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NPCC  
VOLUME..... 5  
NUMBER..... 12  
MARCH 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 "

We thank the LORD for blessing us with our first grandchild. February 2nd our daughter gave birth to a healthy 6lb 9oz bouncy baby boy, James Anthony. Both mother and son are fine.

We welcome another overseas member to our rolls, Coralee Wright, of South Australia

HOPE TO SEE YOU AT "INDY"  
MARCH 28/29

AD DEADLINE FOR NEXT ISSUE IS MARCH 21

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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.

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ADS  
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**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, General Delivery    Oakland, Arkansas 72661

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BASEBALL CARDS WANTED: We will trade pop cans generously for older baseball cards we need. Please write and tell us what you have.

Chris Burden #488, Box 218, Medfield, Massachusetts 02052

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"POP CAN COLLECTORS HAVE MORE FIZZ" t-shirts \$5.95 postpaid. 1st quality cotton & polyester blend. Blue, green, beige or yellow. Childs: 6-8, 10-12, 14-16. Adults: small, medium, large and extra large. Also "Beer lovers make better drinkers" t-shirts available, same as above. Custom shirts for clubs available.

Tee-Party, Box 378, Estero, Florida 33928.



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

**BEER CAN SHOW  
BUY - SELL - TRADE**

SUNDAY, MARCH 22 , 1981

**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

**Still The Best  
Around**

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

*BEST PRICES  
BEST SELECTION*      *Door Prizes*

Will trade my surplus soda can flats for obsolete beer cans. Have such brands as Belfast, Nehi Canada Dry, Fanta, Del Monte, Shasta, Cragmont, Hillcrest, White Rock, Sparkel, Coke, Pepsi, Dr Pepper, 7 UP, etc; Send SASE for list.

Hal Noehren #558, P O Box 151, Columbia, California 95310

WANTED: Trading partners, have Daisy, Grafs, Harvest Day, Holiday, Old Time, Ting, Varsity, and many other locals to trade. Send SASE for my list.

Paul Thusius #546, W265M6575 Top-o-Hill Drive, Sussex, Wisconsin 53089

FOR SALE: Coca-Cola items, local brands colored label soda bottles (Glen Rock-Picnic-Arlington Club), 7 UP commemorative bottles and other items.

Steve Marino #489, 662 Marine Drive, Wauconda, Illinois 60084

FOR SALE; 75¢ each or 3/\$2.00-AlphaBeta, new Springfield, Lady Lee, Bonnie Hubbard, Sav-on, Cragmont, Shasta, Root 66, Suncrest orange, Hansen's, Nehi peach, Soda King root beer, mixed and assorted cases of 24, \$10.00. Mexicola \$1.00 each.

Pat Franco #166, 1782 Briarwood Drive, Santa Clara, California 95051

WANTED: Canada Dry's "WINK" in all its varieties and canning locations. Would prefer to buy cans I need but will trade from a collection of many varied sodas. Please state specifics about each can using Bates' numbers or full descriptions.

Paul Holsinger #555, 22 LaTeer Drive, Normal, Illinois 61761

WILL TRADE: Punch tops-Shasta, Toddy, Pic-a-Pop, Mission, Nehi, Squirt, Wink, Super Coola, Pabst, etc. Tab tops-Nine-O-Five, Hy-Vee, Alpine Creme, Fitz's, Taylor Maid. Cone tops-Super Coola, Jic Jac. Also have old soda bottles.

Liza Wolf #557, Box 147, Licking, Missouri 65542

WANTED: Cans from the U.S. and Canada. I would like to trade with members in all parts of our country & Canada. I want trading partners, and would like to trade locals for locals.

Bob Luciano #434, 94 Akbar Road, Stamford, CT 06902

Have many foreign pop & beer cans from many different countries to trade or sell. I will trade 1 can for every 3 Kellogg's "Proof of Purchase seal", all varieties. I also collect Coke & Pepsi commemorative bottles, cans, glasses, etc., please write;

Paul Gafa #472, 1643 Brentwood Road, Brentwood, New York 11717

ORANGE CANS WANTED ! Need both current and obsolete brands. Buy or trade. Have several dozen traders including many hard-to-get brands, such as Soda Hut, Sunshine, Sunnyside, Silver Spring, etc. Still searching for painted label sodas for my personal collection.

Victoria Herberta #399, P O Box 8154, Houston, Texas 77004

My list For Sale/Trade is now 41 typed pages! To defray costs-it's \$1.50. Many fine flats and cones included, with 95% obsolete. Need pre-1972 root beers & birch beers-dumpers OK. Will buy or give amazing trade values.

Micheal L. Taylor #463, 412 Woodlawn, Royal Oak, Michigan 48073

AUSTRALIAN girl pop can collector, age 9, would like to trade and correspond with collector of similar age. Coralee Wright #562, 13 Mirbelia St., Everton Hills, 4053, Queensland, Australia

ATTENTION !! Cans held hostage. I sent 100 obsolete beer can dumpers to Ralph B Collons of North Pembroke, Massachusetts over a year ago via UPS for exchange. He denies receiving them. DO NOT TRADE WITH THIS PERSON. Arnold Richter NPCC #443

FOR SALE; 1 complete set 7UP Uncle Sam cans grade 1. Also for sale, a beer can collection of approximately 900 cans, mostly American, many foreign, some cones. Best offer. SASE for reply. Kevin Eichelberger #407, 1617 Pleasant Valley Dr, Mount Vernon, Indiana 47620

FOR SALE-64 can set Orange Crush Denver Broncos \$50; 28 can set RC cola Washington Redskins \$25; 35 cans set RC cola NBA \$30; 15 can set Canada Dry 76ers \$20; 26 can set Canada Dry Phillies \$25; Postage \$2. John McCombie, 2602 Spring Creek, Rockford, Illinois 61107

**PART 3 OF 4**  
**THE ROYAL CROWN COLA STORY**

In Chicago a consumer panel rated Diet Rite Cola the number one soft drink in the market during the period of the panel's evaluation. In market after market across the country the story was the same. In eighteen months Diet Rite Cola became the number four cola in the United States.

The success of Diet Rite Cola resulted in many new bottling plants in Royal Crown Cola Co.'s franchise system, and production equipment was modernized or replaced to meet demands for increased production.

In 1965 William E. Uzzell succeeded Mr. Glenn as president. He had moved through the ranks as district manager and vice president of marketing. Mr. Uzzell began a vigorous program of infusing new talent into all levels of the company. In 1966 William C. Durkee joined Mr. Uzzell's new management team as executive vice president.

In 1968 Wells, Rich, Green Advertising Agency, headed by Mary Wells, the originator of many famous advertising campaigns for consumer products, was retained; and Royal Crown Cola and Diet Rite advertising was expanded with the use of television spectaculars. Fresh new package designs were initiated for Royal Crown Cola, Diet Rite Cola, and Nehi flavors.

By 1967 the sales of diet drinks were unparalleled and were household names, but there were clouds on the horizon. The safety of cyclamate, the artificial sweetener that contributed heavily to the good taste of Diet Rite and other diet drinks, became the subject of unfavorable reports as the result of pseudo-scientific tests that had the financial backing of competitive products and so-called consumer advocates.

In 1969 Bill Durkee was elected president of Royal Crown Cola Co. and launched a major new effort behind company brands. He reorganized the sales department and moved the international division to the Columbus, Georgia, offices in order to direct a major drive for new international business.

Shortly after Mr. Durkee took over the presidency, on the basis of highly questionable laboratory tests, cyclamate was labeled a carcinogen. Cyclamate was banned by enforcing the Delaney Admendment which prescribes the banning of any food additive which causes cancer in man or animal. There was no available alternative to cyclamate, and diet drinks had to be reformulated.

Profits from concentrate alone could not support the level of reinvestment needed to repair the damage caused by the cyclamate ban and fund dynamic new programs for the bottlers. The beginning of Royal Crown Cola Co. was with the wholesale food business; but soft drinks became more important, and the company had become exclusively a soft drink company. Now revenues from other sources were needed to ensure the future of Royal Crown Cola Co. and its bottlers.

An aggressive acquisition program was begun, and acquisitions were made in the home decor business and in the fruit juice business. These businesses have contributed heavily to the strength of RC. However, Royal Crown Cola Co. remained principally a soft drink company.

**CONT'D IN NEXT ISSUE**

Carr Suter writes us that he now has 1007 cola varieties encompassing 305 different brands.

Nice to hear from member Tom Kirschbaum. Tom is serving in our U S Navy at present, he will be traveling overseas in the near future.

Excerpts from a recent letter from NPCC member Bob Luciano. "Have you ever traded with some-one and the cans you get in return are much less than expected? Many times the cans I received were dirty, rusty, bent, had dead bugs inside, covered with muck and downright cruddy. I don't ask for much, but I'm sure many other members feel this way too, all I ask for is that before you trade your cans please wash them thouroughly inside and out and pack them carefully." BRAVO Bob, I'm sure many others feel the same.

From Dave Berbert, as a point of information, to the bottle collectors. Look at the bottom of 10 oz & 16 oz Sprite returnable bottles for a surprize, they have the names of various Nat'l parks on them like the Coke bottles have the bottling city & state. Does anyone know of any other strange items as these, asks Dave.

From Victoria Herberta, "The Snake Venom cans are already off the market and obsoleted". Victoria also suggests, and I agree with her, do not send cash thru the mail, it's too risky and someone always loses out.

A few letters have asked, "Why don't the members answer letters sent to them?". My only suggestion is to enclose a stamp or a stamped envelope if you wish a reply. Postage is getting to be more and more of an expense, as I well know from our postage bills every month.



REG + SF  
CUSTOM PKG.  
MARYLAND HTS, MO  
SIMILAR IN TASTE  
TO DR. PEPPER  
THANKS TO  
RAY SCOTT FOR  
THE CANS

GENERIC  
REG + SF  
PL DIST  
COUNCIL  
BLUEPS  
IOWA

REG + SF MANY  
FLAVORS  
SAFEWAY FOODS  
OAKLAND, CAL

MANY REG. FLAVORS  
OKLAHOMA BEV. CO  
OKMULGEE, OKLA

... SHOWS ...

Mar 2	Conway, Pa	Gary Gilarno	412-728-4708
Mar 15	Bradley, Ill	Jim Howard	815-937-5627
Mar 22	Omaha, Ne	Glen Smith	402-391-8876
Mar 22	West Haven, Ct	Steve Richardson	203-735-9758
Mar 22	Napanee, Ind	Ed Kamp	219-856-2080
Mar 28	York, Pa	George Spangler	717-843-8266
Mar 28/29	Indianapolis, In	L & W Promotions	317-674-6450
Apr 4	Knoxville, Tn	Glen Norris	615-546-9723
May 17 (T)	Joliet, Il	Jim Mitchell	815-729-0036 TRADE ONLY
May 31	Medina, Ohio	Chippewa CCC	216-769-3735
July 19	Middlebury, Ct	Steve Richardson	203-735-9758
Nov 28	York, Pa	George Spangler	717-843-8266

APPLICATION BLANK please type or print legibly  
MEMBERSHIPS ARE \$ 9.00 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. 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



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