

CAN-O-GRAM

April/May 2005





On The Cover

Happiness is new member applications in the NPCC's mailbox! Photo by Bruce Mobley.

"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 / 1330 Carriage Hills Dr / Cambridge MN 55008.

Submission deadlines for ads, articles, new can photos, etc. are as follows:

Dec / Jan issue = November 15

Feb / Mar issue = January 15

Apr / May issue = March 15

Jun / Jul issue = May 15

Aug / Sep issue = July 15

Oct / Nov issue = September 15

All issues are sent First Class PPD out of the Macon, MO 63552 post office.

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Coming Next Issue



Letter from the Director

The weather is finally warming up. I am looking forward to some show action this year. Club member Gene Judd, who lives near Indianapolis, has volunteered to host this years Extrava-Can-Za swap meet. The show is set for August. Don't forget that April is the month of the Pennsylvania show. The annual Des Moines show is scheduled for July 28–30th . So there will be some can action this year. Watch for details in the Can-O-Gram (COG).

We had several comments on the quality of the last COG. It turned out to be slightly more work to set up that first run, but it will speed up as we become more familiar with the new printer. Once the issue was set up it sure did print faster. Now if we could only find a way of speeding up the stapling, folding, and stamping! Who knows what the future holds.

My next big job is to finalize our becoming a chapter of the BCCA. I have drug that out for too long now so I am clearing my schedule to make this become a reality.

Be sure to encourage a friend or acquaintance to join our fine club. Let's help our club grow. From the desk of Bruce Mobley NPCC director.

Editors Notes

I have lived in the same house for 5 years and just last month I finally managed to get all of my cans displayed. Funny thing is it only took 48 hours to take them all back down. I unrepentantly sold my house and will be moving on April 15, that is the reason this issue is a little early. On the bright side I will now have 3 times the space to display my cans. I hope it doesn't take another 5 years to get them all back up.

Even though I am busy packing , I still plan on attending the Spring Thaw show on April 1 & 2. I hope to see some of you there.

Thanks to all who submitted articles for this issue it sure was nice to have enough material submitted to finish this issue in a timely manner. But as you can see from the large question mark on page 2 I currently have nothing for the next issue of the Can O Gram. Please consider submitting something. How about writing a can close up article, something like what the BCCA does. It should be fairly easy to write about one can and send a photograph.

Pepsi prototypes in the last two years

By Chris Cavaletti and George Jen

In the last couple of years, Pepsi has launched several new cola drinks: Vanilla, Edge and Spice, just to mention those in the US. Every time a new taste comes out to the market, it's always difficult to know if it'll be a success or not.

There are many examples of disappeared soda: Crystal and, recently, Pepsi Blue are only two, loved by thousands, ignored by millions, so retired from the market.

What make a new taste important for collectors is not only a new can or a new series of cans: is also prototypes.

Prior to be introduced to common humans, new tastes are tried by a small group of people: most of them are Pepsi employees. Generally a box of new cans is sent to each plant to let people taste them and give their first impression. Most of these cans are drank and then smashed inside a recycling bin.

In a second step cans are produced and released into the market. But these cans are not the same. Usually small adjustments are made to optimize the layout of the design over the can: small differences which made some cans rarer than others.

Here you can see some examples.

Pepsi Vanilla and Diet Pepsi Vanilla:

On the left you can see how the yellow line around the globe is well defined: these are prototypes, different from cans on sale now, with a vanishing line (on the right).

Continued on page 5



Continued from page 4

Pepsi Edge:

The prototype on the left has content written in white over the silver band, so it's difficult to be seen. In the final design (on the right) it has been moved over the blue.



Pepsi Spice:

Here it's more difficult to see differences because they are related only to the ingredients.

Prototype on the left has "Very low sodium" written on top, Calories 160, Total carb. 42g and Sugars 42g; normal can on the right has "Low sodium" written on top, Calories 150, Total carb. 41g and Sugars 41g, so probably the formulation has been slightly modified.

There are probably more out there. If you know of any please email Chris (christian.cavaletti@marelli-berta.it) or George (JG1ma2708@aol.com).

Meet Todd Russell

By Todd Russell

In 1976 when I was about 10, my neighbors started a beer can collection. Their son, George, was about my age and helped me start a small collection in my tree house. Treasure hunting for the rusty tins in the big woods at the end of our street became a favorite pastime. When my father discovered that cans could be worth money, he allowed them into the house. Much to my mother's dismay, the collection grew and grew.

At my first Convention, age 11, the Gator Traders gave me about a

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case of common cans that to me were exotic rarities. My friend, George, won a cake in the raffle. We thought it was the funniest thing that ever happened when it fell upside down on the floor and the little plastic gator poked its head back up through the cake. Everyone applauded! These were some sick people - I felt right at home.

Soon we began scouring the local flea markets, crawling under buildings and checking classified ads, making some tremendous finds.

Eventually I became curious about what was inside the cans. I took my first drink (Hamm's) at age 14 at a National Convention. My folks and I attended 3 nationals in the early 80's, took extended dumping vacations in the northeast US (ignoring the soda cans), and sold cans and memorabilia every Sunday for 3 years at the Wagon Wheel flea market in St. Petersburg, FL. Those were heady days when the hobby was becoming a national fad.

My interest in soda cans developed after years of drinking in my teens and early 20's became a serious problem and I sought help. Pop cans began accumulating in the early 90's as I missed the hobby, while beer cans had lost their allure and even became somewhat forbidding. Still there



Dolly, Todd and Morgan

remains about 500 favorite beer cans, some with sentimental value, in a closet.

My wife, Dolly, and I enjoy the flea markets and antique malls, and occasionally cans will turn up there. Dolly has gotten used to me "barrel picking" at rest stops and trash cans while on vacation. Traveling in Holland and digging through garbage cans, much to her horror, people offered her money, thinking we were destitute and scavenging for aluminum. They just couldn't grasp the concept of can collecting as their culture is extremely space conscious. In 2003 after picking up 2 cases of cans from

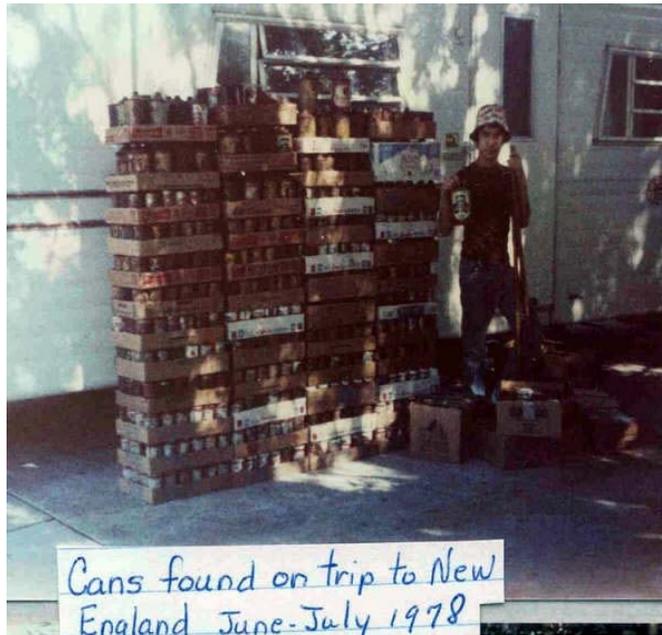
(Continued from page 6)

the 70's and wondering what actual value they had, I discovered Dave Tanner's guide and ordered one. Then in 2004 while visiting Dolly's family in Connecticut I called Dave and was invited to his home. It was a real treat to see his collection intact right before it was sold. When he told me it was all for sale I couldn't believe it. Dave was very patient as I picked through his cans, even while my two year old daughter, Morgan, looked on, finding a few cans for herself.

Ebay has added a new dimension to collecting, but I really miss the trade shows, and plan to start attending some. Recently, a Holy Cow was purchased on ebay, and when it arrived in a

shoobox CRUSHED, I shouted, "Holy Cow," or something similar. The seller kindly issued a refund when she saw the photos.

I am into cartoons and specialize in cartoon themed cans. Also cans with animals, interestingly designed labels, peculiar names, energy drink cans. Foreign and domestic. I think I was hooked after the A & W Snoopy cans came out in the early 90's. I remember drinking Devil Shakes as a kid, and still need one of those if anybody can help. Dolly is helping me control the madness by designating limited shelving space, so we are going for what catches our eye more so than quantity.



7C-O-G

Can You Top This?

Submitted by Bob Russell

Advercan, Inc., describes its new label for soda, power-drink and beer cans as “the world’s first can-top media campaign.” The product, a five layer, biodegradable polymer label, debuted in October 2004 at the Fort Lauderdale (Florida) International Boat Show, where cans of Coca Cola sported the Advercan tops.

In addition to providing an inexpensive and potentially far-reaching advertising medium, the plastic label serves as a “Cleancap” protecting the consumer from dirt, germs and other contaminants from the bottling plant to the point of sale, Advercan says.

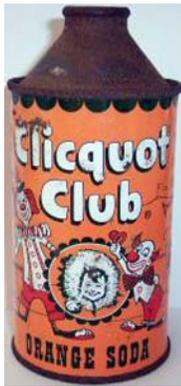
Noting that consumers open 260 billion beverage cans per year, Advercan says its media concept has been reviewed for implementation in Cott Bottling’s San Antonio, Texas, plant for Wal-Mart’s Sam’s Choice brand Beverages.



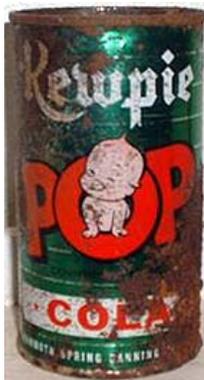
Advercan, a new five-layer plastic label to cover the tops of soda, power drink, and beer cans, is described as the world’s first can-top media campaign.

High Tech Collector

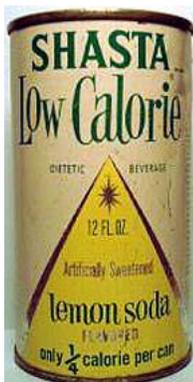
By Bruce Mobley



With this month's High Tech Collector I felt we ought to return to some of the eBay can sales. First up a **Clicquot Club Orange Cone Top** described as "front is in nice condition but the back is rusted"; this can had 10 bids and ended at \$41. A **Little Davy Crockett Orange Flat Top** described as "top has been removed, can colors are faded, and back rim has a hole" had 9 bids and ended at \$15.50. Having no description, but still earning two bids a **Kewpie Cola Flat Top** ended at \$5.50. Generating a lot of interest was a **Ma's Orange Cone Top**; this can had 18 bids and closed at \$137.50. A tough label



variation for low calorie **Shasta Lemon Flat Top** described as "small scratches and paint imperfections evident, one side has some fading, one side bright" finished at \$19.01 with five bidders trying to obtain this can. Another low calorie can was **Shurfine Root Beer Flat Top** described as "some small humidity spots, nice inside can" interested only one bidder who won the can for \$5. An attractive **White Rock Root Beer Flat Top** attracted three bidders and went home to the winning bidder for \$18.49. Finally a **Zil Flat Top** went home at a reasonable \$10.59 with only two bid-



Recent Finds

Once again there are some great finds and interesting new issues to report. Thanks to these contributors (1) John Hantz, (2) Lance Meade, (3) Dave Tanner, (4) Bruce Mobley.



(2)



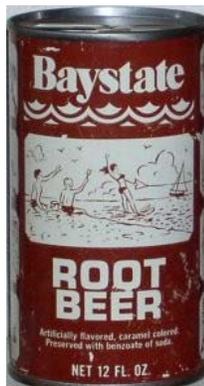
(2)



(2)



Pre-Zip Code
(3)



(3)



Pre-Zip Code
(3)



Pre-Zip Code
(3)



Pre-Sip Code
(3)

NPCC EXTRA-CAN-ZA 2005

AUGUST 13, 2005

HOSTED BY GENE JUDD #709

Look for complete details in the next issue of the Can-o-Gram



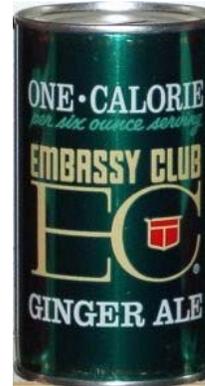
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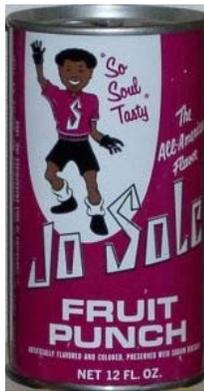
(2)



Pre-Zip Code
(3)



Artist Mockup
(3)



(3)



(2)



(4)



(4)



Pre-Zip Code
(3)



(3)



Pre Zip Code
(4)



Gallon Can
(3)



1984 Menu
(1)



North Carolina FBI
Conference (1)



1968 aluminum
(1)



Pre-Zip Code
(3)



Pre-Zip Code
(3)



Pre-Zip Code
(3)



Pre-Zip Code
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(3)



Pre-Zip Code
(3)

Square Cans?

I stumbled across the following on Whynot.net. Which is a place to share ideas. A few of the responses are printed below. So would you support Square cans?

The shape of cans leaves space between the items. This unused space is caused by their cylindrical shape. If cans were shaped as cubes, more product could be stored in the same space. This could decrease freight costs, increase turns, and decrease storage space for consumers.

Response 1: This is an interesting idea and one that I would support. The only problem, I suspect, is that this will make products appear more expensive since you will now fit (and charge for) more content in the “same” space as before. From a marketing perspective, it would be better to have less product occupying a larger space.

In order for this concept to work you will have to prove that the value in packaging stuff more densely outweighs the risk of appearing less valuable to the customer. Maybe a well-designed advertising campaign will do the trick? Of course, if you have stumbled on some huge efficiency and you can afford to sell the

Continued on page 14

CAN-O-GRAM PAGES BUY * SELL * TRADE



National Pop Can Collectors
PO Box 163
Macon, MO 63552

Classified Word Ads	Display Ads								
<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 you ad Sodacans@sherbtl.net</p> <p>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</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">1 Time</td> <td style="width: 50%; text-align: right;">3 times *</td> </tr> <tr> <td>One-half page.....\$5.00</td> <td style="text-align: right;">\$12.00</td> </tr> <tr> <td>Full page.....\$9.00</td> <td style="text-align: right;">\$22.00</td> </tr> <tr> <td>Two pages.....\$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								

Advertisers please note!
On the 20th of each non mailing month all ads will be down-loaded onto our Internet Web Site at:
www.one-mans-junk.com/NPCC

larger square containers at the same price as the round ones, then you should succeed without any problems.

Response 2: I don't think I would choose a rectangular can over a cylindrical one, I like the feel of a cylindrical can in my hand, it fits nicely and I can spin it around. Also, cans roll out of the vending machines nicely. Corners dent easily too.

Response 3: I believe that metal cans are cylindrical to conserve metal (less surface area per volume). However, the cost of the metal now is probably cheaper than it was when cans were first invented. (tin then versus aluminum now.)

Response 4: Just a note of information. I believe the beverage that

uses the largest number of cylindrical containers is soda. The cost of a soda can to produce is significantly higher than the cost of the soda inside the can. The weight of the metal used in the can must be optimized to keep the cost of a can of soda low. Hence the cylindrical shape. Unless you are willing to pay 50% more for a can of soda.

Response 5: There is another problem, re soda cans. Soda is under pressure. For any non-circular cross section, the pressure tries to force the cross section into a circle, to maximize the volume to surface area ratio. With cylindrical cans, the cross section is already optimal, so there is no bulging (except at the top and bottom, which designers can easily avoid by making these parts stronger). For a square cross section, you would have to make the material much stronger, to prevent bulging. And that would make the cans heavier and more expensive. This in addition to the greater surface area to volume ratio, that a previous reply mentioned. Food cans aren't under pressure after they leave the factory, but food is cooked in the can at the factory to sanitize it and the contents are under pressure during cooking, so the same issue re preventing bulging applies. Too bad, square cans would save a lot of space everywhere: In transit, on store shelves, and at home.

Response 6: The reason that the shape of the can is cylindrical lies in a mathematical function. The producers use less materials in the can (namely aluminum when talking about soda cans) a cylindrical can than a rectangular can, thus decreasing their costs. Yes, there is a waste of space factor to be added in, however, in the long run, cylindrical cans save the companies more money.

This last response was my favorite!

Response 7: How would you use a can opener?

Mega Show
Des Moines, Iowa
July 28-30, 2005
More info mike.england@bccca.com

Want Ad's

Looking for: SS Steel Soda Cans, all brands, with any SPORTS THEMES. Will buy, whole collections, or individual cans. Call Danny McCabe at 703- 625- 0619, or email, sportscans@comcast.net.

Wanted: I am looking for an inexpensive way to build shelving units to hold my cans. Someone out there must have a good idea that they are willing to share! Email Lance Meade at sodacans@sherbtel.net.

I collect, buy, sell, and Trade: United States soda cans. Visit www.usasoda.com or email usasoda@aol.com or usasoda@sbcglobal.net.

Looking for: Pepsi cans from the 80's. Trade or buy. Please write to christian.cavaletti@marelli-berta.it.

Hungry soda can collector: Looking for pre-zip US cone and flat top soda cans. Also interested in pre-zip 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: Trade or buy Tennessee theme cans, patriotic them cans, sport soda cans or non soda company cans. New and old. Geff Moore / 1322 Huffine Rd / Johnson City, TN 37604. Phone 423-928-2789. Email jctncanman@aol.com.

Looking for: Witch's Brew, Kool Aid, Hustle, Soul, Clinton Cola, Woodstock Cola (not Pepsi), Bullwinkle and other cartoon themed cans, foreign or domestic. Will buy or trade. Call 941-745-9029 or Email rrussel7@tampabay.rr.com.

For Sale: The NPCC has shirts for sale. These are white pull overs with the patriotic NPCC logo emblazoned on the front. All funds go to help the NPCC keep our membership fees down. All sizes (small, medium, large, X large, XX large, XXX large) with shipping included are only \$15 each. To order state size wanted and send order and payment to Bruce Mobley / co: NPCC / PO Box 163 / Macon, MO 63552

Wanted: Your ads. One ad per issue of 125 words or less is free to all members of the NPCC in good standing. You can't find a better deal than that! Send your add to Lance Meade / 1330 Carriage Hills Dr / Cambridge, MN 55008 or email sodacans@sherbtel.net.