

# CAN-O-GRAM

AYER'S  
SARSAPARILLA

Purifies  
the Blood.

Makes  
the  
Weak  
Strong.

Improves  
the  
Complexion.

"How fair she grows from day to day."  
SHE USES  
Ayer's Sarsaparilla.

October/November 2006



## On The Cover

Since early January of this year I had planned to use a specific picture on this issues cover. But sadly things changed, see the Editor's Notes for an explanation.

"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.

Send articles and inquiries to:  
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335 Dellwood St S  
Cambridge, MN 55008

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### Coming Next Issue

## Supplement to Soft Drinks in Cans Part 6

## Editor's Notes

To explain the picture on the cover we need to go back to late December last year. Sometime in December I received a copy of the "Supplement to Soft Drinks in Cans" from Gene Judd. The copy I received is complete but there is no indication of the author in it. While paging through the supplement it occurred to me that there had to be another publication titled "Soft Drinks in Cans". A quick search of the Library of Congress website proved fruitless. I searched a couple more official websites with no results, then on a website that I didn't expect results from I got a hit. There before me is the authors first initials and last name!

Armed with this new information it's back to the internet, in a obscure article I find out that the authors collection of soda memorabilia had been donated to a University in California. I called the Universities Museum Curator to see if the cans are part of the donation, no the cans are not part of the donation it was all paper items. He does give me the name and address of the company that made the donation and accidentally mentions the authors sons first name.

I did a quick search for the authors son and found 3 possibilities. Fortunately for me it turns out that all 3 phone numbers belonged to the authors son. When I finally reach him we spent a half hour on the phone talking about the cans and the reason why they had them. When I asked him if he knew what became of the cans he told me that the cans were all sealed in drums in the late 1950's and put into storage at the families business. He goes on to tell me that when he sold the business in 1990, he had tried to find a museum, can company or anyone else to take the cans, but didn't succeed so the cans remained in the business storage area when it was sold.

He gave me a name to call at the business that would know about the cans. I called him on January 8th only to find out that sometime in 1994 the building had been renovated and that the drums with the cans had disappeared, he presumes that they were thrown away as the new owners do not care about history. However before they disappeared 50 of the cans were taken out and put into a glass display case in the companies lunch room where they remain today.

This is where the cover picture comes into play. Before hanging up I made arrangements to view the remaining cans on the Friday (August 11) before the Extrava-Can-Za, as the business is located in Indianapolis. On August 11th I called my contact at 9:00 to verify the 1:00 meeting to view the cans, he says everything is a go. After talking to me he decides to pop his head into the Vice Presidents office just to tell him that I will be arriving to view the cans, the VP responds with NO HE'S NOT! So at 9:12 I receive a phone call from my contact telling me that I am not welcome. It seems some reporter was in there the week before and had photographed something she wasn't suppose to and published their customers names in a newspaper. Because of this visitors were no longer welcome in the building. Never mind that this had been planned since January.

So eight months of planning to surprise the NPCC members with a cover photo of the remaining cans went up in smoke in just 12 minutes.

As hard as it is to believe 50 of the cans in the photo do remain (sadly the Mi ame cones are not among them, I had my contact check for them). What happened to the others remains a mystery, hopefully someone took them home, but it looks like they are in the Indianapolis landfill.

The show at Gene's was a success with 15 members and at least 10 guests present. Thank you to Gene and Lorna for once again hosting and donating the refreshments. Who wants to volunteer to host next years? There would have been pictures but yours truly forgot his camera.

## Supplement to Soft Drink in Cans Part 5

First Published in 1954

Submitted by Gene Judd

### Beverage Cannerys and Products Being Canned

- Bala Club:** American Stores Company, Philadelphia, PA. Canned by Booth Bottling Company, Philadelphia, PA. Pale Dry Ginger Ale, Root Beer, Cola and Imitation Grape Soda in Crown Can Company 12 oz cone top cans.
- Belfast:** Belfast Beverage Company, San Francisco, Calif. In addition to the Root Beer and Orange preciously reported, now canning "UP" type Lemon-Lime, Ginger Ale and Punch (grape type) in Pacific Can Company 12 oz flat top cans
- Bev-Rich:** Bev-Rich Products Company, Philadelphia, PA. Canning Root Beer, Orange, Grape, Black Cherry, in Continental Can Co. 12 oz flat top cans.
- Bireley's:** Bireley's Orange Products Company, Hollywood, Calif. Now canning at Oakland, Calif., Orange (still) and Black Cherry Drink in Pacific Can Company 9 oz tall, narrow, flat top cans.
- Booth's:** Booth Bottling Company, Philadelphia, PA. Canning Root Beer, Ginger Ale, Cola, Orange and Cherry Wishniak in Crown Can Company 12 oz. Cone top cans.
- Bottoms Up:** Tri State Flavor Company, Division of Quaker State Coca Cola Bottling Company, Butler, PA. Ginger Ale, Orange, Grape and Root Beer in Continental Can Company 12 oz cone top cans.
- Canada Dry:** Canada Dry Ginger Ale Company, N.Y. Canning in Philadelphia and Los Angeles, California. Canning Pale Dry Ginger Ale, Spur (previously reported), Root Beer, Orange and Black Cherry in Continental Can Company 12 oz. Cone top cans.
- Can-A-Pop:** Can-A-Pop Beverage Company, Sheridan, Wyo. Now operating on franchise basis at Compton (Los Angeles), Calif.,; Denver, Colo. (reported) ; Peoria, Ill., and Hutchinson, Kas. Also in addition to the Root Beer, Orange, Imitation Grape and Imitation Cherry, now canning Cola in Pacific Can Company 12 oz.. Flat top cans at Denver and Compton and in Continental Can Company 12 oz flat top cans at Peoria, Ill., and Hutchinson, Kas. Expected soon to introduce Lemon-Lime Soda. Discontinued canning at Sheridan.



(Continued from page 4)

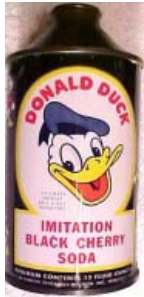
**Clicquot Club:** W. F. McHenry Beverage Co., Springfield, Ill. Canning Black Cherry Soda, Orange Soda, Root Beer and Grape Soda in 12 oz flat top cans. Same flavors being canned by Cammarano Bros., Tacoma, Wash., in Continental Can Company 12 oz flat top cans. Also Eskimo Up and Ginger Ale in Continental Can Company 32 oz cone top cans at Tacoma.

**Cott::** Cott Canning Company, Manchester, N.H. Canning Cola, Black Cherry Soda, Root Beer, Raspberry Soda, Orange Soda and Concord Elite in Continental Can Company 12 oz flat top cans.

**Cotton Club:** Cotton Club bottling Company, Cleveland, Ohio. Canning Orange, Black Cherry and Grape soda in Continental Can Company 12 oz flat top cans.

**Cue:** Can Beverages, Inc., New York, N.Y. Canned at Crescent Beverage Company, Newark, N.J. Canning Orange, Black Cherry, Root Beer, Vinto Punch (Imitation Grape type flavor) in Continental Can Company 32 oz cone top cans.

**Donald Duck:** General Beverages, Inc., Chattanooga, Tenn. Canning under franchise at Miami, Fla., and Brea, Calif., using various makes of 12 oz cone top cans. Canning Orange Soda, Cola, root Beer, Lemon-Lime, Strawberry Soda and Grape Soda. Reportedly starting production in St. Paul, Minn., and Chattanooga, Tenn. in October using 12 oz flat top cans. Kelly's Beverages, Mishawaka, Ind. Canning Donald Duck root Beer and Grape Soda in National Can Co. 12 oz flat top cans. Also Orange Soda and Imitation Strawberry Soda in Continental Can Co. 12 oz flat top cans.



**Double Cola:** Canned by Cammarano Bros., Tacoma, Wash., in Continental Can Company 12 oz and 32 oz cone top cans.

**Export::** The Pure Spring (Canada) Company, Ottawa, Canada. Canning Cola and Ginger Ale in Continental Can Company 12 oz cone top cans.

**Golden Age:** Golden Age Bottling Co., Youngstown, Ohio; Houston, Tex ; etc. Canning at Youngstown, Root Beer, Orange, Cherry Soda and Grape Soda in Continental Can Company 12 oz flat top cans.

**Graf's:** John Graf Company, Milwaukee, Wis. Canning Root Beer, Orange Soda, Black Cherry Soda and Cola in Continental Can Company 12 oz flat top cans.

(Continued on page 6)

(Continued from page 5)

**Handi:** Columbine Beverage Company, Denver, Colo. As previously noted having canned for them, Orange, Black Cherry, root Beer, Imitation Grape and Cola in a single design can with flavor name on lid. Now same flavors with flavor name on body of can. Name changed from Handi-Can to Handi.

**Hi-C:** Distributed by Clinton Industries, Auburndale, Fla. Orange Drink and Party Punch Drink in tall, narrow 9 oz. American Can Co. flat top cans.

**Kist:** Citrus Products Co., Chicago, Ill. Canned at Thornton, Calif. Canning Root Beer, Imitation Grape Soda, Lemon-Lime Soda (cloudy green color) and Orange Soda in Pacific Can Co. 12 oz. Flat top cans.

**Ma's Old Fashion** Ma's Old Fashion Root Beer Co., Wilkes-Barre, Pa. Canning Root Beer in Crown Can Co. 12 oz flat top cans. *Editors note: I believe this may have been a typo as a Ma's cone is shown in the picture.*

**Mason's:** Mason Beverage Co., Chicago, Ill.; Detroit, Mich. Canning Orange Soda, Root Beer, Black Cherry Soda and Grape Soda in Continental flat top 12 oz cans.

**Mi-Ame:** Mi-Ame Canned Beverages, Miami, Fla. Canning Root Beer, Cola, Grape, Orange, Strawberry, Cream Soda and Ginger Ale in Crown Can Co. 12 oz cone top cans.

**Mission:** Mission Dry Corp., Los Angeles, Calif. Canning Orange, Grape and Lemon-Lime at home plant, still drinks, pasteurized in American Can Co. 12 oz flat top cans. Also following territories operating under franchise: Spokane, Wash — Caldwell, Idaho — Columbus, Neb.- Denver, Colo.- Burlington, Wisc.- Philadelphia, Pa.- Brooklyn, N.Y.- (32 oz. Cone top also) - Tacoma, Wash - Phoenix, Ariz. - Minneapolis, Minn. - Columbus, Ohio - Denton, Tex. Flavors being canned in each place listed in another place in this booklet. Products all in 12 oz flat top cans of various manufacture.



**Nehi:** Nehi Bottling Company, Billings, Mont. Canning Orange, Grape, Root Beer and Black Cherry in Pacific Can Co. 12 oz flat top cans.

**Old Colony:** Orange Crush Bottling Co., Toronto, Ont., Canada. Canning Cola, Ginger Ale, Lemon-Lime and Root Beer in Continental Can Company 12 oz cone top cans.

# Bubbling Along

Originally published in Time Magazine August 7, 1964

The U.S. soft-drink industry is growing fatter on—of all things—diet drinks. With Americans consuming an average of 227 bottles each per year, the soft-drink bottlers have upped their sales 64% in the last five years, to a record \$2.3 billion. Sales are expected to rise another 10% this year, and the hottest item in the boost will be the diet drinks, which are expected to go up at least 50% above their 1963 sales of \$200 million. More than two dozen diet drinks are fighting for a share of the growing market.



**Guilty Plea.** This rapid growth has involved the soft-drink makers in a feud with the sugar industry, since drinks for the weight watchers contain such sugar substitutes as saccharin and cyclamates. Sugar refiners are spending \$1,000,000 on ads to downgrade the benefits of diet drinks, claiming that "trying to lose weight by drinking them is like trying to lighten an airplane by emptying the ashtrays." Last week Royal Crown Cola, whose Diet-Rite has captured half of the diet-cola market, retaliated with its own ads. Calling its critics "sugar daddies," Royal Crown said: "If it's wrong to do millions of people a favor by taking the sugar out of cola, Diet-Rite pleads guilty."

Though a few other diet drinks preceded it, Diet-Rite was the first to really tap the 40 million Americans who are classed as "active weight watchers." Royal Crown has been working on it for years in the labs, was ready to take advantage of the diet fad three years ago. Royal Crown's energetic president Wilbur H. Glenn persuaded merchants to move Diet-Rite away from the dietetic foods and into the regular soft-drink area, has seen sales go



(continued on page 16)

7 C-O-G

## 20 Years Ago in the Can o Gram

### Volume 13, Number 10, October 1986

The Holland Chapter was announced as the NPCC's first overseas chapter.

Articles included: Clarifying The South Dakota Pepsi Sets, Cans Across America Part 2, and Texas Special Issues Multiply. Other items included: Indy Show Update, pictures from the convention and trade sessions held during the summer, pictures of various 100th anniversary Coca Cola cans were pictured. There were 27 Want Ads (which is exactly 27 more than in this issue).

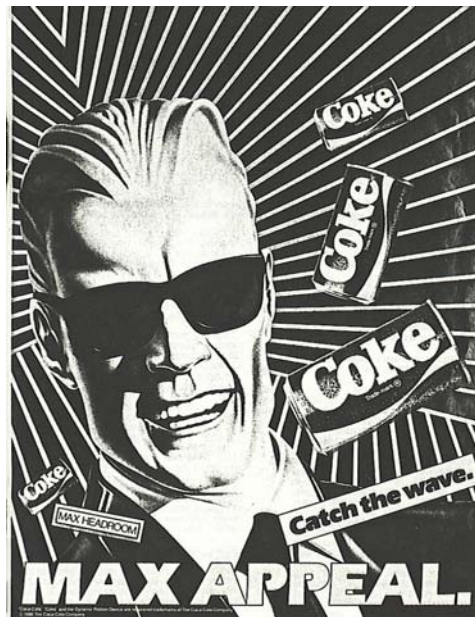


### Volume 13, Number 11, November 1986

Articles included No Respect: Soft Drink's Promo Spells San Bernadino wrong. New England Can Corner featured the Stop N Shop history. International Insight featured cans from Germany. \

Other items included pictures from the Indy Show. Latest Discoveries had 45 new cans shown. There were 22 more want ad's than this current issue has.

A full page ad fore Coca Cola featuring Max Headroom was included.





# Flood Pictures worth \$1000's

By Tom Kirschbaum

NPCC Members,

On Labor Day, 4 Sep 06, Rockford was hit with a 100 year storm that flooded large portions of the SE side of the city. Even though I do not live near a creek or river, 10 inches of rain in an hour was too much for the storm drain system to handle. Our house was leaking in the basement but the force outside was too much and broke out a basement well window and filled in our basement to the ceiling with water.



*Picture showing the water pouring in.*

The pictures I have attached will make the seasoned can collector just sick. I do warn you, they are graphic & obscene. And no, I was not required to have flood insurance as most the home owners in the Rolling Green area where I live. A Good portion (90%) of the collection did survive especially my 1982 Spanish Pepsi Marvel Super Hero 10 can set I obtain while I was in Spain serving with the US Navy.

My advice, take nothing for granted. Please feel free to forward the pictures to fellow collectors.

Tom  
Kirschbaum  
NPCC #45



*The aftermath*

# Recent Finds

Once again there are some great finds and interesting new issues to report. Thank You to the following people for making my job much easier (1) Barry Skokowski, (2) John Chambers, (3) George Reichl, (4) Dave Tanner, (5) Erik Willenborg, (6) Marc Austin, (7) Brent Alexander, (8) Lance Meade.

I had more submissions than I had room for so if you don't see yours this issue it will appear in the next issue.



Pre Zip  
(7)



Black Horse  
Energy Drink  
(5)



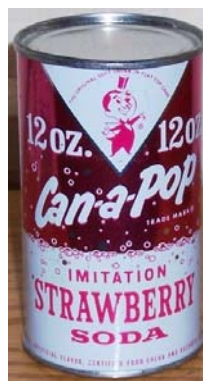
Pre Zip  
(3)



Pre UPC  
(8)



Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(7)



Six Flags  
Washington DC  
(6)



Morey's Pier  
Save \$10  
(1)



Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(8)



Blue Ribbon Days  
(6)



Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(7)



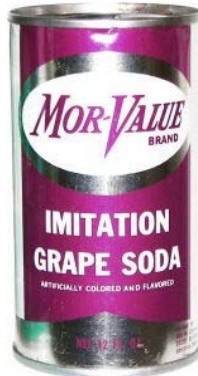
Pre Zip  
(7)



Pre Zip  
(7)



Pre Zip  
(4)



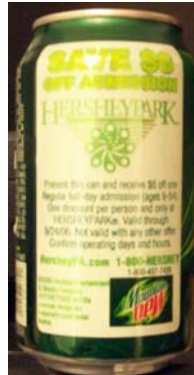
Pre Zip  
(4)



Dorney Park  
Save \$6  
(2)



Gauga Lake  
(5)



Hershey Park  
(6)



Dorney Park  
Save \$6  
(6)



Great Wolf Lodge  
\$100 Off  
(1)



Sizemore  
(5)



Washington  
Nationals  
(5 & 6)



Anaheim Angles  
Tickets  
(5)



Carlisle Events  
(6)



Cedar Point  
Skyhawk  
(5)



Great Wolf Lodge  
\$159 per Night  
(6)



Hershey Park  
Save \$6  
(6)



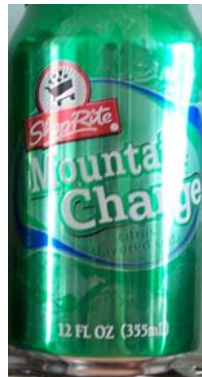
Star Wars  
COSI Museum  
(5)



Pre Zip  
(7)



Pre Zip  
(7)



Shop Rite  
(2)



Pre Zip  
(7)



Pre Zip  
(7)



Vegas Energy Drink  
(5)



Pre Zip  
(7)



Pre Zip  
(7)

# Trademark Files


The first registration record is for the logo shown at right. The second registration is for the actual brand name Patio.



<b>Word Mark</b>	<b>PATIO</b>
<b>Goods and Services</b>	(expired) Soft drinks and syrups, concentrates, acidulants and salts used in preparing the same. First use 19600131. First use in commerce: 19600225.
<b>Mark Drawing Code</b>	(3) Design plus words, letters, and/or numbers
<b>Serial Number</b>	72129630
<b>Filing Date</b>	October 10, 1961
<b>Registration Number</b>	0737238
<b>Registration Date</b>	September 4, 1962
<b>Owner</b>	(registrant) Pepsi-Cola Company Corporation Delaware 500 Park Ave. New York New York
<b>Type of Mark</b>	Trademark
<b>Current Status</b>	This registration was not renewed and is considered to be expired.

<b>Word Mark</b>	<b>PATIO</b>
<b>Goods and Services</b>	Beverage base for soft drinks. First use 19590922. First use in commerce 19590922
<b>Mark Drawing Code</b>	(1) Typed drawing
<b>Serial Number</b>	72085154
<b>Filing Date</b>	November 12, 1959
<b>Registration Number</b>	0697537
<b>Registration Date</b>	May 10, 1960
<b>Owner</b>	(registrant) Pepsi-Cola Company Corporation Delaware 3 W. 57th St. New York New York. (Last Listed Owner) Pepsico, Inc. Corporation by merger Delaware 700 Anderson Hill Road Purchase New York 10577
<b>Type of Mark</b>	Trademark
<b>Current Status</b>	Live

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



## National Pop Can Collectors

### 335 Dellwood St S

### Cambridge, MN 55008

Classified Word Ads	Display Ads	
<p><b>5 cents a word \$2.00 minimum bimonthly charge</b></p> <p>Each word, abbreviation, and price count as one word</p> <p>All classified ads must be paid in advance</p> <p>Copy should be typewritten or printed NPCC will not be responsible for errors in an ad due to poor quality copy</p> <p>NPCC reserves the right to refuse any advertising</p> <p>Near the deadline email us your ad Sodacans@sherbtdel.net</p> <p><b>NPCC members in good standing are entitled to one free classified word in each issue. The ad can be up to 125 words in length. 5 cents a word for each additional word over 125</b></p>	<p>1 Time</p> <p>One-half page.....\$5.00</p> <p>Full page.....\$9.00</p> <p>Two pages.....\$17.00</p>	<p>3 times *</p> <p>\$12.00</p> <p>\$22.00</p> <p>\$41.00</p>

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"

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

## Roster Update



### New Member

Jim Wicker #1239  
 40W670 Powers RD  
 Huntley IL 60142  
 USA  
 Phone: 847-669-7079  
 Email: [jwicker@conetops.com](mailto:jwicker@conetops.com)  
 Collects: R soda cans





from nothing to more than half of Royal Crown's \$37 million in sales last year.

Once Royal Crown proved that diet drinks were no fad, the big bottlers pushed diet drinks of their own. Canada Dry President Roy W. Moore Jr. brought to market no fewer than eight diet drinks, from coffee flavor to ginger ale. Coca-Cola launched Tab, and Pepsi-Cola brought out Patio Diet Cola. Pepsi President Donald Kendall recently decided to take advantage of the \$30 million spent advertising Pepsi this year, has begun to phase out

Patio Diet in favor of a new drink called Diet-Pepsi, which is being promoted with the slogan "Enjoy Pepsi either way." All of them have also begun active research programs to improve the taste of the diet drinks, have already made giant strides toward this aim. Partly because the soft-drink market has grown so fast, Coca-Cola's share has slipped. But Coke remains the world's biggest soft-drink maker, and President J. Paul Austin increased its sales in 1963 by 12%, to more than \$637 million, by pushing its coffee, convenience foods and Minute Maid orange juice.



**Cognac & Coconuts.** The diet-drink boom is taking place side by side with a major shift in U.S. tastes to more offbeat flavors and less sweet soft drinks. Soft drinkers can now choose from more than 300 different labels, flavored with everything from cognac (Dr Pepper's Pommac) to coconut milk (Yoo-Hoo's Milkette). Schweppes' Bitter Lemon now accounts for a third of Schweppes' sales in the U.S., though it has only been on the market one year. Even Elsie the Cow is out to milk the market. Borden has just put on the shelves its first soft drink—a milk-laced beverage called Moola-Koola. One reason the soft-drink people are convinced that their boom can only grow is that the biggest group of soft-drinkers are on the verge of a population explosion: the next ten years will see an influx of 6,000,000 teen-agers into the market.



All photos used in this article courtesy of [www.collectiblesodacans.com](http://www.collectiblesodacans.com)