



NPCC

VOLUME..... 7

NUMBER..... 3

JUNE 1982

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

The Fox Valley BCC show at the Fond Du Lac fairgrounds was another nice show. The weather was against us all the way, with a cold-damp rain and drizzle all day. We are sure that many did not come because of the weather. Many of us did make it to the show and several old friendships were renewed as we haven't been in this area for ages. Among the members who were present were; the Paxsons, the Slates, the Fewless clan, Russ Truettner, the Leerssen group and the Chase crew to name a few. Trading on pop cans was fast and furious the first few hours. Dennis Fewless and Bill Slate suggested a "Pop Can Show" somewhere in the mid-west area. I am all for this idea, would anyone like to take charge? If so please contact us.

We are still in the process of organizing the "New Issue" department and are still looking for suppliers (more inside).

AD DEADLINE FOR THE JULY ISSUE IS JUNE 21

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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
Ridgecrest Dr
Goodlettsville, TN 37072

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

The Soda Fountain

Carbonated water was introduced to the public in 1833 by a man named John Mathews. We know that naturally carbonated water has been bubbling out of springs and spas since the beginning of history, but it was a Swedish chemist named Bergman who produced artificial carbonated water in 1770.

In 1806, Professor Benjamin Sillman of Yale, began manufacturing and bottling small quantities of carbonated water in New Haven. This great seltzer was advertised as a cure for obesity and was better known as Dr. I.J. Wagner's Anti-Fat Elixer.

The actual creator of the Ice Cream Soda was Robert M. Green and here's how he did it. One busy day, he was selling a concoction of fresh sweet cream, syrup and carbonated water at a soft drink concession at the Franklin Institute's Exposition in Philadelphia in 1874.

Unfortunately, he ran out of sweet cream and in desperation, substituted ice cream, intending to melt it. His customers were so excited with the taste---well, Mr. Green made ice cream sodas on purpose after that.

Some years later, prohibitionists in Evanston, Illinois declared soda water intoxicating and decided sodas could not be served on Sunday. Luckily, a rather bright drug store operator found a legal loophole...he simply served ice cream and syrup, leaving out the soda water, and the "Sunday" was invented. The spelling was later changed when town fathers objected...and that's how a soda became a sundae.

7Up hopeful Madison 'Likes' cola

By AL PARKINS
Capital Times Staff Writer

The Seven-Up Co. is counting on Madison to like its new cola drink "Like."

Seven-Up, known for its clear, lemon-lime-flavored soft drink, has picked Madison to test market its new entry in the soft drink field. Seven-Up has never made a cola before, but decided the time was right to take on the giants of the industry, Pepsi and Coke.

"Like is a full-flavored cola with one big difference. It does not have caffeine," said Charles Schmid, a 7Up corporate vice president in Madison to kick off the firm's advertising campaign.

"People don't realize it, but all the colas add caffeine to their product. In order for it to be called a cola, it must have a little caffeine. But our new product, Like, just has the natural caffeine found in the kola nut."

Schmid pointed out that Like has .04 milligram of caffeine. Competing brands have: Tab, 52 milligrams; Dr Pepper 38; Pepsi, 37; RC Cola 36; Coke 34; and Diet Pepsi and Diet Rite, 34.

Seven-Ups' advertising program hits heavily on it being "99 percent caffeine free." It started the caffeine campaign earlier this month in advertising for regular 7Up. Its ads show competing products being pushed away and stresses that 7Up is made without kola nuts and has never had caffeine.

Schmid said the cola industry controls 62 percent of the soft drink market. "We worked on Like for several months until we had the product with the taste we wanted. We felt the time was right to introduce a new product and in looking for test markets, decided on Madison," he explained.

Interestingly, 7Up isn't alone in using Madison as a test for a new soft drink. RC Cola, which has had a non-

caffeine diet cola on the market for 20 months, is testing a non-caffeine sugared cola in 12 markets, including Madison. The test has been low key.

Seven-Up, however, plans to spend \$2.3 million nationwide in advertising its new product. In Madison it plans a media blitz, door-to-door sampling, coupons and in-store demonstrations over the next three months.

Seven-Up was bought in 1978 by Philip Morris Inc. and has been a losing proposition. Its losses under Philip Morris are \$8.8 million.

Some industry observers think 7Ups' future depends on it grabbing a portion of the cola market.

Pepsi, Coke and RC Cola bottlers who also handle 7Up have been warned about pushing the new 7Up cola. Scared of losing their cola franchises, many 7Up bottlers have declined to partake in the Like promotion.

Asked about this, Schmid said that Pepsi has been particularly tough on its bottlers. "All bottling agreements have a clause about competing products, and the FTC is looking into the situation," he explained.

The Madison franchise is held by Joyce Beverages, Middleton, and covers the western half of the state.



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 menthly 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

WANTED: New collector looking for all soda cans old and new except sport sets. Must be near mint condition unless very old. Write or cal.

Larry Neal, 724 Creekridge Road #156, Greensboro, NC 27406 tel 919-852-4761

FOR TRADE ONLY ! A-Treat, C & C, Carnival, Cragmont, Franks, Food Club, Hoffman, Ideal, IGA, Ma's, Montco, Pantry Pride, Parade, Park, Pathmark, Penquin, WaWa, Barqs, Dixie, Fillgree, Goya, KoKo Blanco, Spot, Verners, Weiss, Ale-8, Vintage.

Brian Exner #259, RD #3-Box 231, Cooperburg, PA 18036 (1)

HIGHEST PRICES PAID or very generous trades given for beer bottles or salt shakers with painted labels. There are many from New York, Wisconson, Minnesota, Indiana and other states. I will give 50 or more cans for certain bottles.

Paul Burden, P O BOX 218, Medfield, MASS 02052 (1)

WILL TRADE Coke Whitewater, Haloweekend, Sneak Prevue, Peel a Fortune, Parsons (5 flavors), Dr Pepper generic (temple Tx) 3 flavors, for colas I need; Pop Shoppe, Booth, Cana, Coke 2 free cans, & grand prix.

Carr Suter #500, 111 West Woodbury, Garland, Texas 75041

FOR SALE; Carolina Blue soda cans-Univ. of North Carolina basketball national champs, light blue cans-12 oz. \$1.50 each or will trade for most local brand soda cans.

Larry Neal, 724 Creekridge Road #156, Greensboro, NC 27406

NEW ISSUES; after many suggestions from the membership, we feel that we will handle the releases in this manner. We will list the new cans that we have available and ask that you write us and tell us which cans you would like, an invoice will be sent with the shipment.

At this time the following cans are in stock for quick shipment, however, some are in a limited supply situation. We need suppliers for new cans from all areas of the U.S.

LIKE cola FRANKS root beer FRANKS diet cola FRANKS diet gin. ale ECON cola
 ECON grape PARK root beer SHASTA diet cola (Iowa refund can) HAWKEYE GOLD (1st issue)
 COKE 1981 special olympics CAROLINA BLUE SWEET VALLEY root beer reg & sf-cola reg & sf
 creme reg & sf-black cherry reg & sf-lem/lime reg & sf-orange-grape **PARSONS ROOT BEER.**
 Some are top opened, some are not, these are all store condition cans.

SIPPING THRU THE SODA STRAWS

by Warren Hardaker

I was going to write about all of the fine cans I picked up dumping a couple of weekends ago-but it rained and rained so there went that idea. The rain however, did allow me to go dumping of another sort, in my own soda room and I came up with a few goodies on a trade list. I have just spent a few minutes on the phone with Fred dicussing NPCC and what we could do to excite a little more interest out there. I mentioned since we are so spread out as collectors we seldom get together and/or see ones collection. I would like to issue a challenge to you, with the first prize being an Alaska grape flat top. I would like to see some of your collections and know a little more about you. To win the can I would like you to submit an article telling about you and your collection. Which are your favorite cans, how some were found, where they were found, etc. Tell us what you are looking for and tell us a little something about yourself. I will write a little about me for the next newsletter to give you an idea. It doesn't have to be a masterpiece-as you will see by my writing- A black & white photo or photos would be great also. I think the contest could run untill the end of the year. Fred (although he doesn't know about it) will be the final judge.

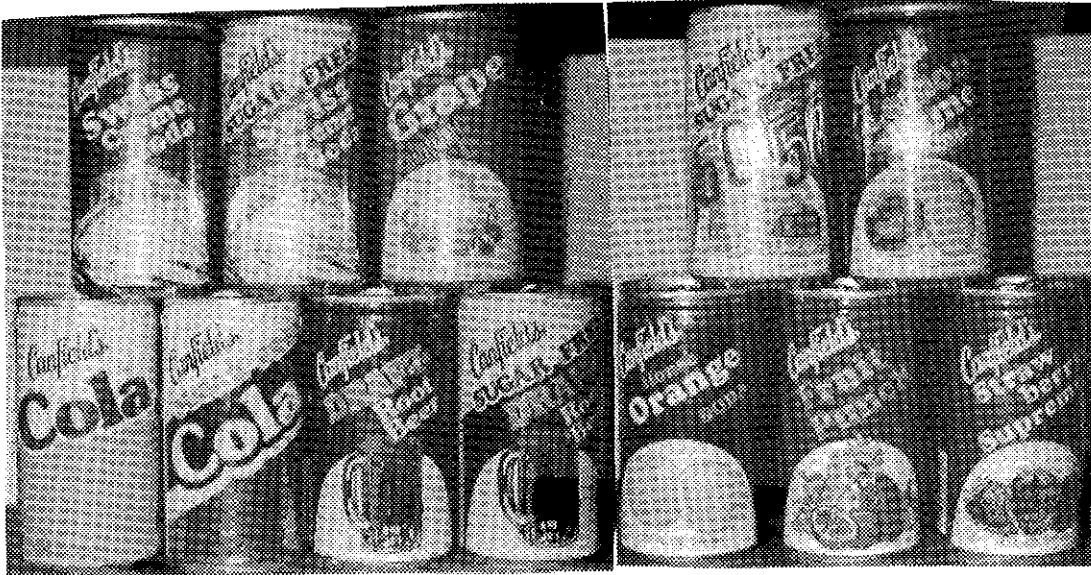
WELL HOW ABOUT IT COLLECTORS !!!

SHOWS

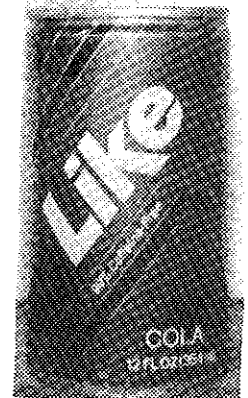
June 5	Warsaw, Mo	Mat Johnson	314-345-3447
JUNE 6	Novato, Cal	Warren Hardaker	916-753-3183 (trade)
JUNE 26/27	Rogue River, Cal	Warren Hardaker	916-753-3183 (trade)
JULY 9/11	Pittsburgh, Pen	Jeff Cameron	215-699-3014
JULY 18	St. Louis, MO	Chas. Schwend	314-831-7868
JULY 24/25	Abilene, Kan	Sue Bolen	913-888-9184 (trade)
JULY 25	Joliet, ILL	Jim Mitchell	815-729-0036 (trade)
AUG 7	Port Jefferson NY	John Shemorry	212-860-3858
AUG 13/15	Toronto, Ontario	Larry Sherk	416-465-3386
SEP 12	Royal Oak, MI	Al Ribco	313-754-4528
SEP 16/19	Minneapolis, MN	BCCA National Convention	
SEP 24/26	Denver, CO	Ed Love	303-593-8393

NEW

CANS



CANFIELDS OF CHICAGO



TUP OF ST LOUIS



CD OF CHGO



SWEET VALLEY OF BATAVIA, ILL



NATURAL SODAS OF ATLANTA



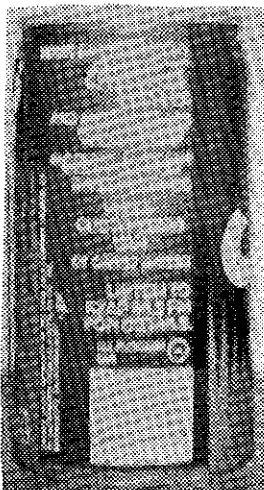
HAVE IN DIET COLA (IOWA REFUND) CAN

(HAVE IN ROOT BEER)

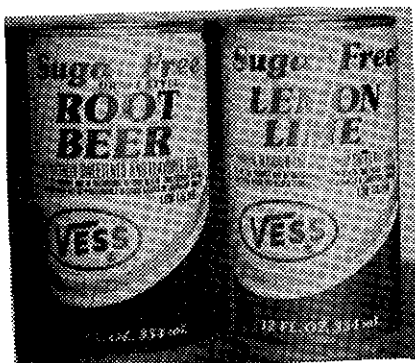
ALL OF ABOVE AVAILABLE FROM NPCC



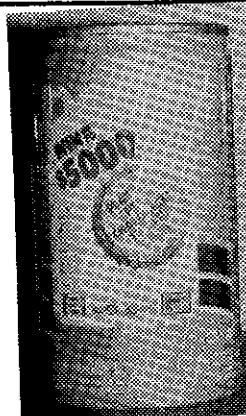
FISHER FOODS OF CLEVELAND HAVE SEVERAL FLAVORS AVAILABLE



SPRITE KZAP SACRAMENTO COKE



VESS OF MARYLAND HTS, MO



PEPSI OF PHOENIX



COKE OF DALLAS ALSO COKE OF FT. WORTH

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. _____

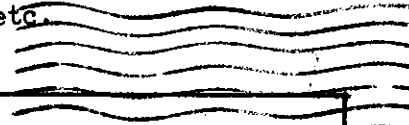
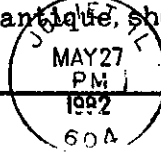
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) _____

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



Jerry Pollack #365
TO 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