

CAN-O-GRAM

JUNE / JULY 2005



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On The Cover

What are you looking at!

"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

History of the Metal Can Part 2



Letter from the Director

Editors Notes

The NPCC was well represented at the Spring Thaw Show on April 1 & 2, with 12 members attending, which means 17% of our membership attended this show. I think that is outstanding! Members in attendance besides myself were Marc Austin, Ralph Corner, Jeff Haas, John Hantz, Gene Judd, Dave Krantz, Jeff Lebo, Maryland Ousley, Paul Rebner, Dave Tanner and Chris Tylinski if I missed you please let me know. The club also signed up 2 new members, Fred Goerlach and Ron Powell.

Speaking of shows don't forget to attend the two shows coming up. First is the Mega Show July 28 - 30th, this show is usually well attended by NPCC members so come on out and join the fun. Two weeks after that we will be having our annual EXTRAVA-CAN-ZA at Gene Judd's house in Zionsville Indiana, this show should also be very well attended, hope to see you there!

Sorry for this issue being a little late, I moved recently and have also been interviewing for a job (which was finally offered to me after 2 years) so time has been scarce. Any comments please email sodacans@sherbtl.net.

The History of the Metal Can

The can's distinguished history began in 1795 when the French government offered a prize of 12,000 francs to anyone who could invent a method of preserving food. Napoleon's troops were being decimated more by hunger and scurvy than by combat. As his soldiers resorted to foraging for food on their own, Napoleon famously noted that an army "travels on its stomach." Military prowess and colonial expansion required that a way of keeping food unspoiled over distance and time be discovered.

A Parisian named Nicholas Appert came up with the idea. A jack of all trades, Appert used his experience as a former candy maker, vintner, chef, brewer and pickle maker to perfect his technique. After experimenting for 15 years, Appert successfully preserved food by partially cooking it, sealing it in bottles with cork stoppers and immersing the bottles in boiling water. His theory of canning was all his own—Pasteur's discoveries regarding bacteria were still almost a half-century away. But Appert assumed that, as with wine, exposure to air spoiled food. So food in an airtight container, with the air expelled through the boiling process, would stay fresh. It worked.

Samples of Appert's preserved food were sent to sea with Napoleon's troops for a little over four months. Partridges, vegetables, and gravy were among 18 different items sealed in glass containers. All retained their freshness. "Not a single substance had undergone the least change at sea," Appert wrote of the trial. He was awarded the prize in 1810 by the Emperor himself. Like all good national heroes, Appert soon wrote a book called *The Book of All Households: or The Art of Preserving Animal and Vegetable Substances for Many Years*. It described in detail the process for canning more than 50 foods and was widely relied upon.

That same year, an Englishman named Peter Durand was granted a patent from King George III for the idea of preserving food in "vessels of



Peak Frean and Co. biscuits circa 1928



Palmers Biscuit tin probably circa 1900



Honest Spices Nutmegs, probably c. 1890; Nestle's Milk Food, probably c. 1890; Windsor Coffee; Borden's Evaporated Milk; Royal Baking Powder, c. 1940; Sauer's Cloves.

glass, pottery, tin or other metals or fit materials." Durand intended to surpass Appert and fashion containers out of tinplate. Made of iron coated with tin to prevent rusting and corrosion, tinplate could be sealed and made airtight but was not breakable like glass. A cylindrical canister and soldered lid would be much easier to handle than a fragile bottle with an unreliable cork.

Two other Englishmen, Bryan Donkin and John Hall, used Durand's patent and, after more than a year of experimentation, set up the first commercial canning factory using tinplate cans in Bermondsey, England in 1812. If the French military was to travel farther and longer on their provisions, then the British needed to be able to do so as well. By 1813, Donkin's tins of preserved food were supplying the British army and navy. The Royal Navy used as many as 24,000 large cans—nearly 40,000 pounds—on its ships each year by 1818. The nutritious canned vegetables were a great relief to sailors who previously had relied on live cargo or salted meat and were often plagued by debilitating scurvy. It was believed that the salt caused the condition, when it was actually because the salt-cured foods lost most of their vitamins and nutrients in the preservation process.

The great international search for new territory further propelled the use and notoriety of the can. Likewise, the advantages of well preserved canned food enabled bolder expeditions. Explorers in search of the elusive Northwest Passage, such as Otto von Kotzebue of Russia, were quick to benefit. He wrote of a "discovery made lately in England" which he thought "too important not to be made use of," and took some canned meats with him on his voyage in 1815.

Sir William Edward Parry made two arctic expeditions to the Northwest Passage in the 1820's and took canned provisions on his journeys. One four-pound tin of roasted

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Continued from page 5 veal, carried on both trips but never opened, was kept as an artifact of the expedition in a museum until it was opened in 1938. The contents, then over one hundred years old, were chemically analyzed and found to have kept most of their nutrients and to be in fairly perfect condition. The veal was fed to a cat, who had no complaints whatsoever.

As cans traveled over land and sea, can making spread as well. In Germany, where tinplate had been invented hundreds of years earlier, tin cans were made by hand by plumbers—artisans who, in those days, worked primarily with lead, zinc, tin and other metals.

The father of the can manufacturing industry in the United States was an Englishman who immigrated to the new country and brought his newfound canning experience with him. Thomas Kensett set up a small canning plant on the New York waterfront in 1812 and began producing America's first hermetically sealed salmon, lobsters, oysters, meats, fruits and vegetables. Kensett began his operation using glass jars but, finding glass expensive, difficult to pack and easily broken, soon switched to tin. He and his father-in-law, Ezra Daggett,



Roly Poly tobacco tins, manufactured by the Tin Decorating Co. (Tindeco) of Baltimore, MD, c. 1912. From left to right, "Mammy," "Satisfied Customer," and "Singing Waiter"

were awarded the U. S. patent for preserving food in "vessels of tin" by President James Monroe in 1825.

A competitor, Charles Underwood, set up shop in Boston and preserved fruits, pickles, and condiments in crocks. Underwood was also an Englishman and had landed in New Orleans originally, but found no one there interested in his canning idea. After making his way to Boston on foot, he started his business which shipped its products primarily to South America and the Far East. He too eventually switched to tin.



Early corn can

Once again the desire for expansion and wealth and the necessities of war, broadened the popularity of the can. Manifest Destiny and the California Gold Rush of 1849 sent miners, homesteaders and trappers into the frontier. A considerable amount of provisions was needed to make the long journey across the plains and the mountainous West. Settlers traveled in wagon trains filled with supplies and herded livestock alongside their caravans. Foods canned in the East were critical for survival.

Still, tragedy and starvation were common. It was the gruesome fate of the Donner party in 1846, an 87-member group reduced to cannibalism when deep snow trapped them in the Sierra Nevada mountains, that set one determined inventor to work on a canned food innovation. Gail Borden was inspired by the need of travelers for nutritious food that took up little space. He first tried a meat biscuit—condensed meat and vegetables—which was a culinary and financial disaster. Borden became an overnight success however when he hit upon canning condensed milk.

Borden was not the first to can milk, but he soon became the best. Not only was Borden's Eagle Brand the most palatable, it was the most promoted. In 1856, he set up a cannery in Connecticut and began to target the New York City market. In those early days of urbanization, the milk that reached the city was often of poor quality. Cows at dairies on the outskirts of the city were fed waste from liquor distilleries and other dubious sources. The milk often required adulteration to make it look more like milk. What's more, it was sold in bulk in open barrels in crowded, dirty stores and transported to market in uncovered containers on the back of a horse-drawn wagon amid the filth and dust of city streets. Borden advertised his product as cleaner, purer and fresher than anything else New York residents could buy.

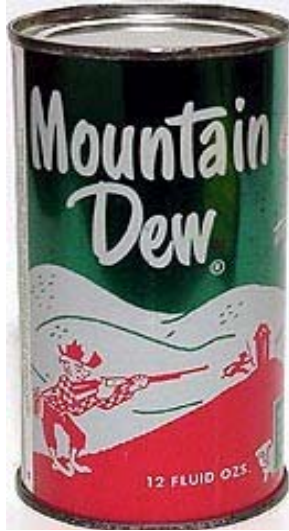
Besides creating a brand name that we still trust today, his marketing savvy had other important consequences. His condensed milk business essentially



Swain, Earle and Co. tea.

Continued on page 10

Can Stories



This mountain Dew can was produced between 1961 and 1964

Mountain Dew by Tip Corp

A quick look at Mountain Dew's history shows that this can may have been a short lived variation.

Mountain Dew as we know it today was introduced in April of 1961 by October of 1964 Pepsi had purchased the brand.

Therefore this can had a short 3 year window available for production, unless for some unknown reason Pepsi chose to leave the Tip Corp. name on it.

Dr Phillips Florida Fruit Juice

While technically not a soda can, many soda can collectors find this can fascinating so I have included it in this column.

Dr Phillip Phillips was at on time the largest individual citrus grower in the world. He was a pioneer in the citrus industry and was responsible for several key innovations in the processing and packaging of orange juice. He was the first to successfully can* orange juice and the first to get the nations doctors to say that orange juice was good for you. He built his pioneer citrus business into a complex agri-corporation with holdings and interests across the nation. In 1954, Dr Phillips sold the family citrus business to Minute Maid Corporation.



This can may have been produced in 1937.

*In my research I came across a website that listed 1937 as a possible year for this but as if this writing I have been unable to verify it.

Slenderella Cola

In 1950 Slenderella Reducing Salons opened their doors. Overweight people, primarily women, were taken into small curtained cubbyholes where they lay fully clothed on shaking and vibrating tables that were designed to jiggle the fatty areas, thereby breaking up the fat deposits and sending them into the blood circulation. The fat in the blood would then be used as a source of energy to the body, and weight loss would result.



Customers were also given diet advice in the form of what were called "menu adjustments." These were actually low calorie diets, but the emphasis was on the machines, not on the food.

Could this can have been produced for the Slenderella chain of reducing salons?

Slenderella Salons lasted for some nine years. During the period from 1955 to 1959, some 15,000 to 20,000 women were visiting Slenderella Salons daily in an attempt to 'spot reduce' away their fat.

Slenderella closed in 1959 because the owners had problems with the IRS, not because of any lack of clientele.

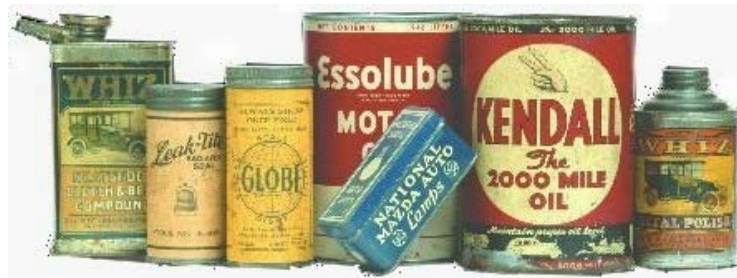
Does this can have anything to do with the Slenderella Salons? The following passage found in the history of aluminum cans seems to say no. The first aluminum beverage can was manufactured by Reynolds Metals Company in 1963 and used to package a diet cola called "Slenderella." It does seem strange that such a uncommon name found it's way into American society twice in such a short period of time.

The articles on this page are an example of what I would like to receive from you the members. These are not terribly difficult to write, and they don't have to be on the history of the can, they could be about the finding of the can, why it's your favorite can or any other information you would like to share about it. If every member sent in just 1, I would have enough for the next 23 issues (assuming I use 3 per issue). Email to sodacans@sherbnet.net or send them to the address listed inside the front cover.

Continued from page 7 changed the way dairy farmers operated. It expanded and facilitated their market reach into areas far away from the farm, as well as greatly increased demand. And the appeal of purchasing clean, fresh products protected by sturdy tinsplate was not lost on other food producers. Whereas staples such as flour, tea, and crackers were traditionally purchased from large barrels in general stores, vulnerable to insects, pests and moisture, these products quickly became available in individual servings in containers of tin and other materials. Soon everything came in tins: chewing gum, baking soda, maple syrup, talcum powder, cosmetics, pharmaceuticals, tooth powder, tobacco, cigarettes and more.

Another chapter in American history, the Civil War, also features the can in a prominent role. Soldiers, especially from the North, came to rely on canned rations. In fact, Borden's canned milk is credited with saving many lives during the war. Borden could hardly keep up with the Union army's orders and leased milk processing plants all over the country to meet the demand. When soldiers returned home from battle they were familiar with and trusting of canned products and soon made them a regular part of their household.

In 1861, as the war began, an important discovery was made that would help canneries increase output. It was learned that adding calcium chloride to the water in which the cans were boiled raised the temperature and increased the speed of the canning process. Then the can opener was invented in 1865, making canned products more convenient than ever. And since the war effort competed with can making for metal resources, necessity and creativity introduced thinner cans that remained sturdy while using less tin. Annual production of canned foods increased six-fold—from five million to 30 million—by the end of the Civil War. **Continued in the next issue!**



Early canned automotive products: Whiz Neatsfoot Clutch and Belt Compound; Leak-Tite Radiator Seal; Globe Patching Kit; Essolube Motor, National Mazda Auto Lamps, 1920; Kendall Motor Oil, c. 1941; and Whiz Metal Polish.

Recent Finds

Once again there are some great finds and interesting new issues to report. Thanks to these contributors (1) Maryland Ousley, (2) Jeff Haas, (3) Lance Meade



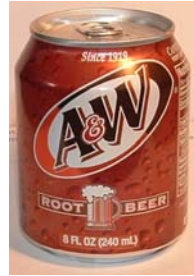
(1)



(1)



(1)



(1)



(1)



(1)



Children's museum of Indianapolis (1)



(1)



(1)



(1)



Splenda (1)



(1)



(1)



(1)



(1)



(1)



(1)



(1)



(1)



(1)



(1)



(1)



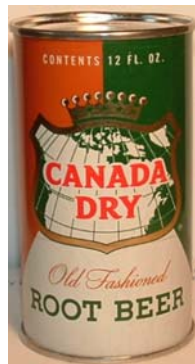
(1)



(1)



Final Four 2005 (2)



Pre Zip (3)



Riptide Valleyfair (3)



Riptide Valleyfair (3)



23.5 oz (3)
12 C-O-G



23.5 oz (3)



23.5 oz (3)



23.5 oz (3)

CAN-O-GRAM PAGES BUY * SELL * TRADE



National Pop Can Collectors
PO Box 163
Macon, MO 63552

Classified Word Ads

5 cents a word \$2.00 minimum bimonthly charge

Each word, abbreviation, and price count as one word

All classified ads must be paid in advance

Copy should be typewritten or printed
 NPCC will not be responsible for errors in an ad due to poor quality copy

NPCC reserves the right to refuse any advertising

Near the deadline email us you ad
 Sodacans@sherbtel.net

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

Display Ads

| | | |
|--------------------|---------|-----------|
| | 1 Time | 3 times * |
| One-half page..... | \$5.00 | \$12.00 |
| Full page..... | \$9.00 | \$22.00 |
| Two pages..... | \$17.00 | \$41.00 |

For longer periods call or write

*Consecutive issues with NO changes

All ads must be received by the 15th of the month
 See time schedule on page 2

No additional charge for photos

Camera ready ads accepted but not a requirement

Maximum copy size (full page) 4.5" X 7.5"

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**



DISPLAY ADS

Looking for a certain can to add to your collection? You should run a display ad and let the world know. Got one to sell or trade? Do the same thing.



Want Ad's

For Sale: Due to poor health I am selling my 30+ year collection. Many rare cans are included. I will only sell the entire collection only no picking and choosing. Asking \$4000. Please contact Jerry Pollack / 1405 Kevin LN / Greeneville, TN 37745 or call (423) 639-1633

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.

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-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: 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.

Wanted: lemon lime (LL) cans+ including: 7 Eleven LL, SA (Super America) LL, QT LL and grape, Convenient Food Mart LL and any other flavors, Old Colony LL and other flavors. Jeff Haas / 108 Winchester Dr / Belleville, IL 62223 or email snhaas@intertek.net.

Wanted: National Beverage Co items. Email: 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. You can't find a better deal than that! Send your ad to Lance Meade / 335 Dellwood St S / Cambridge, MN 55008 or email sodacans@sherbtl.net.

Roster Updates

New Member Welcome

Fred Goerlach #1232
127 East St
Dalton MA 01226
USA
Email: canworks@berkshire.rr.com
Phone: 413-684-4480
Collects: Straight steel zip code, no bar code

New Member Welcome

Ron Powell #1233
13222 Blueberry Hill LN
Valley Center CA 92082
USA
Email: rsp1150@aol.com
Phone: 760-749-8736
Collects: Grapefruit soda

New Member Welcome

Amir Einav #1234
PO Box 1
Hutzot Alonim
Alonim 300 40
ISRAEL
Email: wine7@bezeqint.net
Collects: Beer, cc, Pepsi, 7up, soda, soft drinks

Renewal

Jim Balskey #258
PO Box 684
Lewisburg OH 45338
USA
Email:
Phone: 937-962-2146
Collects: All

Renewal

Mildred Velez #1190
PO Box 229
Guaynabo PR 00970-0229
USA
Email: mildredvo@aol.com
Phone: 787-793-5438
Collects: Coca Cola cans

New Phone Number

Jerry pollack: 423-639-1633

New Address

Steve Frost #1025
5471 Duquesne Ave
Dayton OH 45431
USA
Phone: 937-258-2300

New Address

Dave Tanner #1149
PO Box 140
Avon CT 06001-0140

New Address

Lance Meade #1160
335 Dellwood St S
Cambridge MN 55008

NPCC EXTRAVA-CAN-ZA 2005

AUGUST 13, 2005

9 am to 2 pm

HOSTED BY GENE JUDD #709

10530 Oak Ridge Dr

Zionsville, In. 46077

Phone: 317-710-4078