



NPCC
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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 "

Welcome to Jeffery Edwards and Keith Mathews, new members this past month.

We want to thank all of you for your holiday-greetings and wonderful Christmas cards we were sent this past season, they are certainly appreciated, it's so nice to know that people do care.

Do you have any stories about your collection or about any items of interest that you would like to share with us ? If so , please send them to us. Photos (black & white) are also acceptable for printing.

Please keep us advised of any new releases in your area and also of any shows in your area which would be soda related.

AD DEADLINE IS THE 21st OF THE MONTH

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large cola producers tromp on them.

Last spring, the company came up with an expensive national television campaign, "Be a Pepper".

As soon as the campaign broke, Coke and Pepsi countered with their "under the crown" cash rebate promotions, thereby scuttling Dr Pepper's hopes for a big increase in sales.

Analyst Goldman says that wasn't Dr Pepper's only mistake, although it was a beaut.

An even more pervasive problem within the company has been its reluctance to buy out its independent bottlers as Coke and Pepsi have been doing.

Individual bottlers can't have the clout in supermarkets, where most of the soft drinks are sold, because they can't stage large regional promotions.

In recent months, Coke has bought out four of its bottling franchises in Texas, plus another in San Bernardino. Pepsi did the same thing for most of its Texas franchises. Seven-Up, the number four soft drink company owned by Philip Morris, has built a 20 million case capacity plant in Houston to help penetrate the lucrative southern market.

So Dr Pepper's competitors are planning to give it a good whack right in its own backyard.

If you are willing to be a long term investor, says Goldman, the company's stock might be worth looking at since Dr Pepper is planning to buy Canada Dry from Norton Simon Inc. for as much as \$150 million, most of it borrowed at 18 percent.

It will take a long time for Canada Dry to make an impact on Dr Pepper's profits, given the high cost of the borrowed money.

Long term, Canada Dry will give Dr Pepper a long-needed boost. Canada Dry is a big seller of ginger ale, sparkling water and tonic, none of which Dr Pepper produces. And Canada Dry is strong in the Northeast, where Dr Pepper is weak.

The company's stock closed yesterday on the New York Stock Exchange at \$11.50 a share.

Goldman doesn't expect it to sell for much more than that until the marketing air clears.

New fizz planned for soft drink ads

Los Angeles Times Service

"Have a Coke and a smile," "The Pied Pepper" and the "Pepsi spirit" have about jingled their last.

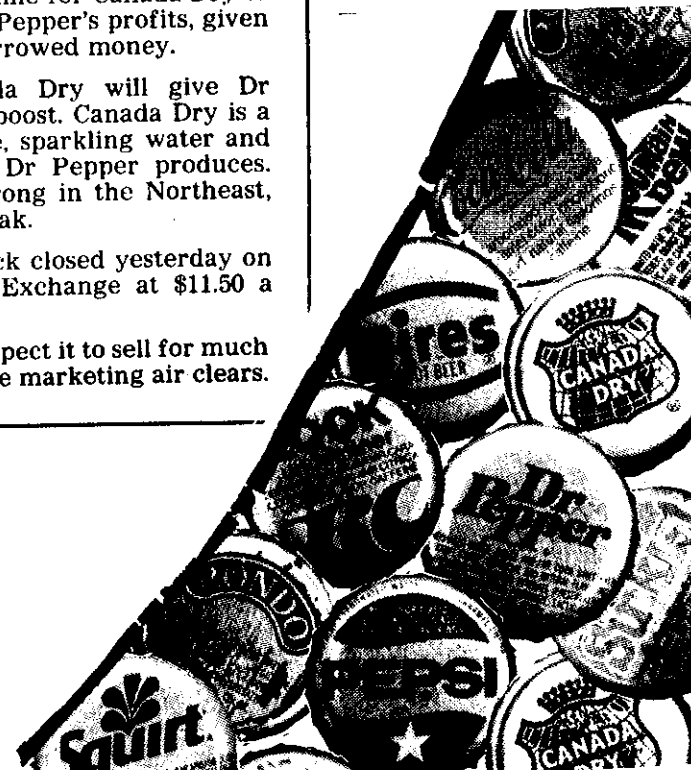
When the National Soft Drink Association convention opened here Tuesday, the nation's top soda pop makers talked about their new advertising and promotion campaigns. For the most part the campaigns will be quite different from those of the past several years.

Pepsico, for instance, says it is scrapping its "Pepsi spirit" campaign of the last two years and adopting a new theme of "Pepsi's got your taste for life."

Dr Pepper, too, is changing its campaign, dropping the David Naughton Pied Pepper theme for a new one which features Scott Baio of "Happy Days" and the everlasting song-and-dance man Ray Bolger.

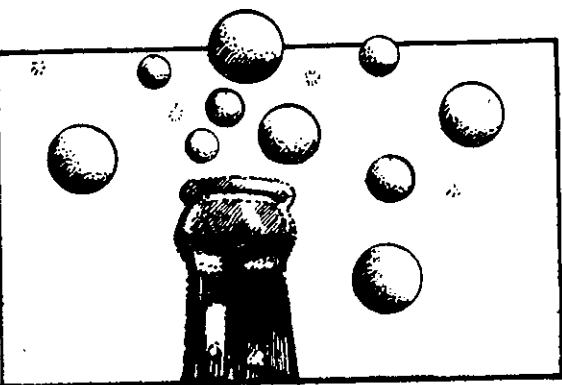
And, most surprising of all, Coca-Cola said that it, too, has had about enough of its "Have a Coke and a smile" campaign.

Coke's exact words were "A new advertising campaign will result from testing now under way."



"THE AMERICAN CAN COLLECTOR"

Published monthly at the subscription rate of \$8.50 per year or 2 years \$15. Memberships may be shared by one family. Each yearly subscription is complete with 4 free 40 word classified ads. The American Can Collector, Box 608, Mt. Home, AR. 72653.



Dr Pepper's Lonely March

George Bush, the preppy vice president, drinks Dr Pepper by the gallon. It is his favorite tippie.

Though Massachussetts born, Bush went to Texas to make his fortune — small by Texas standards — in the oil drilling equipment supply business. He also developed a massive thirst for the cherry-flavored soft drink there.

If we all drank as much Dr Pepper as Bush, the company's sales and profits would be right up there with Coca-Cola and Pepsico.

Since we don't, they aren't.

Dr Pepper's management, headquartered in Dallas, has been out-foxed by the superior marketing strategies of Coke and Pepsico in the fight for your soft drink dollars.

If you want to be an investor-player in the soft drink battle, says one analyst who covers the industry, you'll do yourself a favor by staying away from Dr Pepper stock until the company shows signs of coming to life in the national and international marketplace.

Emanuel Goldman, who tracks the industry for Sanford C. Bernstein, the brokerage house, says the company still has problems of being a big seller in the South, particularly in its home state of Texas, but can't seem to buck the Coke and Pepsi competition in the rest of the country.

Every time Dr Pepper's marketing crew tries to break out of its regional mold, the two

MEMBERSHIP ADVERTISING RATES

70

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 the 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

Ad deadline is the 21st of each month, any ad received after the 21st will be printed in the following issue, unless stated otherwise.

ADS

WANTED: Canfield cans-grade 1 to store condition. Flat tops C180-5 in cola, dry ginger ale, 4 Mix (lemon/lime), root beer, 50/50, strawberry and orange nectars dated 1969 along back seam; C180-10 dancing carbonation metallic orange, 1969 Hula (rect.tab), 1962 flat top slim-line diet strawberry-cherry drink and same in lemon/lime. 1969 50/50, 1967 Swiss creme, 1970 diets, 1972 honee orange (white can) and honee orange (green can) with honee bee motif.
Arnold Richter, 305 North State Road, Fairmount, Illinois 61841

.....Happy Holidays to all.....Lee Leonard.....

FOR SALE: 150 different pop cans--many different flavors.....50¢ each. Send for list.
Jerry Pollack, 294 Avenue B, Bayonne, New Jersey 07002

I buy or Trade. Send all different beer or pop (any flavor), nationals ok. Receive twice as many. I'm paying \$4.50 for your case of all different. Send 75% bottom opened, obsolete or grade 1, I will pay $\frac{1}{2}$ your postage.
Ken DeMary #564, 6332 South Spotswood Street, Littleton, Colorado 80120

Please send for a new list of cans. A-Treat has all new cans. Many foreign on my list.
Norm Benters, where are you?
Lee Leonard, 390 South Tenth Street, North Wales, PA 19454

If I owe anyone any letters or soda cans, please write;
Dennis Fewless, Rt 2-Box 47A, Delavan, Wisconsin 53115

SUNDAY FUNNIES, 49 different, 3 duplicates, excellent condition, bottom opened, SASE brings list, best cash offer takes all.
Krueger, P O drawer 606, Bloomington, Indiana 47402

The show worth waiting for!! 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. Details, contact;
Steve Richardson, Box 752, Orange, CT 06477 tel-203-735-9758

THE AMERICAN CAN COLLECTOR - The only informal can collecting newsletter that covers everything from beer cans, can show evaluations, breweriana, antique advertising, occasionally pop cans and brewery biz. A monthly report featuring our two 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 prices), JC's, (a monthly advertiser), display & classified ads, calander of events (featuring the shows ACC will attend). All this for only \$ 8.50 per year which also includes 4 free ads. Sample copy only 3/15¢ stamps, satisfaction guaranteed.

THE AMERICAN CAN COLLECTOR, BOX 608, Mountain Home, Arkansas 72653

Dennis Fewless writes to tell us of a new Sprite can and an all new Dads can have just been released in his area (Delavan, Wis). Also there has been a slight label change on the Orange Spot can. He also tells us of a few really good cans he has come up with, namely, an unlisted Handi and a Gatorade cola. Dennis also collects these soda related items-glass mugs, Grafts bottles, can & bottle openers, pencils and paper labels.

From Arnold Richter; During the month of October 1981 I made a 5700 mile auto trip to the Western states visiting freinds and relatives along the way. I done some dumping in the Sonoma County area in California and came up with many cans for my collection. Some of them are; Pop-O, Coke (large diamond) several types, 10 oz White Rock lem/lime, an unlisted Fanta orange flat top, several 10 oz Shastas and many 12 oz Shastas. I stopped at all of the shows along the way and traded for these cans; Tease, Canada Dry low cal creme & coffee, Sport cola unlisted Sparkel punch tops, unlisted Super S punch tops, Maid Rite, Kist, Dodge City, Sprite and many others. Local stores produced many new cans and bottles also for the collection. Also found many 6 1/4 oz Coke bottles of many towns, Grace Bros beer cans, Rainer & Weiland cone top beer cans, besides several generic beers and sodas. When I finally arived home, the truck was completely loaded and I'm still working on the "stuff" I brought back.

		***** SHOWS *****		
JAN	17	Grand Rapids, MI	Frank Smithe	616-696-1729
FEB	7	Monaco, PA	Russ Andrusko	216-758-3332
FEB	7	Maspeth, NY (trade)	John Shemmory	212-860-3858
FEB	14	Littleton, COLO	Ed Love	303-593-8393
FEB	21	South Attleboro, MA	Roy Kinder	401-725-1887
FEB	21	Royal Oak, MI	Al Ribco	313-754-4528
MAR	16	Maspeth, NY (trade)	John Shemmory	212-860-3858
MAR	16	Kenosha, WI (trade)	Lou Capriotti	414-551-7979
APR	18	West Haven, CT	Steve Richardson	203-735-9758

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

Next Shows Oct. 17th, & Dec. 5th/82



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

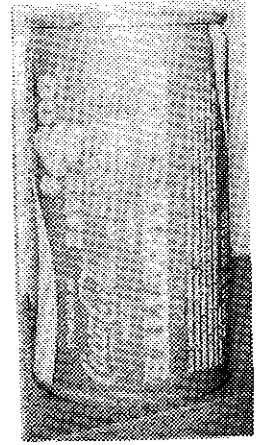
NEW RELEASES

NEW COKES



←
2 DIFFERENT KZAP
RADIO STATION OFFERS
BY COKE OF
SACRAMENTO, CAL.

SIX FLAGS SPECIAL
ISSUE "HALLOWEENS"
BY COKE OF DALLAS →



APPLE BEER
BY
APPLE BEER
OF
SALT LAKE
CITY



HAWKEYE
GOLD

HUSKERS
CHOICE

CYCLONES
CHOICE

ALL BY MID-CONTINENT
BOTTLEERS
OF DES MOINES, IOWA



"CATCH" REGULAR
AND SUGAR FREE
CAFFEINE FREE COLAS
BY COLUMBINE BEV
OF DENVER



MOUNTAIN STREAM
BY IBMI OF
OTTUMWA, IOWA



BY SABOR BRANDS
OF SECAUCUS
NEW JERSEY

APPLICATION BLANK please type or print legibly
MEMBERSHIPS ARE \$10.00 FOR A FULL YEAR SUBSCRIPTION 1st CLASS

NAME _____ AGE _____
ADDRESS _____ P O BOX _____
TOWN _____ STATE _____ ZIP _____
OCCUPATION _____ TELEPHONE () _____
HOW LONG HAVE YOU COLLECTED _____ TOTAL CANS IN COLLECTION _____
HOW MANY FLATS _____ HOW MANY CONES _____
ODD SIZES _____ FOREIGNS _____
DO YOU COLLECT CERTAIN FLAVORS, SIZES, TYPES, ETC. _____
MAIL TO N P C C 3014 SEPTEMBER DRIVE JOLIET, ILLINOIS 60435

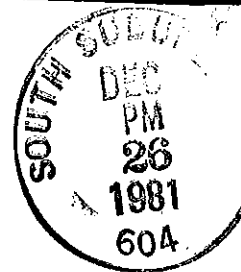
PLEASE TELL YOUR FRIENDS AND FELLOW COLLECTORS ABOUT N P C C

There are thousands of pop can collectors in the country who have no idea that there is an organization devoted to their hobby. Tellyour friends or anyone interested about N P C C because the more eyes we get looking for pop cans, the scarce,rare and more valuable cans will begin to turn up.

We will send extra applications to anyone who requests them. For those of you who will set up at shows or flea markets we will be happy to send more applications

FROM
National Pop Can Collector
The Pop Can Man
Fred Bogdan
3014 September Dr
Joliet, Ill 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