



NPCC
 VOLUME..... 11
 NUMBER..... 9
 JANUARY 1985

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

"BLESSED IS THE MAN WITH A HOBBY, FOR HE LIVES IN TWO WORLDS"

HAPPY NEW YEAR TO ALL

Welcome back to member Tom Kirshbaum. Tom has been away for a few years on a world wide travel excursion sponsored by Uncle Sam as a guest of the United States Navy. - He has added hundreds of cans to his collection, we will hear more of them later.

Tom has sent us a suggestion, NPCC Trivia !

This will be the first of many, the answer will be shown in the ad section. These questions and answers are all taken from past issues of our newsletter.

WHERE WAS THE FIRST POP CAN SHOW ENDORSED BY NPCC

AD DEADLINE FOR NEXT ISSUE IS JANUARY 21ST

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Bringing Their 'Coke' Here

Voila! French Turn The Tables

When the folks from Coca-Cola decided to market their soft drink in France, they faced stiff opposition as it became a symbol of overt American influence in Europe.

The attempt to sell a Gallic version of the benign, fizzy liquid stirred up such a storm that major efforts were mounted to keep it out of the country. The respected daily newspaper *Le Monde* even editorialized that the invasion of the soft drink was so insidious that, "The moral landscape of France is at stake."

Coke won and opened its bottling plants.

But even the marketing expertise of giant Coca-Cola couldn't beat Orangina, a carbonated citrus drink that began selling nationally in France in 1952 and now sells about 600 million bulb-shaped bottles a year to thirsty Frenchmen with the slogan, "secouez-moi" (shake me). And that success has led to a reverse invasion.

Orangina chief Jean Claude Beton has concluded an agreement with Golden Brands Bottling Co. of San Francisco to manufacture and market the citrus drink in the 13 western states and Texas under the name Orelia. A subsidiary called Orelia West Inc. was formed and a plant is nearing completion in Benicia to handle the estimated 250,000 cases the Northern California market is expected to consume when the product hits store shelves in about two weeks.

Northern California was chosen as the first U.S. market for the drink partly because of the success of Perrier, that "French soda water" that captured the hearts and palates of the upwardly mobile.

Orelia West President Ted Molakides said Golden Brands' sales figures showed San Franciscans drink more of the sparkling water per capita than any other group in the nation and thus will have the first chance to try the Americanized French soft drink.

Sales of the imported Orelia now run about 4,000 cases per month, Molakides said, but changes were necessary to tailor the drink more closely to American tastes.

"Studies showed the Americans don't like the sugar in the imported Orelia; they want a bigger bottle, and they want it made with American oranges," he said.



Orelia promotion display

So the plant will bottle the drink in distinctive 9.3 ounce containers, use fructose to sweeten the orange and tangerine pulp and use concentrate from Orelia groves in Florida for flavor.

It will be packaged in a four-bottle carton and will be sold at a premium price of \$1.89 designed to attract the "adult" market that is intrigued by things foreign, even if made in the United States. Those who decry chemicals in their food might be drawn to Orelia because it will be pasteurized to eliminate the need for preservatives or stabilizers.

"It's a soft drink without all the bad news," Molakides said.

In all, Orelia hopes to snare about one-half to 1 percent of the soft drink market in its sphere.

Molakides said Orelia will reach Sacramento within about 45 days. Expansion plans call for introduction in the San Diego area by this fall, Los Angeles by next spring, then Houston and Dallas by the fall of 1984. Other markets, such as Phoenix and Tucson, will be added as the program moves east.

Orelia in cans will be offered in late 1984 and "family size" bottles will follow soon after.

Advertising will consist of five-week television and radio campaigns featuring advertisements test-marketed in Sacramento. They portray a waiter who skates and opens Orelia bottles so quickly and efficiently that he can't stop even when he runs out of Orelia.

Molakides said he expects competition from the giants, such as Coca-Cola or Pepsi. "But we're going to be there first and they're going to have to catch us."

ADVERTISING RATES

All members are entitled to one free 40 word ad per month. All extra words are 10¢. Non members rates are 15¢ per word, which includes a copy of the newsletter in which the ad appears.

Display ads....¼ page \$12 ½ page \$20 full page \$35
Black & white photos are acceptable at an extra charge for screening.

Ad deadline is the 21st of each month, any ad received after the 21st will be printed in the following issue unless stated otherwise.

FOR SALE OR TRADE: Soda flats and cones, lots of Shasta sodas-many flavors-and most are in excellent condition. Also have many more sodas. Will sell reasonably or will trade for soda flats or cones, preferably cones. 7x
Les Whitman, P O Drawer KK, Westwood, California 96137 tel 916-256-3437

FOR SALE: 1984 MICHIGAN WOLVERINE AND MICHIGAN STATE SPARTAN SCHEDULE CANS. \$7.50 A CASE OF 24, CAN BE MIXED.
RICH JOHNSON, 2870 S.MAIN, ANN ARBOR, MI 48103 5x

WANTED: Rare soda cones and flats in 1/1+ condition or better. Will purchase or trade same in beer cans.
Tony Steffen, 615 Chester, Elgin, Illinois 60120

WANTED; Hawaiiin Water cans, Snake Venom, chocolate drinks, South Dakota Pepsi set. Have for trade-new Target cans.
Dale Miller, RR#1, Emmetsburg, Iowa 50536

WANTED:28 oz Pepsi no deposit/no return bottle with thin foil or paper type label, 48 oz Pepsi no deposit/no return thin glass bottle with thin styrofoam label, 48 oz Pepsi no deposit/no return thick heavy glass bottle with thin foil or paper type label, old embossed Pepsi Cola bottles-Lord Chesterfield (VA), amber Wilson (NC), Lynchburg (VA) Bottling Works checkerboard effect and many more.
Jim South, P O BOX 672, Drexel, South Carolina, 28619 tel 704-437-5563 3x

FOR SALE OR TRADE: Large number of tinted glass Coca-Cola bottles. All have painted on face in white Coke, on reverse Coca-Cola, sizes 6¼ oz thru 16 oz, cities on bottoms are all different.

Arnold Richter, 305 North State Road, Fairmount, Illinois 61841 tel 217-733-2745

Have new Blue Sky and Coke Louisiana State Fair 84 to trade. WANTED; South Dakota rodeo can Ogalala Nebraska Centennial, Delaware Coke State Fair, Skaggs-Alpha Beta cola.

Carr M. Suter, 111 West Woodbury, Garland, Texas 75041, tel 214-278-4411

NPCG TRIVIA answer; The first pop can show endorsed by NPCC was held in Racine Wisconsin at the YMCA on November 7, 1976 and was advertised in the September 1976 issue

NEW
SLICE
BY PEPSI
REG & DIET



DEMOULAS
MARKET BASKET

ALL FLAVORS

BY CRO-PAC


WORCESTER, MA.

By: Paul Bates

To follow is a couple of excerpts from Soda Mart's "INTERACTIVE BOOKS" concerning painted label soda bottles that I thought the Group might be interested in.

CATALOGED COMMEMORATIVE BOTTLES DISTRIBUTED IN 1984.

BRAND	DT-ST-C-SIZ-	DESCRIPTION
COKE	84-AL-C-10	--"AUBURN TIGERS"--SEC Football Champs
COKE	84-CA-C-10	--"XXIII OLYMPIAD-1984) (Los Angeles)
COKE	84-CA-C-10	--"SAFEWAY" and Coca Cola Olympic Partners
COKE	84-CA-C-10	--"COLA CLAN-10th CONVENTION"-Sacramento, CA
COKE	84-DC-C-10	--"GEORGETOWN UNIV-1984 CHAMPIONS"-Basketball
COKE	84-FL-C-10	--"SUPERBOWL 18" (Tampa)
COKE	84-GA-C-10	--"ROCK EAGLE 4H CLUB CAMP"
COKE	84-GA-C-10	--"BICENTENNIAL-UNIVERSITY OF GEORGIA"
COKE	84-GA-C-10	--"75th ANNIVERSARY-GEORGIA TECH" Alumni Association
COKE	84-GA-C-10	--"CHICKEN FESTIVAL"-Georgia Tech-Atlanta, GA
COKE	84-GA-C-10	--"HISTORICAL MADISON"-Madison, GA
COKE	84-GA-C-10	--"SPRITE BOY"-1984 Springtime Atlanta Cola Clan
COKE	84-GA-C-10	--"VIDALIA SWEET ONION FESTIVAL"
COKE	84-IL-C-10	--"ILLINOIS- ROSE BOWL"-Big Ten Champs '83
COKE	84-KY-C-10	--"1984 KENTUCKY DERBY"-(Louisville)
COKE	84-KY-C-10	--"JIMMY FEIX- WESTERN KY UNIV"-Football Coach
COKE	84-KY-C-10	--"HEARTLAND FESTIVAL"-Elizabethtown, KY
COKE	84-MD-C-10	--"BALTIMORE ORIOLES"-1983 World Champions
COKE	84-TN-C-10	--"AMERICA'S CLEAN COMMUNITY" (Memphis)
COKE	84-TN-C-10	--"CLARKSVILLE TWO HUNDRED CELEBRATION"
COKE	84-TN-C-10	--"JOHNSTON YOUTH SOFTBALL CLASSIC"-Cleveland, TN
COKE	84-TN-C-10	--"CHANNEL 12 WDEF-TV" 30th Anniversary
COKE	84-TN-C-10	--"E.W. JAMES SUPERMARKET-50th ANIV"
COKE	84-TX-C-10	--"GILLEY'S- BRIAN'S BASH"- Diet Coke
COKE	84-??-C-10	--"METHODIST- 200th ANNIVERSARY" (1784-1984)
COKE	84-??-C-10	--"BIG BEAR SUPERMARKETS"-50th Anniversary
COKE	84-??-C-10	--"A & P GROCERY"-125 Years Serving America
COKE	84-GA-C-16+	--"GREAT GET TOGETHER"-Atlanta, GA
KERR	84-IN-G-10	--"KERR GLASS DAYS"- 1984 Retirees Banquet
PEPSI	84-IL-C-16	--"UNIVERSITY OF ILLINOIS"-1984 Rose Bowl
RC	84-GA-C-16	--"SUNBELT EXPOSITION '84"- Agricultural
NO BRAND	84-SC-C-10	--"PRIDE OF THE PIEDMONT JUBILEE"-Laurens Co, SC



Subscription Order Form

to:

The American Can Collector-

A monthly newspaper

The American Can Collector
Box 291, Sta. B,
Anderson, IN. 46015

6 months - \$7
 12 months - \$12

Amount enclosed \$ _____

Name: _____

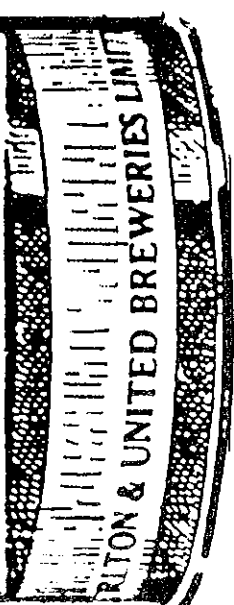
Address: _____

City, State: _____

Zip: _____

Sponsor: ACC 150

*Receives 2-40 word Classified ads
**Receives 4-40 word Classified ads



NEW RELEASES



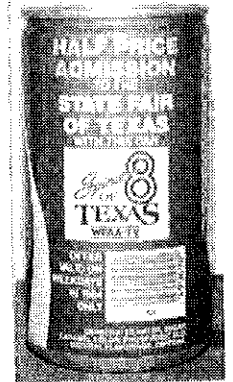
SOUTH DAKOTA PEPSI SET

NEW KAYO



NEW SEAGRAM'S BRAND FROM NEW YORK

TEXAS STATE FAIR COKE



SAN DIEGO COKE SET MENTIONED IN CARR SUTER'S LIST

IN ADDITION TO THE BIG 10 SET SHOWN LAST MONTH THERE IS ALSO



THIS BIG 8 SET



WAIST WATCHER HAS ADDED 4 MORE CANS TO THEIR SET MAKING IT A TOTAL OF 10 DIFFERENT



SETS

Olympics--Los Angeles CA 23 can set (red nos on UPC)
 Olympics--San Diego CA 23 can set (silver nos on UPC)
 Olympics--San Francisco CA, 24 can set (al., silver nos on UPS)
 Olympics--Silver Springs, MD, 24 can set (steel, black UPS)

Hawaii--6 can set, 25th anniversary of statehood
 (1) "25 years of statehood" (4) Sugar cane train
 (2) Aloha tower (5) Nawiliwili harbour
 (3) Madame Pele volcano (6)

San Diego--6 can set, "America's Finest City"
 (1) "America's finest city" (4) California's first church
 (2) Sea World (5) Balboa Park
 (3) San Diego Zoo (6) Hotel Coronado

INDIVIDUAL CANS

Game Cans--Play Olympic Ring Game, Denver
 Play Olympic Ring Game, Sacramento
 Play Olympic Ring Game, Sacramento, (caffeine free)
 Play It! Tops, Daytona Beach, FL
 Play It! Tops, Austin, TX
 Play It! Tops, Dallas, TX
 Play It! Tops, Houston, TX
 Treasure Tops, '84, Denver (silver printing)
 Treasure Tops, '84, Denver (black printing)
 Treasure Tops, '84, Denver (caffeine free)

Fairs and Amusement Parks--

California State Fair '84
 State Fair of Texas '84
 V P Fair, St. Louis
 New Orleans World's Fair (reg, diet, and caffeine free diet)
 Astroworld, \$4.00 Savings (Houston)
 Astroworld, \$4.00 Savings (Houston) "790 93 fm"
 Astroworld/Waterworld, Cuero, TX "All Aluminum"
 Astroworld/Waterworld, Corpus Christi, TX (steel)
 Six Flags Sneak Preview, '84 (Dallas)
 Six Flags, Atlantis, FL
 Screamin' Delta Deamon, Nashville
 Worlds of Fun, Kansas City
 White Water Rampage, Chicago (also, with "12 can pack")
 Fantasy Island, Twinsburg, OH

Special Events--

Fort Worth Stock Show, TX
 10th Convention of Cola Clan
 Ogden Utah 50th Anniv.
 Lewiston (MT) Roundup
 Wallace and Ladmo (Phoenix)
 Wyoming Oil and Gas Centennial
 Great Falls (MT) Centennial
 Cheyenne Frontier Days (WY)
 Ethnic Festival (IN)

New York City--

Great Adventure (Alum. and steel)
 Radio City Music Hall
 Day Line
 Mets
 Circle Line

Miscellaneous--

YMCA, Redding, CA
 Republic Airlines, Redding, CA
 Win a Trip to Acapulco (Sacramento)
 Sanger-Harris "Holiday on Us" (Dallas)

NPCC "T" SHIRTS NOW AVAILABLE



WHITE SHIRTS - RED TRIM
REALLY NICE!

REASONABLY
PRICED AT \$ 5 50
INCLUDES SHIPPING COST
ADULT SIZES S-M-L-XL
CHILD'S SIZES 2-4, 6-8, 10-12, 14-16



SEND ORDERS TO _____

DALE MILLER'S SHIRT & BUMPER STICKERS
RRI BOX 148 EMMETSBURG, IOWA 50536

CONTACT DALE ON ANY INQUIRIES YOU MAY HAVE FOR
T-SHIRTS CAPS JACKETS BUMPER STICKERS ETC

PLEASE KEEP US POSTED ON ANY LOCAL
TRADE SESSIONS OR SHOWS

SEND IN YOUR FREE AD BEFORE JAN. 21

MEMBERSHIP APPLICATION please type or print legibly
MEMBERSHIPS ARE \$10.00 FOR A FULL YEAR MAILED FIRST CLASS MAIL

NAME _____ AGE _____

ADDRESS _____ P O BOX _____

CITY _____ STATE _____ ZIP _____

OCCUPATION _____ TELEPHONE () _____

HOW LONG HAVE YOU BEEN COLLECTING _____ TOTAL CANS IN COLLECTION _____

HOW MANY ARE FLAT TOPS _____ HOW MANY ARE CONE TOPS _____

DO YOU COLLECT ANY CERTAIN FLAVORS, SIZES, TYPES, ETC. _____

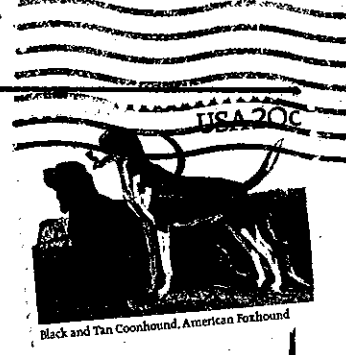
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) _____

MAIL TO : N P C C 3014 SEPTEMBER DRIVE JOLIET, ILLINOIS 60435

PLEASE TELL YOUR FRIENDS AND FELLOW POP CAN COLLECTORS ABOUT N P C C

We feel that there are many pop can collectors who have no idea that there is an organization devoted to their hobby. Please tell your fellow soda can collectors or any interested parties about us.

We will be happy to send application blanks to any of you who would like to set up at any shows, flea markets, antique shows, etc.



FROM
National Pop Can Collector
Fred Bogdan-"The Pop Can Man"
3014 September Drive
Joliet, Illinois 60435

FIRST CLASS

TO

JERRY POLLACK
294 AVE B
BAYONNE, NJ 07002

If a RED stripe appears on your address label--you have 1 more issue coming
If a blue stripe appears--This is your last issue---Please renew at once