



NPCC

VOLUME.....11

NUMBER.....4

AUGUST 1984

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

JUST A REMINDER, FREE AD DEADLINE FOR NEXT ISSUE IS
AUG. 21ST. NO CERTIFICATES ARE REQUIRED, ALL MEMBERS
ARE ENTITLED TO 1 FREE 40 WORD AD PER MONTH,
EVERY MONTH!!! SEND 'EM IN.

... — SHOWS — ...

AUG 1/4	Sacramento, Cal	1st NPCC Convention	916-753-3183
		Dave Brackett/Warren Hardaker	
AUG 25	Dayton, Nev	Warren Hardaker	916-753-3183 trade
OCT 21	Des Moines, Iowa	Les Riggle	515-279-0022
OCT 27/28	Chicago, Ill	Paul Zagielski	312-284-0149
SEP 28/29	Indianapolis, Ind	Dave Coudan	317-356-4241

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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

Subscription Order Form

to:

The American Can
Collector-

A monthly newspaper

Write: ACC, Box 608
Mt. Home, Ark. 72653

- * 6 months - \$6
- ** 12 months - \$10

Amount enclosed \$ _____

Name: _____

Address: _____

City, State: _____

Zip: _____

Sponsor: ACC 150

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

ALTON & UNITED BREWERIES LIMITED

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 TRADE: Orlando Coke-Play It Tops, \$2.00 off NY Mets, \$4.00 off Radio City Music Hall. Will trade for ginger ales. Please note my new address.
Ginger Hornsby, P O BOX 91, Marietta, Georgia 30061

FOR TRADE: newly released Coke can-Wyoming Oil & Gas Centennial, also have obsolete beer cans to trade for root beers I need.
Corey Petro, 1206 Palisades Way, Rock Spring, Wyoming 82901

WANTED: older root beers-will buy or trade. I still need many for my collection. Also, have 74 Coca-Cola ads (1940's) for sale-anyone interested ???
Robert Russell, 29 Red Barn Circle, Pittsford, New York 14534

I NEED THESE CANS-HELP !! Sunday Funnies, Red Eye, Simba, Purple Passion, Dis-Go, Wild West Manhattan special coffee, Cherikee Red. I will trade any 2 of my cans for any one of these
Dale Miller, RR #1, Emmetsburg, Iowa 50536

WANTED: Your Trade list. I need any cans from Canada or the United States. I have hundreds for trade. Please write for my list.
Bob Luciano, 94 Akbar Road, Stamford, Connecticut 06902

WANTED-the following ACL sodas, will pay up to \$4 each for these bottles in fine condition; Rock Cliff 10 oz 1950's, Fox Pic Fox 1960's, Bobby Burns 12 oz 1950's, Calgary 12 oz Puffalo Head, Sparkle 7 oz Pail Spike Iowa, Zip green bottle, Fams 7 oz Logo, Empire Blue Label Houston, Empire Crown 12 oz 1940's El Paso, Canfields 12 oz yellow name, B-1 sparkling water 7 oz, CRYSTAL Beverage 12 oz orange in label 1949, Yummy any style ACL, Gold Medal 7 oz Pic Seals, Sunrise 7 oz orange/black ACL, Please advise asking price.

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

1940's paper signs for sale: "DRINK CHER-I-PEP FLAVORED BY VIRGINIA DARE" 14"x7" \$4
"THE LIFE OF ANY PARTY LIME RICKY" 17"x5" \$2 (have 6)
"CHER-I-PEP IT STIMULATES! BY VIRGINIA DARE" 11"x4" \$2 (Have2)

.....or will trade for soda cans with photos of San Francisco Giants baseball players or Hamm's Beer items that I need.

Pete Nowicki 1531-39th Avenue San Francisco, CA 94122

UPDATE ON TEXAS SPECIAL ISSUES--Let me make one correction on last month's note on Texas issues: In Dallas Coke has produced a \$4.00 off on Six Flags, not White Water. In addition, Dr. Pepper has just released a special issue, "Save \$4.00 at Six Flags" in reg. and sf. in Dallas. In South Texas, Coke is now distributing Astroworld/Waterworld special offer on Cocacola. I have all three of these new cans, plus the ones indicated last month, for trade. Carr M. Suter, 111 West Woodbury, Garland, TX 75041 (214) 278-4411.

PLEASE KEEP US POSTED ON ANY TRADES OR SHOWS IN YOUR AREA, WE HAVE NO OTHER WAY OF GETTING THIS INPUT

Sipping thru the soda straws:
by Warren Hardaker

Today I wanted to discuss beer can collectors. Have you ever been to one of their buy/trade shows? If not I would suggest that you might try to make the next one that is in your area. Not only that but check out the bottle shows, and insulator shows. I have found a great many of nicer older soda cans at these events. Of course the flea markets are a must but some other places that I have been finding cans are gun, doll and old car parts swap meets. It seems that all these people get around alot and seem to drag home just about anything that they think they can move at their swap table. So if you want to add to your collection it pays to get out and make the rounds.

Speaking of other events the can that I am writing about today just happened to have been aquired at the BCCA - Beer Can Collectors national convention in Houston last year. I know nothing about the can but if you have one or know anything about it be sure to pass the word on to Fred or myself. The can is JESTER JUICE (Mixer of Mirth) It was issued for a meeting of the Royal Order of Jesters in Denver in 1983. As the photos show on each side is a list of members or officers and a drawing of a couple of officers. The can is purple and white and I am guessing that the drink is grape soda. Since I have not opened it I don't know for sure. I am sure this is one of those cans that are few and far between. I wouldn't think that it was mass produced so it is a great addition for may collection Hope you enjoyed seeing it.





OLYMPIC RING GAME SACRAMENTO CO KE (CONE)

WORLD OF FINN COKE OF KANSAS

7-UP BANK CHILDRENS HOSPITAL TELETHON ZETZ 7-UP NEW ORLEANS

NEW DIET PEPSI FREE

HAWAIIAN PUNCH BAN TORA DRAGSTER CONTEST

RADIO MUSIC CITY BY MAIL BY NEW YORK COKE



NEW ROCKY TOP BY BLUEFIELD BEVERAGE OF BLUEFIELD, VA

NEW SLENDER

NEW GOLD MEDAL



REG & SF 7UP & LIKE PITTSBURGH PIRATES OFFER CAN BY BEVERAGE MANAGEMENT OF COLUMBUS, OHIO



GERMAN OLYMPIC COKE

7UP CAR GIVEAWAY INDIANAPOLIS 7-UP CO.

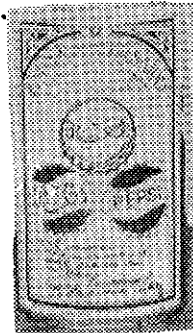
DR SWEET WILDWOOD OF CHICAGO



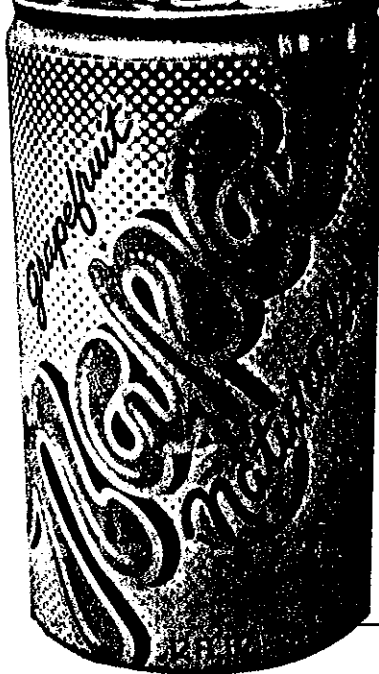
TARGET REG & SF TARGET STORES MINNEAPOLIS MINN



COKE UP FAIR BY ST LOUIS COKE



PEPSI 75TH ANNIV. CAN SET OF 6 DIFF. BY SOUTHSIDE BEV. OF PETERSBURG VIRGINIA



Steve Adams

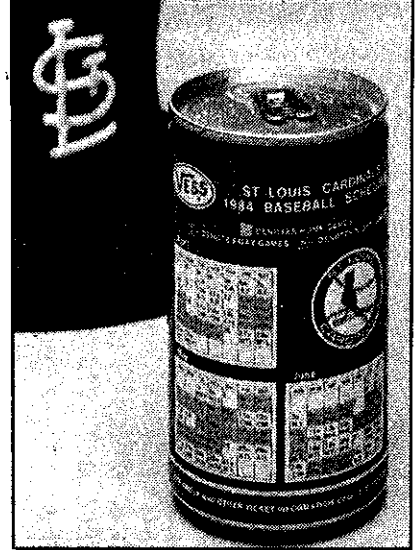


Bruce Nevins

Pacific Region
Soft Drink Market..... **\$2 Billion**

Flavored Soft Drink
Segment..... **\$800 Million**

Napa Natural's 2- to 3-Year
Market Share Goal..... **\$8 Million**



Can('t) be better: "It's a great way for two hometown organizations to help one another," says Mike Duffy of Vess Beverages Inc. The two local groups are the baseball Cardinals and Vess, which is printing the professional team's home-away schedule on the side of its soda cans, above. Cans currently available in stores carry the team's schedule through June; those distributed from mid-June through September will carry the remaining game dates. Vess expects to sell about two million of the cans each month during the promotion.

That's Napa Naturals

Spring Water, Fruit Juice

By Bill Bucy
Bee Staff Writer

It's billed as the only soft drink made from all natural ingredients, but Napa Naturals also could be called the venture capitalist's soda.

Backed by a \$1 million advertising and promotion blitz, Napa Naturals will roll out of Sacramento warehouses and onto Northern California store shelves in just a few weeks.

Its brightly colored cans will contain only Napa Valley spring water, white grape juice concentrate and natural fruit juices from concentrate.

The drink's owners hope that their reliance on non-processed ingredients will help them take advantage of a subtle shift in consumer preferences and snare about \$8 million of the West's \$2 billion soft drink market.

And the newcomer is not just another brand offered up by Pepsi or Coke. It's a start-up beverage firm, similar in tone to the eager high-tech firms sprouting in Silicon Valley.

Adams Natural Beverage Co. is the brainchild of Stephen Adams, 36, an Oklahoma businessman who owns the Napa Valley water source; and Bruce Nevins, 46, the marketing expert who introduced the nation's upscale consumers to Perrier.

They said the creation of the new soft drink was evolutionary.

Adams is the son of K.S. "Boots" Adams, former chairman of Phillips Petroleum.

With dad urging him to read annual reports as a boy, it was almost expected that he would become a businessman and he joined the board of Oklahoma Beverage Co. barely out of his teens. Adams later would become a major real estate

developer and boss of his family's ranch, reportedly the biggest ranch in Oklahoma.

About three years ago, Adams began looking into bottling water as a way to use excess volume at his plant. Curious, he discovered the spring in Napa but advisers, however, warned him off bottled water distribution, noting that the market had stalled at \$100 million nationwide.

"There had to be some value added for it to have a potential," said Adams.

Adams had purchased the spring, but decided there was no corporate use for the water. He made it a personal investment.

Nevins was contacted and he agreed to take a look at the potential. As founder of Great Waters of France in 1976, he had turned a little known fizzy water named Perrier into a chic alternative for the calorie conscious. The Napa site represented the sort of idea he was looking for through his Premium Product Sales Corp., a self-described "venture marketing" firm that focused on start-up companies.

Adams backed detailed market studies in which more than 3,000 people were interviewed about their tastes in soft drinks.

What they found was a heavy preference for natural ingredients and a higher than normal approval for flavored soft drinks as opposed to the stalwart colas. Fifteen percent of Californians preferred lemon-lime flavor and 5 percent like orange. That compares to a national sample that showed 8.4 percent preferred lemon-lime and only 3.7 approved of orange soda.

"They wanted the same flavors, but not the heaviness of juice," said Nevins. "But we found we couldn't just carbonate soft drinks."

So, the investors decided, "to combine the benefits of a juice and the water and make it all taste great," he said.

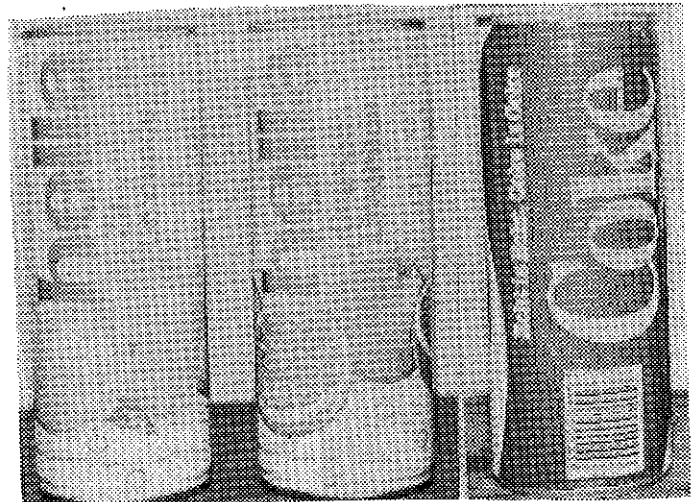
The result was a soft drink that is sweetened only by white grape juice, flavored by fruit juice and is preserved by a process that uses neither chemicals nor heat.

Nevins said the six-packs of 12-ounce cans will be priced "competitively" but declined to give details while a sales force was meeting with retailers. Napa Naturals will be canned by Capitol Beverage Packers of Sacramento.

A measurement of the drink's potential impact is difficult. As the only "natural soft drink" on the shelves, it will own 100 percent of its own market. The National Beverage Association, an industry trade group, said it kept no statistics on natural products because most fall into the juice category.

The test will come later when its sales will be measured by the overall market.

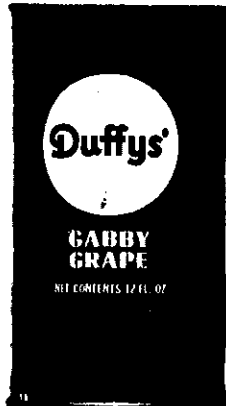
16 oz GERMAN CANS



Largest Buyers, Sellers, and Traders of Soda Cans and Beer Cans in the Midwest! We have almost any can you need. We also pay top dollar for Mint Cone Top and Flattop soda cans. If you're just getting into or getting out of collecting, call us first! Just send us a list of what you need or give us a call!

Midwest Combine Can Collectors
3204 W. 143rd St.
Shawnee Mission, Kansas 66224

WE NEED THESE CANS:



Also - Banga Cola, Coris, Grapico, Big Star, Inca Kola, Brus, Bayou Bengal, Marshall, Gams Cola, Salute, Budwine, Big Vics, Oasis, Ponce, Mavis Club, and Italy!

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MEMBERSHIPS ARE \$10.00 FOR A FULL YEAR MAILED FIRST CLASS MAIL

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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

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Ave
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