



NPCC

VOLUME..... 12

NUMBER..... 1

MAY 1985

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

THIS ISSUE STARTS MY EIGHT YEAR AS
PUBLISHER OF NPCC, HOPEFULLY WE WILL BE
PRINTING FOR 50 OR MORE YEARS.



JUST DISCOVERED, UNLISTED
QUEEN-O PUNCH TOP BY
SOL LENZNER CORP OF
BUFFALO NY.

THANK TO BOB RUSSELL FOR PHOTO
AND INFO.

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Adman Mike Duffy 'whistles' a happy tune

It's been 69 years since a man named Jones started a small soda company here with a single product. Today that firm manufactures, bottles and markets a full range of soft drink flavors and mixers in parts of 10 states. The company, to which Mr. Jones loaned his first name, is Vess Beverages Inc.

For almost five years now Michael Patrick Duffy has been director of sales, advertising and marketing for the locally-owned firm, working closely with its president, Don Schneeberger, who bought the firm from out-of-town interests in 1975.

When Don took over, Vess was fading fast, in an almost bankrupt position with an output of 650,000 cases.

But Scheeberger, who headed Custom Packaging Corp., a bottler now merged into Vess, was particularly interested in the company: His father, Leroy, had been the firm's second owner, buying Vess from Vess Jones in 1929 and operating it for nearly 40 years. Don, knowing the company, felt that with good management, the red ink could turn to black.

(Before we continue, can you guess the original product sold by Vess in 1916? It once was the #1 soft drink in New York City, and is still sold today.)

Prior to his coming aboard Vess, Mike Duffy, 39, was general manager of KSD-TV, Channel 5, where he first met Schneeberger when Vess was an advertiser on Cardinal baseball games. It was on a flight to spring training in Florida that Schneeberger broached the subject of Duffy's coming to work for Vess, as the firm was starting to grow and needed help.

Since then, the company has been resurrected, bubbling to its current position as St. Louis' third largest selling soft drink. Mike, a grad of McBride High School and St. Louis University, attributes much of the company's progress to the dedication of the staff of nearly 120 and to the support of the St. Louis grocery trade, which has expanded Vess' shelf space.

Recently, all corporate identification from packaging design to graphics on their fleet of cars, route trucks and tractor trailers has been redesigned to be more stylish, contemporary and uniform. The theme is Vess is the "Billion Bubble Beverage," a slogan the firm has been identified with for decades.

The company is continuing its heavy promotional tie-ins with sports teams and stars. For example, in the summer Vess Cola cans carry the baseball Cardinals schedule; now the cans feature the Blues hockey schedule.

Vess signed Kansas City Royals star George Brett as ad spokesman in Missouri's second largest metro area. Currently in the planning stages is an advertising series featuring Brett and Redbirds shortstop Ozzie Smith that would be seen both in St. Louis and Kansas City. All advertising is coordinated by Duffy and handled by Vinyard & Lee & Partners, where Rick Carney supervises the account.

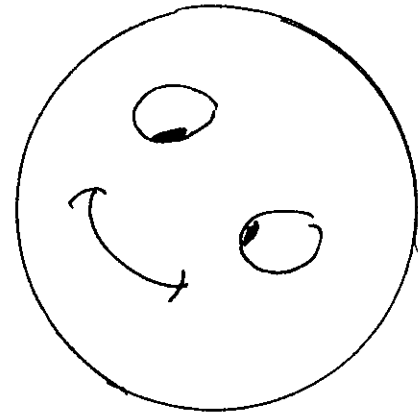
(Our trivia answer is: Whistle Orange. For which the slogan "Thirsty? Just Whistle!" is still being used after over half a century.)

...



Michael Patrick Duffy, sales, marketing and advertising director, at Vess Beverages Inc., left television five years ago to help resurrect the failing St. Louis bottler which since has become No. 3 in local soft drink sales.

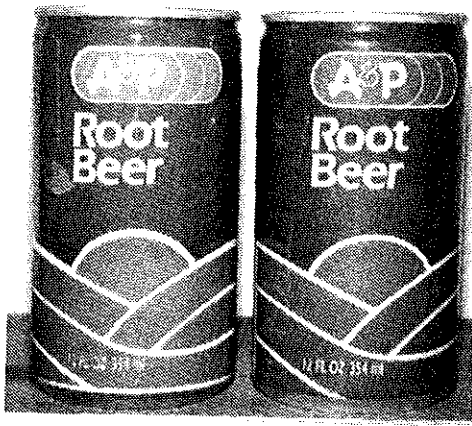
THANK TO RAY SCOTT FOR THIS ARTICLE



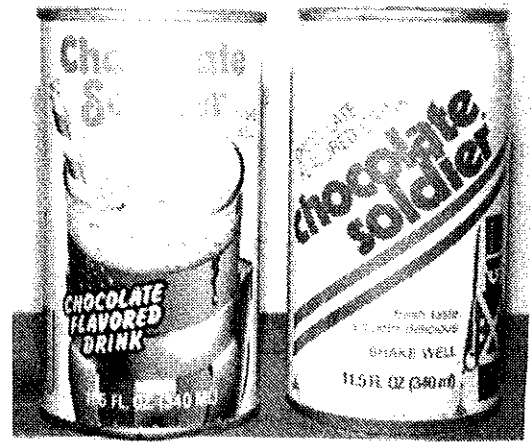
NIPCC TRIVIA _____

WHAT COMMEMORATIVE CAN HAD TWO DIFFERENT ARTICLES APPEAR IN THE SAME NEWS LETTER AND WHEN?

(ANSWER IN AD SECTION) 2



NEW VARIETY
CAN ON LEFT
HAS GREEN LEAF
TO LEFT OF
"ROOT BEER"
NEWER CAN
DOES NOT



SOME OF MY
FAVORITES - CHOCOLATES
BY MONARCH, NORCROSS, GA

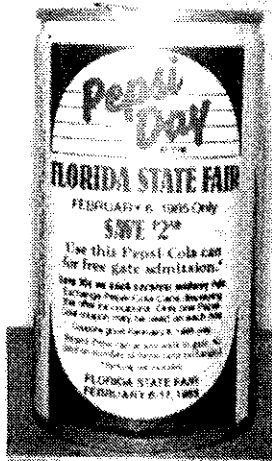
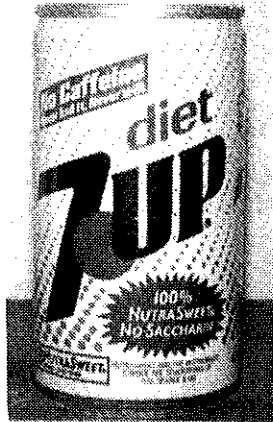
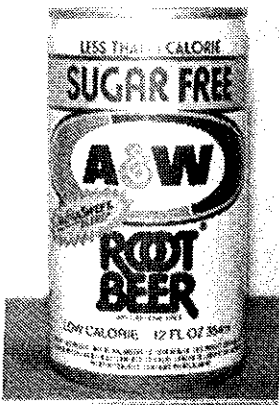
FROM ST LOUIS
VESS COLA 2 CANSET
BLUES HOCKEY GAMES
SCHEDULE OCT/DEC
JAN/APR



ALSO ST LOUIS
COKE TELETHON CAN



ANOTHER CHOCOLATE
LABEL CHANGE BY
CONSOLIDATED CHOC.
DORAVILLE, GA



NUTRASWEET LABEL
CHANGES

PEPSI FLORIDA
STATE FAIR

PEPSI COLLE
SEND FOR
INFORMATION



Pepsi-Cola Collectors Club

NEWSLETTER

post office box 1275 covina, california 91722

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

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.... $\frac{1}{4}$ page \$12 $\frac{1}{2}$ 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, many Shastas-many generations-many flavors, and most are in excellent condition. Also have other sodas. Will sell very reasonably or I will trade for soda flats or cones.

Les Whitman, P O Drawer KK, Westwood, California 96137 tel 916-256-3437 3x

FOR SALE: 1984 Michigan Wolverine and Michigan State Spartan football schedule cans. Only \$7.50 per case, can be mixed. 1x

Rich Johnson, 2870 South Main, Ann Arbor, Michigan 48103

WANTED !!! The following PEPSI COLA bottles; 28 oz no deposit/no return with thin foil or paper type label, 48 oz no deposit/no return thin glass with thin styrofoam label, 48 oz no deposit/no return thick glass with thin foil or paper type label, old embossed bottles-Lord Chesterfield (VA), amber Wilson (NC), Lynchburg (VA) Bottling Works checkerboard effect and many more needed-tell me what you have.

Jim South, P O BOX 672, Drexel, North Carolina 28619 tel 704-437-5563

Serious collector needs contact to supply old embossed Pepsi Cola bottles, early 1900's-1940's
No painted labels, top prices paid, call collect or write.

Jim South, P O BOX 672, Drexel, N.C. 28619 tel 704-437-5563 2x

Collector interested in; Green River, Double Cola and root beer cans-bottles & advertising
items. Contact Dan Meyers, P O BOX 16131, Minneapolis, MN 55416 11x

FOR SALE: Purple Passion, Kick, Dr Nut, Army Smash (by Pepsi), White Rock centennial,
Warren Marching Band, Vess cola Invitational Balloon Race.

WANTED: punch top root beers-many brands still needed.

Robert Russell, 29 Red Barn Circle, Pittsford, N.Y. 14534

1985 Coke Six Flags & Astroworld cans from Texas for trade or sale. Have many Texas Coke
special issues for trade, along with other brands, to trade for colas I need. Send me the
cola specials from your area and tell me what you want in exchange.

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

WANTED: Coke Fantasy Island, Canada Dry Fall Fiero, Dr Pepper Army-Navy game, Pepsi 21 game
(N Y) and other special issues. TRADE: Cherry Coke, Coke Kentucky Wildcats, Dr Pepper 1891,
1913, 1934, 1960 Anniversary cans, Bama root beer and other special issues.

John C. Hantz, 6846 New Jersey, Hammond, IN 46323-1962

Will trade a NPCC T-shirt for 1 cone top or 2 flat tops, or 8 of the following-Wildwood,
Blue Sky, Seagrams, Rocky Top, King Soopers or the Big * Sport Set. Want cans grade 2 or better
Dale Miller, RR #1, Emmetsburg, Iowa 50536

FOR SALE; Both 7 UP sets priced at \$30 per set plus postage.

Sandy Waskow, 2920 43rd Street, Two Rivers, WI 54241

FOR SALE; 12 oz Coke cans-1984 U T E P football schedule, 1984 Grand Opening Magic Landing
Amusement Park(July 4), \$2 each shipped UPS. Also have other Coke cans.

Jim Cherry, 12705 Montana #406, El Paso, TX 79936

Answer to NPCC Trivia-----Clemson Orange soda in the Feb. 1982 issue

SHOWS SHOWS SHOWS

May 5	Maspeth, NY	John Shemorry	212-860-3858
Jun 15/16	Ashbury Pk, NJ	Joe Radman	201-946-3416
Jun 29/30	Rogue River, OR	Warren Hardaker	916-753-3183
*** Aug 6/9	Dallas, TX Cola Clan / NPCC Convention	Carr Suter	214-278-4411
Aug 10/11	Dayton, NV	Warren Hardaker	916-753-3183
Sep 5/8	Orlando, FL	B C C A Convention	

***There will be an important Pop Can Meeting at the Dallas Convention, if you
will be there, try to attend, contact Dave Brackett for details, 707-426-5553.

Coca-Cola is changing its formula, going to corn sweetener.

Coca-Cola is changing its can designs.

Coca-Cola is producing a Detroit Tigers set.

About 20 years ago I was working for a company called the "Tinplate Producers" started a billboard campaign to promote the sale of soft drinks in cans. They used a design which featured various printed messages on one side of the poster, and full color photos of a soft drink can on the other side.

The campaign eventually ran until the early 70's. After the first few years the association name was changed to "Carbonated Beverage Can Makers Committee" or CBCMC. Every year when the campaign began, miniature billboards were made and sent to local advertising companies to give to retail outlets as a promotional item. I was able to get a few of these each year and wound up with about 40 of them.

They are interesting today because they show the label that was in use in the 60's and 70's. (For instance, I have 4 variations of the Dr Pepper label)

The first couple of years they printed the brand names of all the soft drinks then available on the back of the cards. Started in 1965 they discontinued listing the brands, probably because of lack of space, and began listing the number of markets where the billboards were on display, and the months they appeared.

A few are shown here and on the following page.

Also please note-there are several brands named that I believe are unlisted !!!



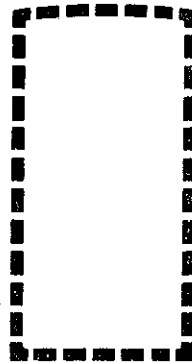
**great in
no deposit,
no return
cans**

This miniature is representative of the outdoor billboards being run this summer (May 17 through September 17, 1965) in fifty-six leading markets by the Carbonated Beverage Can Makers Committee Inc.



in tin cans

Tinplate Producers



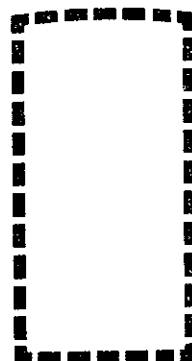
NO DEPOSIT

NO RETURN



in tin cans

Tinplate Producers



NO DEPOSIT

NO RETURN

Brand shown here is one of 121 brands to be featured in American Iron and Steel Institute's summer outdoor program in 40 leading markets.

- | | | | |
|-------------------------|----------------------|--------------------|---------------------|
| American Dry | Cragmont Low Calorie | Hire's | Royal Crown |
| American 76 | Crush | Hire's Low Calorie | Seven-Up |
| Associated | Dad's | Hoffman | Shasta |
| Bala Club | Dad's Dietricious | Hydrox | Shasta Low Calorie |
| Bala Club Thin Line | Del Monte | Iris | Shopwell |
| Belfast Mug | Diet-Rite | Kirsch | Shurfine |
| Big Deal | Diet-Way | Kist | Smilen |
| Big K | Dr. Brown | Krasdate | Sparkel |
| Blue Boy | Dr. Pepper | Lift | Springfield |
| Booth's | Dr. Pepper Dietetic | Linden House | Sprite |
| Brimful | Dixi | Little King | Staff |
| Bubble Up | Double | Lucky | Super Coola |
| Bubble Up Sugar Free | Fanta | Mason's | Super S |
| C & C Cola | Faygo | Mavis Club | Suncrest |
| C & C Slenderella | Finast | Mayfresh | Tab |
| Canada Dry | Foodtown | Metri Sugar Free | Topp |
| Canada Dry Low Calorie | Frank's | Mission | Topp Diet |
| Can-A-Pop | Frank's Low Calorie | Montco | Triple |
| Canfield | Fyne-Taste | Nehi | Unity |
| Canfield 50/50 | Frostie | Nesbitt's | Upper 10 |
| Canfield Slimline | Gayla | No-Cal | Upper 10 Sugar Free |
| Chek | Get Up | Nugrape | Uptown |
| Chequot Club | Glee | Papoose | Uptown 1 Calorie |
| Coca-Cola | Gold Medal | Park Club | Veep |
| Cott | Golden Age | Penguin | Vernor's |
| Cott Low Calorie | Golden Age Diet | Pepsi-Cola | Vernor's 1-Cal |
| Cotton Club | Graf's 50/50 | Pic-A-Pop | Waldbaum |
| Cotton Club 50/50 | Graf's | Pomeroy | White Rock |
| Cotton Club Low Calorie | Handi | Red Rock | White Rock Dietonic |
| Cragmont | Hillcrest | Red Rock Hep | Yukon Club |
| | | | Yummy |

7-

MEMBERSHIP APPLICATION please type or print legibly

MEMBERSHIPS ARE \$12.00 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