



**NPCC**

VOLUME..... 4

NUMBER..... 11

FEBRUARY 1980

THE  
**NATIONAL POP CAN  
COLLECTORS MONTHLY  
NEWSLETTER**



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

Ad deadline is the 21st of each month.

This will be the last chance to order your N P C C commemorative cans while the supply lasts. There is an order blank inside.

Other items available from N P C C; windshield decals 75¢ each 3/\$2.00  
plus 15¢ postage

N P C C membership list \$1.50

The POP CAN MAN will be at the Indianapolis session with several thousand cans for trade or for sale. We have purchased a few old collections and have some terrific stock. Hope to see you there !!!

Welcome to these new members, Brian Lappin-Wilbur Leerssen-Mark Stoll-Kelly Snook Brett Hendricks & welcome back to Steve Richardson.

ALL ITEMS PRINTED HEREIN ARE COPYRIGHTED AND ARE THE PROPERTY OF NPCC AND NO ARTICLE NOR ANY PORTION OF CAN BE REPRINTED WITHOUT THE WRITTEN CONSENT OF N P C C

HARD TO  
 SWALLOW!  
 GIVES  
 EVERYONE  
 GAS



BUT THE AMERICANS

CARTOON BY AL CURVEN, NPCC MEMBER

**BEER CAN SHOW  
 AND SALE**

Beer Cans, Soda Cans, Brewery Advertising, etc.

**BUY - SELL - TRADE**

**SUNDAY, MARCH 23rd, 1980**

**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

Are you tired of going around to different shows and not finding the CAN of your choice . . . then come to the Biggest CAN Show in New England!

Now is the Chance for Collectors (Beginners or Advance) to Buy Their Wants also Great for the Dealers to Buy for their Customers.

ADVANCE TABLE RESERVATIONS REQUIRED. WRITE:

SO. CT. BEER CAN CLUB  
 P.O. Box 752. Tel - 1-203/735-9758  
 Orange, CT 06477

SHOWS

Feb 10	Denver, Co	Gary Clifford	303-773-6381
Feb 24	DesMoines, Io	Jerry Moore	515-276-1018
Mar 23	Nappanee, In	Ed Kamp	219-856-2080
Mar 29/30	Indianapolis, In	L & W Prom	317-674-6450
Apr 13	Maumee, Ohio	B C G	313-754-4528
T- Apr 13	Fresno, Cal	Joy Huntly	209-227-8586
May 18	Medway, Ma	Jim Hitch	617-473-0887
T- Jun 1	Milpitas, Cal	Hal Taylor	408-251-5139

**T-TRADE ONLY**

SIGN OF GOOD TASTE



**refreshes without filling**

# "TEXAS CROWN, DETHRONED"

by

Victoria Herberta

Strictly an export item, TEXAS CROWN brand soda was manufactured in Houston, Texas — expressly under contract to Iran. Needless to say, several weeks ago, contract was cancelled and merchandise disposed of, destroyed!

This was to come to my attention through a long-term non-collector friend who found and rescued, via purchase, a few "overlooked, lost, misplaced" cases of the exiled product. Being thoroughly convincing in my quest for the TEXAS CROWN, I quickly paid the price plus a bonus for the acquisition. With transaction finalized, we eagerly prepared to sample the soda.

WOW! Upon opening the can, an aroma filled the air as though we were amidst acres of nature-kissed plants laden with fresh sun-ripened raspberries waiting to be picked and eaten. YUMMMMMMMM! The blend of drink in the container is authentic German "Himbeeresaft" (raspberry juice). The savory, unique, rich-bodied fruit flavor beverage left us lengthily "sippin'" and "smackin'."

A notable addition for every pop can collection, the cans are potentially valuable historical souvenirs (desired by all friends and acquaintances who espied them in my surroundings). If you, too, wish to obtain a TEXAS CROWN, see classified ads.

©Copyright Victoria Herberta 1980

All Rights Reserved



# Big Pitch for a Bitter Soda

## Rio de Janeiro

Coca-Cola of Brazil, already the leader in the world's fifth-largest soft-drink market, is bidding for a larger share with a sprightly advertising and marketing campaign to introduce its new guarana soda called Tai.

Guarana is a bitter fruit that grows in the Amazon, and guarana soda currently accounts for 27 percent of the 56 million bottles of soft drinks consumed a day in this tropical country. The guarana seed is said to have "exciting properties," but so little is used in a bottle of soda (three-tenths of 1 percent) that it does not even pack the stimulus of the caffeine in Coke.

The two major producers of guarana — Antartica, with 42 percent of the Brazilian market and export sales in France, and Brahma, with 34 percent here and additional sales in Europe under the brand name Rioco — have been stirred into new action by the Coca-Cola challenge and have responded with marketing changes and high-priced publicity of their own.

Coca-Cola says its goal is to capture 30 percent of the guarana drinkers within 18 months, and then to start exporting Tai to Paraguay, Uruguay and, eventually, to the United States. "The movement in the U.S. recently has been to new flavors," said Jorge Giganti, Coca-Cola's marketing manager here, "and Tai's performance here can be a showcase for the future."

In its marketing research, Coca-Cola discovered that the average guarana drinker was between 20 and 34, and the company decided to direct its appeal at teen-agers. There are lots of them in Brazil — 53 percent of the 116 million population is under 18 years old.

And the company gave its new drink a chatty name — Tai in Portuguese is a conversational contraction that means roughly, "it's here" or "here you have it" — and its ad campaign features discotheque music and scrubbed youths with pearly smiles cavorting on beaches, at picnics and in soda shops.

In Brazil's largest city, Sao Paulo, the local bottler passed out glasses of Tai to 45,000 people gathered in an amusement park for the purpose, and Coca-Cola trucks carry coolers filled with Tai on their runs these days to let bystanders try the beverage, which tastes like heavily sweetened champagne.

In reaction, Brahma has gone to a sleek new bottle and Antartica has bought prime time space for ads by a popular singing couple touting Antartica as the "truly Brazilian" guarana.

Coca-Cola has been operating in Brazil for 36 years and controls more than 50 percent of the market with its namesake and with Fanta orange, grape and lemon. Only the United States, West Germany, Mexico and Japan consume more soda than Brazil.

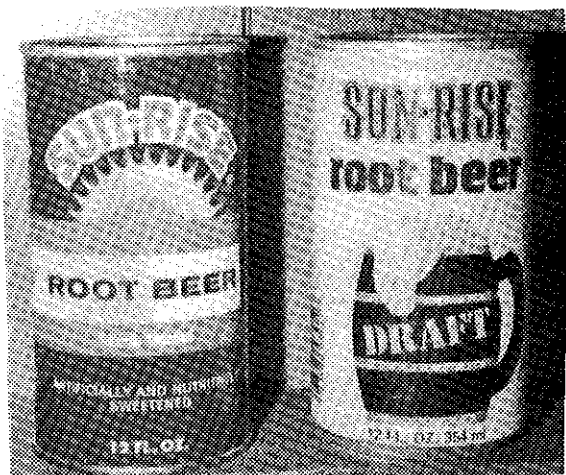
Coca-Cola put out a Fanta guarana in 1972, but it involved nothing like the extensive research and

planning that have gone into Tai, and the effort fell flat.

The largest Coca-Cola bottling plant in the world is here in Rio de Janeiro, evidence that Rio, according to Cesar Roberto de Andrada, Coca-Cola's public-affairs manager, "has all the conditions a soft-drink company could ask for — warm weather, beaches and young people."



NEW MEADOWDALE  
LIVONIA, MICHIGAN



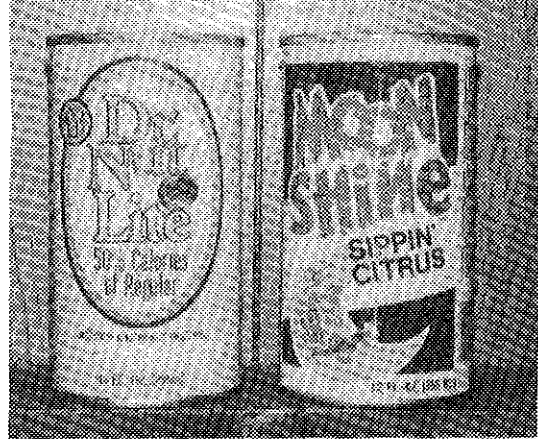
OLD & NEW SUNRISE  
ELIZABETHTOWN, KEN.

THANKS TO JACK NASH  
FOR THIS CLIPPING



AUTOCRAT - NEW ORLEANS

DRUT LITE  
MOON SHINE  
WHARTON TEXAS



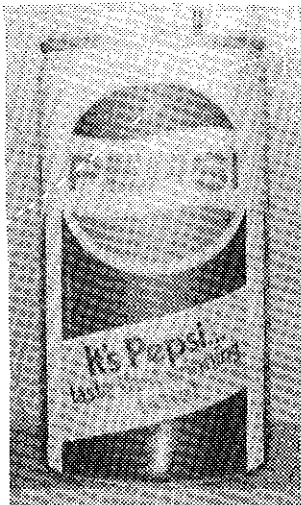
THE LOOP, COHO COLA -  
CHICAGO RADIO STATION



BARQ'S - NEW ORLEANS



FRESCA - NEW ORLEANS



PEPSI - NEW ORLEANS



WELCH'S - HOUSTON



SCHWEGMANS - NEW ORLEANS

Steve Marino tells us that Fanta will be phased out by Coke and replaced by the Hamblin label in root beer flavor. No definite time has been given as yet.

The following is an excerpt from a letter to NPCC; "While I toil basically in a man's world (interior/exterior house painting, linoleum and tile work, minor sheet rock repair, some maintenance work) I am proud and love being a female. In addition, I am a woman devoted to my hobby (soft drink containers and soda water cans) to the point of doing extensive research and contributing knowledge via articles regarding particular bottles or cans.

My "limbo status" feeling? By imprinting, "Blessed is the man with a hobby," you have totally ignored the existence of the fairer sex and I am certain there are other women collecting soda cans. Am I correct in this assumption? What might your feelings be if the statement were reversed? "

Well members, how about your comments on this.

From Arnold Richter, recently while walking an Indiana river road, we turned up 14 decent flat top sodas by Big K & a Freshie flat top too. All were keepers.

Arnold also asks, why is it that some people almost tear out the whole bottom of a can to empty it? (We use an awl or an ice pick to make 2 small holes).

Dennis Fewless informs us of another generic soda can. This one by the Albertson's Food stores. A solid yellow can with black letters.

Dennis also states that he heard a rumor that Canfields will market another brand in the near future, has anyone else heard anything of this?

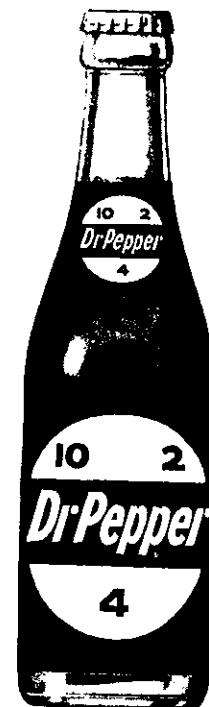
Leland Meyer suggests a listing of the members favorite cans. His are the Orange Crush gallons he has (2 different). WHAT ARE YOUR FAVORITES ???

We have found a 3rd kind of Pepsi gallon owned by Shawn McMahon, in regards to the Pepsi article of the last issue. We have had many replies in reference to this article, mainly describing foreign cans which we didn't list.

Brooks Cassidy tells us that the South Atlantic Cannery of Bishopville S.C. are converting to the all aluminium cans from the straight steel type. Coke products are involved in this change.

Al Curven advises that the Coke bottlers of upper New York have released a 10 bottle set of 10 oz commemorative bottles celebrating the 1980 Olympics.

here...there...almost everywhere  
\*  
the friendly  
"Pepper-Upper"



Sure as shootin', you'll like Dr Pepper!

It's America's *distinctive* soft drink—and its unique flavor-blend has such a *refreshing* way about it!

Try it — frosty-cold! And see how

the friendly "Pepper-Upper" never lets you down!

All ads are 10¢ per word. When using the FREE 50 word 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 you send no payment or ad certificate, the ad will not be printed. Calling cards will be printed, space permitting, \$1.00 per issue for standard size (\$2.00 for oversize). Non Members rates are 15¢ per word, this includes a copy of the newsletter in which the ad appears.

Display ads...1/4 page \$12.00...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 next 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, 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

\*\*\*\*\*

WANTED: Happy Days orange #5-10-15-20. R C baseball set #2, numbers 58 & 80. Also wanted- any other sports cans. Have over 500 traders.

Paul Wachter #421, 615 Gear Street, Galena, Illinois 61036

\*\*\*\*\*

Mint TEXAS CROWN cans, with original contents, \$1.25 each. Postage on first can \$1.50; for additional cans, add 30¢ per can. Want silk screened soda bottles and ORANGE flavor soda cans, have many mint traders; Western Family-Key-Gristede's-Stars-Thinny Thin-etc.

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

\*\*\*\*\*

Soda can collection for sale, over 400 cans. SASE.

Donna Pullara #388, 827 Jamieson Road, Luth, Maryland 21093

\*\*\*\*\*

Extensive list of nearly 400 Canadian, USA and foreign soda related collectibles, bottles, cans, trays, glasses, etc. Some illustrations. Please send \$1.00 to cover postage & handling

Harold Balde #380, 325 Quebec Avenue, Toronto, Ontario, Canada M6P 2V2

\*\*\*\*\*

For Sale, old 7 UP cans, bottom opened (Uncle Sam) case of 24 cans my choice at \$12.50 postage paid. Great for trading. Also case lots of mixed old Price Chopper & other East coast cans, 24 different at \$10.00 per case.

Steve Richardson #47, P O Box 752, Orange, Ct. 06477 tele 203-735-9758

\*\*\*\*\*

Wanted; "Turning 7 UP" cans (new style) Nebraska-Nevada-New Hampshire-New Mexico-South Dakota West Virginia-Wisconsin-Wyoming. Will trade or buy. Also want Coke cans & trays.

John Walter, 311 South 40th Street, B-9 Pine Hall, Philadelphia, Pa 19104

\*\*\*\*\*

HELP !! Need RC cola Washington Redskins Dan Nugget. I also need the following Nehi happy days. Strawberry #10-31. Red soda #1-6-11-16-21-26-31. Fruit punch #1-2-3-9-10-13-15-18-19-20-21-23-24-25-30-32-35. All botom opened and mint please. I will buy or trade.

H.R.Mielke #367, 12757 Cijon Street, San Diego, California 92129

\*\*\*\*\*

WANTED; Pepsi offer cans, Faygo Molly Pitcher, Pleezing by Grafs, Featherweight by Grafs, Pop, Kewpie, Bon Ton, Meeters, Farm House, Tip Top, Tap A Cola. Please, all cans to be as mint as possible ! Dennis Fewless #163, Route 2 Box 47A, Delavan, Wisconsin 53115

\*\*\*\*\*

FOR SALE: 24 different pop cans \$5.00 postpaid.

Larry Skinner #364, 228 West Jefferson, Osceola, Iowa 50213

\*\*\*\*\*  
WANTED !!! Flat tops-Pabst black cherry (maroon can with cherries at top, 10 oz) Pabst ginger ale (orange can)-Goody root beer (yellow & brown can)-Columbine-Handi-Ontario cola-Tropic Surf (Random Lake)-Spur cola-Faygo Dutch creme (windmills & skaters)-Yukon Club punch-American Drv. Would also like listings of enameled label soda bottles, obsolete, for sale from all parts of the USA. Arnold Richter #443, 305 North State Road, Fairmount, Illinois 61841  
\*\*\*\*\*

Wanted; cones, flats and all obsoletes over 5 years old, must be grade 2- or better. For Trade; have most Midwest locals and currents plus a limited supply of beer labels and soda stickers. Also have for trade or sale Canada Dry grape flat top grade 2 and a Dr Pepper diet flat top of Dallas Texas grade 2-. I will answer only replies I am interested in. Look for my next ad in a future issue. Thanks for reading my ad & thanks to all who have traded with me this past year. Jimmy Altmeyer #486, 2055 Union Drive, Newburgh, Indiana 47630  
\*\*\*\*\*

WANTED; Tab orange flavor 12 oz can, obsolete Fanta cans. Also want a 12 oz Coke can from your area! I'm trying to get a Coke can from every canner in the USA.

FOR SALE; Foreign & US COCA COLA and allied products, misc. soft drink advertising, SASE for list. Steve Marino #489, 662 Marine, Wauconda, Illinois 60084  
\*\*\*\*\*

FAYGO mixed case-new design, old, obsolete, diet, etc. 24 different for \$6.50 postpaid. Can also offer other pop cans at \$7.00 per case postpaid.

Barbara Bauer #466, 1437 Old Squire Lane, Port Huron, Michigan 48060  
\*\*\*\*\*

We've got loads of Michigan special issue cans. Send for our list. We're offering a case (24) of different cans, local and otherwise, for \$7.00 per case postpaid. You won't be disappointed Send money order (no cash) to;

Barbara Bauer #466, 1437 Old Squire Lane, Port Huron, Michigan 48060  
\*\*\*\*\*

WANTED TO BUY: R C cola Greater Milwaukee Open cans dated July 5-11 and July 8-14. Send condition and price to; John C. Hantz #193, P O Box 105, Hammond, Indiana 46325  
\*\*\*\*\*

OUTSTANDING TRADE VALUES given for root beers, birch beers and sarsapilllas I need. Find 5 currents I can use, or even just 1 old one and get my 35 page list of over 2,000 different cans I can offer! Example; I need root beer Sunday Funnies Popeye 12-4, 10-21, Hagar 2-28 to complete my set. Will give \$20.00 trade value for each of them. Also need these brands, AAA-Anchorr-Big Vic-Bond Street-Club House-Custom-Drug Fair-Hammer-Snowy Peak-Squeeze-etc. Name your trade value! Will accept any condition; on any currents I need I will give \$1.00 trade value for each. Mike Taylor #463, 412 Woodlawn, Royal Oak, Michigan 48073  
\*\*\*\*\*

FOR SALE: 50 ¢ each, old & new Howard Johnsons-Happy Days-Park-Jolly Treat. 75¢ each, Edwards Shurfine-Stater Bros.-Laurel Springs. \$1.00 each, White Rose-FM-Mothers Pride-TV. \$1.50 each Clover Club paper label. \$2.00 each, Soopersip. Add \$1.50 shipping on each order, send for my list. Sharon Conrad #75, 5217 South Francisco Avenue, Chicago, Illinois 60632  
\*\*\*\*\*

Have grade 1 Alaska All Grape flat top for trade. Looking for Davy Crocket, Cool Moon, Doap, Soopersip, Olympiade, Holiday Inns, Quosh jokers, & Hippy Hop. Also have Hansens, Knotts and Dragonade, see November 79 issue.

Warren Hardaker #462, 611 Sunset Court, Davis, California 95616  
\*\*\*\*\*

SALE: Following \$1.00 each; Pepsi 200 years, Coke 75th Anniversary Louisville, Ky. Following 75¢ each; Tomboy root beer, Convenient (6 flavors), Kick (mule), Big R cola & orange. All are obsolete, bottom opened, store condition. Please add \$1.00 postage.

Clint Leonhardt #146, 212 South Spring Street, Louisville, Kentucky 40206  
\*\*\*\*\*

FOR SALE; cases, bottom opened, \$7.00 each. Please send check or money order to;

Tim Adams #41, 6973 Collingwood Lane, Apt.8, Woodbury, Minnesota 55119  
\*\*\*\*\*



Pop and beer cans for sale, over 1100 different total. Have over 800 different soda cans. Please send 2-15¢ stamps for either list or 5¢ in stamps for both.

Jerry Spoerl #461, R R #2 Box 451, Sherrill, Ia 52073 tel 319-552-2437

\*\*\*\*\*  
FOR TRADE: Have the new Albertsons "generic" pop cans. These are solid yellow cans with black lettering. Available are 5 flavors; cola, root beer, orange, strawberry and grape. I wish to trade these for your local beer cans. Please write or call;

Steve Garske, 3155 S. Ash St., Denver, Colo 80222 tel (day)303-572-7700 (eve) 303-759-8789

\*\*\*\*\*  
FOR SALE, old 7 UP cans (Uncle Sam) bottom opened case of 24 my choice at \$12.50. Also case lots mixed old Price Chopper and other East coast cans 24 different at \$10.00 per case postpaid and insured. Great for trading. Steve Richardson #47, Box 752, Orange, Ct 06477

\*\*\*\*\*  
Selling my son's sets, perfect shape, bottom opened. 7 UP fifty states. Canada Dry 19 Patriots 26 Phillies-21 Flyers. Football leagues (27 only). RC; four cases baseball/football incomplete 1976-1977. Submit bids total or by set, dealers welcome, may inspect, cash only.

Krueger #31, P O Box 606, Bloomington, Indiana 47402

\*\*\*\*\*  
MARSH FOODLINERS 7 can set, all bottom opened, grade 1+/mint, root beer-lemon/lime-orange-black cherry-ginger ale-grape-cola. \$3.95 postpaid. French Canadian pop cans, 10 oz top-opened, grade 1-/mint, at least 16 different, 1 case \$5.00 postpaid, 2 cases \$9.00 postpaid. Dumper case lots of pulls and flats mixed grades 2/4 at \$12.00 per case postpaid. Call after 7 Satisfaction guaranteed. J C's Pop Cans, 1207 Brown St., Anderson, In 46015, 317-642-4448

\*\*\*\*\*  
TRADE; Foodtown-old & new, Pathmark, Shop Rite, Ideal (Acme), RC series 1 & 2 baseball, A-Treat British American, 7UP old & new, White Rose, some foreign & more. NEED RC series #2-27, 56, 58 CD helmets Cleveland, Cincinnati, San Diego, Minnesota, San Francisco & more.

Simon Marle #331, 168 Briarwood Drive E., Berkely Heights, N J 07922 tel 201-464-8368

\*\*\*\*\*  
FEBRUARY TRADE LIST includes Sweet Valley, sf Verners, Squirt, Kick, National, Canada Dry patriot series, Nehi Berks County root beer, I B C, Finast, Canfields, Shasta 8 oz-Pepsi 10 oz Coke 10 oz colas. Many more, your list for mine.

David Beckham, 1149 Robinson Ave, Barberton, Ohio 44203

\*\*\*\*\*  
I need these new 7 UP cans to complete my set. Ariz-Cal-Conn-Geo-Idaho-Iowa-Missouri-Mont-Neb-Rhode Is-So Car. I have many duplicates of both 7 UP series to trade. S A S E please " THE POP CAN MAN "

\*\*\*\*\*  
FOR TRADE: IGA, Montco, Ideal, Ma's, A-Treat, C & C, Parade, Carnival, Shop Rite, Pantry Pride and others. Brian Exner #259, Rd 3 Box 231, Coopersburg, Pa 18036

\*\*\*\*\*  
SODA BOTTLES: I will trade my local cans for your older soda bottles. We do not collect paper label bottles, only painted or embossed. We will be generous.

Chris & Paul Burden #488, 14 Forest St., Medfield, Mass 02252

\*\*\*\*\*

# ORDER YOURS TODAY!!

## N P C C 1979

### 1st Annual

## COMM. CAN

YES! I WANT TO ORDER THE 1st ANNUAL N.P.C.C. COMMEMORATIVE CAN. PLEASE SEND ME:

- ( ) ONE CAN \$3.50
- ( ) TWO CANS \$7.00

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_

APPLICATION BLANK please type or print legibly  
MEMBERSHIPS ARE \$ 7.95 FOR A FULL YEAR SUBSCRIPTION

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
 STREET \_\_\_\_\_ P O BOX \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 OCCUPATION \_\_\_\_\_ TELEPHONE ( ) \_\_\_\_\_  
 HOW LONG HAVE YOU COLLECTED \_\_\_\_\_ TOTAL CANS IN COLLECTION \_\_\_\_\_  
 HOW MANY FLATS \_\_\_\_\_ HOW MANY CONES \_\_\_\_\_  
 ODD SIZES \_\_\_\_\_ FOREIGNS \_\_\_\_\_  
 SPECIAL FLAVORS OR TYPES \_\_\_\_\_ ANY " GO WITHS " \_\_\_\_\_  
 MAIL TO N P C C 3014 SEPTEMBER DRIVE JOLIET, ILLINOIS 60435

PLEASE TELL YOUR FRIENDS AND FELLOW COLLECTORS ABOUT N P C C  
\*\*\*\*\*

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

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

TO

FROM  
National Pop Can Collector  
The Pop Can Man  
Fred Bogdan  
3014 September Dr  
Joliet, Ill 60435

