



NPCC
VOLUME.....#3
NUMBER..... 6
September 1978

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

Thanks to Mike Prombo, Rich Smith, E J Ritter, and Betty Toepfer for their visits.

WELCOME TO THESE NEW MEMBERS

James Todd, Patrick Cummins, Kevin Eichelberger, Shirley Croop, J R Marshall Jr, William J Hill, Frank Moormann, Bob Suiter, Brian Soderberg, Mike & Rick Koehler, Drew Harto, L R Hagner, Lori Corcoran, and Mike Swalinkavich

As we go to press, a last minute addition, news of the "Old Chicago" trade session to be held on September 9th and 10th this year. This session has been a good pop can trade in past years. I'll probably show up sometime both days....

Since our last issue, The Pop Can Man and his "bride" of 21 years went on their "2nd honeymoon". We traveled Southeast this trip covering 9 states and 1 Canadian Province. We stayed 3 days in Niagra Falls, Ontario. We had a wonderful time and enjoyed the immense and awesome falls.

We have acquired a very large collection since last month, we will be set up at both the South Bend and the Elgin shows with some super cans. Hope to see you there, stop and meet us. Thanks and God Bless

ITEMS PRINTED HEREIN ARE COPYRIGHTED AND ARE THE PROPERTY OF NPCC AND NO ARTICLE ANY PORTION OF CAN BE REPRINTED WITHOUT THE WRITTEN CONSENT OF NPCC

GRIPES AND COMMENTS SECTION

First of all, I will take this opportunity to tell you, our members, that I am proud to be one of you. The question had been asked about the number of ads. Your response is overwhelming. I'm unable to print all of the replies we received, over half of the membership voiced their opinions. All stated we should have more rather than less ads, even leaving out articles rather than limiting the advertisements. Again I thank all of you, our terrific membership. *****

We feel the greatest value of the newsletter is getting in contact with other collectors that need what we have & have what we want. It appears that the more ads there are, the greater chance there is to get what a collector is looking for. We appreciate the info. on new cans, lists of series cans, etc., but do not feel this must make up a standard or given a percentage of the total newsletter.....The Ewell's

There can never be enough ads, the main idea of our club is to have many dealers & traders, this is possible only thru advertising.....Craig Stinebaugh

Like the new format.....Lee Leonard Like the listing of the sets.....Paul Reardon

It is thru advertising that we get in contact with others in order to trade & improve our collections. Limiting the ads would certainly cut back on our contact with others & therefore lesson our chances to improve our own collections.....Tim

Cast my vote for not having enough ads. After all trading is the pulse of our hobby & without these ads there wouldn't be any WHO'S to contact for WHAT or WHERE.....John Hantz

The main purpose of our newsletter should be to advertise all ads, how else would members find out who has what. The newsletter has improved 100%.....Carol Hudock

I believe you should print as many ads as possible, much better job now, like the new comments section.....Ray Scott

You should print all the ads you can as this is the only way we will ever know about someone else's collection & their extra cans.....Elmer Oehlke

NEW ISSUES & INFORMATION

We recently received this info from Paul Reardon, there are 4 cans to the Eagle set that we know of. Touchdown cola, Half-time orange, Goal Line grape, & Red Dog birch beer. Does anyone know of more flavors?

From John Sakeley, new WAWA brand, available in root beer, cola, orange, ginger ale, & grape New HI-C lemonade, orange, & grape

From Vic Herberta, Aristocrat strawberry soon to be obsolete as they are changing to TRUE FRUIT strawberry. Apple Nocker can too is being changed to aluminum & the word "carbonated" will be replaced with "Vitamin C Enriched"

From Tim Kirkpatrick, Hy-Vee now has lemonade & iced tea.

Elmer Oehlke states "I was at Crafts main office & inquired about the 78 Summerfest there definitely was NOT one made this year"...There have been many questions on t

From Brooks Cassidy. There are 14 flavors of Chek available at present in a mixture both aluminum & steel cans, regular & sugar free.

Thanks to Ken Simon for the following referring to Passover markings. K, Kosher, U, or Parve all indicate that a product is in accordance with Jewish laws for Passover (last Supper was Passover meal). Kosher for Passover or KP should also be indicated. a 7UP from Los Angeles with opening instructions

From Ray Scott, Lady Lee is available at Lucky stores in Calif. in reg. & s.f. root beer, orange, cola, ginger ale, lem/lime, grape, bl. cherry, & creme. Ray also has KROY & KROI Coke can in the Sacramento area. Cragmont has a new design in both cans. Dr Pepper California cans are marked "Be a Pepper". While in Mexico cans Orange Crush, 7UP, Fanta, Squirt, & several flavors of Boing. Most Mexican cans ours except the writing was Spanish. The Crush & 7UP cans, however, we

BUY - SELL - TRADE

Wanted; Nehi orange Happy Days series can #30 steel crimped with soldered seam, Faygo Molly Pitcher, White Rock cans with T-shirt offers, Welch's purple cow, also Welch's strawberry & 8 oz Pepsi can. All cans to be mint as possible and bottom opened!
Dennis Fewless, Route #2, Box 47A, Delavan, Wisconsin 53115

Stock clearance; 48 different t/o \$7.50, b/o \$10.00. Canadian 10 oz, 6 different t/o \$1.75, English 5 1/2 oz, 6 different t/o \$3.50. Japanese 250 ml, 3 different t/o \$5.00. Piggly Wiggly Chek, Zesty, Kist, Sundrop \$5.50 per case. Please add \$1.00 postage on each order.
Sandy's Collectibles, 120 Green Street, Hartsville, South Carolina 29550

"OVERSTOCKED--NEED SPACE" 24 different RC baseball cans \$5.00. 24 RC baseball (12 different) \$4.00. 24 different assorted pop cans \$3.50. Any 2 case order receives new punch top can. All cans grade 1 to mint and top opened. Please ad \$1.00 for shipping. Ask for our free list J C's, R R 1, Box 73, Summitville, Indiana 46070

Wanted: St. Louis Blues cans. Have Nehi Happy Days, Faygo Bicentennial & milestones, Cav's in RC & Cotton Club ginger ale.
Jerry Potchnok, 9015 Headley Drive, Sterling Heights, Michigan 48078

Have for trade, Cotton Club Hillbilly Joose, ginger ale, Nehi lemonade, root beer, RC series #2 (3-85-4-44) RC football John Garlington, Cincinnati, Ken Anderson, Detroit, Charles Sanders, Minnesota, Bobby Bryant plus many more cans to trade. Your list for mine.
David Beckham, 1149 Robinson Avenue, Barberton, Ohio 44230

Wanted, cans with opening instructions, Passover (Kosher) cans and Bicentennial soda cans. Will trade soda or beer cans for these.
Ken Simon (#386) (BCCA 10269) , 528 Pilgrim Road, West Palm Beach, Florida 33405

Wanted: Foreign, obsolete, & 16 oz cans. Have 8 oz & 16 oz Cokes for sale or trade. Also need selling & trade lists nationwide. Want trade partners from around the United States.
Craig Stinebaugh, 7270 North Illinois Street, Indianapolis, Indiana 46260

For Sale: Brooks Sunglo (8), Kool-aid (2), Camelot (5), Faygo rainbows (8), Grandma Grafts punch & lemonade, Pathmark (9), new Green River diet, any of these cans are 50¢ each. Have Old Dutch 16 oz root beer \$1.50. 24 different pop cans for \$7.00 plus \$1.25 postage on all orders. Have 60 cases for trade or sale.
Carol Hudock, 28672 Sibley, Romulus, Michigan 48174 telephone 313-941-7794

BE SURE TO ATTEND THE ELGIN AND SOUTH BEND SHOWS AS WE WILL BE SET UP AT BOTH SHOWS

Post Paid: Top opened 24 different \$3.75, 48 different \$7.50, bottom opened 24 different \$5.00, 48 different \$9.50. SASE receives list of many others.
John Cassidy, 120 Green Street, Hartsville, South Carolina 29550

For Trade; Pocono root beer, Suburban orange, 8 oz Coke, Lemon Tree lemonade, No Cal cola, Sunkist orange, Suburban 7 oz grape, Salute cola, plus many more. I need Jamboree, Fed Mart, Sunday Funnies, Queen of Scot diet cola. Your list gets mine.
Dale Heffner, RD #2, Box 137, Mertztown, Penna. 19539

For Sale: Canada Dry Flyers, Canada Dry Phillies, Canada Dry National football cans, R C & Cotton Club Cleveland Cavs, R C Baltimore Colts. Large assortment of each, no complete sets send SASE for list.... B & T Collectibles, 732 Sixth Avenue, Aurora, Illinois 60505

Will Trade Nehi "Happy Days" in grape, orange, and strawberry (35can set in each flavor) for R C Western & Southern conference football sets. Also have new "Pete" cans & (10) diff Faygo "Rainbow" series to trade... Mary Ann Ewell #118, RR#2, Ossian, Indiana 46777

CONNECTICUT BEER & SODA CAN SHOW & SALE SUNDAY OCTOBER 22 10:00 A.M. to 4:00 P.M. AT ITALIAN AMERICAN HALL, 85 CHASE LANE, WEST HAVEN, CONNECTICUT.. EXIT 42 off I-95 FOLLOW ROUTE 162 EAST APPROXIMATELY 2 MILES, CHASE LANE ON RIGHT; PLEASE CONTACT FOR INFORMATION STEVE RICHARDSON, BOX 752, ORANGE, CONNECTICUT 06477, tel. 203-735-9758

APPLES N ORANGES

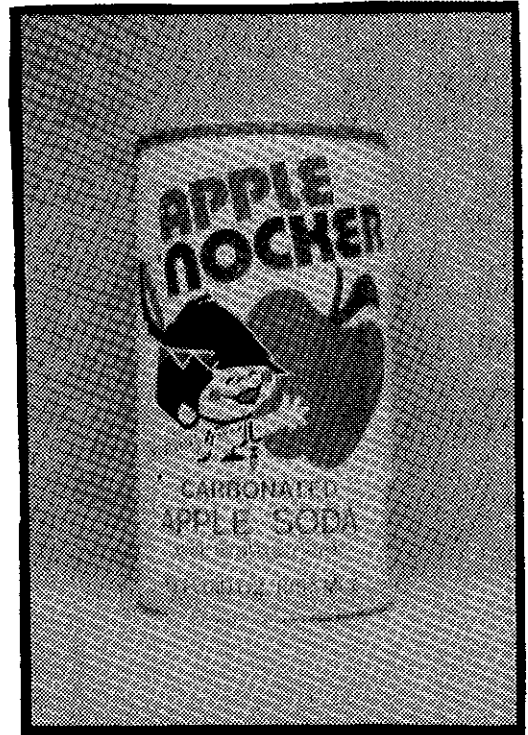
" AN APPLE A DAY "

After approximately four years of experimental testing, tasting and sampling, in attempting to create a quality carbonated apple soda with an old-fashioned cider taste, the task was achieved. Indian Valley Farms Inc., based in Wapato, Washington---heart of the Yakima Valley and apple capitol of the world---now markets a brand named "APPLE 'Nocker"

Made from apple juice concentrate and produced in the core of apple country, the "APPLE 'NOCKER" brand name and the contents are perfectly harmonious; for in apple country a person who works within the apple industry picking, pruning, packing, etc. is often-times referred to as an apple knocker.

"APPLE 'NOCKER" was first canned on December 8, 1978 by Noel Canning Co. of Yakima, Washington. Distributed in Washington, Oregon, California, Idaho, and Montana, Indian Valley Farms Inc. proposes to sell the distinctively refreshing "APPLE 'NOCKER" in other states beginning in the fall of 1978

END



JAFFA JOY

In 1972, a fresh-as-an-orange beverage blossomed within the American Soft Drink Industry.

Introduced to New York and Boston consumers (by the White Rock Corp., Brooklyn) was a new carbonated orange soft drink JAFFA JOY, containing imported essences---assuring soda sippers of a palatable savory unique taste thrill.

Aside from the delightful flavor, the container is worthy of receiving top honors for most artistic design of "POP ART" ever marketed.

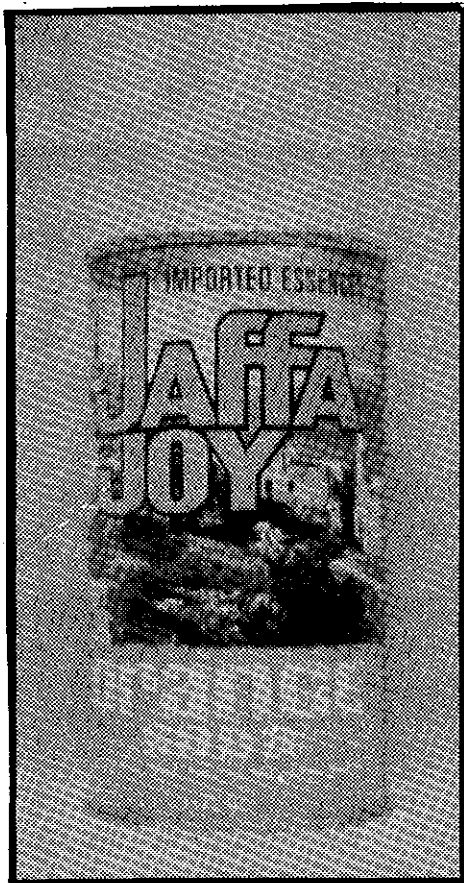
The pictorial JAFFA JOY orange soft drink can commemorates the ancient sea-coast city of Jaffa, located in Israel, a mile from Tel-Aviv. The chief export of this major port city which serves the entire state, is the reknowned tangy orange.

Jaffa oranges are cultivated annually on over 8,000 acres of Palestinian Mediterranean coastal strip. Three decades ago camels were employed to transport the oranges directly to Jaffa port where it took an average of 16 days by ship to reach England.

The juices and oils of the oranges from these famed groves comprised the base ingredients for the unprecedented JAFFA JOY beverage produced by White Rock.

Manufacture of the drink has been discontinued and these cans, when obtainable, are choice items among collectors.

END



- 7 -

OUR THANKS TO DENNIS FEWLESS FOR THIS

Soda Water Roots

Special to The Sentinel

The next time you stop by your favorite restaurant, look the waitress straight in the eye and try ordering a hamburger, fries and a bib-label libiated lemon-lime soda.

If she looks confused, explain that you want a Seven-Up.

C. L. Grigg, who originated Seven-Up, named it for its lemon-lime flavor, for one of its chemical properties at the time — lithium — and for the dominant paper label which hung like a bib over the neck of the bottle.

How the name Seven-Up evolved in 1929 is a subject for speculation at company headquarters in St. Louis, Mo. No one knows for sure.

The Shasta Water Co., as it was first known, was born in the shadow of Mt. Shasta and took its name from the towering northern California landmark that is part of the Cascade mountain range, according to a company spokesman.

The company began as a bottler of mountain or spring water in 1889 and years later became Shasta Beverages, a soft drink producer with one of the most extensive flavor lines in the industry and a growing national market. Shasta, a division of Consolidated Foods Corp., names each of its 14 diet and regular soft drinks by flavor description.

Alliterative Coupling

The Coca-Cola Co., the world's largest soft drink producer, markets syrup for Coca-Cola, Fresca, Tab, Sprite, Mr. PIBB, Fanta and the newest, Yello Mello.

Coca-Cola, according to Carlton Curtis, supervisor of corporate communications, got its name from an alliterative coupling of the words cocoa (for the cocoa leaf) and kola (for the kola nut), the principal ingredients of the product. Coca-Cola was developed in 1886 by John S. Pemberton. The name originated with his friend and bookkeeper, F. M. Robinson.

Fanta, the Coca-Cola Co.'s second oldest product, was named by means of an employe contest in a German plant just after World War II. "The name is a derivative of the word fantastic, a very appealing product description," said Curtis.

Two of the company's products were named for their flavor characteristics. Sprite is a description of the light and effervescent qualities of Coca-Cola's lemon-lime drink, while Fresca "connotes the freezing, fresh, citrus taste of that product," Curtis said.

The computerized approach, one element in the naming of Fresca, became the predominant element in the naming of Tab and Mr. PIBB, which were aimed at cre-

ating a certain lifestyle image and encouraging high recall with short, snappy three or four letter words.

Drink Being Tested

"The Mello Yello name derives from the citrusy, low carbonation qualities of the drink, as well as the color," said Curtis. The new product, now in two test markets, falls into the Mountain Dew category.

The company history of Dr Pepper reads like a romantic short story. A young "soda jerk" in Virginia fell in love with the daughter of his boss. The disapproving boss, a doctor named Pepper, consequently fired the young man, who then moved to Waco, Tex., and landed a job at the Old Corner Drug Store.

In his spare time at the store, he experimented with fountain flavors, finally creating one that he and his friends especially liked. He named it Dr Pepper after his love's father. Footnote: Thus flattered, the father gave permission for his daughter to marry the young man.

Pepsi, according to company spokesman Joseph Block, was developed by a Newburn (N.C.) pharmacist named Caleb Bradham in 1898. The trademark was registered in 1903, but how the name Pepsi originated is an unsolved mystery, says Block.

The Royal Crown Co. markets both Royal Crown and Nehi soft drinks. The Nehi name resulted from a comparison of bottle sizes, according to a company spokesman. The new 9 ounce bottles, said a clever sales manager in 1924, looked "knee high tall" compared to the old 6½ ounce bottles.

Sideline Business

Company history indicates that Royal Crown was a trademark first used about 1905 by Claude A. Hatcher, an Alabama grocer turned soft drink bottler. He began bottling Royal Crown ginger ale and root beer as a service to his customers. As often happens, this sideline outgrew his primary business. What is known as Royal Crown Cola came on the market in 1934.

However, the reasoning behind the Royal Crown name is unclear. It could have been related to the particular bottle cap design. Or simply a means of raising the product above the ordinary. One thing is certain. It wasn't named by a computer.

The Canada Dry Corp. began with a young pharmacist and chemist, John J. McLaughlin, who opened a soda water manufacturing plant in Toronto, Ontario, in 1890. He developed McLaughlin Belfast style ginger ale, not unlike a similar product in Belfast, Ireland. Some 20 years later, the name Canada Dry was born of the Canadian based company.

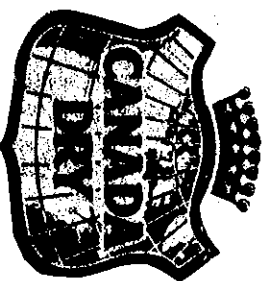
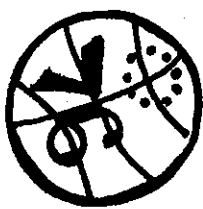
LISTED BELOW IS A NEW SPORTS SET (16 cans)
THANKS TO MIKE PROMBO FOR THIS INFORMATION

CANADA DRY GINGER ALE 10 OZ CANS
VANCOUVER "CANUCKS" 1977/78

Derek Sanderson	Rick Blight
Cesare Panlago	Chris Oadliffson
Dennis Ververgaert	Brad Gassoff
Dennis Kearns	Mike Walton
Garry Monahan	Larry Goodenough
Curt Ridley	Jack McIlharaey
Harold Snepts	Don Lever
Hilliard Graves	Jere Gillis

Again thanks to Mike Prombo for furnishing
this listing of the PHILADELPHIA 76ers
15 can set

Tene Shue	
Jack McIlahon	
Al Domenico	
Ferry Bibby	
Doug Collins	
Jaldwell Jones	
Steve Mix	
Farvey Catchnigs	
Mike Dunleavy	Lloyd Free
Dr. J. Irving	George McGinnis
Darryl Dawkins	Terry Furlow
Joe Bryant	



The Champagne of Ginger Ales

**WANTED !
ALIVE !**

**BY NPCC
NEW MEMBERS**

**REWARD
IS
OFFERED**

For every new member you turn in you will receive a free ad up to 200 words, PLUS, you will receive 1 free obsolete can for each member signed up. Take my word that these cans will be well worth the effort you will put into our membership drive. O K members, now you have an added incentive , so lets all try to expand the size of our club. Remember the more people we have in our organization the more collectors there will be to trade cans and other information with and the more older, obsolete, odd, unusual cans will turn up.

Let's get started, send those names in to N P C C.
We have lots of application blanks.

N P C C
The Pop Can Man
Fred Bogdan
3014 September Drive
Joliet, Illinois 60435

APPLICATION BLANK

PLEASE PRINT

MEMBERSHIPS ARE \$ 7.95 FOR A FULL YEAR SUBSCRIPTION

NAME _____ HOW LONG HAVE YOU COLLECTED ? _____

STREET _____ HOW MANY FLATS ? _____

CITY _____ HOW MANY CONES ? _____

STATE _____ ZIP _____ ANY SPECIALTIES ? _____

TOTAL CANS _____

MAIL TO : NATIONAL POP CAN COLLECTORS NEWSLETTER
 3014 SEPTEMBER DRIVE
 JOLIET , ILLINOIS 60435

PLEASE TELL YOUR FRIENDS AND FELLOW COLLECTORS ABOUT NPCC

THERE ARE THOUSANDS OF POP CAN COLLECTORS IN THE COUNTRY WHO
 HAVE NO IDEA THAT THERE IS A CLUB FOR THEM . SO TELL YOUR FRIENDS
 AND ANYONE ELSE WHO MIGHT BE INTERESTED ABOUT NPCC BECAUSE THE
 MORE EYES WE GET LOOKING FOR POP CANS , THE MORE RARE AND THE
 MORE VALUABLE CANS WILL 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 YOU FLYERS PLEASE WRITE FOR A SUPPLY



FROM
 NATIONAL POP CAN COLLECTORS
 3014 SEPTEMBER DRIVE
 JOLIET , ILLINOIS 60435

Gerald Pollack
 294 Ave. 3
 Bayonne, NJ
 07002

