



NPCC

VOLUME.....12

NUMBER.....6

OCTOBER 1985

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

Indianapolis Show Report.....

Well wouldn't ya know, this is the first Indy show that I wasn't set up at for 6 years. Altho I did make the trip Saturday morning I was told that this had been the best and largest turnout of pop can collectors in several years (just like old times). And Paul Bates sure knows how to rub it in !!! Many hundreds of pop cans were traded, bought, sold or somehow changed hands over this week end. We are hopeful that this is an indication of a renewal of interest in the hobby.

AD DEADLINE FOR NEXT ISSUE IS OCTOBER 21st

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The American Can Collector-

A monthly newspaper

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

12 months - \$12

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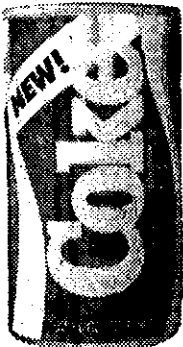
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...TON & UNITED BREWERIES LIM



Coca-Cola defies order to reveal cola recipes

Firm says secret must be kept

Herald wire services
WILMING-
TON, Del. — The
Coca-Cola Co.,
claiming it would

suffer "incalculable and irreparable" harm if its long-secret cola formulas became public, is defying a federal judge's order to reveal the recipes to some of its bottlers.

Now U.S. District Judge Murray M. Schwartz has to await directions from 40 Coca-Cola bottling companies, who say that the syrups Coke produces for its sodas are much the same, and their prices should be as well.

Schwartz three weeks ago ruled

in favor of the bottlers' argument that they need the syrup formulas to prove their case. He gave the company 20 days to disclose the ingredients of old Coke, new Coke, diet Coke and caffeine-free Coke.

Schwartz said he would issue a protective order to keep the formulas from becoming public, but Coca-Cola, in a letter to Schwartz this week, said the order would not be enough to avert disaster.

The bottlers now have the opportunity to ask Schwartz for what they deem a proper punishment for Coca-Cola's failure to comply with the order.

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NEW, BRIGHT RED
CHERRY RC,
ALSO IN DIET
TO BE SOON AVAIL-
ABLE NATIONWIDE



THE 5TH CAN
TO THE DR PEPPER
SET RELEASED
RECENTLY

2

Non members rates are 15¢ per word, which includes a copy of the newsletter in the ad appears.

Display ads.... $\frac{1}{4}$ page \$12 $\frac{1}{2}$ page \$20 full page \$35

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

ADS BUY SELL TRADE WANTED

FOR TRADE; Coke Classic save \$3 on Six Flags, National Sports Festival Bato Rouge Coke, will trade for ginger ales I need.

Ginger Hornsby, 1805 Roswell Road (43B), Marietta, Georgia 30062

FOR SALE; Coke Hot Rock 96-free Tucson gifts on side panel, same KUPD 98 Phoenix gifts, Dr Pepper liquid sunshine and many more. Send stamp for list.

William Hill, 2241 North Catalina Avenue, Tucson, Arizona 85712

WANTED; Green River memorabilia and collectibles, any and all items related to Green River; also any old syrup dispensers (any brands).

Dan Meyers, P O BOX 16131, Minneapolis, Minnesota 55416

FOR SALE: Coca-Cola 25th Anniversary Hawaii Statehood (set of 6) \$14.50. Pepsi 25th Anniv \$3.25. 7 UP & Diet 7 UP Rainbow Football Fever \$2. each, all bottom opened and postpaid.

Scott Lum, 926 B Alewa Drive, Honolulu, Hawaii 96817

I have been out of the hobby for over a year, so I need many cans. Interested in Special Issues and any cans I need, especially old Cott. Have Waist Watchers #1-10, new Stop N Shop, Polar and others.

Joe Joyce, Brockelman Road, Lancaster, Massachusetts 01523

Vess Chocolate, Vess 2 can set Cardinals baseball schedule, Coke VP FAIR 84 or 85, Schnucks 12 flavors-all 50¢ each plus postage.

Ray Scott, 8337 Washington, ST. Louis, Missouri 63114

FOR SALE; Big 8 soda cans, all flavors, \$1 each in 6 packs, Coke 3¢ refund for school computer-\$2 each plus \$1 UPS.

Jim Cherry, 12705 Montana (406), El Paso, Texas 79936

FOR TRADE: Pepsi Wet N Wild, Save \$2. from Orlando, Florida. This cute can has a white panel with two cartoon water drops, will trade for Cokes I can use.

John E. Ranelletti, 4098 China Court, Hayward, California 94542 (415)581-6446

ROOT BEER CANS still wanted, either new brands or older flat tops. Anyone want to sell some? Also, have Stud cola-"Unbutton a Stud" (only one can) and Jim Beam cola for sale. Let's do some business together.

Bob Russell, 29 Red Barn Circle, Pittsford, New York 14534

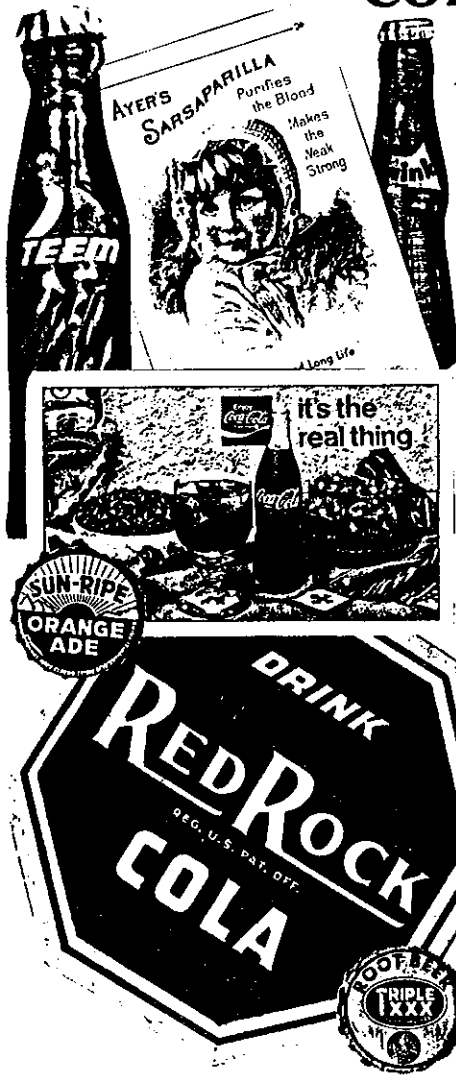
WANTED: ROOT BEERS. Have for trade; Pepsi-Univ of Wyoming 84 football sched, 85 football sched, Eastern Idaho State Fair, 85 Great Falls, 84 Great Falls-Cokes, Wyoming Gas & Oil, Cheyenne Frontier Days, 85 Sidney Nebraska Centennial, 84 & 85 VP Fair, Lewiston Roundup, also have 280ml Sport Cola, Like flat top gr 2 and Tahitian Treat flat top gr 1.

Corey Petro, 1206 Palisades Way, Rock Springs, Wyoming 82901

NEW - CURRENT MEMBERSHIP LIST NOW AVAILABLE, SEND 3-22¢ STAMPS TO NPCC

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FROM THE COLLECTABLES DATA BASE®



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Pepsi Cola (Only)	2.00 *
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COKE CITIES LIST (Bottom of Btl)	5.00
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Shasta Cans (Only)	5.00 *
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Pepsi Cola (Only)	3.00 *
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SODA PLAYING CARDS	4.00 *
SODA CAN & BOTTLE OPENERS	1.00
SODA PATCHES	1.00
SODA COASTERS	1.00
COKE items (all categories above)	12.00 *
PEPSI items (all categories above)	7.00 *
DR. PEPPER items (all categories above)	5.00 *
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NOTES: * (Book Includes Pictures)
 Yearly Subscription = Book price X 2.
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Order now!

Minimum Order \$5.00, Add \$1.50 Postage.

OCT.
26 & 27
1985

THE GREAT SODA BOTTLE EXCHANGE EXTRAVAGANZA

PAINTED LABEL

COMMEMORATIVE
SODA BOTTLES

EMBOSSSED

Held with the MIDDLE TENNESSEE BOTTLE CLUB
and NASHVILLE'S FAIRGROUNDS FLEA MARKET!

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THE SODA BOTTLE EXCHANGE EXTRAVAGANZA, IS HELD WITH THE MIDDLE TENNESSEE BOTTLE CLUB'S ANNUAL BOTTLE SHOW. OCTOBER IS A BEAUTIFUL MONTH IN TENNESSEE, AND THE NASHVILLE FLEA MARKET, AT THE SITE OF THE BOTTLE SHOW IS THE LARGEST OF THE YEAR WITH HUNDREDS OF DEALERS SET UP.

BE SURE AND RESERVE SATURDAY NIGHT FOR AN INFORMAL GET-TOGETHER AT PAUL AND KAREN'S HOUSE TO TALK SODA BOTTLES AND COLLECTABLES, AND SEE THE WORLD'S LARGEST SODA AND BEER CAN COLLECTION. (7:30 SATURDAY NIGHT...UNTIL...)

SPACE WILL BE PROVIDED AT THE SODA MART BOOTH TO "PARK" YOUR BOTTLES. IF YOU WANT A TABLE OF YOUR OWN, LET US KNOW ASAP AS THEY ARE LIMITED AND GOING FAST. IF YOU NEED HELP WITH ROOM RESERVATIONS OR HAVE ANY QUESTIONS ABOUT THE SHOW, CALL KAREN BATES AT (615)859-5236.

THE
SODA MART
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Goodlettsville, TN 37072
Phone (615) 859-5236 — Paul & Karen Bates



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ROOM RESERVATION NEEDED ()Y ()N

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MAKE
PLANS
NOW!!

5 —

New Can, Same Old Flavor

By Barbara B. Buchholz
Of the Post-Dispatch Staff

First there was new and old Coke. Now there's Vess Beverages Inc.'s original "Chocolate Fudge" drink and newer "Vess Diet Chocolate" version.

But unlike the Coke products that have distinctly different tastes, the Vess soft drinks have the exact same chocolate fudge flavor, same low caloric content and same brown and white packaging with blue logos. Only the name is different.

St. Louis-based Vess began marketing its highly successful diet chocolate drink under a new name as a result of a suit that the A.J. Canfield Co. of Chicago filed against Vess in May. Canfield claimed in the suit that the Vess drink infringed on its trademark, created unfair competition and diluted the identity of its product.

A month ago, U.S. District Judge Milton I. Shadur of Chicago ruled that Canfield, the first to produce a diet chocolate fudge soda, was entitled to a preliminary injunction prohibiting Vess from using the "Chocolate Fudge" trademark and from selling its product to retailers.

The suit is expected to come to trial sometime this fall, said a Vess spokesman. But, in the meantime, food retailers here are continuing to sell both Vess diet chocolate drinks, said Michael P. Duffy, Vess director of sales and marketing. "A lot of warehouses and chains still have inventory of the original product," Duffy said.

Whether the newly named product will fare as well as the original is hard to tell, Duffy added. "It's still too early since the old product can still be found on the shelves. But in places where only the new product is, it seems to be doing well," he said. "If you look at them side by side, the average person wouldn't recognize the difference."

Besides suing Vess, Canfield has filed a suit against Consolidated Foods because of its Shasta "Diet Fudge" drink. The Shasta suit is pending before U.S. District Judge James B. Moran, who also granted a preliminary injunction against Shasta's use of the term pending the court's final decision.

Still another suit against Yoo Hoo Chocolate Beverages Corp. is pending in New Jersey.

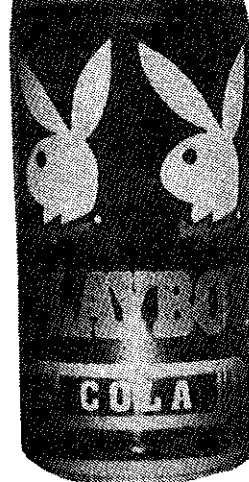
And Canfield plans to file a suit by the end of this week against Concord Beverage Co. of Concordville, Pa., in U.S. District Court in Philadelphia.

Attorney Richard H. Compere of the William Brinks Olds law firm in Chicago, which represents Canfield, said he will file an action against Concord for trademark infringement.

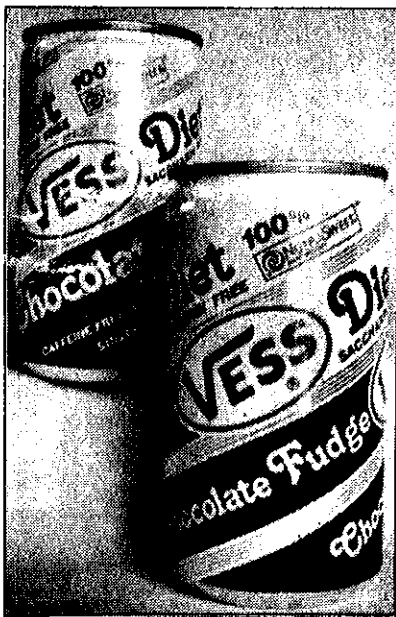
Six other corporations that initially began use of the term have agreed to stop such use, Canfield added.

Canfield said it also would take to court any other firms that use the name "Chocolate Fudge" pending a formal ruling by the courts, which could take more than a year.

The competition originally heated up after columnist Bob Greene credited the 2-calorie soda as the main reason for his loss of weight. The drink's popularity skyrocketed and other soft-drink manufacturers hopped on the fudge bandwagon.



A REALLY
UNIQUE
FOREIGN
PLAYBOY
COLA
FROM
AUSTRALIA



The new Vess chocolate soda can, at left, is similar to the package for the old product.



TUP
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KANSAS
WATERPARK

THANK YOU TO RAY SCOTT, BOB COCHRANE, BOB RUSSELL
THE EWELL'S FOR CLIPPINGS USED



Move over big guys — tiny soda pop moves in town

ARNOLD, Pa.

Forget New Coke or Classic Coke. Say goodbye to the Pepsi Challenge. Don't be a Pepper. Pint-sized Sam's Pop, a trickle in the mammoth soft drink trade, thinks it has the real thing with 23 fizzy flavors.

"We're a novelty. Nobody makes this stuff anymore," said Sam Lombardo Sr., the semi-retired head of Sam's Pop Shop, a family owned soft drink plant in western Pennsylvania.

"We're like a homemade beverage," he said. "Ours is a little richer with a little more flavor than the big guys. When you're this small, what's a few more bucks to spend on flavoring?"

Sam's menu includes 16-ounce bottles of sarsaparilla, strawberry, raspberry, orange pineapple, fruit punch, mint ginger ale, lime, black cherry, cream soda, root beer, birch beer and cherry, among others, plus four diet drinks and one caffeine-free drink.

Sam's is so lilliputian it has no retail outlets. All sales are cash and carry, so customers — most of whom Lombardo greets by name — come to the factory in this industrial hamlet along the Allegheny River 20 miles north of Pittsburgh. Any kid who enters the store gets a free pretzel stick.

To save money, each bottle is the same — clear glass with "Sam's 16 oz." written in yellow and white letters. The only clues to the flavor are the color of the liquid and the bottle cap.

A case of soda pop normally costs \$4.26, which includes \$1.50 deposit on the bottles.

Small-fry bottlers such as Sam's own a piddling portion of the market. Sam's bottles 75,000 cases of soda pop a year compared to a nationwide production of 4.3 billion cases in a \$22 billion a year trade, according to the National Soft Drink Association, a trade group based in Washington, D.C.

The smaller operations, which once flourished in just about every city or town, are also a dying breed. Many bottlers have been swallowed by larger companies or forced out of business by behemoths like Coke and Pepsi. The NSDA had 1,500 members in 1983, a 60 percent reduction over the last 18 years.

"A lot of them were bought or acquired by other bottlers. They're in competition with the bigger name companies," said Thomas Stenzel, spokesman for the NSDA.

"Sam's is an anachronism. It's a vintage from a different era. It's a specialty drink. These smaller bottlers appeal to certain types of customers, and they've cut out their own niche in their own markets," Stenzel said.

Sam's is like a mom and pop grocery store that survives among giant supermarkets, said Lombardo, whose business office is a converted beer cooler.

"We're a drop in the bucket, but we're survivors. We don't roll over and die so quick. You have to persevere. You have to be determined. Either we're lucky or we're too damn dumb to quit," he said.

"Oh, sure, we'd like to get bigger. But it would cost too much to expand. You reach a point where there's a law of diminishing returns."

Being a bantam has its advantages, however.

Lombardo uses 100 percent cane sugar rather than less rich sweeteners. And he doesn't skimp on the Virginia Dare Extracts used as flavoring.

"People want flavoring, and they'll let you know if it doesn't taste right," he said.

The family got into the soda pop business 70 years ago when Lombardo's father, Nunzio, a huckster and beer peddler, made is first batch. It was called Sam's Pop in 1970.

Two of the three full-time workers are Lombardo's sons, Sam Jr., 37, and Louis, 27. Sam Jr. kept the bottling machine running by cannibalizing parts from four extinct ½ lants. Nobody makes equipment that small anymore, he said.

"We bottle two times a week in the winter, three times in the summer. It's laughable. I bottle 800 cases a day. Most Pepsi plants can do that in a minute," said the junior Lombardo, who has a degree in marketing from Youngstown State University and lives in an apartment over the pop factory.

"I'm so low on the totem pole, it's unbelievable. I'm a little wee fly compared to those monsters. But we're always going to keep grandpap's pop shop running," he said. "I'm making a living. I'm working with my father and I can have lunch with my mom. Everybody wants to be their own boss."

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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

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If a blue stripe appears--This is your last issue---Please renew at once