 1980, I wrote the "Can World Pop Can Collectors Guide" in which I attempted to establish a basis for orderly accumulation of information on the availability of pop cans. Even at the time it was written, the book did not contain near all of the known pop cans, and since 1980, many more have been marketed or found.

As a foundation for the book, I had developed a computerized listing which now contains all 14,000 cans in my collection as well as many can listings from other collections. A print of the "Can World Pop Can Master File" has grown to 240 pages and is still expanding. The listing contains a reference number, value, flavor, dating, and a general description for each can.

If each pop can collector had a copy of this reference, communications would simplify to a seven number "reference number" plus a flavor to give a complete description of a can. Possession of the reference would also allow addition of cans not listed.

So, here's the challenge. To get the program started I will make the 100-page reference available to any pop can collector and will provide monthly additions of new cans and changes to each subscriber. Your part of the challenge is a \$25.00 cost for the reference plus twelve monthly updates which will barely cover my paper cost, postage, and computer time. In addition I would ask that you send information on any cans you have in collection that are not on the list.

Together we can meet the communication challenge and it should free many cans now stuck away in dust-collecting trading stocks and stimulate new collectors by making more cans available to them.

If you are interested in receiving the reference manual and twelve monthly updates, please send a check for \$25.00 to Can World, Ridgecrest Drive, Goodlettsville, Tennessee 37072.

Diet Coke unveiled

NEW YORK (AP) — Nearly 20 years after its Tab soft drink hit the market, Coca-Cola Co. has unveiled a new sugar-free cola called Diet Coke.

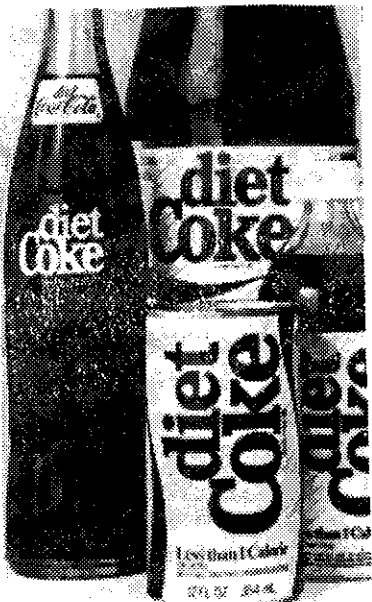
Brian G. Dyson, senior vice president of Coca-Cola and president of Coca-Cola USA, said at a news conference Thursday that Diet Coke will be sold in New York and six other markets within the next few weeks.

Diet Coke will be available nationwide by early 1983, with its \$50 million marketing campaign touting taste as opposed to Tab ads that emphasize one calorie per can, he said. Diet Coke will have about the same number of calories.

Just a day before Coke's announcement, Pepsico Inc. said it would begin test-marketing a low-caffeine cola called Pepsi Free in early August.

Seven-Up Co. entered the cola market in March when it began test-marketing its low-caffeine soda, Like. Royal Crown Companies Inc. began selling its sugarless, no-caffeine RC 100 two years ago.

Dyson said Coke still is studying consumer demand for no-caffeine cola and will not enter



Coca-Cola executives have introduced a diet drink that will be marketed under the name Diet Coke. (AP Laserphoto)

that market until "the time is right." He left open the possibility that Tab might be converted to a caffeine-free drink sometime in the future.

He said, however, that Coke marketing executives are confident that there is sufficient consumer demand for another diet cola that contains caffeine.

He estimated the low-calorie segment of the soft drink industry, now accounting for 18 percent to 20 percent of all soda sales, is growing three times as fast as the rest of the industry and could double its share of the market by 1990.

A New Look for Shasta Drinks

By Harre W. Demoro

The man who signed 700 designer salamis has taken the mountain away from Shasta and replaced it with a swirl.

A mountain, snowy Mount Shasta, is a pretty strong symbol. But it wasn't strong enough for Shasta Beverages Inc., says Primo Angeli, whose San Francisco firm designed the new labels appearing in supermarkets this month.

"It looked like it was a private label," Angeli said yesterday. "We had to give it some authority."

Angeli, who admits to having sipped an ample amount of Shasta bubbles, decided that the letter "S" was an appropriate symbol. So he fashioned the "S" into a swirl, to symbolize liquid, and to emphasize the "S" in Shasta.

The symbol had to be appropriate, by varying colors, for 35 flavors, diet and regular. And there were eight different styles of containers.

Some 5 million soft drink cans with the swirl are being produced.

Angeli, who also designed the exterior of Tommy's Joynt, the landmark San Francisco restaura-



Primo Angeli's design

nt, created a designer salami as a promotional gimmick for the Molinari brand.

Rather than wrap salami in paper, Angeli put it in a tube and covered the outside with decorations. Angeli called it designer salami and signed each tube, "just like I'd sign a painting," he said.

While that might sound like baloney, Angeli said the success of a label depends on market research. The label design has to mean something to the consumer, he said.

"Anybody can design a pretty picture," Angeli said.

THANKS TO LAWRENCE SHELTON FOR SHASTA ARTICLE.

DIET COKE STORY FROM LOCAL JOLIET PAPER

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 and brewiana collecting newspaper in the field. Covering cans, breweriana, show reports, new releases, brewery business, and much more! A monthly newspaper featuring two editorials, display and classified ads, calendar of events and more! All of this for only \$10 per year including four, free, 40 word classified ads! Sample copy only \$1.

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

BUY SELL TRADE SESSIONS

BEER CANS SODA CANS BOTTLES DOOR PRIZES

September 4, 1982 at Lion Club Den, South RT 63 Rolla, MO

across from Wal-Mart 9 AM-4 PM Dealers-Collectors welcome

For more information contact Arnold Wolf, RR2, Box 147, Licking, Mo 65542 tel 314-674-3723

Soda labels from Wunder Brewing, Oakland, California. 35¢ each; Hy's: Better Beverages, Grape, Cola, Root Beer, Orange, Sparkling Water, Ginger Ale, Creme, Tom Collins Mix, Club Soda, Lime Rickey, White Soda. Blackhawk: Lime Rickey, Strawberry, Orange, Club, Root Beer. Quality Soda Works: Lemon, Pineapple, Sarsaparilla. 50¢ each: Sunset Bill Cola, Yankee Doodle Root Beer, Bingo, Combinade. 75¢ each; Napa Rock Dry Creme Soda, Tokay Punch, Bohemian Ginger Ale, Black Diamond Ginger Ale, Palm Springs Ginger Ale, (also Soda). \$1 each: Santa Anita Ginger Ale. \$1.50 each: Alpen Glow Ginger Ale. \$3 each: Wunder Ginger Ale. Bingo Soda cardboard sign, 7" x 11", \$3.50. Rummy Soda poster, 10" x 16", \$5. 3 $\frac{1}{2}$ " square glass 7-up ashtrays, \$1.25 each. All items post-paid. Arkansas Cans, Box 608, Mt. Home, AR. 72653.

FOR SALE !!! Lee's ginger ale collection. Started 1976, many obsoletes, series sets including "Canuc's", foreigners, cone tops and 850 plus traders. Grand total over 1500 cans. \$550.00 includes shipping. Please write or call ;

2X Lee Leonard, 390 South Tenth St., North Wales, Pa. 19454 tel 1-215-699-8596

Need several good flat tops yet for my collection. I'd appreciate listings from members who have extras in this category for sale. Desire good cans only please. Does anyone have a Grape Ola metallic soda sign they'd part with ?

Arnold Richter, 305 North State Road, Fairmount, Illinois 61841

A RARE NEW FIND!!

THIS 1977 COMMEMORATIVE COKE BANK.

MADE FOR COCA-COLA BOTTLING PLANT IN GREAT FALLS, MONTANA WE FEEL THIS ONE IS A REAL RARITY, THERE ARE ONLY THREE THAT WE KNOW OF IN EXISTENCE AMONG SODA CAN COLLECTORS



NEW RELEASES

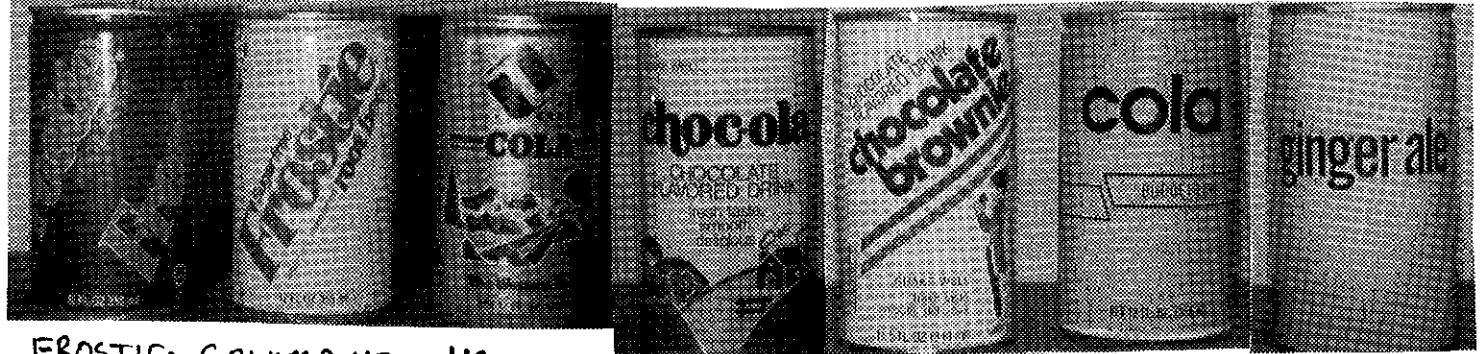


WELCH'S - KULL PKG. OF MATOON, ILL
FOOD CLUB - TOPCO ASSOC OF SKOKIE, ILL



COKE WORLD'S FAIR UNITED CANNERS OF CHATTANOOGA, TN

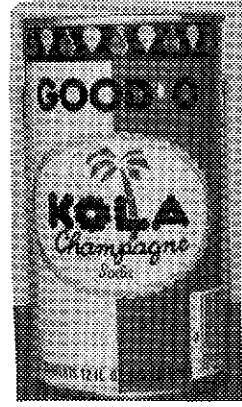
PEPSI LIGHT 2 FREE OFFER ATLANTIC SOFT DRINK CO OF COLUMBIA, S.C.



FROSTIE - COLUMBINE BEV. OF DENVER
VAIL. ALSO BY COLUMBINE

CONSOLIDATED CHOC. OF DORAVILLE, GA.

FOODTOWN EDISON, N.J. | SUNFRESH ST PAUL, MN



GOOD-O BRONX NEW YORK



KINGSTON BY PACIFIC FILLING OF HAYWARD, CAL.

SUNCREST BY ASSOCIATED BEVERAGES OF VERNON, CAL.

Arnold Richter advises us of a new RICK can.

Dennis Fewless tells us that the Kohls label has been changed.

Darlene Morris believes that there will be a caffeine free Tab in the near future.

Carr Suter has sent us a list of Coke special issue cans, we will try to print this in our next issue.

NPCC would be interested in any articles or stories pertaining to pop cans, pop bottles, pop memorabilia or Coke products

Hope to see you at Indianapolis September 25 & 26

NEW ISSUES: We have a limited supply of these new cans available,

Parsons lemon drop, grapefruit, orange, apple

Clemson orange (2nd issue) 12 wins-0 losses

Carosel Days 1982-6 different

Waist Watchers #1 orange, #4 cola, #5 root beer, #6 ginger ale

Buffalo Bills Sassparilla (new 2nd release)

Vail cola

Frostie reg & sf

Welchs strawberry

Barqs sf root beer (silver can)

Pepsi Naperville Sesquicentennial

Vintage diet cola

Budget Line cola

Coke Worlds Fair

Pepsi Light 2 free can offer

SPECIAL FIND-Adirondac cream

flat top, bottom opened, grade 1

Bates A16C-4 Have a small

quantity available

SHOWS TRADES

	SHOWS	TRADES
AUG 7	Port Jefferson, NY	John Shemorry 212-860-3858
AUG 13/15	Toronto, Ontario	Larry Sherk 416-465-3386
AUG 14	Tulsa, Ok	Tom Hull 918-743-3863 trade
SEP 12	Royal Oak, MI	Al Ribco 313-754-4528
SEP 16/19	Minneapolis, Minn	BCCA Convention
SEP 24/26	Denver, Colo	Ed Love 303-593-8393
SEP 25/26	Indianapolis, Ind	Dave Couden 317-356-4241
SEP 26	Jackson, Mich	Al Ribco 313-754-4528
OCT 3	Cicero, Ill	Ron Jones 312-593-7369 trade
NOV 7	Clawson, Mich	Al Ribco 313-754-4528
NOV 7	Joliet, Ill	Jim Mitchell 815-729-0036 trade
NOV 14	Maspeth, NY	John Shemorry 212-860-3858 trade



A FEW MORE NEW ISSUES
 AVAILABLE FROM NPCC
 DALLAS - COKE WHITE WATER
 COKE PEEL A FORTUNE

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

Aug
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