

## Chairperson Needed

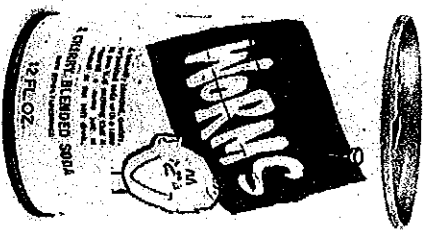
NPCC is seeking a member(s) in good standing who would be willing to help organize from the ground up a new program the NPCC wants to create. Serving as Chairperson the mission will be to create a set of materials to be distributed to new members joining the NPCC either on their own or by heading up a committee. Once materials have been developed such as a collecting guide and/or soda cans it will be up to the Chairperson to have a place to store these materials and be able to send the items to new members joining the NPCC. This person will report directly to the Director. Postage charges will be reimbursed. A phone card will be made available should the need arise. Internet access preferred but is not required. All interested members contact Bruce Mobley / PO Box 163 / Macon, MO 63552-0163 phone: (660) 385-6256 email: [bruce@one-mans-junk.com](mailto:bruce@one-mans-junk.com)

## Can-O-Gram Letters

I was wondering if you had heard of a soda in the 70's called "Can of Worms"? I remember drinking it as a child while camping in Watertown, WI., but I cannot find a reference to it anywhere on the web. I looked at most of the sites pertaining to can collecting, but no one has one. I'm just trying to find a picture of a can to prove to people I'm not making this up. Could you help? Thanks, Tom Lyford

Tom, You owe me for proving you are in a "sound state of mind"!!!

Thank you, thank you, thank you. Now my wife and daughter will actually believe me. You are the man. Have a great day!

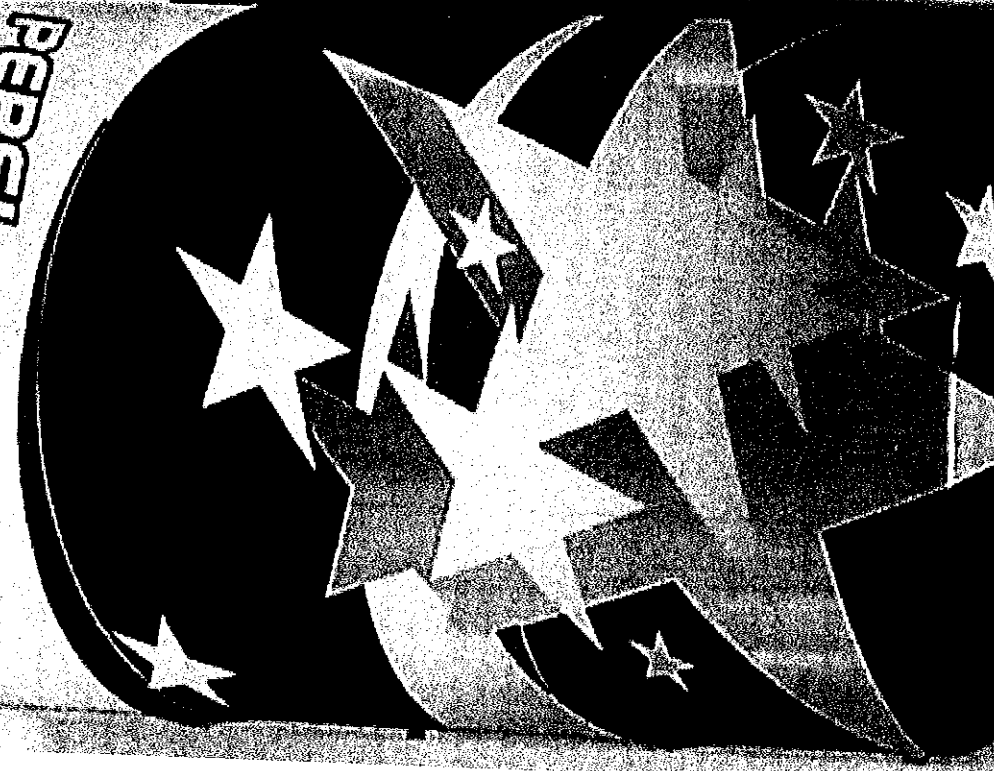


You have really done a great job with the newsletter - I wouldn't dare send this guy my only copy! I think you have done the best job with the Can-O-Gram. Kudos. Rich Simmons #0864

Rich, I am sending you some extra copies to give out. If any one else would like a few extra copies just make a request to the editor. Also thanks for the kind words. I cannot take credit for the skills God has blessed me with. But it makes me happy to know you are enjoying the Can-O-Gram.

SEPTEMBER 2002 / September 2002

# CAN-O-GRAM



PEPSI.





**On the Cover**

**First of 4 limited edition cans that Pepsi used to honor July 4th**

**In this Issue**

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

Membership in the "NPCC" is available at the rate of \$20 to all US residents and \$25 in US funds to all non US residents. For membership inquire at NPCC / Bruce Mobley / PO Box 163 / Macon, MO 63552-0163.

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.

Send address changes to:  
NPCC / Bruce Mobley  
PO Box 163  
Macon, MO 63552-0163.

Telephone: (660) 385-6256

Internet Web Site:  
[www.one-mans-junk.com/NPCC](http://www.one-mans-junk.com/NPCC)

Email:  
[bruce@one-mans-junk.com](mailto:bruce@one-mans-junk.com)

The mailing label indicates when your membership ends. Renew today to avoid missing any issues.

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**Coming Next Issue**

**NPCC EXTRAVA-CAN-ZA  
2002 REPORT**



**ROYAL CROWN STORY**

**cont.**

Trade: North Dakota CC, Valley Fair Pepsi: Grant Solar / 2 Broadview Place / Winnipeg, MB. CANADA R2V3V3 gsolar2@shaw.ca.

**LOOKING FOR TRADING PARTNERS.** I collect Pepsi cans and I can offer Pepsi, Coke, beer and other soda cans from Italy and worldwide in trade. Please email me at [chris\\_cavaletti@libero.it](mailto:chris_cavaletti@libero.it) and I'll send you my trading list with hundreds of cans. (1011)

**Shasta cans wanted!** Especially pre zip code cans and low calorie/diet cans. Lance Meade / 1330 Carriage Hills Dr / Cambridge MN 55008 (0809)  
[lance@canconnection.com](mailto:lance@canconnection.com)

**WANTED: DIAMOND 5.5 oz. can and DIAMOND can cartons, DIAMOND can box for DIAMOND cans also any paper support for DIAMOND items.** Contact: Fred Dobbs 706-291-4646 or E-mail [fredfromga@webtv.net](mailto:fredfromga@webtv.net) (1201)

**Wanted - Trade or Buy:** Alaska Root Beer, Balloon Punch, Blue Ridge Cola, Cadet Crush, 1979 Lemon Lime, Coffee Time Soda, Combat Cooler Root Beer, Grape, Punch, California Splash 16 oz., Big Chief Root Beer, Egadds Ginger Ale, Honey Breeze, Hug A Jug Dew, Hall of Fame Cola, Jazz Cola and Root Beer, Jipsi Cola and Root Beer, Jobi Cola and Root Beer, Noah's 12 cans all flavors, Sooner Cola, Pro Cola, Pop Factory Cola, also NSDA, Inter-Bev, IBIE, all special non soda commemorative and promotional cans. Geff Moore / 1322 Huffine Rd / Johnson City, TN 37604 Phone: 423-928-2789 email: [JCTNCANMAN@aol.com](mailto:JCTNCANMAN@aol.com) (1011)

**WANTED: Your ads. One ad per issue of 125 words or less is free to all members of the NPCC is good standing. You can't find a better deal than that! Send your add to Bruce Mobley / PO Box 163 / Macon, MO 63552-0163 or email it to me at [bruce@one-mans-junk.com](mailto:bruce@one-mans-junk.com)**

**Visit the NPCC web site at  
[www.one-mans-junk.com/NPCC](http://www.one-mans-junk.com/NPCC)**

# CAN-O-GRAM PAGES

BUY \* SELL \* TRADE

## National Pop Can Collectors

PO Box 163

Macon, MO 63552 USA



### Advertising Rates

Classified Word Ads

Display 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 your ad  
bruce@one-mans-junk.com

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.

One-half page.....	1 time	3 times*
Full page.....	\$5.00	\$12.00
Two pages.....	\$9.00	\$22.00
	\$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:

<http://www.one-mans-junk.com/NPCC>

Anyone in the North East (I am in Simsbury, CT) who may be going to the Extrava-Can-Za in Tennessee, but isn't flying, I would probably drive if I can find one or two people to travel with. Contact Dave Tanner (860) 651-3825

**WANTED:** 12-pack cardboard can cartons from the 1980's and 1990's for Coca-Cola, Caffeine Free Coca-Cola, Coca-Cola Classic, Caffeine Free Coca-Cola Classic, Diet Coke, Caffeine Free Diet Coke, Cherry Coke, Diet Cherry Coke, Coca-Cola Light, and Caffeine Free Coca-Cola Light. Must be "regular" cartons without special offers or promotions. Contact Scott A. Martin #1188 at

Cokeologist@66Mustang.net or 908 Brightmoor Drive / Matthews NC 28105  
14 C.O.G

(0809)

## Directors Notes

It is nearly here. The NPCC Extrava-Can-Za. So far 15 collectors have verified they will be attending. Here is a flexible agenda for the weekend, with some tips, and highlights.

As stated in the notice that was sent last issue the swap meet itself will start 12 PM Saturday. At about 3 PM we will have a Business Meeting to discuss our club. This will be a good time to bring up any issues of concern that you might have. So that our host Geff Moore will be able to participate in the show after the 3 PM meeting our host Geff Moore would like to invite everyone into his home to view his collection.

Geff says he has a serious lack of shade so you may want to bring some sun protection. We will have a couple of canopies set up but it will not be shading his entire yard. Also it would be wise to bring along a folding chair and if possible a table. We do have access to some tables.

The NPCC will be supplying snacks and refreshments to make our show even more enjoyable. We are hoping that Can Joe may be attending. Also we are going to have a raffle to help offset some of the expense for our show. If you could donate to the raffle this would be greatly appreciated.

For those arriving Friday Geff and Dolores are inviting us to their home from 7 PM to 9 PM for some hospitality and the chance to meet and greet old and new friends.

Early Saturday morning there might be a few of us sneaking off to the Tri-City Flea Market at nearby Piney Flats.

Pray for good weather and safe trip for everyone. Speaking of trip Dave Tanner is looking for riders so if you would like to go but have no transportation get your map out and see if Dave can swing by and give you a lift. See his notice in the Can-O-Gram Pages.

That's all for now. I look forward to seeing you in Tennessee. Best wishes from the Desk of Bruce Mobley

Barooka Joe & COMPANY



# THE ROYAL CROWN COLA STORY

Part 2 from the WWV submitted  
by Macyland Owsley

## THE ROARING 20'S

By 1925, Chero-Cola Co. had 315 plants located primarily in the 14 southern states. Of these, 310 were bottling Chero-Cola and 263 plants were franchised for the company's fruit flavor products now sold under the Nehi brand name. During 1926 and 1927, additional plants were added, bringing the total to 463.

In the years following 1927, the policy of the company was to expand in the areas where there was no distribution, and to consolidate its smaller unprofitable plants with a view towards creating a stronger bottler organization. It is interesting to note that soft drink bottling plants, not only for Chero-Cola Co., but also indeed for the nation, reached their numerical peak in the late 1920's. Since that date, the tendency has been toward consolidation of smaller plants into larger ones.

## THE BIRTH OF NEHI

There is an interesting story about the origin of the Nehi trademark that took place in the 1920's. Supposedly, Claud Hatcher overheard a route salesman enter the plant one-day and describe a competitor's tall bottle as being "knee-high." This phrase falling on the receptive mind of Claud Hatcher became Nehi, which was destined to become America's best-known soft drink flavor line.

The Nehi line of fruit flavors (orange, grape, root beer, etc.) was introduced in 1924, and the line became so successful that in 1928 the company changed its name for the second time, from Chero-Cola Co. to the Nehi Corporation. The Nehi Corp. was listed on the New York Curb Exchange. In 1930, the company's second major crisis occurred. Reflecting the Great Depression which followed the stock market crash of October 1929, sales of Nehi Corp. dropped one million dollars in 1930 from a high of \$3.7 million in the previous year. Sales continued downward until the bottom was reached in 1932, the only year in which the company had ever lost money. Almost every Nehi bottling plant in the organization was in the red during the years 1931 and 1932.

By 1933, the low point had been passed and the business was just beginning to stabilize when another tragedy struck. Claud A. Hatcher, the company's president and guiding light from its formation, died suddenly

# How Three-Piece Cans are Made

submitted by: Christian Cavalletti #1199

**Shearing:** the large coil of metal is cut into body sheets. In the same way, other sheets with irregular ends, designed for the maximum number of ends per sheet, are sheared.

**Coating:** An inside protective coating is placed on the sheets (body and ends) and cured.

**Printing:** The sheets are decorated with whatever printing the customer desires and then a over coat of varnish is placed on the decorated sheet and cured.

**Slitting:** Body sheets containing up to 35 body blanks per sheet are slit into individual body blanks which will be formed into cans. In the same way, end sheets are cut into small scroll sheets which will be fed into the end making press, where ends are stamped out of the scroll sheets (end forming).

**Body Forming:** Body blanks are fed into the body maker where they are formed into cylinders and joined at their side seams by solder, weld, or cement.

**Flanging:** In the flanger the metal on both ends of the formed cylinder is rolled to form a flange on each end of the can which will at a later time accept double seaming.

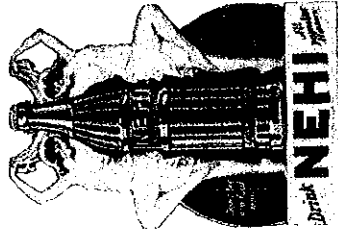
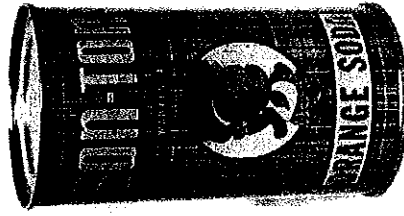
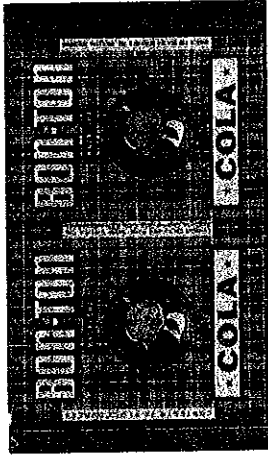
**Double seaming:** One end, top or bottom depending on customer specifications, is double seamed on the can; the other end of the can will be closed after filling.

**Spray coating:** A specially compounded protective coating is placed on the interior surface of the can.

**Baking:** The final interior coating is baked and cured through a funnel type oven where the time-temperature cycle must be controlled carefully.

**Testing:** A quality control inspection for any micro leak is given to every can.

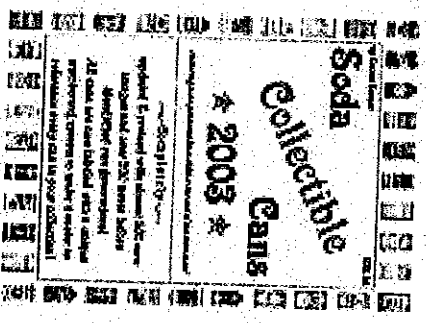
**Packaging:** Cans are packed into cartons or placed on pallets for delivery to customers.



# Upcoming Shows

- August 10      Springhill, FL  
Summer Session  
Dave McGilhray 352-686-0152
- August 10      Branson, MO  
Progress, KC Best & Ar-Can-Sas  
Jim LePage 417-882-8971  
jlecanman@aol.com
- August 11      Blue Ash, OH  
Beer Cans & Breweriana Show  
Dave Gausepohl 859-371-4415  
beerdave@fuse.net
- August 17      Grandville, MI  
Chapter Bash  
Tom Vanden Bosch 616-791-0282  
vandebrcan@yahoo.com
- August 18      Green Bay, WI  
PACKNIC 2002  
Pete Vann 920-499-6061  
hathken@netzero.net
- September 5-8      Lexington, KY  
CANvention 32  
Hyatt Regency and Radisson Hotel  
BCCA 636-343-6486
- September 13-15      Raduno Nazionale  
Pedavena Italy, IL Barattolo  
Sandro Merlano 393356667520  
merlano@tin.it
- September 21      Los Angeles, (South Gate)  
CA  
Golden State  
Glenn Hintz 562-429-2873  
gahintz@earthlink.net

**NPCC**  
**EXTRAVA-CAN-ZA**  
**AUGUST 17, 2002**  
**JOHNSON CITY, TENNESSEE**  
**For Details Contact: Gert Moore**  
**(423) 928-2789**  
**PLANTO ATTEND**



## NEW: Collectible Soda Cans 2003

### FEATURES:

- \* Now more than 1850 total can generations identified - over 1800 pictured in color!
- \* 65 pages (this edition grew by over 30% from the previous)
- \* The can identification system developed by Tom Bates has been adopted (with permission of course)
- \* Approximately 10,000 cans referenced from 1938-1980's
- \* Special section on Gallon Cans with pictures!

\$28.95 + \$2.25 shipping  
Send payment to:  
Dave Tanner / 3 David Drive  
Simsbury, CT 06070  
(860) 651-3825  
For more info: <http://collectiblesodacans.home.attbi.com>  
12 C-O-G

on December 31, 1933.  
One of Mr. Hatcher's greatest interests other than the company was in the education of deserving young people. In his will he provided for the establishment of the Pickett-Hatcher Education Fund as a memorial to Devitt Pickett, his life long friend and business associate. By 1968, this fund had assets of almost five million dollars and was one of the largest student loan funds of its kind in America.

### NEW LEADERSHIP

H. R. Mott, who was faced with the grim depression as he took office in 1934, succeeded Mr. Hatcher as president. Mr. Mott had been vice president of the Nehi Corporation for several years, and had been associated with the company since 1920. As new president he was greeted with a great amount of debt, and his consuming ambition was to make the company free of debt as quickly as possible and keep it that way. He streamlined operations, obtained extensions of credit, cut expenses and within a year had attained his goal. The Nehi Corporation was debt-free and ready to move ahead once more.

During the course of this crucial year, Mott came to the conclusion the company needed a different, more improved cola product. He called in the company chemist, Rufus Kamm, and asked him to take on the project. Six months later Kamm's new cola concentrate was sent to select bottlers for test marketing. It was an instant triumph, and it was decided to give this new cola product the brand name of Hatcher's original ginger ale creation - Royal Crown. A Nehi bottler named Grubb from Dothan, Alabama was one of the first to bottle the new Royal Crown Cola. He made a special trip to Columbus to tell Mott "You've got something here!" Other test bottlers agreed, and so did consumers, who paid the new cola the supreme compliment of abbreviating its name from Royal Crown to "RC," a designation that continues today.



In the middle of the depression, when money was tight, RC was selling in a big 12-ounce bottle for just 5 cents. All over the South, customers purchased it and liked it, and the lines on the Nehi Corporation sales chart began to climb. By 1940, when H.R. Mott moved up to Chairman of the Board and relinquished the Presidency of Nehi Corporation to

C.C. Colbert, the company was profitable and growing fast. 1940 was also the year that Nehi stock was listed on the New York Stock Exchange. C.C. Colbert served as president of the company from 1940 to 1955, during which time he directed the company in its most rapid expansion to date - expansion in terms of sales and profits, and most important of all, strengthening of the bottler organization.

#### BEST BY TASTE TEST

One of the most significant parts of the advertising program of that era was the "Believe It or Not" radio program starring Robert Ripley. Mr. Ripley was on the air for Royal Crown Cola from coast to coast over the CBS network every Friday evening. It is estimated that in a period of one year, his program reached a total of 11.2 million families. Color advertisements for Royal Crown Cola were being inserted in the "Saturday Evening Post" and "Good Housekeeping" magazines. It was in this period that Batten, Barton, Durstine and Osborn (BBD&O), along with the company, launched a nation wide campaign to show Royal Crown Cola as the unquestioned winner in independent, certified taste tests.



Thus, the slogan "Best by Taste Test" came into being. It was also during this period that the company first began to make wide use of national newspaper advertising, starting in March of 1940 with simultaneous ads in some 600 daily newspapers throughout America.

By the end of 1940, the company's products were available in forty-seven of the forty-eight states.

During the years of World War II, the Nehi Corporation and its bottlers were necessarily limited in their growth. Many thousands of employees joined the Armed Forces and most of the materials needed in the operation of the businesses were in short supply. This was mainly a period of holding action for the company and its bottlers.

#### CELEBRITY ADVERTISEMENTS

In 1946, the pace for Nehi Corporation accelerated tremendously.



The following 5 cans were submitted by Dave Tanner #1149



10 ounce



"YES, I'M SURE YOU'RE GETTING ENOUGH ROOT BEER IN YOUR DIET."



10 ounce



10 ounce

## Roster Updates

### New Member Welcome

Donald F. Santora #1200  
PO Box 1151  
Westford, MA 01886 USA  
(978) 692-8596  
MACLARY@aol.com  
Collects: Cones and Flats  
Sponsor: NPCC web site

### New Member Welcome

William D. Schwertley #1201  
4404 Tunwiler Ave  
Memphis, TN 38122  
(901) 680-9189  
WDSOFA@aol.com  
Collects: Pop etc. 12 & 10 oz.  
Sponsor: NPCC web site

### New Email

Scott A. Martin #1188  
cokeologist@66Mustang.net

### Address Correction

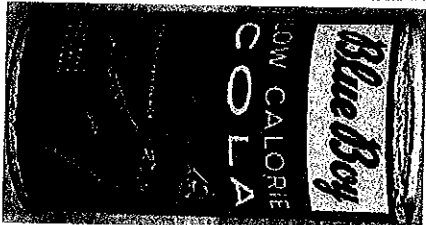
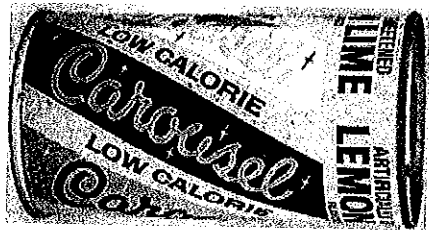
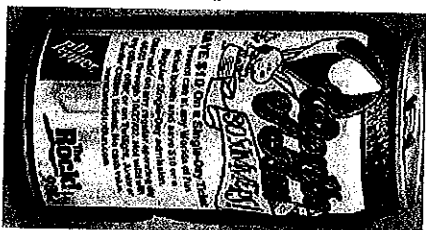
Carl Genrich #0915  
1102 Hoover St.  
Nokomis, FL 34275-4405

### Welcome Back

Gene Judd #709  
5420 W. 96th St.  
Zionsville, IN 46077 USA  
(317) 710-4078  
Collects: All



The following 3 cans were submitted by Bruce Mobley #1121



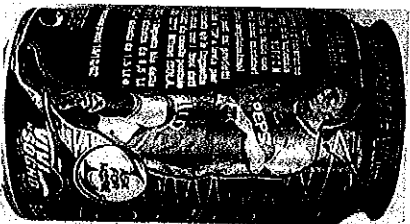
The following 5 cans were submitted by Christian Cavaletti #1199



Greece



Italy



Italy



Italy



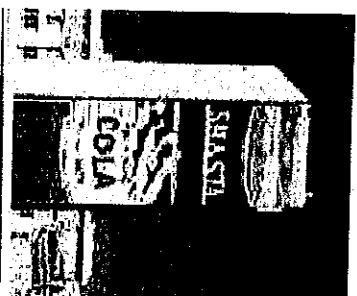
The company began to enhance its advertising by using entertainment celebrities. Bing Crosby, Joan Crawford (before inheriting Pepsi), Bob Hope and many others joined in selling the products of Nehi Corporation.

When World War II was over, the company and its bottlers joined wholeheartedly in a progressive program of expansion and improvement that made 1947 one of the great years in the history of the enterprise. In that year, glamorous Hedy Lamarr was pictured in point of purchase advertising signs. End of chapter two. To be continued next issue.

## HIGH TECH COLLECTOR

By Lance Meade

Soda company web sites can be a great source for information. At [www.cheerwine.com](http://www.cheerwine.com) you can find information about Cheerwine's history and a vintage ad gallery. You can also purchase Cheerwine items.



Shasta's web site is [www.shastapop.com](http://www.shastapop.com). Here you can read the history of one of the most prolific canners of soda ever. Today they have over 40 flavors. Be sure to read about the 'miracle art' that was recently uncovered in San Francisco. A windstorm uncovered a 100 by 40-foot painted advertisement, which experts say was painted in the 1950's.



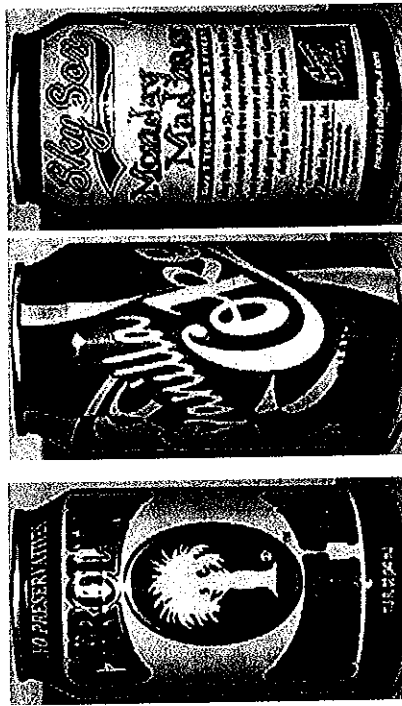
This Lucky Strike Cream Soda cone top can produced by Lucky Strike Bottling Works Ltd, Vancouver BC Canada was sold on Ebay a few weeks ago. Described by the seller as having bright colors and a few nicks from being boxed up for years, went for a whopping \$3348.

I am not sure if [www.moxieworld.com](http://www.moxieworld.com) is an official company website, but it does have a ton of information on Moxie. You will find links to bottlers, collectors, pictures and where to purchase arguably the countries first soft drink.

# Collector Spotlight Reporter Needed

NPCC is seeking a self motivated member of the NPCC to be the reporter for the "Collector Spotlight" column in the Can-O-Gram. This person will be asked to contact members in good standing of the NPCC, to gather information about those collectors interests, and submit this material in the form of an article directly to the Can-O-Gram editor. These articles need to be done every other month before the deadline of the upcoming issue of the Can-O-Gram (6 each year). Internet access is preferred but not required. A phone card will be provided for use in calling NPCC members to gather information. All interested members contact Bruce Mobley / PO Box 163 / Macon, MO 63552-0163 phone: (660) 385-6256 email: bruce@one-mans-junk.com.

## Recent Finds



The following 14 cans were submitted by John Ahrens #0999



8 C.O.G



Also on Pepsi

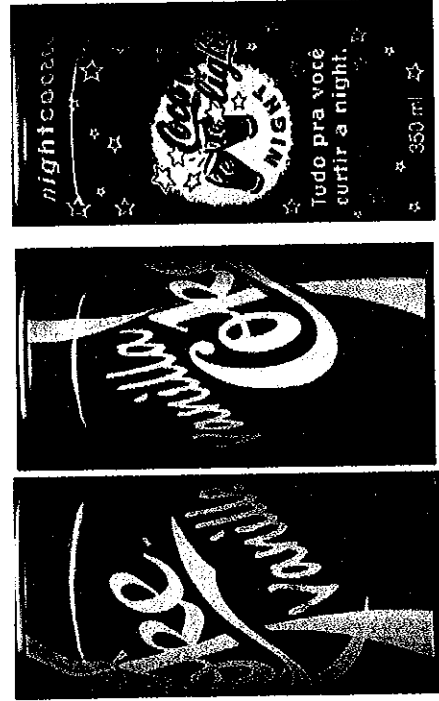
Also on Pepsi and Mt Dew



Also on Coke and Diet Coke



The following 6 cans were submitted by Grant Solar #0967



Canada (front)

Canada (back)

Canada

Canada

9 C.O.G