

# CAN-O-GRAM



February / March 2006



## On The Cover

The 1976 7Up State can set.  
Photo courtesy of  
[www.brucemoble.com](http://www.brucemoble.com)

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

An initiation fee of \$5, with annual dues of \$20 thereafter to all US residents and \$25 in US funds to all other countries. For membership and address changes inquire at NPCC / Lance Meade / 335 Dellwood St S / Cambridge MN 55008.

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### Coming Next Issue

## Supplement to Soft Drinks in Cans Part 2

## Editors Notes:

The 2006 Roster was included with this copy of the Can o Gram. Many of you will notice that it is much smaller than usual. For some reason we had 25 members not renew their memberships. If you recognize someone on this list give them a call and urge them to renew.

Neal Balkun #1214	Keith Whitmore #1215	Kenneth Stewart #1217
Dave Prochazka #1219	Cody Hildebrandt #1222	Cecelia LaRocque #1220
Fred Dobbs #1197	Christian Cavaletti #1199	Jim Francisco #1213
Fred Goerlach #1232	Louis Heying #1110	Tom Kirschbaum #0045
Galen Kues #1207	Jeff Lebo #1225	Bill Leff #0636
John Lowder #1227	Danny McCabe #0845	Curtis Mcqueen #1226
Stephan Reames #1221	Donald Santora #1200	Ray Scott #0065
Larry Sucharski #0395	Chris Tylinski #1187	Berrie Van Helmond #691
Mildred Valez #1190		

My apologies to the member who submitted the Dennis the Menace cartoon below, I somehow misplaced my notes so I don't know who to give the credit to.

Please join me in welcoming our newest member Mike Nelson #1236. Mike collects national brand straight steel cans no store brands.

The dates for the Extrava-Can-Za show have not been finalized, but Gene Judd has once again volunteered to host the show. Thanks Gene!

## Upcoming Shows

**Mega Show**  
**July 27 -29**  
**Des Moines Iowa**  
**Extrava- Can- Za**  
**TBD**  
**Zionsville Indiana**



# The History of 7 Up

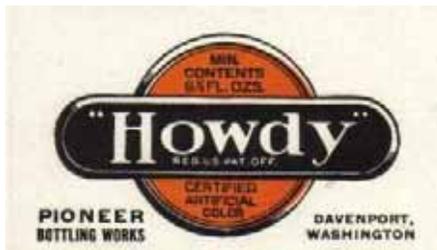
Charles Leiper Grigg was born in 1868 in Price's Branch, Missouri. When Grigg was 22 he started a small general store, but soon after that he decided to move to St. Louis and try his hand at advertising. Working for a number of local agencies he became acquainted with the carbonated beverage business. By 1919 Grigg was a top salesman for a manufacturing company owned by Vess Jones. Grigg created and marketed an orange drink called Whistle. It soon became the company's biggest seller and Grigg became sales and marketing manager.

Grigg and Jones could not get along so Grigg left the company and his creation, Whistle. Grigg went to work at the Warner-Jenkinson Co. of St. Louis developing flavoring agents for soft drinks. Grigg invented a new carbonated orange drink with a 14% sugar content called Howdy. He teamed up with Edmund G. Ridgway to help finance his new drink and they formed the Howdy Company. Joining them in the company was attorney Frank Gladney. With a good product and financing Grigg's orange soda "Howdy" the company grew quickly, and added bottlers who were anxious to bottle the product.



In the mid 1920s Howdy's biggest competitor was Orange Crush. They began a

nation wide sales campaign claiming that any orange soft drink should contain a minimum percentage of orange pulp or juice, While Crush stressed the fact that their drink was the only true orange flavor, Grigg pointed out that Howdy was produced with concentrate based on the essential oils of the orange peel, and that they did not make orange juice". Grigg considered Howdy the pur-



est, finest orange flavored soft drink in America. By the mid 1920s Howdy had 400 franchised bottlers however, Orange Crush continued to gain in popularity and Howdy was struggling for their piece of the market.

This is when Grigg decided to formulate an entirely new soft drink to broaden their market share. They decided against cola, root beer or ginger ale. While there was some 600 different brands of lemon or lime flavored drink at this time, there was nothing that was outstanding or distinctive. So Grigg spent more than 2 years testing 11 different formulas of lemon lime flavored drinks. He settled on one that fulfilled the characteristics he sought: refreshing and thirst quenching. Trial extracts of the new lemon and lime flavor with lithia were sent to a number of Howdy Franchise Bottlers for a reaction. The response was enthusiastic.

The Howdy Company debuted it's new drink a carmel colored lithiated lemon lime soda a mere two weeks before the stock market crashed in



*Photo courtesy of collectiblesodacans.com*

Continued from page 8



## The Club

The earliest 7 UP advertising featured a winged 7 UP logo and described the soft drink as "a glorified drink in bottles only. Seven natural flavors blended into a savory, flavory drink with a real wallop." Acknowledging the success of the 7 UP trademark in 1936, Grigg changed the name of The Howdy Corporation to The Seven-Up Company. By the late 1940s, 7 UP had become the third best-selling soft drink in the world.



Photo courtesy of collectiblesodacans.com

The original formula of 7UP contained lithium citrate, a mood-stabilizing drug. Many early soft drinks contained herbal or pharmaceutical ingredients. This was removed in 1950.

In 1963 the Seven Up company introduced, "LIKE" a diet version of 7 UP. In 1967, The Seven-Up Company introduced the UN-COLA advertising campaign, which sent 7 UP sales rocketing nationwide. Consumers endorsed 7 UP as a viable, thirst-quenching alternative to colas. The UN-COLA tag immediately joined the nation's vernacular and remained synonymous with 7 UP, despite subsequent campaigns that featured new slogans.

In 1970, The Seven-Up Company introduced sugar-free 7 UP, which was an immediate success among the growing number of calorie-conscious Americans. It was named Diet 7 UP in 1979.

In June 1978, Philip Morris acquired The Seven Up Company. The 7 UP "No Caffeine" campaign garnered national attention for the company four years later, as it appealed to growing consumer concern and confusion about caffeine in soft drinks. The campaign launched 7 UP sales into an unprecedented period of growth and forced the soft drink industry to address the caffeine issue with new products and other competitive countermeasures.

In 1986, Philip Morris sold the domestic operations of The Seven-Up Company to a private investment group for \$240 million and the company was merged with Dr Pepper Company. The new management team consolidated administrative functions of The Seven-Up Company

October of 1929. Not only was the timing bad, it also cost more than the competition it carried an unwieldy name "Bib-Label Lithiated Lemon-Lime Soda . Grigg quickly realized the name was too long and much to complicated so the name was changed to 7Up Lithiated Lemon-Lime and then simply 7Up. Grigg never explained how he came up with the name but several theories have remained popular. One legend is that Grigg saw a cattle brand that resembled 7Up and thought it would be a distinctive name for a soft drink. Another insists Grigg while playing dice or poker thought up the name. In any case Grigg believed his new drink as a cure for hangovers and marketed it as such.

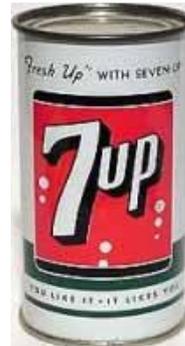


Photo courtesy of collectiblesodacans.com



Photo courtesy of collectiblesodacans.com

Continued on page 16

# Supplement to Soft Drink in Cans

Submitted by Gene Judd

As you may recall printed in the February/March 2005 issue of the Can o Gram where pictures from a publication published in 1954. These pictures showed many of the cans available in 1954. At this time I asked for any member that had the entire publication to submit it so that it's contents could be shared with the entire NPCC membership. Well thanks to Gene Judd I am now in possession of a copy. The booklet will be published in it's entirety in the next several issues of the Can o Gram.

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### Introduction:

The widespread acceptance of our first report on "Soft Drinks in Cans," issued May 1, 1954, has encouraged us to bring this report up to date. Thousands of copies of the original report were requested by bottlers, canners, can manufacturers, bottle manufacturers, various institutes and authorities, and other interested people supplying materials to the growing, soft drinks in cans business.



*Can pictured in booklet*

Soft drinks in cans have now had well over a year's experience in the cone top type and a full year in the flat top type. Many mistakes have been made, mostly in the quality of the drink and in the mechanical process of canning. It appears still a little early to know the consumers' permanent reaction to soft drinks in cans. One can say, however, that the industry developed into much larger proportions, and is lasting much longer, than the original scoffers predicted.

One of the main opportunities for the growth of soft drinks in cans has been the increase in the price to the consumers of bottled drinks. Pre-inflation prices on bottled drinks are fast disappearing and few bottlers will agree that they can earn a reasonable living after taxes on a 5¢ drink. The bottling industry is now facing up to this fact.

There is considerable prejudice regarding the general average of quality of canned beverages. Those bottler critics of the flavor of canned beverages forget that they have put out in the past, at different times, poor quality in bottles. One bottler handling both bottles and canned beverages of the same name is finding that half of his business is now in cans. This could not be the case if the quality were inferior despite the convenience of the can.

Quality and lack of quality have shown up in canned beverages in exactly the same way as in many other products. One well known brand of canned soda water has lost out in a large market due to the fact that its quality was not comparable to competition of other cans. The public chose to purchase the competitive cans. While the apparent lack of turn-over of the brand mentioned would suggest to many that the consumer does not like beverages in cans, one can arrive at this conclusion only by ignoring the success of competitive brands.

While the usual price of about 10¢ a can for a 12-ounce drink is a great deal higher than the price at which a 12-ounce returnable bottle could sell, the dealers' and consumers' dislike of odd-penny prices has a tendency to push many bottled products up to 10¢ also. Without the break away from the \$.80 per case price of bottles, cans would still probably not have had their first start. Most of us can well recall that for years a 6-ounce bottle outsold a 12-ounce bottle of the same flavor, at the same 5¢ price. *Introduction continued in the next issue!*



*Can pictured in booklet*

## 20 Years Ago in the Can o Gram

The name "Can o Gram" makes its appearance for the first time in the January 1986 issue. Also in this issue there were 15 new members, none of which are still members today. The editor was Todd M. Moore a 16 year old from California and the President was Dave Brackett. This issue contained articles titled; Canned Caribbean Fantasy, The Chocolate Soda Rivalry, How to Grade Soda Cans, International Insight: Canada, New Pepsi? And for The Record which was an article on the new Coca Cola plastic cans. Also in this issue was Chapter Updates! What ever happened to the Chapters? National Pop Can Collectors badges were offered for sale. New cans included the Plastic Coca Cola Cans, a Strawberry Canada Dry, Spree Root Beer, Some Coca Cola United Way. Among the 14 want ads were current members Dave Brackett offering to trade the new Sacramento Kings Basketball team cans by Seven Up. John Hantz was still looking for special issue soft drink cans. Geff Moore still wanted a Hug a Jug, Hippity Hop and more. Robert Russell was searching for some new Root Beer cans by A&P and others.



*"New" Pepsi can, from Japan.*



*Logo used for the NPCC badges.*

At this time in the NPCC's history there were actually 12 issues printed a year with every other one a "mini" issue. The February issue gave us The Chapter Extra, along with articles titled The Commemorative Corner, The Competitive Edge and Collectively Speaking, the Roster was included in this issue and numbered 111 members. Where did they all go? The want ad's numbered 24 with Bob Luciana announcing he was back, after building up his trade list. Ray Scott had some Vess cans available for sale or trade. John Hantz and Dave Brackett were still on the lookout for trades.

The March 1986 issues gave us articles a article on Space Age Soda which featured "space" cans by Grafs Beverages, Faygo and of course the Pepsi cans. A article titled "Fighting for Slices of the Uncola Market, which was about the new brand Slice. Gene Judd was featured in the Collectively Speaking column (this was a collector of the issue column), at this time Gene's favorite cans in his collection included, Cott 1,000,000 cases can , Pepsi cone, Kewpie Orange, Donald Duck Strawberry and a Bon Ton Root beer. (editors comment: I wonder if these are still Gene's favorite cans?). Other articles included one on the reverse vending machine, where you put in cans and receive change in return, International Insight featuring Oransoda from Italy, New England Can Corner, which featured Polar cans, For the Record, which was about the planned Minute Maid sodas and The Chapter Update. New brands featured new cans from Upper 10, Diet



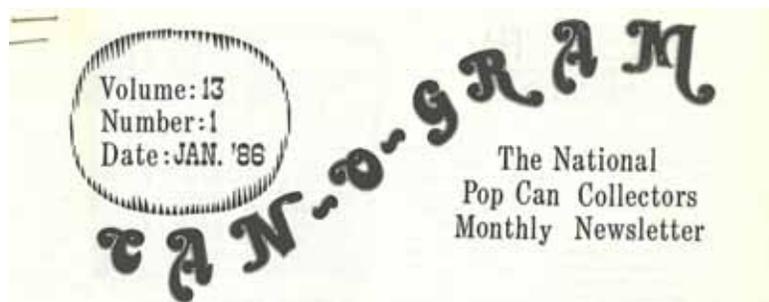
*Photo courtesy of Brucemobley.com*

Cherry RC, Sweet 'n Low, Spree Natural sodas, 10 Coca Cola Commemorative cans, 2 Pepsi Commemorative cans and 2 Vess Commemorative cans. The Want Ad section featured 27 ad's. Robert Russell had a many cans for trade including Purple Passion, Kick and Army Smash, John Hantz had many special issue cans for trade, Bob Luciano wanted member to write soon for his trade list which contained many special issue cans, Dave Bracket was looking for promotional Coke cans. New or returning members included Maryland Ousley.

If any of the articles listed in this column are of interest to you. Let me know and I will print them in their entirety in a future issue of the Can o Gram. Lance



Some of the cans featured in the Recent Finds/New Issues column, March 1986



The 1986 logo

## Recent Finds

Once again there are some great finds and interesting new issues to report. Thanks to these contributors (1) Marc Austin, (2) Lance Meade, (3) Maryland Ousley (4) Bruce Mobley, (5) Scott Martin.



Cola By Shasta (4)



Ginger Ale By Shasta (4)



Holiday Punch By Shasta (4)



Orange Crème By Shasta (4)



\$1 Off Camp Creepy (3)



Front (5)



Back (5)



5.5 imp oz, Flat Top (1)



Baltimore Ravens 10 Years (1)



Ohio State 2005 FB Schedule (3)



Ohio State Fair (3)



2005 Six Flags St Louis (3)



Coca Cola Cherry (5)



Dt Coca Cola Cherry (5)



Paramounts King Island Fearfest (3)



Radio City Christmas Spectacular (3)



2005 Six Flags St Louis (3)



2005 Six Flags St Louis (3)



By Buffalo Rock Company (2)



By Buffalo Rock Company (2)



Indiana Pacers Save on Slams (3)



Western Kentucky University (3)



3rd Annual King City Barbeque (3)



Western Kentucky University (3)



10.66 Oz Accepted by Canadian Ministry of Transport (1)



Ball State Athletics (3)



Buffalo Falls Water Park (3)



Bull Tickets Half Price (3)



Great Wolf Lodge \$50 Off (3)



Great Wolf Lodge \$75 Off (3)



Indiana Pacers Save on Slams (3)



Churchill Downs Free Admission (3)



Indiana Pacers Save on Slams (3)



\$1 off Indianapolis Air Show (3)



Western Kentucky University (3)



Paramounts Kings Island (3)

## High Tech Collector

If you are like me you collect cans, but prefer to drink soda's out of glass bottles. Visit [www.glassbottlesoda.org](http://www.glassbottlesoda.org), where you will find an extensive list of soda's that can be found in glass bottles and where to find them.



Do you have an opinion on a certain product? Want to share it with others? Than [www.rateitall.com](http://www.rateitall.com) is the place for you. Here you

will be able to share your opinion on soda, beer, restaurants, hotels, cars and more.



Recently on Ebay, this Coca Cola described by the seller as “in very good condition for it's age”. Received 17 bid's by 7 different bidders with the winning bid of \$1050.

This pre zip code Double Cola can, described by the seller as being “in great condition with great colors great graphics & a very shiny metallic finish. There are some very small light tarnish spots around the can one neat looking can!” received 8 bids by 7 bidders with the winning bid of \$49.88.



These 2 Sun Drop cans were a surprise (to me anyway) ending at \$68.77 and \$52 respectively.

Dave Tanner has put a list of cans that are possibly unique, that means that as of right now only 1 can is known to exist. Visit [www.collectiblesodacans.com](http://www.collectiblesodacans.com) to few this list. Email him with any additions and or corrections.

# CAN-O-GRAM PAGES BUY \* SELL \* TRADE

	<h2 style="margin: 0;">National Pop Can Collectors</h2> <h3 style="margin: 0;">335 Dellwood St S</h3> <h3 style="margin: 0;">Cambridge, MN 55008</h3>												
<p><b>Classified Word Ads</b></p> <p>5 cents a word \$2.00 minimum bimonthly charge</p> <p>Each word, abbreviation, and price count as one word</p> <p>All classified ads must be paid in advance</p> <p>Copy should be typewritten or printed NPCC will not be responsible for errors in an ad due to poor quality copy</p> <p>NPCC reserves the right to refuse any advertising</p> <p>Near the deadline email us your ad Sodacans@sherbtel.net</p> <p><b>NPCC members in good standing are entitled to one free classified word in each issue. The ad can be up to 125 words in length. 5 cents a word for each additional word over 125</b></p>	<p><b>Display Ads</b></p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td></td> <td style="text-align: center;">1 Time</td> <td style="text-align: center;">3 times *</td> </tr> <tr> <td>One-half page.....</td> <td style="text-align: right;">\$5.00</td> <td style="text-align: right;">\$12.00</td> </tr> <tr> <td>Full page.....</td> <td style="text-align: right;">\$9.00</td> <td style="text-align: right;">\$22.00</td> </tr> <tr> <td>Two pages.....</td> <td style="text-align: right;">\$17.00</td> <td style="text-align: right;">\$41.00</td> </tr> </table> <p>For longer periods call or write</p> <p>*Consecutive issues with NO changes</p> <p>All ads must be received by the 15th of the month See time schedule on page 2</p> <p>No additional charge for photos</p> <p>Camera ready ads accepted but not a requirement</p> <p>Maximum copy size (full page) 4.5" X 7.5"</p>		1 Time	3 times *	One-half page.....	\$5.00	\$12.00	Full page.....	\$9.00	\$22.00	Two pages.....	\$17.00	\$41.00
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One-half page.....	\$5.00	\$12.00											
Full page.....	\$9.00	\$22.00											
Two pages.....	\$17.00	\$41.00											

## National Pop Can Collectors 2005 Financial Statement

<b>Receipts</b>	
Dues	1570.00
<u>Other Income</u>	<u>36.22</u>
Total Income	1606.22
<b>Debits</b>	
Postage	235.35
<u>Printing &amp; Supplies</u>	<u>722.34</u>
Total Debits	957.69
Net Gain/(Loss)	648.53
Beginning Balance	1279.66
<b>New Balance</b>	<b>1928.19</b>

# WANT ADS

**Wanted:** Trade partners! Looking for soda cones, flats and pull tabs. Also collect Coke and Pepsi special issues. Will pay top dollar for cans needed for my collection. Will also buy collections. Gene Judd, phone 317-710-4078 (cell) or email luna814@msn.com. Have many soda cones and flats to trade or sell.

**Trade:** Have large listing of over 1000 different pop cans. Mostly Pepsi and Nebraska cans. Please send your trade and lets do some trading. My list free on request. Ed Ackerman / PO Box 251 / Beatrice, NE 68310

**Trade:** Have many NJ, PA & NY commemorative Coke & Pepsi Product cans to trade for other Coke & Pepsi cans I need from around the world. Send your trade list today! Barry Skokowsk NPCC #971 / 7 Sprague Turn / Hamilton NJ 08610 or Email bcocacola@aol.com

**Wanted:** Early Aluminum cans. Also Nehi and Squirt generation cans. John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962 or USASODA@aol.com or USASODA@sbcglobal.net

**Wanted:** Sunday Funnies cans. Will buy or trade. Let me know what you need and what you have. Bob Luciano / 2515 Sullivan Trail / Easton PA 18040 robert.luciano@rcn.com 610-253-4230

**Hungry soda can collector:** Looking for pre-1963 US cone and flat top soda cans. Also interested in pre-1963 pulls and rare zip code pulls! Email Mark Austin at mmfaustin@aol.com. Will pay top dollar for top condition cans. Will sell inventory of doubles at reasonable prices.

**Wanted:** Shasta, Sun Rise, Gold Medal and any other Minnesota bottled soda cans. Email Lance Meade at sodacans@sherbtl.net

**Wanted: Your ads. One ad per issue of 125 words or less is free to all members of the NPCC in good standing. Send your ad to Lance Meade / 335 Dellwood St S / Cambridge, MN 55008 or email sodacans@sherbtl.net.**

## 7UP History continued

at the Dallas headquarters of Dr Pepper Company. Sales and marketing staffs remained separate and, although The Seven-Up Company moved its headquarters to Dallas in 1987, manufacturing of 7 UP products remained at the company's St. Louis facility.

The Seven-Up Company introduced Cherry 7 UP and Diet Cherry 7 UP in early 1987. Marketed to young people, the new products were designed as light, refreshing additions to the prestigious family of 7 UP brand products and met with instant success across the country. To further boost awareness levels of 7 UP in the nation's youth market in 1987, The Seven-Up Company introduced Spot, a character derived from the red dot in the 7 UP trademark. From his inception, Spot rapidly developed into a popular cartoon character represented on licensed items throughout the nation. The character was featured in 7 UP advertising and packaging until 1995.



Photo courtesy of collectiblesodacans.com

With the March 1995 acquisition of Dr Pepper/Seven-Up Companies, Inc. by Cadbury Schweppes plc, 7 UP became part of Cadbury Beverages North America. Shortly thereafter, the brand underwent a revitalization reaching out to a younger audience. In the fall of 1995, splash package graphics were introduced for all four flavors of the brand to create a contemporary, exciting new look.

The Spot character was eliminated with this graphics change. A 20-ounce package featuring a splash design and unique easy-to-grip bottle was designed and introduced to gain market share in a variety of single-serve purchase locations. In July 1996, the company changed its name to Dr Pepper/Seven Up, Inc. That same year, "7 UP. It's An Up Thing" became an instantly accepted tagline for the product as part of a new advertising campaign to relaunch the revitalized brand.



Photo courtesy of usasoda.com

New advertising creative featuring actor/comedian Orlando Jones and the slogan "Make 7 UP Yours" was launched in late 1999. The popular "Make 7 UP Yours Campaign" continued in 2003 debuting comedian/actor Godfrey as the bumbling 7 UP guy.

In 2000, 7 UP debuted a bolder, cleaner, more contemporary packaging graphics image, focused at, but not exclusive to, 12- to 24-year-old consumers. Cherry 7 UP, Diet Cherry 7 UP and Diet 7 UP also received flavor enhancements in 2000.

Editors Notes: I never did find out exactly when 7 UP removed the carmel coloring. Could it have been in the 1950's when the lithium citrate was removed?



Photo courtesy of collectiblesodacans.com



Photo courtesy of usasoda.com