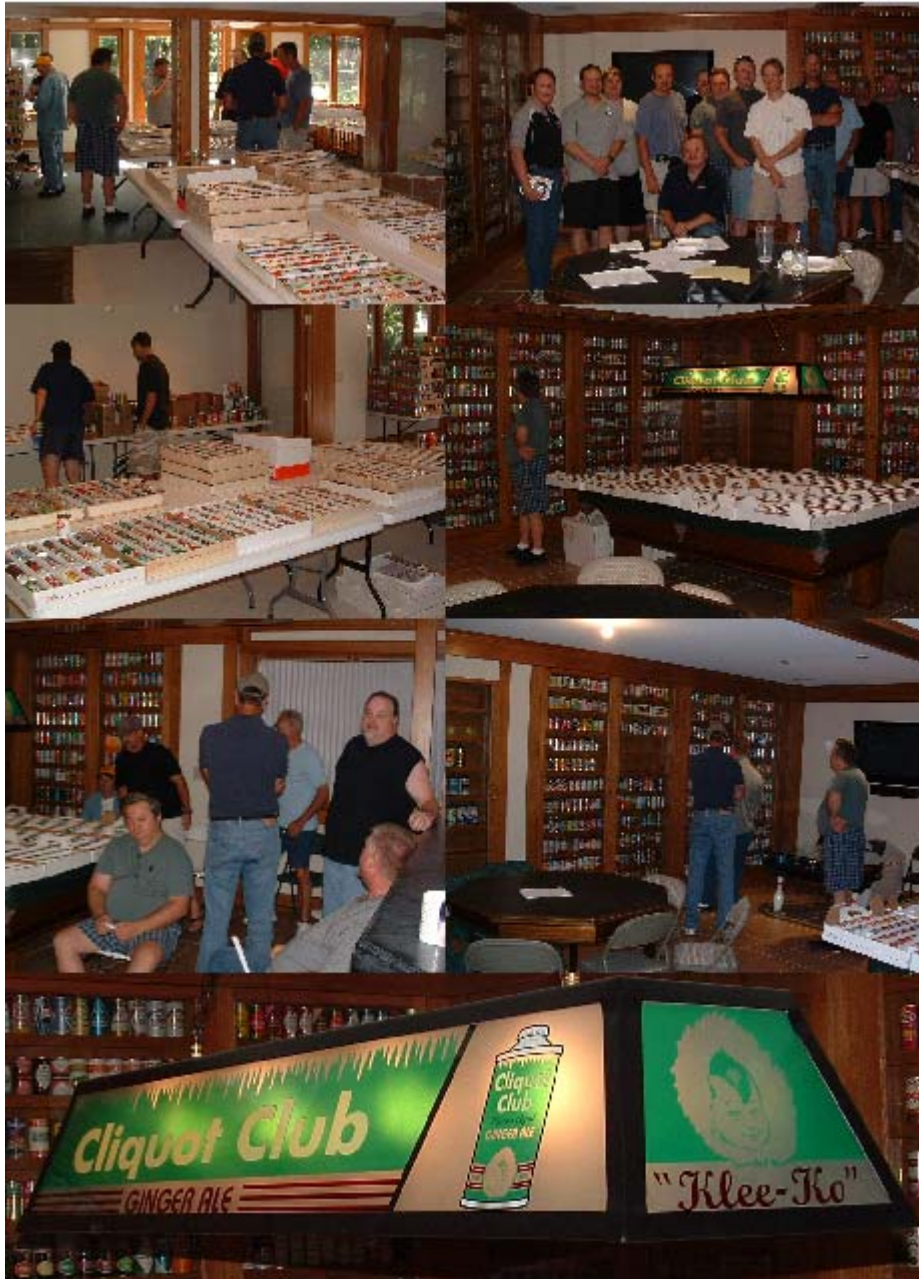


# CAN-O-GRAM



Volume 35 Issue 6

October / November 2008



## On The Cover

A collage of photos from the  
2008  
Extrava-Can-Za

“CAN-O-GRAM” is published six times a year and is the official newsletter of the “NATIONAL POP CAN COLLECTORS”.

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## Coming Next Issue

**Soft Drink in Cans part 3**

**And**

**?**

## Words From the Pres.

Well another Extrava-Can-Za has come and gone. This year had a great turnout and many cans to be had. George Reichl was our host and did an outstanding job. He had plenty of tables set up, breakfast, lunch and lots of appetizers to go around. I thank him for his hospitality. For those who made it what a treat! There were many cans displayed in George's collection and they displayed like a museum. Go to <http://www.canogram.com/picturegallery/Extravacanza2008/index.htm> for some photos. If you missed this year's show at George's don't worry,

next years show will be at the same place and Brent Alexander has volunteered to host the 2010 show in Iowa.

Our annual board meeting was also held just before the show. Many members attended and offered much feedback. We covered general business and formed a website committee. Many generous donations were made to prime the pot for the cost of updating the Canogram website.

Membership numbers are down. Please remember to renew promptly. Also if you don't mind receiving the newsletter electronically please mark the box on the enclosed renewal form.

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## Editor's Notes

It is renewal time, if you received this issue with a blue cover page your dues expire with this issue and you will not receive another one. Yes this applies to those of you who receive this in an electronic format. If the cover page is white you have already renewed or have a issue or 2 left of your free trial membership.

As I wrote in the last issue, if 27 of you choose the electronic format of the newsletter I will continue as editor for at least 1 more year. If not we will need an editor it 2 more issues. As it stands today we have 15 members who have signed up to receive it electronically that means we need 12 more. Please mark the appropriate box on the renewal form.

We are accepting donations to update the website. Currently we have received a total of \$405 in donations. If you would like to make a donation please send them to me at the address printed inside the front cover.

## Minutes from the NPCC Annual Meeting.

The meeting was called to order at 8:33 AM. Officers present were President Jim Wicker, Vice President/Treasurer Lance Meade. Absent was secretary Dave Tanner. There were 11 other NPCC members present.

Lance gave the treasurer's report. The club currently has a cash balance of \$1,880 and has 57 active members. There was discussion regarding removing Bruce Mobley's name from the existing club bank account or establishing a new account. To date 10 members have requested the newsletter be delivered in an electronic format.

It was agreed that the club will continue to offer free trial memberships with electronic distribution only. And to keep the membership fee at \$15.

Jim gave an update of his discus-

*(Continued on page 6)*

*3 C-O-G*

## SOFT DRINKS IN CANS part 2

### *INTRODUCTION*

The subject of canning soft drinks appears to be of interest to most every bottler, large or small. It is his business, soft drinks, that is being written about in every trade journal and discussed at every turn. Much confusion exists about the cost, the possibilities and the permanent future of canned soft drinks. The facts about canning soft drinks presented here in detail should clear away much of this confusion so that the whole subject can be seen in its true light of another big business venture, sometimes called a gamble.

Many of the details of canning soft drinks will confirm to the majority of bottlers that the deal is too big for them. It is a different type of distribution in that the usual area covered by the average bottler is much too small to support a canning operation. As the distribution extends away from the base, new methods of handling and selling take over. Food canners have been eying this field as they have well equipped plants and the necessary distribution set-up. They should be advised that the soft drink business is an all-year business and cannot be supplied from a plant that is very busy during the growing season and idle only during the off or cool season. Breweries, well equipped to can beverages and with an efficient distribution setup on a wide scale, are interested. They are slowed down at present due to a government regulation preventing them from using their premises for anything except beer unless they did so prior to 1936.

The Western Bottler Magazine, in their April, 1954, issue, very aptly suggest that the average bottler can do little about this threat of new competition. They go on to say that, as long as this country exists on the free enterprise basis and the modern trend seems to be for the large manufacturers to enter any field where there is a large potential business, the opportunity to enter the canned soft drink field is open to all.

As cans cost 3¢ to 3 1/2¢ each and are not returnable or reusable, marketing of canned soft drinks could not have started under the old 5¢ ceiling. In an 80¢ market cans would have to sell for 8¢ or 8 1/2¢ each just to return their cost plus the regular 5¢ price for the drink. Even though the 5¢ ceiling has now been breached in most of the country, it is not necessary (cost wise) to get 10¢ for a 12 ounce RETURNABLE package nor more than 7¢ for the 6 or 7 oz. Size. The cost of the 12 ounce can automatically puts a 10¢ floor under the retail price. Due to the cost of cans, a price even a little lower will not show a reasonable return to a canner for a high quality drink. Anything less than the highest quality can ruin all canned soft drinks in a hurry.

The beer business, about which the bottler has been hearing so much lately, might bear a little scrutiny. While soft drinks and beer may appeal to different

*(Continued on page 5)*

(Continued from page 4)

classes of consumers and sell through many different types of outlets, many of their problems are much the same. It is reported that some 350 breweries produce about 25 billion packages a year. (Contrast this with 30 billion bottles of soft drinks a year which takes 6,000 bottlers to produce and distribute).

The cost of the can in relation to the selling price of beer is a much lower percentage than is the case with a soft drink. The saving to consumer on the returnable beer bottle would be about the same (3c to 3 1/2c) as on a returnable soft drink bottle, yet in 1943 non-returnable packages of beer outsold returnable by 3 to 1. Cans in 1953 accounted for 30% of packaged beer. This figure has been growing steadily since tin for beer cans was released after the end of World War II.

**MISSION**  
SOFT DRINKS IN CANS

**6**  
CANS  
**59<sup>c</sup>**

*\* Fully Pasteurized!*

**FULLY CARBONATED:** Root Beer, Black Cherry, Mission-Up, Mission Cola

**NON CARBONATED:** Mission Orange, Grape, Lemon-Lime

*Ad from a Piggly Wiggly sale flyer printed in the August 11, 1954 edition of the Waterloo Daily Courier—Waterloo, Iowa*

Breweries as a rule have a very wide distribution. With a few plants (4 or 5) geographically located, a complete coverage of most markets has been developed by a single company. Whether a few canners with canned soft drinks will by the same method be able to dominate the national market is on the minds of everyone who has a sizable investment in the soft drink industry.

The terrific investment in returnable special mold and label applied soda water bottles in the 12 ounce size and smaller might keep a permanent place for them. Most "on the premises" consumption would naturally stay with the returnable package. It would appear then that based on the experience of other industries, both cans and bottles will have a permanent place in this field and probably end up by increasing the total consumption of soft drinks in packages.

**Coming next issue in part 3..... A very interesting statement about Pepsi Cola and their early efforts at canning!**

## Extrava-Can-Za Recap

By Lance Meade

The 31st Annual Extrava-Can-Za is over now. What a good time!

My wife and I arrived on Thursday and did a little trading with Marc Austin and Jeff and Sharon Haas. Jeff and Sharon had prior dinner plans, so it was just 3 of us heading out to a local restaurant for dinner. It's amazing how quickly you get comfortable around other collectors you have only met a few other times. We were soon laughing and having a great time while eating. Who knew that maple syrup can be used as grape jelly, right Marc?

Friday arrived and my wife and I headed out to find a large shopping mall that was suppose to be nearby. We never did find this mythical mall. As were pulling into the hotels parking lot we spotted Chuck Mead and his son Jeremy arriving and soon the trading had begun again. By Friday evening we had 11 collectors and 4 guests at the hotel.

Saturday arrived and it was off to George's house for the show. George and his wife did a great job in hosting this show, They had pastry and donuts for breakfast and brought in sandwiches and appetizers for lunch. Plus a large assortment of beverages could be had.

In all we had a total of 25 people in attendance on Saturday, 15 members who brought 5 guests, 2 former members, and 3 beer can collectors.

All in all it was a great time and I look forward to next years show!

*Meeting Minutes (Continued from page 3)*

sions with the BCCA. They will list our shows for free and will welcome any articles that have crossover interest for beer. There was discussion if the club should continue as a BCCA chapter, but it was decided to postpone a decision for now.

Brent Alexander volunteered to author a column to feature only undocumented labels and Gene Judd and John Hantz hope to submit an article for each newsletter covering national brands.

There was a discussion of the NPCC website. It was voted upon to establish a committee to redesign the website. The committee members will consist of Dave Tanner, Jim Wicker, Brent Alexander, Lance Meade and George Reichl. The goal will be to first decide on the features to include and then develop a budget for the project. Some ideas discussed were to include the history of the club, an open forum chat room (similar to the Rusty Bunch website), and an updated one of a kind list. The club may fund this project with donations from members.

The 2009 Extrava-Can-Za will be held as a joint event between Jim Wicker's house and George Reichl's house. The 2010 show will be held at Brent Alexander's house.

A request for officer candidates was made, John Hantz motioned to continue with the existing slate of officers for the next year. George Reichl seconded the motion and it was voted on and passed by unanimous vote.

The meeting adjourned at 9:49 AM.

## Auction Watch

By George Reichl

Before we get to the auctions, I would like to thank all who attended and helped out with the August show. I hope everyone had as good a time as I did. If there are any suggestions for next year's show please e-mail Jim Wicker or myself.

Now on to the Auction Watch. I'll begin with three interesting Coke auctions:

**Photo 1:** Our first auction is a can from out of this world. It is a Coke can from the Space Shuttle Challenger's 8th mission, July 1985. This was part of a carbonated beverage dispenser evaluation by Coke and Pepsi. It has a crease on the side but still received 18 bids and sold for \$669. Item number: 170254903232.

**Photo 2:** Next up is a Coke test can from the 1970's. It has no canning information and has a textured surface. It received 13 bids and sold for \$356. Item number: 260283123147.

**Photo 3:** This is a rather bazaar auction. It is an aluminum Lime Coke that sold for \$410! At first I thought it may have been Elvis's but upon further review it appears to be a promotional idea to bring in viewers to the vendor's store. There were over 20,000 hits for this auction which offered a money back guarantee if the buyer was not satisfied. There have been several additional Lime Coke auctions listed since his one ended. Apparently other sellers realized what a valuable can it is. Item number: 270268571109.

**Photo 4:** This may have been a sleeper. At first glance I assumed this was the common zip code version of Cheerwine, but it is actually a prezip version which has not previously been discovered. It sold for \$113. Item number: 320285823804.

**Photo 5 & 6:** Here are two nice El Frio cans that went to the same bidder. The strawberry flavor had not previously been documented and the lemon lime was not pictured in the guide. The strawberry sold for \$393 and the lemon lime sold for \$224. Item number: 220253647638.

**Photo 7:** The buyer of this last auction had a very sharp eye to notice another undocumented variation of Nehi with two lines at the bottom. This very rare can received 2 bids and sold for a whopping \$3.25! Item number: 200249981473.

**Photo 8:** Here is another can that may have been a sleeper. Looks a lot like the common zip code version. But this can actually was a pre-zip version. This can received 5 bids and sold for \$256.09. Item number: 330258689305.

## Auction Watch Photos



Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



1993 Shasta Mario Bros shirt iron on decal



## Soda Can Spot Light Follow Up By Lance Meade

In the February / March 2008 edition of the Soda Can Spot Light the following was shown with the accompanying text:



**Sparkling Soft Drinks (Sample Can) – This can is outstanding to see in person. The metallic red is very reflective and photos can not do it justice. It was canned by MiraCan and has no other information on it. Most of the other cans have advertisement for either the can company or the beverage company, this has none. What was the purpose of this test can? I have no idea but it ranks as my favorite.**

While researching various sources about early soda can manufacturing I came across the following article printed in a July 6, 1964 soft drink industry magazine. Which will shed some light on what the cans purpose was.

### American Can Develops Tinplate Top, “Peel Easy”

The latest development in easy-open carbonated beverage cans, the “Peel-Easy” top, has been announced by the American Can Company, New York, N.Y.

Using in combination for the first time a tinplate top with an aluminum plug and plug, the new top, according to American Can, is a com-

pletely new approach to the built-in-opening feature. It has already been shown to major carbonated beverage packers on a preview basis.

The Peel-Easy top, which a number of other can manufacturers have already been licensed by American to produce, reportedly offers greater convenience than any other version already on the market. An independent testing firm reported that consumers rate the new top superior in all phases of ease of opening.

The tinplate top is constructed with a pre-punched opening into which an organosol coated scored, aluminum plug with an integral pull-tab is inserted and crimped on

*(Continued on page 13)*



*American's new "Peel-Easy" top for soft drinks is made of lightweight tinplate with an aluminum plug and tab, making the first use of tinplate for an easy-open top.*

## Headlines From the Early 1950's

A collection of stories printed in newspapers from around the USA.

*February 02, 1954*

*Oakland Tribune—Oakland, CA*

Did you know the soft-drinks industry did a record \$1,000,000,000 in sales last year? Trade insiders predict 1954 will do better. It's all based on new products, new forms of marketing, new forms of packaging and expansion of markets. Better yet, the industry expects to benefit from even a mirror economic dip.

Soft drinks should become more popular when the thirsty public finds it harder to afford hard drinks. But that's not all! The zooming retail prices of coffee, cocoa and tea may account for millions switching to soft drinks. The industry means to encourage that changeover by pouring out about \$75,000,000 this year in advertising.

*February 16, 1954*

*Post Register—Idaho Falls, ID*

**Bottlers Told Cans Not Threat**

Bottlers of soft drinks here Tuesday were told not to get panicky over canned beverages and use of synthetic sweetening in drinks.

Speaking at the final meeting of the Tri-State Beverages Association at Veller's Restaurant here was John R. Christman, Topeka, Kansas, a member of the national association board of directors.

Christman said he feels that drinks in bottles and with sugar content will continue to be the mainstay of the business. He said there is competition from soft

drinks in cans, but that cans will not replace the returnable bottle. He said that the production of soft-drinks with synthetic sweetening has not proven successful in many cases where people have diabetic conditions. He noted that people with diabetic conditions should have diets prescribed by a doctor.

*November 24, 1955*

*The Daily Review—Hayward, CA*

Canned Pop Boom - A major packaging innovation is catching on with the American public, according to the American Can Company.

It's soft drinks in cans, Canco estimates about 500 million cans of carbonated beverages will be bought by consumers this year—double the 1954 figure. Aggressive merchandising of established brands has boosted sales of canned soft drinks this year; during the first eight months of 1955 Canco delivered eight times as many of its beverage containers as it did in the like period of 1954.

Canco officials see as bright a career ahead for their soft drink can as that of the beer can the company developed 20 years ago. Starting in from scratch in 1935, the beer can now accounts for about 16 per cent of all cans produced in this country.

**Don't forget  
that it is  
Renewal Time!**

**Recent Finds** Submitted by: (1) Tom Kirschbaum, (2) Brent Alexander, (3) Lance Meade (4) Geff Moore, (5) Jim Wicker.



A&W Root Beer  
16 ounce (1)



Big Red  
16 ounce (3)



Diet Big Red  
(3)



Canada Dru Cherry  
Zip Code (3)



Can-A-Pop Lem lime  
silver face pre-zip (5)



Delaware Punch  
(4)



Dutch Diet Root  
Beer Pre-Zip (5)



Golden Age Orange  
Pre-Zip (2)



Mayfresh  
Low Cal Root Beer  
Pre-Zip (2)



Meadowdale  
Grape  
Pre-Zip (2)



Mountain Dew  
Magic Waters Birth-  
day (1)



Nehi Black Cherry  
Pre-Zip (2)

11 C-O-G



Nehi  
Orange 10 ounce  
Pre-Zip (2)



Our Value  
Root Beer  
Pre-Zip (2)



Penguin  
Black Cherry  
Pre-Zip (2)



Penguin  
Orange  
Pre-Zip (2)



Pepsi CoCo Key  
Water Resort \$5 off  
(1)



Pepsi Save \$5  
Noah's Ark  
(1)



Pepsi On the Water  
Front 25 Rockford IL  
(1)



Pepsi Rockford  
Air fest \$2 off  
(1)



Pepsi Rockford Ice  
Hogs \$2 off  
(1)



RC  
16 ounce  
(1)



7 Up  
16 ounce  
(1)



Sunkist  
16 ounce  
(1)

12 C-O-G

(Continued from page 9)

a high speed press. The top is attached to the can at the manufacturing plant and is shipped empty to the soft drink franchise, where it is filled and the bottom end seamed on. According to D. Bruce Wiesley, vice president of sales of the Canco Division, the new top has been a high priority project at Canco's Barrington, Ill., research center.

Volume production of the Peel-Easy end, for which Canco has filed

a patent application, will be achieved as rapidly as equipment becomes available. However, Canco has agreed to supply test market quantities for a number of soft drink manufacturers next month.

The price of the new end was not disclosed, but Mr. Wiesley indicated it would be in the same price ranges as the present aluminum easy-open top.



Berwick (PA.) 7-uppers acting on the invitation to "See us at the Howdy conference table" are Zane Confair and Howard Bittenbender (right). Dave Piscopo Seven-Up Company sales counselor, explains the advantages Howdy offers 7-Up Developers whose markets require a line of flavors. Photo originally printed in the November/December 1963 issue of "The Leader" a 7 Up corporate magazine. Editors Note: notice the Howdy Root Beer can in the left hand of the man on the right.



Different Generations of the Howdy brand of soda cans. Photos courtesy [www.collectiblesodacans.com](http://www.collectiblesodacans.com)

## Undocumented Recent Finds

By Brent Alexander

Welcome to the second edition of the undocumented recent finds column. As was discussed in the first issue, this column is focusing on newly discovered obsolete cans that haven't been pictured in Dave Tanner's Collectible Soda Can Books. Please email pictures and details of any cans meeting these criteria to me at [balexcpa1961@yahoo.com](mailto:balexcpa1961@yahoo.com). For those of you that don't know me, I collect only pre-zip code cans, so if the column seems to have a bias, it's only because I haven't received any submissions from other collectors since the last issue!

There are a lot of cans to report this month. We'll start off by showing some newly discovered generations (or possible generations) of cans:



Bon Ton Cola-Not previously identified as different generation. This recently rolled pre-zip Cola can matches the brown Root Beer (B620-1) pictured in Dave's 2007 Guide. I also found this Black Cherry last year. Collectively, I believe these three cans to part of an earlier generation of Bon Ton's, coming before the orange colored series.

14 C-O-G



Donald Duck Cola-This pre-zip can (on the right, next to the more common version) was pictured in last month's Can-O-Gram and is a very puzzling (at least to me) can. Notice the black colored bill. There is a similar Root Beer can shown in the 2007 guide. Until I acquired this can, I always suspected that the black color had something to do with being exposed to the elements. However, the Cola is an "inside can" without exposure to elements. Could this perhaps be part of a separate generation? It has also been speculated that this was part of design change that was being marketed to African-Americans. Any other thoughts?



Nehi N80-25a-Two different cans surfaced in this previously unknown zip code generation within the last month. I picked up the Orange last month. It is a flat top. The Root Beer was recently purchased by Dave Tanner. I believe it is a tab. *Continued on Page 15*

Continued from Page 14

Now for some of the other new undocumented cans:



Lawson's Swing & Lawson's Chocolate Cola L160-0-I recently obtained these two pre-zip pull tabs, representing two more flavors in this generation. Until recently, there were no documented flavors of pre-zip Lawson's cans.

Carnival Cream & Carnival Root Beer- Three sets of these pre-zip code unrolled sheets were recently found. This can was filled by Frank's and closely matches the more common zip code version.



Frank's Diet Cola F580-1A-I recently acquired this rolled pre-zip flat top, which matches 7 other known flavors of this generation. Not many original (unrolled) examples of these cans exists.

Cheerwine C420-0-Dave Tanner sends this image of a very nice pre-zip juice tab recently discovered. Is this possibly an alcoholic drink?

Cott Ginger Ale- Look closely at this one. This pre-zip juice tab most closely represents C1160-3, except that it has red lettering at the top.

Golden Age Dietetic Ginger Ale G300-2- This pre-zip flat top represents a new flavor in a very elusive can.

Continued on Page 16

15 C-O-G

Continued from Page 15

## Undocumented Recent Finds Continued



Gayla Cream Soda-G80-11- This is a new flavor of the pre-zip Gayla cans with the Foodco emblem at the bottom. Interestingly enough, this can has a fully rounded pressure bead on its lid, which is normally seen in 1950's cans.



Shasta Quinine Water S420-34- Okay, I know it's only a Shasta can (right Lance?), but this is one that I'm pretty excited about. It represents perhaps the toughest flavor of the pre-zip Shasta flats, but in a different generation.



Booth's Cola & Ginger Ale-These rolled pre-zip flat tops are new flavors in another very tough series of cans.



16 C-O-G

## Roster Update

### New Member

Emmanuel Laveault #1255  
1161 rue Dupuis  
Laval, Quebec H7E 4P9  
Canada  
Email: infolehre.media@yahoo.fr  
Phone: 450-664-2693  
Collects: Pepsi, Coca Cola, Sprite, 7 Up and Crush

### Returning Member

Gene Judd #0709  
10530 Oak Ridge Dr  
Zionsville, IN 46077  
Email: luna814@msn.com  
Phone: 317-710-4078

### New Email

Jeff Haas: vitosuncle@peaknet.net

Dave Cichoraki: intocans@att.net

### New Address

Glenn Garfield  
6906 Mill Falls Drive  
Dallas, TX 75248



1969 ad for Choc-a-Soda