



NPCC

VOLUME..... 5

NUMBER..... 3

JUNE 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 THE MONTH, PLEASE HAVE YOUR ADS IN BEFORE THEN

Hopefully, starting in the July issue, we will be adding a monthly supplement to the new CAN WORLD POP CAN COLLECTORS GUIDE. There will be no extra cost to the membership for this addition to our services. If you have not already purchased your copy, please do so, there is an advertisement in this newsletter as to where to procure your copy. This new book is the greatest I have seen in reference to our hobby.

We welcome these new members to our rolls this past month,
Chris Koontz - Bill Hepler - James Barrows

Any new issues in your area, any shows in your area, anything you find related to our hobby that would be helpful to us, please forward this information to us.

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The canned drinks of Mexico are very similar to American colas, punches and soft drinks but are called juices and nectars.

The PASCUAL company of San Antonio Texas makes fruit drinks from pulp shipped from Mexico. My collection contains these four flavors; mango, tamarind, strawberry and guanabana. All Pascual cans have the genus of the fruit pictured on their cans.

The JUMEX company of Xalostoc Mexico cans these six nectars; guayaba, mango, pina, pera, papaya and chabacano. All six of these cans were found in the El Paso area.

VALLE makes a fruit drink of 4 juices called Conga (a Spanish dance). The juices of the orange, lemon, pineapple and pomegranate are combined for this tasty treat. They also can the nectars of papaya (custard apple), naranjo (orange), pina (pineapple), mango and guayaba.

BEHERE (Ishall drink) makes nectars of guayaba, guanabana, mango, and mandarina (tangerine). Behere is a subsidiary of Valle and is canned in Tepetzotlan Mexico.

The KERNS company of Mexcali, Baja California, Mexico makes a drink of the nectar of the guayaba fruit.

HEINZ of Mexico City has a drink called Del Fuerte, it is a nectar of pears.

DEL CENTRO of Guanajuato, Mexico make a pear and an apple nectar. The name Del Centro is printed at the bottom of the label. On the Pascual brand the name is printed vertically. On all other Mexican brands the names are at the top of the can.

VIGOR of Xalostoc, Mexico have the nectars of guayaba and duranzo (peach) in cans

HEDREZ of Mexico produces nectars of guava and pear.

VERACRUZ of Oaxaca has a pineapple juice in a paper label can.

The 7UP company of Tijuana cans the Orange Crush brand called SABOR.

HADLEY company of Cabazon, California has a can with guava nectar picturing a drinking goblet filled with nectar on the label.

The writer has a 4oz Valle can which contained mango nectar. Most of the Mexican cans have beautiful pictures of fruit on their labels.

Translating these fruit drinks and nectars into our English language is not always too easily done. The guava is a tropical tree which grows in the U S. The Latin (*Psidium Guajava*) may be the Mexican guayaba, the fruit is yellow and is a pear shaped fruit. In Brazil this tree is called Arawakan.

Guanabana and papaya are both called custard apple in some Spanish dictionaries. However guanabana (*Annona Muricata*) is the American soursop. Papaya (*Annona Reticulata*) is the custard apple or the bullocks heart. One of our American pawpaw trees is very similar to the papaya. There is an old Southern folk song which tells of boys putting the fruit in their pockets.

Tamarind (*Tamindus Indica*) is a tropical tree with red streaked yellow flowers and brown pods with an acid pulp. The pulp is also used for medicine and is also used in the manufacture of Nectar de Tamerind by the Pascual company.

Mango (*Mangifera Indica*) is a very delicious peach-like fruit. It is a reddish yellow oblong tropical variety with a very thick rind, is somewhat acid tasing and has a juicy pulp and a hard stone in the center of the fruit.

Granada (*Punica Granatum*) also called by other names, such as, granadina or granadilla, is our American pomegranate. This is one of the nectars used in Valles Conga. Pomegranate is derived from the Latin pomum (fruit) and granade (seed or grain) thus a fruit with many seeds.

Chabacano is translated apricot, duranzo-peach, mandarina-tangerine, manzana-apple pera-pear and pina-pineapple.

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 AMERICAN CAN COLLECTOR - The only informal can collecting newsletter that covers everything from bear 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, General Delivery Oakland, Arkansas 72661

FOR SALE or TRADE !!!! Over 2,000 different, 95% obsolete, including many cones & flats. Send four stamps for 29-page typed & detailed list! Need root beers, birch beers, as always! Also have enamelled bottles, many old, including five different ABCB conventions, many sports commemorative and special offer cans available. Much new material! Many root beers available.
Michael Taylor #463, 412 Woodlawn, Royal Oak, Michigan 48073

FOR TRADE or SALE; \$1.00 each-Coke 1980 olympics, olympics with instructions, Tab olympics. \$1.25 each-16 oz Coke "4 oz free", Old Dutch 16 oz root beer, Green River 16 oz, Warren Marching Bands cola. Have over 1000 soda cans for trade or sale, send for list. I need some or all of the following cans; Sunday Funnies, Coke Rockies (1976/77 & 1977/78), Faygo Salutes (Pulaski, Henry, Pitcher), Coke offers, Cleveland Cavaliers, Baltimore Colts, RC football, special offers, happy days fruit punch, Canada Dry Vancouver Canucks. If you feel that you have anything I might need, please write. Add postage to all orders please.
James Partacz #155, 4337 South Fairfield Avenue, Chicago, Illinois 60632

FOR COKE & COKE "GO-WITHS" collectors, these items found in an old Coke warehouse; Hilda Clark tray-\$6.00, Girl with roses & 75th anniversary trays-\$4.50, oval & rectangular trays (5 different designs)-\$4.50, plastic cups (Popeye set)-\$2.00 per tube of 50. Large silk screened flare glasses-\$2.00, small etched flare glasses-\$2.00, Olympic glasses (all languages) \$1.20, Tab glasses (hour glass shape)-\$1.50, 3 different Coke Holly Hobby glasses-\$2.00, 3 different Coke Santa glasses-\$1.20, Coke tiffany glasses-\$1.50, Coke tip trays (3 different)-\$2.00, 2 different pocket mirrors-\$2.00, 4 different Norman Rockwell glasses-\$4.00, Coke baseball posters, Musial, Ruth, Stengel & Mays-\$3.00, Coke reverse on 12 x 18 mirror-\$25.00, Coke reverse on 18 x 24 mirror-\$35.00, Coke electric schoolhouse clock-\$30.00, Coke "Betty" clock-\$30.00, Sprite (Coke) clock-\$30.00, 1976 Coke Olympic glasses-\$2.00, Coke 2 qt. pitchers-\$4.00, Coke frisbee-\$1.50, Coke yo-yo \$1.50, Coke bottle radios-\$15.00. NOTE-ALL PRICES ARE PER EACH.
Al Curven #513, RFD #1, Bethel, Vermont 05032

FOR SALE: My soda can collection. Sets; old 7 UP, football helmets, Phillies, 76er's, R C & Cotton Club Cavaliers, 2 sets Colorado Rockies, Patriots, Faygo Bicentennials. Many special issues-G M O -Sunday Funnies-Jokers-Davy Crocket-Jo Sole-Jaffa Joy-Hippity Hop-Touchdown cola, plus many other nice singles and a few cones. Would like to dispose of as a complete group. tele. 414-867-3365 or write to Elmer Oehlke #28, P O Box 280, Weyauwega, Wisc. 54983
A SASE is a must for a reply.

ADS

FOR SALE or TRADE; On-Tap root beer, BB Cheers, Moxie, Barq's, and lots more, please send large SASE to: Dale Heffner #290, RD#2 BOX 137, Mertztown, PA 19539

WANTED: RC cola football can Ron Yankowski #78 of St Louis Cardinals of Southern set. Will buy or trade heavy for this can.
John McCombie #44, 2602 Spring Creek Road, Rockford, IL 61107 tel 815-877-7334

FOR TRADE: Ma's, Pantry Pride, Cragmont, A-Treat, Hoffman, Montco, Pathmark, Parade, Ideal, Park, IGA, Food Club, Carnival, Foodtown, Cott, White Rock, White Rose, Dart Drug, Franks, C & C, Nehi. Brian Exner #259, RD 3-Box 231, Coopersburg, PA 18036

FOR SALE or will TRADE for any cans I need; new Lady Lee cola & root beer reg & diet, also orange reg. Have new HyVee 50th Anniversary cola, all cans with 5¢ Iowa refunds. Cans are priced at 75¢ each plus \$1.00 postage. For each additional can add 25¢ each for postage.
Shawn McMahon #214, 5203 Gilbertville Road, Gilbertville, Iowa 50634

SUNDAY FUNNIES: FOR SALE or TRADE: Will trade 2 for 1 on the 2 root beers I need-Hagar 4/4 or Popeye 4/5. Have a number of grape & root beers available for sale @ \$5.00 each postpd.
Mark Truettner #42, 201 East Lindbergh, Appleton, Wisconsin 54911

SELLING SERIES CANS: & UP states-both sets, RC football & both sets baseball, Canada Dry helmets & patriots, Crush Broncos, Graf's bicentennials, Buck's, Summerfest's & NBA. All priced 25¢ to 75¢. NEED: RC baseball '78 #'s 8-9-32-34-35-86-87.
Kathie Myers #190, 2425 North 47th Street, Milwaukee, Wisconsin 53210

SUPER SALE !!! 1 case (24 different) includes some obsolete - \$4.00.
1 case (24 different) all are obsoletes - \$7.50.
1 set Colorado Rockies hockey team - \$12.00. The following obsolete cans @75¢ each, C & C, Blue Boy, County Fair, Chocolate Soldier, Cott, Chelsea, Vess, Gold Medal, "76", Teem, Hillcrest, Howard Johnson, Heritage House, Ideal bicentennials, Army Smash, Pantry Pride, White Rock, Hyde Park, Green River, Canada Dry helmets, Price Chopper, Ritz, Sun-glo, Ting. Please add \$1.50 postage on all orders.
Robert Jackson #449, P O BOX 63, Buffalo, Iowa 52728

WANTED: grade 1 or better; Bonanza, Buffalo Rock, Chicago Club, Cool Moon, Double Dry, Evervess, Fontana, Gimme, Jefferson Club, King Kooler Jr, Lucky 7, Peppo, Pioneer, Ricola, Pop, Stop-N-Go, Tartan, Wegeners, White Swan, Bengal Lancer*, Old Red*.
WILL TRADE my grade 1 or better bottom opened Warren's Marching Band-1976 or CoHo cola (the Loop radio station) & Great Eastern grape punch top for the cans marked *, or send your request, hundreds of traders available. telephone 312-296-7539
Ken & Sam Detina #172, 8945 Emerson Street, DesPlaines, Illinois 60016

FOR SALE; Pueblo Super Markets, Puerto Rico orange, cola & club soda-1 punch top 2 pull tops no bottoms, mint set of 3-\$10.00. American Dry cream & raspberry punch tops-no bottoms, mint-set of 2-\$8.00. Can C-1160-5 lighter top mint-\$4.00 each, all orders plus postage.
Well Winterfield #99, 961 Clintonville Rd., Wallingford, Conn 06492 tel 203-239-2311

WANTED: 10 oz Pabst & Shasta punch top soda cans; 6 oz Shasta punch top. Canfield-Rooti-Ju-See & Chocolate Soldier bottles, 6 to 12 oz bottle caps for these bottles also wanted. Wanted-1952 Canada Dry clear 7 oz bottle with blue & white club soda on neck and large shield with Canada Dry water on the body of the bottle.
Arnold Richter #443, 305 North State Road, Fairmount, Illinois 61841

FOR SALE: Large list of East coast cans, Send SASE
Jerry Pollack #365, 294 Avenue B, Bayonne, N.J. 07002

FOR SALE: bottom opened and air filled US & Canadian pop cans; Edwards, Heritage House, Ski, Carlton Club, Grand Prix, Ice Castle, etc. Send for large list.
Joe Williams #520, 181 Meadow Drive, Elyria, Ohio 44035

Kathie Myers writes; the Daisy brand from the Kohl's stores has been discontinued, they claim it will be replaced by a "generic" brand soon. Also the last Daisy cans had pull tabs in place of the punch tops. The Varsity brand from Graf's has also been discontinued.

Bill Connolly tells us that the Sav-on brand is to be discontinued.

Al Curven sends us 6 new cans, all non-carbonated. 4 White Rock, Jaffa orange-Grape full-Lemonade-Punch & Fruity, also 2 new Hi-C cans, both with a frisbee offer, grape & orange. We will try to have photos next month.

LATE ARRIVALS

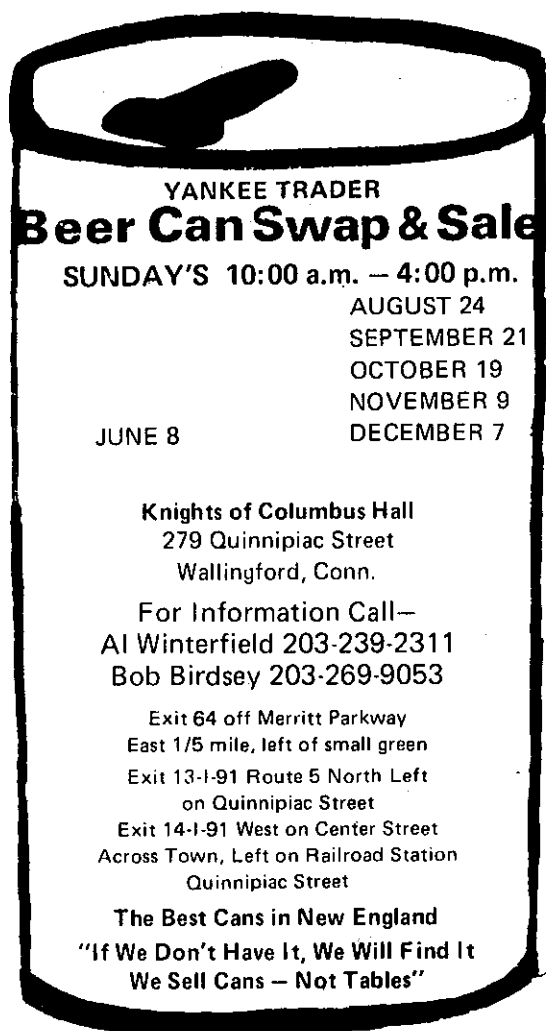
FOR SALE: 50¢ each; Manhattan grape, root beer, orange, ginger ale, cola, strawberry & cream. \$1.00 each; Mayfair ginger ale. Windbrook grape, ginger ale & root beer. Add \$1.50 postage on each order please. WANTED; Albany Public Market.

Jarl & Karen Anderson #501, 6 Doctor Braley Road, East Freetown, MA. 02717

DESPERATELY WANTED !!! Glass ashtrays (mint) with silk-screened advertising. Also, silk-screened soda bottles (no faded labels) and ORANGE soda cans. Have dozens of different soda can brands. Will trade for any of the mentioned items. My list for your traders.

Victoria Herberta #399 --"The Pig Pen" --Box 8154, Houston, Texas 77004

LOOK !!! Why not take a ride and check out a beautiful soda can collection. It is for sale as a complete collection. Many hard to get cans. See my ad in this section. Telephone 414-867-3365
Elmer Oehlke #28, P O Box 280, Weyauwega, WI 54983



YANKEE TRADER
Beer Can Swap & Sale
SUNDAY'S 10:00 a.m. — 4:00 p.m.
AUGUST 24
SEPTEMBER 21
OCTOBER 19
NOVEMBER 9
DECEMBER 7
JUNE 8

Knights of Columbus Hall
279 Quinnipiac Street
Wallingford, Conn.

For Information Call—
Al Winterfield 203-239-2311
Bob Birdsey 203-269-9053

Exit 64 off Merritt Parkway
East 1/5 mile, left of small green
Exit 13-I-91 Route 5 North Left
on Quinnipiac Street
Exit 14-I-91 West on Center Street
Across Town, Left on Railroad Station
Quinnipiac Street

The Best Cans in New England
"If We Don't Have It, We Will Find It
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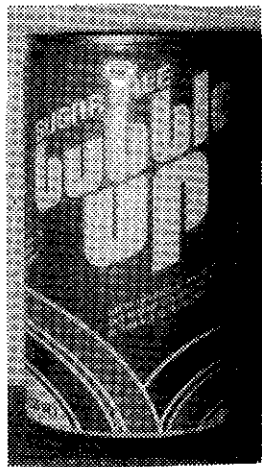
Please also send the
Can World **Pop Can Collectors**
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For \$3.00

1
5

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- June 8 Wallingford, Conn Al Winterfield
203-239-2311
- June 14 Wapakoneta, Ohio E. McCann
419-753-2039
- July 20 Middlebury, Conn S. Richardson
203-735-9758

(T)---TRADE ONLY

1
- 6

New Slogan Says Reach for Sprite



Beginning March 26, Sprite will have new packaging and a new advertising slogan—"When you're reachin' for more, reach for Sprite."

Appearing on all packaging labels for Sprite and sugar-free Sprite will be a distinctive orange dot that replaces the old starburst on the label. With the addition of the complementary orange-colored dot to the existing shades of green, appetite appeal for Sprite is increased and consumer's perception of the thirst quenching and refreshing qualities of Sprite are enhanced, according to Mr. Ben B. Hudson, III, brand manager for Sprite.

"The new look for Sprite provides an extraordinary focal point for the brand name, thereby increasing shelf visibility. It also adds a bolder, more contemporary look to an already strong design," explained Hudson.

New package graphics for Sprite were coordinated by the Chajet Design Group of New York. Chajet also redesigned the Fresca package. (See February, 1980 Cola Collector.)

The new advertising slogan, created for Sprite by the Marschalk Company, will use television as its prime medium with radio and outdoor advertising as supplemental vehicles.

"We plan a heavy three-day television schedule to kick-off the new campaign for Sprite," Mr. Van Loan said. "Beginning on March 26, our media blitz will cover all three major networks during primetime scheduling," he said.

A total of 11 thirty-second spots will be broadcast in this three-day period and this schedule will reach nearly all "television households" a minimum of three times.

Introduced in 1962, Sprite has shown a steady growth over the years. In 1973, the "lymon" advertising concept was created to highlight the lemon-lime flavor of Sprite.

According to Mr. Van Loan, the new advertisements for Sprite seek to capture on film a reflection of the active lifestyles of the countless Americans who are striving for achievement, self-awareness and fulfillment. In the new campaign, contemporary people are depicted in situations where they are striving for a common goal to do better than before.

"We believe the new advertising for Sprite reflects the values of active people in the 80's," Van Loan said.

The Coke Formula: Sweetener, Water, And Caffeine—Plus a Dash of Secrecy

By a WALL STREET JOURNAL Staff Reporter

To William Allen White, the legendary Kansas journalist, Coca-Cola was "the sublimated essence of all that America stands for."

To people in the 134 foreign countries where Coke is sold, it is a popular thirst-quencher whose famous logo is a ubiquitous reminder of the American presence if not of capitalistic influence.

To some others, Coke is a solvent as well as a soft-drink, especially handy for cleaning bugs off windshields. (Coke's qualities as a solvent were in the news recently in the Rhodesian election. After Rhodesians cast their ballots, they had their hands dipped in a dye to prevent them from voting again. Rumors surfaced that the dye could be washed off with you guessed it - Coca-Cola, but the reports were discounted by election officials.)

But to some old-time Southerners, Coke is known as "Dope" - a reference to the widely held belief that it once contained a small amount of cocaine from the coca leaves that give cola its distinctive flavor. The cocaine, according to Coke folklore, was more than a little instrumental in building consumers' loyalty to Coca-Cola.

Whether there ever was any cocaine in Coke or other colas is doubtful. But now, at any rate, cola makers extract the cocaine from coca leaves before they go into the cola-brewing process. The New Jersey firm that extracts Coke's cocaine sells more than a ton of the white powder a year under government supervision for use in medicines.

What else is Coke made of? The ingredients and the mixing and brewing formulae are all locked away in an Atlanta bank vault and are known to only two senior chemists at the company. The vault can be opened only after a special vote of directors.

Because products like Coke were around long before the advent of government labeling regulations, they are exempted from the rules. But the company concedes Coke contains these ingredients: Water, sweetener, caramel, phosphoric acid, cinnamon, vanilla, caffeine, nutmeg, lime juice, lavender, glycerin and guarana, which comes from the seeds of a Brazilian shrub. And then there is what Coke refers to as "Merchandise No. 5": three parts coca leaves to one part cola nut.

Fructose Takes Over

On January 28 the Coca-Cola Company made public its decision to approve the substitution of corn sugar (fructose) for 50 percent of the beet and cane sugars (sucrose) bottlers use in sweetening the corporation's original secret.

"The authorized use of high fructose corn sweetener does not represent a change in the formula for Coca-Cola," said company spokesman John White in his January 28 announcement. "The sugar from corn is just an alternative sweetener as was the case years ago when beet sugar became an alternate sugar to sugar cane."

Okaying the use of corn sugar, as with the previous addition of beet sugar as an acceptable sweetener in Coke, is an attempt to combat the rising price of cane sugar. Fructose costs up to 20 percent less than sucrose and will represent a savings of about four percent for bottlers.

Coca-Cola has allowed use of fructose in other of its brands such as Fanta and Fresca since 1974 and has now authorized that fraction to be raised to 75 percent.

Coke's verdict on the question was based on 18 months of consumer and laboratory experimentation.

"The test results proved," according to White, "that Coca-Cola containing 50 percent high fructose corn sweeteners is of the same quality, stability and taste as Coca-Cola containing 100 percent sucrose."

The possibility that the fructose level of Coca-Cola could go still higher in the future is indicated by continuation of research on long-term pricing and changes in technology resulting from the use of fructose.

With regard to pricing, White did not suggest that the changeover would mean lower prices for the consumers, as "retail prices reflect much more than sweetener costs."

APPLICATION BLANK please type or print legibly
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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

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



TO

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