

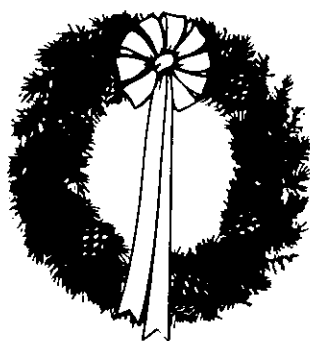


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**NPCC**  
 VOLUME..... 6  
 NUMBER..... 9  
**DECEMBER 1981**  
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**THE  
 NATIONAL POP CAN  
 COLLECTORS MONTHLY  
 NEWSLETTER**

**PTL**

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



WELCOME THIS MONTH  
 TO NEW MEMBER  
 WALTER KOWALSKI



**MERRY  
 CHRISTMAS**

**AD DEADLINE IS DECEMBER 21<sup>ST</sup>.....**

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# NEW "ONES"



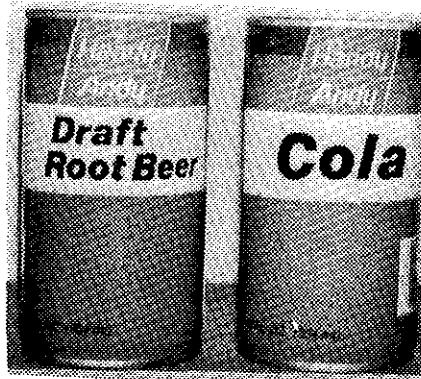
BRITISH AMERICAN BEVERAGES  
OF SCOTIA NY - SET OF 6 FLAVORS



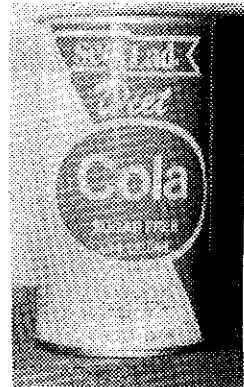
ECONO BUY BY  
ALPHA BETA OF  
LA HABRA, CAL



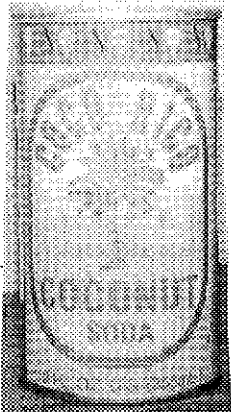
BY FRANK'S BEV.  
OF PHILADELPHIA



LABEL CHANGE  
SAN ANTONIO, TEX



NEW DIET  
SCOT LAB FOODS  
LANSING, ILL

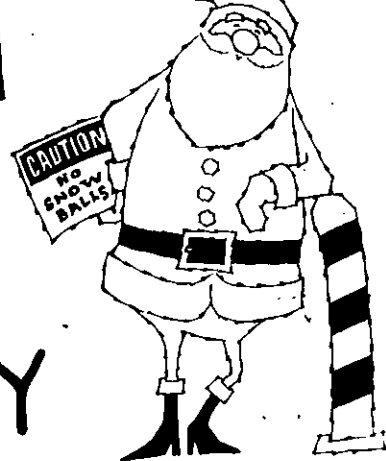


GOOD-O BEVERAGES  
OF BRONX NY  
HAVE RELEASED  
THIS NEW  
COCO RICO



ANOTHER CAFFEIN-  
FREE SODA, THIS  
ONE BY WORTHINGTON  
FOODS OF WORTHINGTON,  
OHIO

# THE BOGDAN'S WISH YOU AND YOURS A BLESSED HOLIDAY



## MEMBERSHIP 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 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



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 Peps! 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 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.

## BEER CAN SHOW AND SALE

Beer Cans, Soda Cans, Brewery Advertising, etc.

### Buy - Sell - Trade Sunday, Dec. 13th 81

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

**"Ain't no reason  
to go elsewhere."**

ADVANCE TABLE RESERVATIONS  
REQUIRED. WRITE:

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

Next Shows April 18th, Oct. 17th, & Dec. 5th/82

Sunday December 13th, West Haven, CONN. Italian American Hall, Chase Lane-10:00 AM to 4:00 PM.  
Over 50 tables, many soda cans at this great show. Information, call or write;  
Steve Richardson #47, Box 752, Orange, CT 06477 tel; 203-735-9758

Have Dallas Coca-Cola "Six Flags Halloweekends Offer" newly issued cans to trade for colas I need. Please send trade list to; Carr M.Suter #500, 111 West Woodbury, Garland, Texas 75041

FOR SALE; 24 different East coast soda cans, bottom opened-\$10.00 postpaid; 1st 7 UP cans at \$1.00 each, Canada Dry Patriots at \$1.00 each. Minimum order \$10.00 please.  
Steve Richardson #47, Box 752, Orange, CT 06477

Will trade 6 oz Super Coola root beer cone top (C-20-C1) for other root beer cones. Also will trade my beer cones for root beer cones.  
Brian Lappin #523, 2971 Center Road S.W., Prior Lake, MINN 55372

FOR SALE: Coca-Cola Royal Wedding bottles dated July 29, 1981 for the Royal Wedding of Prince Charles and Lady Diana Spencer. These bottles sold for as much as \$65.00 at the National Cola Clan Convention in Kansas City. Will sell for \$20.00 each, for orders of 10 or more the price will be \$15.00 each. A limited quantity is available, send check or money order to;  
Dave Brackett, 752 Old Jonas Hill Road, Lafayette, California 94549  
telephone; 415-932-1503

Allow 3 to 4 weeks for delivery-photos available on request.  
Must sell US collection (I collect only foreigners), over 1000 different. Will sell at \$5.00 per case plus \$1.50 postage, no junk-no dumpers.  
Jerry P. Spoerl #461, RR #2 Box 451, Sherrill, IOWA 52073

Thousands of root beers, and other flavors-cheap. Go-withs, bottles, etc. Send \$1.00 for root beer details (10 page typed list). Arrange to pick out some, or all, at my home (welcome!) for special bargain prices. Telephone 313-589-2387  
Micheal Taylor, 412 Woodlawn, Royal Oak, Michigan 48073

**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

# Dr Pepper unveils new ad campaign

Dr Pepper is putting a cap on its highly successful "Pied Pepper" advertising campaign, dropping dancing David Naughton and picking up Ray Bolger and *Happy Day's* Scott Baio to shuffle cola drinkers into the Pepper fold.

The 1982 campaign, unveiled Tuesday by Young and Rubicam president Alex Kroll at the annual Dr Pepper bottlers convention here, also moves the company away from "Be A Pepper" to a new theme and a new song.

The year "1981 marks the end of the fourth year of the Be A Pepper campaign," Kroll said. "We had to answer some tough questions. Should we retain a lead pepper? Should we change the music and how much should we change the music?"



WHAT'S NEXT?

## VIEWERS RATE DR PEPPER COMMERCIALS

- 1979 Dr Pepper No.5
- 1980 Dr Pepper No.4
- 1981 Dr Pepper No.2

E J Ritter writes us that he now has 369 different brands of root beers (not including generics or sugar free brands.

Please keep the newsletter advised on new issues or shows in your area, or any newspaper or magazine articles pertaining to our hobby.

Dave Brackett advises us that there are 2 different Coke "KZAP" cans.

Arnold Richter has recently returned from a 5700 mile trip to California and back (to Illinois) having visited and trading with several members along the way. He also done some dumping in California. We will hear more later.

We are expanding our coverage here at NPCC to include items and articles on bottles-old & commemorative types, Coke items, soda advertising and other "go-withs", and much more. If you have anything to contribute please send it along.

		SHOWS	SHOWS	SHOWS	SHOWS
DEC	6	Wallingford, CONN		Al Winterfield	203-239-2311
DEC	13	West Haven, CONN		Steve Richardson	203-735-9758
FEB	7	Monaco, PENN		Russ Andrusko	216-758-3332

**SCHLITZ BREWING COMPANY**, unfamiliar with the competitive California wine business, was about to offer its money losing subsidiary, Sonoma County's Geysler Peak Winery, for sale in late 1979.

Then it hired Wayne R. Downey as president of Geysler Peak. The only thing that Downey knew about wine was that he liked it red and dry as possible.

Downey's expertise was in the soft drink business — 15 years with Canada Dry, a few years with Double Cola as chief executive and part owner before he sold his interest.

When Downey, now 51 with a shock of gray hair, took over in 1979, Geysler Peak's sales, including those of its lower priced Summit brand, were 800,000 cases valued at \$6 million.

In his first full year on the job, Downey boosted sales for 1980 to 1.3 million cases worth \$9.5 million.

This year, the former soda pop salesman has a sales target of two million cases with a return to the winery of \$15 million.

Needless to say, Schlitz has taken Geysler Peak off the market.

**DOWNEY, THE COMPLEAT** marketing man, refuses to talk the California wine industry jargon.

You'll never hear him talk about the "soft aftertaste of crushed raspberries in a Gamay" or the "surprising sturdiness of a young Cabernet."

Downey leaves the wine making at Geysler Peak's winery, in Geyserville, to experts. His job is to innovate and sell what they produce.

"As far as I'm concerned, any liquid that people consume competes with our products," he says. "And that means

coffee, tea, soft drinks, milk, hard liquor and beer."

He is convinced that he can create a market for canned wines where others in the industry have failed.

"This summer we'll be marketing a six-pack of six ounce cans of red and white wines under the Summit label, priced at \$1.99," he says.

The pop-top can, bound to horrify wine snobs, has been developed by Reynolds Aluminum with a patented coating that prevents the wine from having a "tinny" taste.

**TAYLOR WINE**, now part of Coca Cola, is on the same canned wine track and had its aluminum clad wines served on some United Air Lines flights several months ago.

The results of that marketing test have not been disclosed.

"Canned wine is a natural for airlines," Downey says. "A six ounce can weighs less than half of a bottle's weight and, with the cost of jet fuel, weight is important."

Downey's enthusiasm for the potential of canned wine has led Schlitz to come up with \$350,000 to install a canning line at the Geyserville winery.

The winery's push into so-called wine in a box, a square, four liter box with a triple plastic liner and S spigot has been accelerated. Again under the Summit label, boxed wines now account for 58 percent of the winery's sales.

Downey, who lives in Santa Rosa, doesn't chum around with his peers in the Sonoma and Napa counties wine business.

"When I was in the soft drink business, everybody was the enemy," he says. "Now that I'm in wine, I don't have time to mingle much."

# Another Try at Canned Wine



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

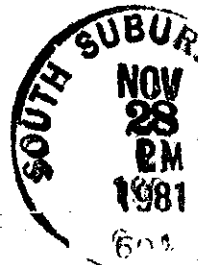
PLEASE TELL YOUR FRIENDS AND FELLOW COLLECTORS ABOUT N P C C  
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There are thousands of pop can collectors in the country who have no idea that there is an organization devoted to their hobby. Tell your friends or anyone interested about N P C C because 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 3365  
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