



**NPCC**

VOLUME..... 5

NUMBER..... 1

APRIL 1980

# THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

AD DEADLINE FOR MAY ISSUE IS THE 21st OF THIS MONTH

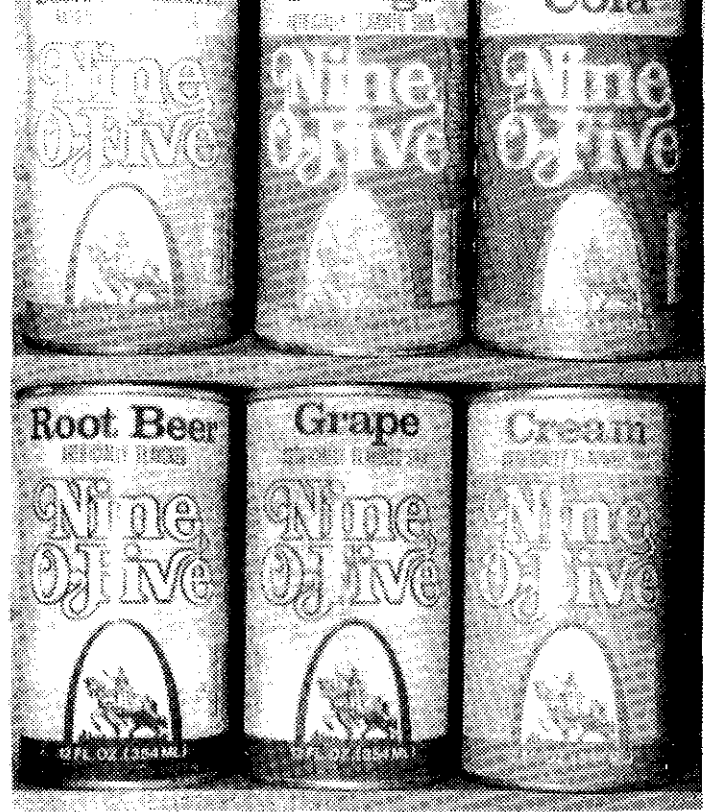
Because of price increases in printing, etc., as of May 1st our yearly memberships will be increased to \$9.00 . A windshield decal will be included for 25¢ as long as our supply lasts with each new membership or renewal.

IN MEMORANDUM

We wish to dedicate this issue to the memory of the pioneer of our hobby. We sorrowfully regret the death of Mrs Betty Toepfer. We offer our late sympathies and prayers to Tom Toepfer and the surviving family. Betty, as many of you had known her personally, was a super nice lady. She had began and pursued our hobby with much zest. She had helped many new collectors get their start. She had printed one of the first publications relating to collecting, "Soda Cans, Old and New", the first informative book on pop can collecting. I'm sure almost all of us has a copy. We will try to carry on for Betty, with bigger and better things this year and all years to come for our hobby, Lord willing.

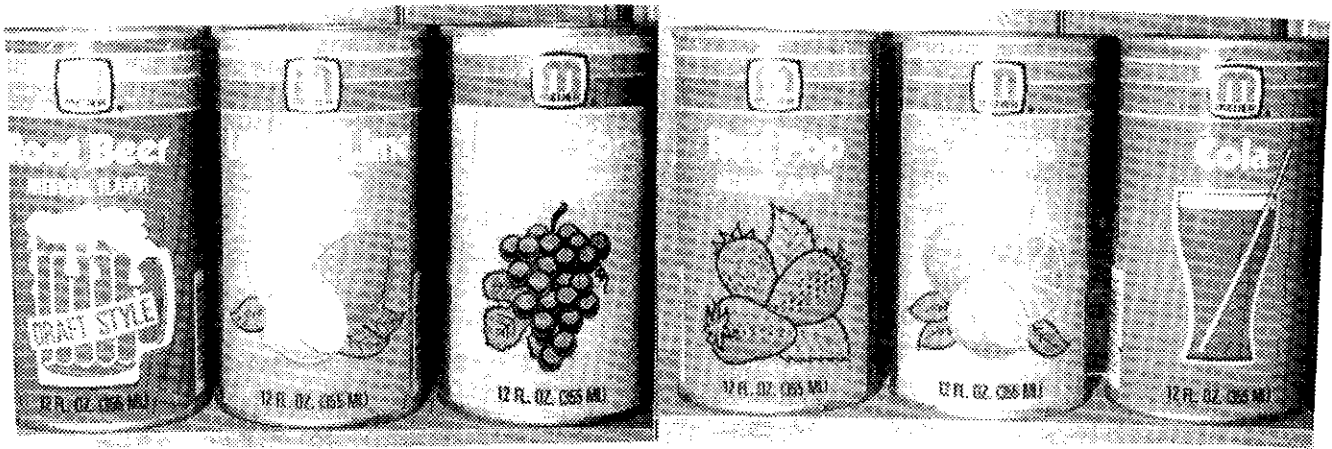
Welcome this month to new members Greg Fewless and Shane Hinckley

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A RECENT VISITOR  
TO NPCC, PAUL BATES

CHANGED WILDWOOD  
AND NEHI LABEL



NEW MEIJER BRAND



OLD CHECKERS  
ON LEFT - NEW  
CHECKERS GOLD  
MEDAL ON RIGHT



OLD NEW  
SHASTA



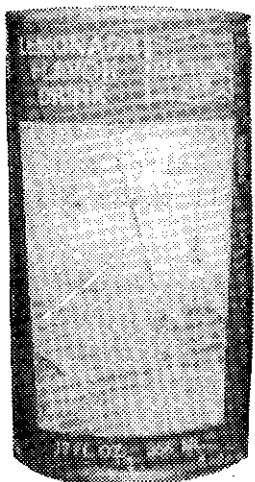
NEW COTT NON-CARBS



NEW  
LITTER  
PROOF  
LID



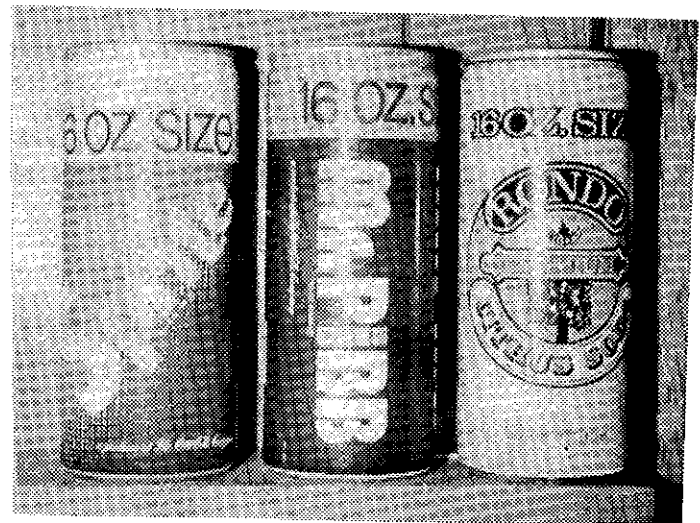
NEW - MANY  
FLAVORS



CASCADE  
INN  
ALSO  
FRUIT  
PUNCH



NON NEW  
CARBS 1 1/2 OZ



NEW 16 OZ

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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FOR TRADE Penn. Dutch birch beer, Welch's, White Rock, Faygo diets, Canada Dry most flavors, some Phillies, Vernors, Sunkist, reg & sf Hires, Sioux City Sassarparilla, Pantry Pride, 7-11 Ideal, Yukon, Wawa. Send your list. Kelly Snook #527, 55 Norman St., Aston, PA 19014  
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FOR SALE: 24 different pop or beer cans, no national brands, many obsoletes included, 75% bottom opened, all grade 1 to mint. \$6.00. Chocolate Soldier, Purple Passion, King Cola (reg & sf) Double Cola (obsolete) 50¢ each. Please add \$1.50 postage.  
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Brooks Cassidy #380, 120 Green Street, Hartsville, South Carolina 29550  
\*\*\*\*\*

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FOR SALE OR TRADE: mint obsolete cans, Uncle Jakes grape-lem/lime-blk chry-cola, Farm House cola-cream, Peer chry cola, Woodys cream, Disgo cola, Custom cream-grape, Get-Up, Faygo "old fashioned" root beer, Smash cream-lem/lime-chry-strbry-root beer-diet root beer & orange, C & C cone top black cherry gr 2, Tip Top quqrt cone top gr 2-. Make an offer or propose a trade. Dick & Dean Domenget #89, 6316 Exchange Street, McFarland, Wisconsin 53558  
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Special issue can bank-"Ohioans for a practical litter law", can features a picture of the signing of the Declaration of Independence on one side. Will trade for obsolete pop cans. Also need new 7UP #'s 5-18-19-39. Send your grade list plus your offer.  
Steve Walker #239, 1767 Hillview Rd., Cleveland, Ohio 44112  
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FOR SALE: Coca-Cola or Tab 12oz US cans with the Olympic seal on both cans, \$1.25 for both cans postpaid. 7UP 16 oz Hilltoppers comm. bottles \$1.50 full-\$1.00 empty. Fanta club soda or tonic water, both cans \$1.25 postpaid.  
Steve Marino #489, 662 Marine Drive, Wauconda, Illinois 60084  
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WANTED: collections or accumulations, with premiums paid on those heavy in root beers. Also want many root beer singles-need many currents and obsoletes. Will buy or can offer from over 1500 different traders. Have many obsolete cones, flats, and tabs, also currents; Meijer, Meadowdale, Sunshine, "Michigan" Olympic Cokes & Tabs. Need new Sun-rise draft, Ramblin, Bells Country Fair and especially cans from Oregon, Washington, Idaho, Montana, Wyoming & the Dakotas  
Mike Taylor #463, 412 Woodlawn, Royal Oak, Michigan 48073  
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CLEVELAND CAVALIERS-RC & COTTON CLUB, sets of 9, Brewer-Clemons-Fitch-Chones-Smith-Carr-Snyder, all with signatures, also include Carr & Snyder without signatures. Will trade 3/1 for your current cans, send your list with your offer.  
Steve Walker #239, 1767 Hillview Rd., Cleveland, Ohio 44112  
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FOR SALE: Chocko chocolate flavored drink \$5.00. Cotts 1959 Production Record 1,000,000 of Manchester, NH., Cott low calorie raspberry (picture of girl on can) Manchester, NH also in ginger, Cotts sparkling club soda, Cotts true fruit black cherry & true fruit raspberry. These last 2 are bank top cans, all others are air filled cans, \$3.00 per can plus postage.  
Nell Winterfield #99, 961 Clintonville Rd, Wallingford, CT 06492 tel 203-239-231  
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WANTED !!! Pepsi Happy Birthday Jim & Richard cans.  
Larry Skinner #364, 228 West Jefferson, Osceola, Iowa 50213  
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NEW....905, 6 flavors and new Fitz's root beer, reg & diet, 50¢ each plus postage. We collect only root beers grade 1 or mint, always want good old or odd cans, will buy or trade very high for any we need, Ray Scott #65, 8337 Washington, St Louis, MO 63114  
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do not collect paper label bottles, only painted or embossed. We are extremely generous.

Paul Burden #488, 14 Forest Street, Medfield, Massachusetts 02052

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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 \$6.95 per year which also includes 4 free ads. Sample copy only 3/15¢ stamps, satisfaction guaranteed.

THE AMERICAN CAN COLLECTOR, Box 1731, Anderson, Indiana 46014

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FOR TRADE: 10 oz Coke, Sprite, Sport cola, several of the 1st 7UP series cans. I also have many other pop and beer can traders. Craig Weeks #518, 6823 Wilton Ct., Indianapolis, IN46224

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WANTED: need 7UP Uncle Sam 24 & 47. I have duplicates 25 & 28. Will trade even or I will buy. Phillip Blegen, 358 Main, Souderton, PA 18964

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FOR TRADE; A-Treat, Montco, Shop-rite, Ideal, Carnival, Parade, IGA, Ma's, plus many other misc. brands. Brian Exner #259, RD #3-Box 231, Coopersburg, PA 18036

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FOR SALE or TRADE; Barq's, Happy Time, Lady Lee, Kingston, Savon, Strawberryette, Flavette orange, MR lemon/lime, Kool Ade cherry tropical punch, On Tap root beer, etc. Send for list. William J. Hill, 2241 North Catalina Avenue, Tucson, Arizona 85712

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SHOWS

Apr	13	Wallingford, Conn	Al Winterfield	203-239-2311
Apr	13	Maumee, Ohio	Al Ribco	313-754-4528
Apr	13	T Fresno, Cal	Joyce Huntly	209-227-8586
June	8	T Milpitas, Cal	Hal Taylor	408-251-5139
June	8	Wallingford, Conn	Al Winterfield	203-239-2311

T - TRADE ONLY

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Arnold Richter sends us this clipping from the Danville Commercial News

### Soft-drink plant wins quality award

The Danville Pepsi-Cola Bottling plant has received the firm's Caleb Bradham award for performance in the manufacture of Pepsi products.

The award, named for Pepsi's founder, was presented to bottling company president and general manager Gene Faas by Phil Ellington, Pepsi's vice president for technical services. The presentation was made at the company's recent national convention in Las Vegas.

This is the fourth consecutive

year the Danville plant has received the award. Faas said about 10 percent of Pepsi's bottling plants nationwide are chosen for the award.

To win it, the plant had to surpass quality standards for the entire calendar year. The plant also is evaluated periodically on sanitary conditions and proper equipment usage.

Faas said the award capped a year of substantial growth and development for the local operation. The plant has employs 57.

M. Paul Holsinger #555

"Thirsty? How about this can of MI-A-ME Orange? It's a new brand on the market. On a diet? Try this can of "Non-Fattening" TAP-A-COLA. Sweetened with "Sucaryl", it has only 3 calories in every 12 ounce can!"

During 1953 and 1954, the United States was suddenly offered a new and lasting innovation in soft drinks -- canned beverages. On several occasions bottlers had experimented with cans but the tremendous internal pressure, estimated by one expert at up to 200 pounds per square inch, had caused leaks or even explosions which doomed further production. The Continental Can Company, however, continued to work on the development of a can that would withstand the pressure -- pressure that was 2 to 3 times as great as beer -- and in early 1953 achieved success.

It was Walter Mack, former head of Pepsi-Cola Company (an early explorer of canned soda) who gave the go-ahead to the new era. Mack had by May 1953 become president of Cantrell and Cochrane, a long-time bottler of soft drinks in Garfield, New Jersey. Determining to break new ground in the industry, he gave the order in that month to begin canning a SUPER COOLA and a SUPER ROOT BEER in cone-top cans in both a 6 ounce and 12 ounce size. Though as a whole C & C's entry was little more than a proverbial "drop-in-the bucket" (out of the 29,000,000,000 units of pop produced by over 6000 different bottlers in 1953 only 125,000 were in cans), a new day had begun. A second plant was established by C & C in Los Angeles, a third in Chicago, and by 1954 two more were on the drawing boards scheduled for Virginia and Florida respectively. Before long, Mack had also begun to distribute his cans in machines especially designed to hold them. Cola, orange, root beer, lemon-lime and grape flavors were all available. Can you imagine being able to go to your local store, school, or what-have-you today and for a dime being able to purchase your choice of ice-cold cone-top cans of soda!

The success of C & C's venture quickly produced dozens of imitators in early 1954. Far and away the largest was the CAN-A-POP company from the tiny town of Sheridan, Wyoming. Allen B. Rogers, president of the equally small Sheridan Brewing Company had realized almost immediately after taking over that company, that his firm could not compete in the fiercely competitive beer market. In early 1953, therefore, the brewery produced its last can of Sheridan beer and began the conversion to fulltime soda pop canning. The new flat-topped CAN-A-POP root beer was an instant success. Within a year, Rogers could claim to be the largest canner of soda in the world. New plants had been established in Compton, California and Peoria, Illinois. Every day the company was producing 44,600 cases a day of its root beer or newly added cola and lemon-lime flavors. -- almost ten times as much daily as C & C had produced during the entire first year of canning.

Other bottlers also rushed to compete. The Hoffman Beverage Company of Newark, New Jersey, a subsidiary of Pabst Breweries in Milwaukee began to experiment with TAP-A-COLA in an American Can Company flat top in March, 1954. First in Rochester and Syracuse, New York, the trial was such a success that a full-line of drinks -- cola, root beer, black cherry, lemon-lime, and the "non-fattening" cola mentioned above -- were introduced into the New York City market in the summer. In the Philadelphia trading area, BEV-RICH, Inc., backed by the Adam Scheidt Brewing Company, the makers of Valley Forge beer, had four flavors out; FRANK'S put out their root beer, and BOOTH'S had several flavors available also. Canada Dry test marketed its SPUR COLA in the city too. On the other coast, cans literally exploded on the market. Besides C & C and CAN-A-POP, the SHASTA Water Corporation of San Francisco, BELFAST

Beverages of the same city, WHITE ROCK Bottlers of Los Angeles and the MISSION DRY corporation for Los Angeles all began to can one or more flavors of their soft drinks. WHITE ROCK, for instance, put out root beer, lemon-lime, and black cherry first in the Los Angeles market and shortly thereafter in Tacoma, Washington. Van Merritt Brewing of Chicago began to market five different canned soft drinks in April, 1954. Also in Chicago, DAD'S put their root beer in cones, and in Miami, Florida, the MI-A-ME Canned Beverages company developed a line of drinks as well. By the summer of 1954 over 25 different companies had begun canning or were on the verge of introducing some of their products in cans.

How many different brands of canned pop were produced in the early few years of the new development? At this point no one knows for sure though one expert from the American Bottlers of Carbonated Beverages estimates as many as 600 different brands by 1956. If that figure is even remotely correct, then collectors of pop cans -- no matter how large their collections -- haven't even scratched the surface of locating the varieties available. One thing we do know, though. After the initially small run of 1953, about 18 million cases of pop were canned in 1954. Though this tailed off somewhat in 1955 and 1956, an average of 15 million cases were issued by various companies in those two years. In case you don't have a computer handy, that's 1,152,000,000 cans of pop! Under the circumstances, there must be literally thousands of these old cans around, whether in dumps, old buildings, or even collections. The question now is one of careful cataloguing so that future collectors will have some idea what they are looking for.

As many of you know, Paul Bates has already edited a tentative, but admirable, listing of soda pop brands and canners during 1979. I, for one, have found it very useful and recommend it highly. But it is hardly a complete list (Paul lists 700 brands from American companies; if the figure above is correct - or even close - that means only 100 brands have been canned since 1956. You all know that isn't correct). Our hobby needs a precise composite listing and though I have no vested interest (other than my own interest in root beer cans exclusively), I'll be glad to begin just such a list. How about cone top cans for a starter? Drop me a post card with the varieties of cone top pop cans in your collection, listing type, canner, place of production, and size of can (6 oz, 12 oz, quart, etc.) and I'll begin to create an alphabetical listing of them all. After several months, I'll type up what I have and NPCC will print it in the newsletter. That may trigger some more response and, with luck, we can begin to head toward a list that will benefit everyone. Pop can collecting can be a fun hobby for us all if we all help each other. So let me hear: my address is 22 LaTeer Drive, Normal, Illinois 61761. I'll look forward to getting your cards and letters.

END

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For the members/from the members

Mike Taylor now has 1543 different root beers, a total of 334 brands.

At the Parma show this past month we met some of our members, namely, the Oberth's, as usual, had put on an excellent show. We also met Bonnie Martin, Ed Lachowski and the Koehler's from Erie.

On a recent dumping trip in Quartzite, Arizona, Bill Hill reported these finds. Most cans are in grade 2 to 3. These following brands were dug, Top's N Pop, Handi Can, Big Vic, Hawaii Punch, Cactus Cooler, Can O Pop, Pop O, Cherryette, Rite Good, Finer, Big Deal, Dr Pepper, Hires, Pepsi, Coke, Shasta, Mission, and numerous beer cans in grades 2 to 4 also were found.

Arnold Richter advises us of a new Hires alum. can and a new Faygo draft root beer cans available at the A & P stores in Danville Ill.

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. 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**  
Gerald Pollack #365  
294 Ave B.  
Bayonne, N.J. 07002