

CAN-O-GRAM



October / November 2005



On The Cover

An early RC cola can vending machine. All can vending machines pictures in this issue courtesy of www.soda-machines.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.

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 CAMBRIDGE, MN 55008 post office.

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Coming Next Issue



Editors Notes:

Hopefully this issue will have fewer errors than the August/September issue, most notably the incorrect months on the front cover. No there isn't a new month named Februrary. Thanks to all who were kind enough to point these errors out.

Starting with the February/March issue I will be following the deadlines that are printed on the inside cover. That means that any submissions for the February/March issue must be received by January 15th, I will then take 7 to 10 days to assemble and print the issue. What this means is the February/ March issue of the Can o Gram will be in your hands during the first week of February.

As for the December/January issue, the deadline will have past by the time you receive this issue. It is my intention to have the December/January issue in your hands by December 15.

Thank you to all that have sent in their renewals, and for those of you that have not please do so soon. You can see if your dues are up by looking at your address on the mailing cover, printed next to your name is the month and year your dues expire. If it says November 2005 your membership has expired. Please mail your payment to:
NPCC

C/O Lance Meade
335 Dellwood St S
Cambridge MN 55008

Paypal is an option but please email me at sodacans@sherbte.net for further instructions.

We are lacking on member want ads, remember they are free. So why not make use of them? Send want ads or any other submissions to the addresses listed above.

Don't forget about the Soda Can Collecting forum at www.canconnection.com. I believe that this is a great way for our members to keep in touch with the Soda Can Collecting hobby and I will be posting club news there too.

Thanks,
Lance

History of the Can part 3

An advertising campaign for carbonated beverages advised consumers in 1956 to "Enjoy Sparkling Soft Drinks!" and "Life is Great When You Carbonate!" Soft drinks were being marketed as a digestive aid that helped the body absorb nutrients, maintain a balanced diet, and cure hangovers. As early as 1930, can manufacturers had begun to explore the possibility of adapting cans to package carbonated beverages. And beer and soft drink companies eagerly anticipated a means of delivering more volume, more efficiently to consumers. Cans would be sturdier than glass bottles and their shape more amenable to transportation and storage. But the can first had to be strengthened to accommodate higher internal can pressures created by carbonation—especially during warm summer months. Without increasing the thickness of the metal used, distortion of the end would strain the seal, potentially causing leaks and making the cans unstackable.

Another concern for the new beverage can was its shelf life. Even small amounts of dissolved tin or iron from the can could impair the drinking quality of both beer and soft drinks. Fortunately beer, which is only mildly acidic, is relatively non-corrosive. In addition, beer ages



Rarely seen green Clicquot Club low profile Ginger Ale can.

naturally so it has a limited shelf life of about three months in any package. In contrast, the carbonic, phosphoric and citric acids in soft drinks presented a risk for rapid corrosion of exposed tin and iron in the can. To solve the problem, organic coatings were used to line the inside of cans making them heavier and more encasing.

Clicquot Club ginger ale was the first canned soft drink in 1938. They used a cone top can produced by Continental Can Company, but the sodas were beset by leakage and flavor absorption problems from the can liner. It took several years for the glitches to be worked out, but finally in 1948, with an improved design, Continental Can Company and Pepsi-Cola launched the first major soft drink in cans. Twelve ounces sold for ten cents.

The James Vernor Company of Detroit intro-



Early Vernor's can!

duced its ginger ale in a twelve-ounce flat top can it called the "Vernor Picnic Can" in 1955. It was sold in six-can cartons that retailed for 79 cents. The company expected the pricing of the package to limit its use to outdoor activities such as picnics, camping and boating. Dr Pepper introduced cans into a few select cities that same year. Dr Pepper Company president Leonard Green called it "the most significant packaging development in our history."

Coca-Cola had tested their product in cans as early as 1940. They tried a 16-ounce and 32-ounce cone top can with a red, green and white logo that read "canned specially for use at home

and on outings." Coca-Cola began selling cans to overseas armed services in 1955 and, in 1959, test marketed cans in five U.S. cities.

By 1960, however, it was Royal Crown that was selling the most canned soft drinks. Inspired by the new competition, Coca-Cola began using and promoting cans on a large scale soon thereafter. The soft drink maker even introduced a new label design specifically for their canned product called the "Harlequin" which fea-

tured a pattern of diamonds and proved popular with consumers.

The use of cans for carbonated beverages was delayed, however, because of material limitations mandated by the government during the Korean War. When the restriction ended after the war, the new beverage can was introduced and marketed nationwide. However, a new competitor to the market—aluminum—would soon inspire can manufacturers to embark on a program of cost savings to reduce both the amount of steel and coatings used in can making.

The first aluminum beverage can was manufactured by Reynolds Metals Company in 1963 and



32 ounce Coca Cola Cone top can.

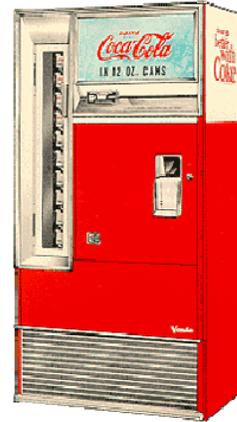


Early Slenderella Aluminum can.

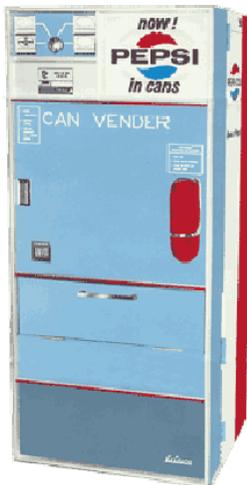
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used to package a diet cola called "Slenderella." Royal Crown adopted the aluminum can in 1964, and by 1967 Pepsi and Coke followed. This was an exciting innovation for the packaging industry because the aluminum can was made with only two pieces—a body and an end. This made 360-degree printing possible on the body of the can, increasing store display potential and shelf appeal. A can could now advertise its contents with dramatic and colorful graphics, drawing the consumer's eye to the package and creating a visual draw to purchases of one brand over another. This market advantage was further leveraged by the introduction of the multi-pack, which allowed for twelve cans to be packaged together in a compact paperboard box. The secondary packaging of the multi-pack, in addition to the graphics on the cans themselves, created a billboard for product advertising. Even more importantly, multi-packs increased sales. Consumers could easily and cost-effectively stock their refrigerators and pantries with their favorite beverages, and



The V-110 Can Vender boasts a newly designed flush mounted can opener that is heat sterilized.



Early 1960's LaCrosse can vendor. Notice the can opener mounted on the right side of the cabinet door and the unusual door that opens to retrieve the can.

bottlers could move significantly more volume. Pepsi-Cola first introduced a twelve pack of cans in 1972, noting that once consumers chose a product and a brand they would happily buy larger units.

Canned soft drinks were first dispensed in vending machines in 1961, joining glass bottle and paper cup machines, and by the late 1960s, dominated the vending market. Some years later, in a popular series of national television ads, both space aliens and supermodel Cindy Crawford would choose cans of Pepsi from a vending machine. By 1985, the aluminum can was the most popular beverage package in any market. Today's consumers buy soft drinks from their grocery stores in aluminum cans four times as often as in plastic bottles, and thirty-eight times as often as in glass bottles.

The aluminum can was easily integrated into

the package market because of its ductility (ability to be molded), its support of carbonated pressure, its lighter weight and its resistance to corrosion (aluminum does not rust). But perhaps the most critical element in the aluminum can's success was its recycling value. Aluminum can recycling excelled economically in its competition with steel because of the efficiencies aluminum cans realized by using recycled materials instead of costly and non-renewable virgin aluminum ore. Steel did not achieve similar economies in the recycling process. Aluminum can recycling became common and responded to the growing concerns of environmentally conscious consumers about the depletion of natural resources and the consequences of what was feared "a throwaway society." The opportunity to market the all-aluminum can as recyclable and environmentally friendly led to its growing acceptance as a product package.

Prior to 1970, both steel and aluminum cans were made from virgin materials, with the exception of small amounts of scrap recycled from the manufacturing process. Both industries, however, came to realize the importance of reducing their impact on the environment in the late 1960's and early 1970's as environmental awareness developed. And there were other incentives to initiate recycling. Problems with litter, which was noted by the consumer campaign to "Ban the Can" in the late sixties, provided an additional reason to remove cans from the waste stream. At the same time, manufacturers began to recognize the economics of recycling—namely lower costs from using less material and energy.



Crushed aluminum cans waiting to be recycled.

Aluminum companies and can makers began to create a nation-wide recycling infrastructure of buy-back centers and by America's first Earth Day in 1970, it had begun to take hold. Cash was paid for empty cans to create value and motivation for consumers to bring back their used cans. Within a decade, recycling had become a way of life. Aluminum can recycling has become a billion-dollar business and one of the world's most successful environmental enterprises. Over the years, the aluminum can has come to be known as the most recyclable package with over 60 percent of cans recycled annually. Of the 51.9 billion soft drink containers recycled in 1998, 44

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billion were aluminum cans—compared to 7.6 billion plastic bottles and 300 million glass bottles.

Consumers help divert more than two billion pounds of aluminum each year from the solid waste stream, keeping it out of landfills. Ad-



New Ball Corporation Aluminum cans.

ditionally, making new cans from recycled aluminum saves 95 percent of the energy needed to make aluminum from virgin material. Energy savings in 1998 alone were enough to light a city the size of Pittsburgh for six years. Thanks to developments in the can making process, new cans are now made from an average of 54 percent recycled aluminum and old cans are collected, recycled and returned to the grocer's shelf as new

cans in as few as 60 days.

Since recycling began, consumers have earned more than ten billion dollars by returning their aluminum beverage cans to the more than 10,000 buy-back centers that now operate nationwide. More than 9,300 cities and counties offer curbside collection, which makes aluminum beverage can recycling easy. Each year, thousands of groups across the country turn cans into cash by collecting and recycling. Many organizations, including schools, Boy and Girl Scout troops, 4-H clubs, and other non-profit and community groups are able to raise money to complete worthwhile projects that may have otherwise gone unfunded.

Advances in can manufacturing technology have also brought lighter aluminum cans. The first two-piece aluminum cans weighed three ounces, while they now each weigh only slightly more than one-half ounce. In 1972, one pound of aluminum yielded only 21.75 cans. Today, by using less material to make each can, one pound of aluminum makes approximately 33 cans—a 52 percent improvement. Even can ends have been made lighter: ends used to weigh about 8.12 pounds per thousand and have been reduced to a mere 6.07 pounds per thousand. This may not seem like much of a difference, but multiplied by the 100 billion cans that are made each year the



Ball Corporation Metal food cans.

weight savings is a phenomenal 200 million pounds of aluminum.

Steel cans are recycled too, at a rate of about 58 percent. Approximately 17 billion steel cans are recycled every year, yielding enough recovered steel to build 20 Golden Gate Bridges. And every ton of steel recycled saves the natural resources that would otherwise be used to make new steel: 2,500 pounds of iron ore, 1,400 pounds of coal and 120 pounds of limestone. Consumers can recycle their food cans, as well as all steel cans found at their home or business, including paint and aerosol cans.

Today the can is so ubiquitous, it functions as part of our everyday lives without our even noticing. There are, for example, more than 1,500 varieties of food available in cans and in our fast-paced world we depend on them for their ease and convenience more than ever. Statisticians have estimated that American families spend less than one-seventh the time preparing meals in the nineties as they did just two decades ago. From single-serve to family-size portions, cans provide the perfect package at mealtime. And Americans have, in these health-conscious days, come to rely on the fresh, preservative- and sodium-free foods they reliably find in cans. Because foods harvested for use in cans are packaged within hours of being picked from the fields, they retain as many and often more nutrients than their produce department counterparts.



Pepsi in the new aluminum bottle.

And Americans more often purchase their beer and soft drinks in cans than any other package. They prefer cans because they are light weight, transportable, unbreakable, and keep their beverages colder. And the can is still the only beverage package that stacks for easy storage in the refrigerator, cooler, or pantry.

The future points to new and exciting developments in can technology and manufacturing. Soft drink producers and brewers are expressing a unique image for their products with high profile aluminum beverage cans. In all shapes and sizes imaginable, with six and eight color graphic capabilities, the possibilities are endless: a tea with textured ice crystals "frozen" to its sides; a shaped soda can with its contours

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Recent Finds

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



(2)



(2)



(2)



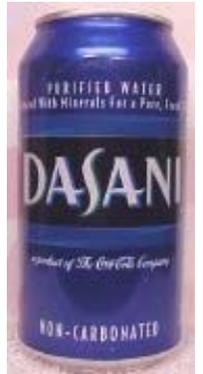
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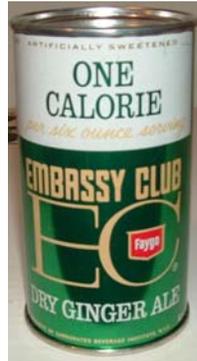
(2)



(2)



(2)



Pre-Zip Code
(1)



Pre-Zip Code
(1)



Pre Bar Code
(1)



Pre Bar Code
(1)



Pre-Zip Code
(1)



(2)



(2)



(2)



(2)



(2)



(2)



(2)



(2)



Pre-Zip Code
10 ounce (1)



Pre-Zip Code S&C
Denver (1)



Pre-Zip Code
(1)



Pre-Zip Code
(1)



Pre Bar Code
(1)



Pre Bar Code
(1)



Pre Bar Code
(1)



Pre Bar Code
(1)



Pre Bar Code
(1)

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Big Red

Big Red was invented in a Waco laboratory in 1937 by Grover C. Thomsen and R.H. Roark. It was originally called Sun Tang Red Cream Soda and was marketed exclusively in Central and South Texas and around Louisville, Kentucky. In the late fifties Harold Jansing, then president of the San Antonio bottling plant, was playing golf when he overheard some black caddies refer to a Sun Tang as a "big red." After a few years of hearing that, and eager to speak the lingo, he asked a caddy to bring him four big reds. The caddy returned with another brand. "That's when I decided to change the name," Jansing says.



Pre-Zip Code version of the Big Red can. Photo courtesy of bruceambley.com

In the late seventies the company embarked on an aggressive expansion program into most Texas cities and beyond (105 franchises in 28 states, Panama, and British Columbia). Thus Big Red was saved from the same fate as extinct soda brands like Uncle Jo's, the Texas-size Hippo drinks, Fredericksburg's Iron Brew, and Big Chief ("Bottled with pure Davis Mountains water").

Big Red's survival can be attributed to a passionately loyal following, and the drink attained celebrity status years ago in entertainment circles. The late soul singer Joe Tex referred to "red soda water" in song. Rock superstar John Cougar Mellencamp's only two vices are said to be cigarettes and Big Red, and Sammy Davis, Jr. once had his manager order several cases from the Waco bottler. When Sir Douglas Sahm made his seminal 1971 album *The Return of Doug Saldaña*, he posed on the cover with his hand wrapped around a Big Red.

The only beverage that consistently outsells Big Red in San Antonio is Coca-Cola. Emery Bodnar, executive vice president of Big Red Bottling Company of San Antonio, tells this story: "One day I was checking stores, and I saw a baby crying in a shopping basket. The mother took a two-liter bottle of Big Red off the shelf, opened it, and filled the baby's bottle with it, and gave it to the baby. The baby quit crying. Mothers wean babies on it."

Sooner or later though, babies grow up, casting aside childish attachments like red soda pop. Big Red is not much of an adult drink, in spite of the appealing idea of a Texas Sunrise (Big Red and tequila). A good part of the reason is that every bottle is loaded with its fair share of sugar and caffeine. But so what if it's not good for you. Just ask any Texas kid. It sure tastes good.



Early Zip-Code version with a juice top. Only noticeable difference from the Pre-Zip can is the addition of NET before Contents.

CAN-O-GRAM PAGES BUY * SELL * TRADE



National Pop Can Collectors
335 Dellwood St S
Cambridge, MN 55008

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 your 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"



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 ADS

Wanted 8oz Cans: Frostie Root Beer, NuGrape, and Orange Crush. Will buy or have many different old and new traders. John C. Hantz. Email: usasoda@aol.com or usasoda@sbcglobal.net

For Sale: Copies of 1975-2005—30 Years of Pepsi Cans in Italy. Bilingual Italian and English. Include a short story on how cans are made and describes in detail the Italian can-makers and canning companies, includes can makers symbols and a key to read their date codes. All Italian cans from 1975-2005 pictured in full color. Christian Cavaletti / Viale Adriatico, 150 / 64013 / Corropoli / (TE) / ITALY or email christian.cavaletti@marelli-berta.it

Still looking for: Shasta cans old and new, especially odd flavors. Also searching for Faygo, Sun Rise, Tom Moore or Gold Medal cans. Lance Meade. Email sodacans@sherbtel.net

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: 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@sherbtel.net.

Recent Finds Continued



23 Ounce
(2)



Pre-Zip Code
(1)



Pre-Zip Code
(1)



Aluminum
(2)

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Roster Updates

Welcome Back

Frank Clary #1155
808 Hilldale Ave
Washington IL 61571-1612
USA
Email: corry@mtco.com
Phone: 308-444-2630
Collects: Pepsi products

New Email

Bruce Mobley:
sodabox6@brucemobley.com

**PLEASE RENEW YOUR
MEMBERSHIP
TODAY!**

Continued from page 9

molded for the ultimate grip; a commemorative brew with spiraled ridges to celebrate a world championship. Sleeker, cooler, and impossible not to touch. Today, when you buy a canned product, more than likely its packaging will have been tailored especially for the ultimate enjoyment of that product. Cans of Guinness contain a mechanism that releases carbon dioxide through the beer and creates a thick, creamy head as authentic as a slow pour from the draught in an Irish pub.

And the food can is not to be outdone in the search for revolutionary packaging. New easy-open ends put convenience literally at your fingertips—soon even a can opener will be too much trouble by comparison. And their smooth edges are child and family friendly. White can linings are a bright new addition, reassuring consumers that canned foods are fresh and wholesome. And shapes abound on the canned food aisle as well. What better way to distinguish a product and help convey its pre-eminence in the marketplace?

Whether in the home, office, garden, garage, ballpark... anywhere in the world, one thing will never change. The can is the most reliable, recyclable and versatile package. Its long and distinguished history describes a remarkable role in the unfolding of civilization through periods of invention, imperialism, expansion, prosperity, innovation and renewal.

No doubt, new opportunities and challenges will continue to arise. And if the past is any indication of what is to come, can manufacturers and their customers will be prepared to satisfy the evolving needs of the modern day consumers and industries they serve.

The information for this article came from www.cancentral.com

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