



NPCC
 VOLUME..... 7
 NUMBER..... 7
 OCTOBER 1982

THE NATIONAL POP CAN MONTHLY NEWSLETTER

PTL

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

HAVE A
 SAFE AND
 HAPPY
 HALLOWEEN



KEEP THE NEWS AND NEW ISSUE
 INFORMATION COMING, WE ALL APPRECIATE
 AD DEADLINE FOR NEXT ISSUE IS OCTOBER 21ST

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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.

WANTED !! TRADERS !! Will answer all letters ! Have many different cans to trade. Also have many different beer cans to trade or sell. Specialize in Graf's brand ! Please send your want and trade lists. Need sugar free Top Treat, Eagle and Mountain Dew
Dennis Fewless, Route 2, Box 47A, Delavan, WISCONSIN 53115

FOR SALE OR TRADE !! New Pepsi can from Colorado Springs, pictures founder of Pepsi-Cola. Also have 1981 & 1982 sets of Carousel Days, Ol' Bob Millers sasparilla, Vail cola, Steamboat cola, Huskers Choice, Coke Colorado Prints and Pepsi Welcome Home Billy cans.
Howard A Briles #528, 4805 Wyandot, Denver, COLORADO 80221

ATTENTION PHILADELPHIA AREA COLLECTORS- I need Philadelphia Eagles pop can set-Touchdown cola, Halftime orange, Goaline grape, Linebacker lem/lime, Red Dog birch beer, fruit punch and any others in this set-will buy or trade-have many thousands of beer and pop can traders-NOTE: I want these cans very much and will pay well or trade right !!
contact Bob Bates-Can World-Ridgecrest Drive-Goodlettsville, TN. 37072 Phone (615)859-5236

WANTED-Beer and pop bottle caps-will buy or trade from large stock of beer and pop cans and bottles. Contact Bob Bates-Can World-Ridgecrest Drive-Goodlettsville, TN. Phone(615)859-5236

12 Case Special: 2 cases first 7 UP states, 10 cases mixed sports-RC baseball & football, Canada Dry Flyers, Phillies, Patriots, Crush Denver football, Vess Brock-A-Pop, Coke Blues, few duplicates, Ray Scott #65, 8337 Washington, St.Louis, MO 63114

Our trading stock of soda cans consists of approximately 1500 old and obsolete cans. These are for sale or trade. We'd rather trade. Give us a call or stop in and see us at you convenience. We specialize in mint flat tops. We have a collection of about 125 pretty and hard to get foreign cans that are also for sale or trade. We also have 600 10 ounce Canadian cans for sale or trade. We also have some duplicate painted label and embossed soda bottles. A few one gallon Orange Crush soda fountain cans that make a terrific conversation piece for any soda collector. You're invited to stop in and see our collection when you're in our area. The Slate Family - William and Richard, 215 Bridge St. Markesan, Wisconsin, Phone - Area code 414- 398-2422 after 5:00 or 398-2371 days.

WANTED-Beer and pop match book covers-any condition as long as cover is complete with str will buy or trade from large stock of beer and pop cans and bottles-also have many types matchbook covers. Bob Bates-Can World-Ridgecrest Drive-Goodlettsville, TN.37072 (615)859-*****

WANTED- Yoo Hoo chocolate drink cans with baseball players pictured. Need the can w/pict around the bottom and the one w/vertical pictures beside the seam-will buy or trade pop beer cans. Bob Bates-Canworld-Ridgecrest Drive-Goodlettsville, TN. 37072 Phone(615)859-*****



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12 Case Special: 2 cases first 7 UP states, 10 cases mixed sports-RC baseball & football, Canada Dry Flyers, Phillies, Patriots, Crush Denver football, Vess Brock-A-Pop, Coke Blues, few duplicates, few bottom opened, aluminum cans store condition-\$30.00 postpaid
Ray Scott #65, 8337 Washington, St.Louis, MO 63114

Our trading stock of soda cans consists of approximately 1500 old and obsolete cans. These are for sale or trade. We'd rather trade. Give us a call or stop in and see us at you convenience. We specialize in mint flat tops. We have a collection of about 125 pretty and hard to get foreign cans that are also for sale or trade. We have a collection of about 600 10. ounce Canadian cans for sale or trade. We also have some duplicate painted label and embossed soda bottles. A few one gallon Orange Crush soda fountain cans that make a terrific conversation piece for any soda collector. You're invited to stop in and see our collection when you're in our area. The Slate Family - William and Richard, 215 Bridge St. Markesan, Wisconsin, Phone - Area code 414- 398-2422 after 5:00 or 398-2371 days.

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From Tom Kirschbaum, NPCC #45, traveling the world, as a guest of the U S Navy.

When the word was past "Underway, shift colors" on Feb. 11th of 1982 I had no idea what was in store for me in my first overseas adventure in the US navy, The furthest thing from my mind on that day was pop can collecting, but pop can collecting was the very first thing on my mind when we pulled back into Charleston, South Carolina on the 28th of July.

In those 5 3/4 months of travel I had ventured in many situations, some average, some were unique one of a kind situations and new situations that the average pop can collectors may never experience.

The Middle East offers to the world much more than Arabs, oil, sand and camels, but to our hobby it offers little quantity. But with the experience you will encounter you will tell your "sea stories" for a time to come.

In seven ports on three continents I was able to obtain 5 cases of various brands and flavors which may not seem like much to you collectors out there, but consider the tiny amount of space available to me aboard ship for storage. In the seven ports we visited only one, Mombasa, Kenya was the only port in which there were no cans available, only bottles.

In the future I hope to share more "sea stories" with NPCC.

If any members would like to write; EWSN Tom Kirschbaum
OE Division
USS John Hancock DD-181
FPO/Miami, Florida 34091

SOME OF TOM'S
CANS ARE SHOWN
IN THIS ISSUE

John Hantz reports these new cans after a trip to California recently; Peel a fortune cans with a yellow logo in Coke, Tab, Fresca & Sprite. A Coke California State Fair can. Pepsi with a new logo-"Got Your Taste For Life". Also at a local flea market he discovered these Cokes; Special Olympics by Toledo Coke & a Plymouth Pilgrims (an Indiana high school team) by Coke of Plymouth.

From Nick Gerlich; Just returned from Texas-many offer cans throughout the state!

- Dr Pepper \$4 off at 6 flags (Dallas)
- Coke "Bonus Night at Astroworld"
- Coke \$4 off at Astroworld
- new Shasta design, 8 oz
- Barrillitos soda (Fiesta Markets, Houston) 5 flavors
- Plaza (HEB Markets, Corpus Christi) at least 12 flavors
- Coke, Mr Pibb, Sunkist, Barq's "Instant Winner" series, two cans per brand name (#1 has 7 winners; #2 has 8-13 winners). Also, these cans differ between Dallas and Houston, as the winnings are at local retail establishments.

Over this past Labor Day weekend we visited the Slates in Markesan, Wisconsin. We wish to thank Bill and his entire family for their hospitality (also for the cans we traded).

We enjoyed a fellowship with Carr Suter of Garland, Texas. Carr was in the Chicago area and was nice enough to visit, some nice cans were exchanged too.

Dennis Fewless advises some new cans, Food World of Greensboro, NC-Fas-Chek Charleston, WV and also a 2nd generation change in the new Dads sugar free root beer. Upper 10 and Nehi have label changes now showing "no caffeine".

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



By: PAUL W. BATES

CANS BY THE COCA COLA BOTTLING COMPANY

Coke memorabilia is one area of antique collectables that is growing rapidly and the items have a fast appreciation or increase in value. Most pop can collectors probably have a few prize Coke cans on display in a prominent place in their collections.

A bit of research through the Can World Pop Can Master File has turned up some rather interesting facts and trivia about Coca Cola products.

- * 75 different generations of 12 oz. Coke cans are recorded (12 punch top, and 63 tab top)
- * 11 generations of 16 oz. Coke have been found
- * 5 generations of 8 oz. Coke are listed
- * 56 different canners of Coke cans are listed
- * 4 generations of sets (St. Louis Blues; '77 Denver Rockies; '78 Denver Rockies; '79 Denver Rockies) consisting of 72 different cans have been produced.

When we think of the Coca Cola bottling or canning companies, Coke always comes to mind as their primary product, but in fact many more brands of canned pop have been produced by Coca Cola. A search through the Master File has produced the following brands that have at one time or one location been canned by a Coca Cola bottling company. If you find any that are missing, drop us a line and let us know about it.

A-Treat	Mellow Yellow	Royal Palm
Alegre	Minute Maid	Santiba
Barqs	Mr Pibb	Schweppes
Bengal Lancer	Nesbitts	Simba
Bubble Up	Nu Grape	Slender
Crass	Pearl Harbor	Sprite
Crush	Penn Dutch	Sun Rise
Dads	Peppo	Sunkist
Dr Pepper	Pop Rouge	Tab
Fanta	Purple Passion	Tom Moore
Fresca	Ramblin	Welch's
Frostie	Red Baby	White Lightnin
Gatorade	Red Lightning	Woody's
Hi-C	Rex	Wylers
	Rondo	

Coke is it!

I am 46 years old and have been collecting beer & soda cans since I was 10. It all started with providing beer for my softball teams and deciding to keep the interesting cans. At present my beer can collection stands at 1300 and the soda can collection is at 3500 more or less. I trade with everyone and anyone who wishes to. I have over 750 different sodas and 200 different beers for trade. I find keeping up a current trade list is really a time consuming task, as is the time spent consuming the drinks. I will send my trade lists to anyone who would like them. I also collect and will trade stamps of the world, cut gemstones, coins, marbles, tropical butterflies, military patches & pins, and I am willing to trade any of these items for cans.

I consider a can with a different canner or bottler as a unique can. Also the various top varieties make each can different for my collection. If my collection cant use what is sent I still take a can giving half catalog value in credit versus selections from my lists. I will take absolutely any can anyone cares to send in until my stock is full (I consider 6 of each as a full stock). I collect all flavors & sizes, foreigners too.

I have recently joined the Australian Beer Can Collectors Club & will be doing some heavy trading for beer & sodas cans from "down under". I am also trading with Italian collectors so I will be able to provide foreign cans for those of you who would be interested.

I am a slow trader as I like to take time to enjoy the contents of each collectable as I empty it before trading. Usually my turn around time is from 3 to 8 weeks depending on conditions at the time. I write 2 or 3 page letters with every trade, I feel I would like to know each person better. I find that getting to know the people is 1/3 of the fun, 1/3 is the art or the pleasure of owning the can and the last 1/3 is the hope of the value the the cans will have in 20 years or so. I intend to pass on my collection to my 12 year old son as I get too old and hopefully he will be able to sell it and retire from the proceeds in his 40's. I find that sodas trade as well as beers in our area, I usually trade 4 or 5 cases at the beer can sessions in our area 4 or 5 times a year.



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 (R) 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

— SHOWS —

OCT 3	Cicero, Ill	Ron Jones	312-593-7369	trade
OCT 2/3	Oshkosh, WISC	Norm Schwebs	414-739-3517	
OCT 10	Maumee, OHIO	Al Ribco	313-754-4528	
OCT 17	Belleville, ILL	Jim Wallace	618-234-4748	
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

PLEASE MAKE CHECK OR MONEY ORDER PAYABLE TO:

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RIDGECREST DRIVE, GOODLETTSVILLE, TENN. 37072
PHONE 615/859-5236
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., 8/W	\$12.95
B40	ICE COLD POP 54 AN ILLUSTRATED HISTORY OF OREGON SODA POP BOTTLES. 78 P., SB., 8/W	\$7.95
B28	POP CAN BRAND CANNERS LIST CANNER NAME & ADDRESS LIST. 30P., SB.	\$3.00
B10	SODA CANS OLD & NEW 60P., SB., 8/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 _____

Pepsi, Coke Ready New Drinks In The Cola Battle

NEW YORK (AP) — The cola war escalated anew Wednesday as Pepsi-Co became the third beverage maker to offer a low-caffeine cola and Coca-Cola appeared on the verge of unveiling another sugar-free soda to compete with Diet Pepsi.

John Sculley, Pepsi president, said Pepsi would begin testing Pepsi Free in eight markets in August with television advertising to begin Aug. 15. Pepsi Free will be available in both regular, which will be 99.7 percent caffeine-free, and sugar-free, which will be 100 percent caffeine-free with one calorie.

He did not name the test markets.

In March, Seven-Up Co. launched an ad campaign criticizing competing drinks that contained caffeine and introduced Like, a cola that contains less than 1 percent caffeine. Royal Crown began selling its sugarless, no-caffeine RC100 two years ago.

"We now see the cola war elevating to a new battleground — one of market segmentation," Sculley said in an interview. He refused to speculate on the degree of demand for caffeine-free colas, but he said, "If there really is a market, we want to participate in it."

Beverage industry leader Coca-Cola said it will offer a caffeine-free soda "at the appropriate time," but spokesman Joe Wilkinson declined further comment.

Pepsi officials accused Seven-Up of using scare tactics last March when it began its anti-caffeine ads, but Sculley said the company never attacked Seven-Up's low-caffeine product. He said his company began developing Pepsi Free two years ago.

Pepsi's goal is not to convert drinkers of regular cola to its caffeine-free product, he said, but to lure drinkers of other soft drinks who want a cola product without caffeine.

Coca-Cola, meanwhile, planned a news conference for today, reportedly to introduce Diet Coke.

The Wall Street Journal and the Atlanta Constitution quoted industry sources as saying the soft drink will contain caffeine. Coca-Cola officials declined to confirm the reports.

Philip Morris Vs. The Colas

IT MAY STRIKE some people as odd that Philip Morris, which makes cigarettes, is now sounding the warning bell for caffeine. But that's the way it is in the business world. You look for the lever that will overturn your competitors. It's not necessary to be consistent.

The executives of Philip Morris are probably still drinking coffee in their New York offices, but they adopted a "down with caffeine" stance in a desperate effort to lift the sales of the soft drink Seven-Up. This lemon-lime beverage happens to be caffeine-free, unlike the other major soft drinks, and so Seven-Up is driving home this message in a big advertising campaign touting itself as "crisp and clean, no caffeine."

To apply another needle to Coca-Cola and Pepsi-Cola, Seven-Up is testing a caffeine-free cola drink called Like in eight cities. The pitch is "You don't need caffeine and neither does your cola."

COMMERCIALS FOR Seven-Up show relief pitcher Tug McGraw knocking down a bunch of soft drinks — Coke, Pepsi, Dr. Pepper, Mountain Dew, Sunkist — which have caffeine. Commercials for Like depict children and what they need in life — a dream, love, support — before an announcer delivers the chilling message: "But there's something they don't need. They don't need caffeine. That's why we created a cola with no added caffeine."

The rest of the soft drink industry is up in arms over this approach. But Seven-Up is sticking to its no-caffeine guns. Behind the effort is the frustration Philip Morris has experienced in soft drinks. To understand that, you have to know a little about Philip Morris. It's a company used to winning. And it hates to lose.

Since the early 1960s, Philip Morris has come from last place in the cigarette market to a strong second behind R.J. Reynolds on the strength of powerful advertising drives for

Marlboro (those Western sunsets), Benson & Hedges (humor), Parliament (recessed filter), Virginia Slims ("You've come a long way, baby"), and Merit (low-tar).

In 1970, people in the brewing industry scoffed when Philip Morris took over Milwaukee's Miller Brewing, then lodged in seventh place in the beer market. Philip Morris would find out, said those people, that selling beer is not the same as selling cigarettes.

Philip Morris installed its own people at the head of Miller. They brought out Miller Lite. They refashioned Miller High Life as a beer heavy-beer drinkers like. They brought out Lowenbrau. And sales took off. Miller now ranks second in the brewing industry.

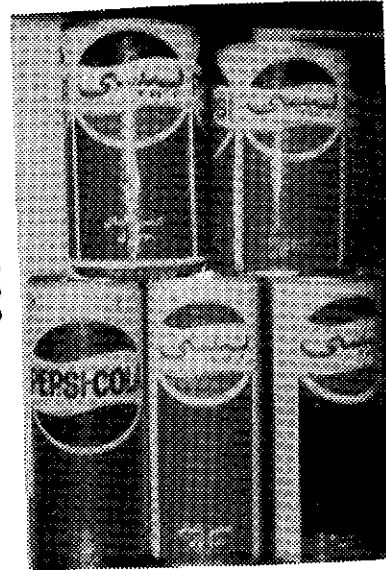
In 1978, looking for new worlds to conquer, Philip Morris paid \$500 million to buy Seven-Up of St. Louis. Seven-Up was then the third largest soft drink brand, behind Coke and Pepsi, holding about 6 percent of the market. The magic that worked in Milwaukee was not repeated here. Seven-Up's sales declined last year, and the brand dropped to fourth place behind Dr. Pepper.

HERE, ACCORDING TO the trade magazine Beverage Industry, are the top 10 brands in the soft drink market (market share in parentheses): Coke (24.2 percent), Pepsi (18.3 percent), Dr. Pepper (5.4 percent), Seven-Up (5), Tab (3.6), Mountain Dew (2.9), Sprite (2.9), Diet Pepsi (2.9), RC Cola (2.7), Sunkist (1.4).

That doesn't make for happy reading at Philip Morris. So we are into the caffeine wars. If the campaign works, boosting Seven-Up sales, the other companies in the industry will be forced to field their own caffeine-free drinks. If it doesn't work, Philip Morris will have to think of something else — or just stick to cigarettes and beer.



SPAIN IS SHOWN FEATURING
COMIC BOOK HEROS SUCH AS;
CAPTAIN MARVEL - THE HULK -
SPIDERMAN - BATMAN - THOR
CAPTAIN AMERICA - ETC



PEPSI'S SHOWN
HERE ARE FROM
UAE - SAUDI ARABIA



COKE PRODUCTS
2 OF A SET OF 6
WORLD CUP SOCCER
CANS - SPAIN

HOLLAND
SOMILIA
BAHRAIN

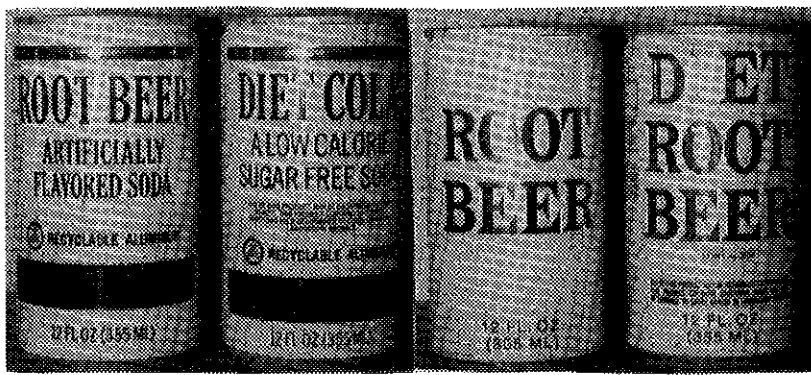


THAILAND
SPAIN
PAKISTAN



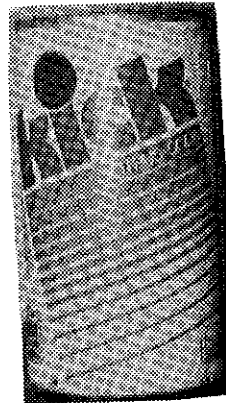
THIS "FAMILY" OF DIXIE BRAND
PRODUCTS IS ALL FROM UAE
SAUDI ARABIA, CANNED IN
HOLLAND

ALL OF THE ABOVE ARE CANS TOM KIRSHBAUM HAD BROUGHT BACK
FOR HIS PERSONAL COLLECTION — SORRY WE HAVE NO TRADERS



K.P. COMPANY
BELGIUM, WIS

TEMPLE DR. PEPPER
TEMPLE, TEXAS



NEW KICK
BY TRI-STATE
CANNING OF
EVANSVILLE
INDIANA

NOTE, WE STILL HAVE A FEW OF
THE NEW CANS MENTIONED LAST
MONTH - NEW ISSUES

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. _____

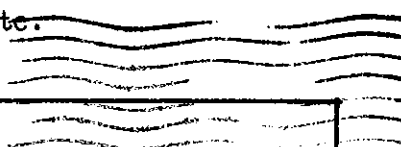
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) _____

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

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If a blue stripe appears--This is your last issue---Please renew at once