



N P C C

VOLUME..... 11

NUMBER..... 6

OCTOBER 1984

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

Indianapolis report; the show was a little slow this time.

N P C C members Paul Bates, Ann Ewell and Will Leerssen along with the "Pop Can Man" were set up at the show. Arnold Richter, John Hantz, and a few others made an appearance and some trades were made.

It would be nice if we could see more pop can people show up at the next show at the end of March, 1985.

Look for information in our next issue about news of some newly released Sports Soda can sets. There are 2 sets-a 6 can set Big 8 and a 10 can set Big 10. These are football team schedule cans. Also a newly released Illinois "Illini" beer can.

Ad deadline for next issue is October 21, 1984

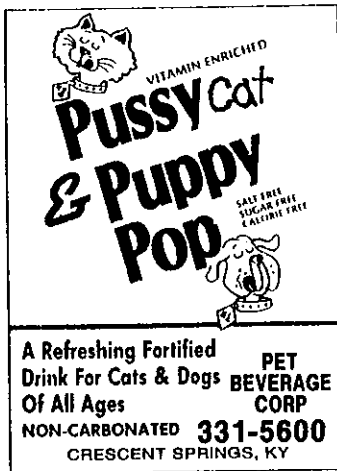
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OCT	21	Des Moines, Iowa	Les Riggie	319-279-6622
OCT	21	West Haven, Conn	Ed Karedes	203-269-3908
OCT	27/28	Chicago, Ill	Paul Zagielski	312-284-0149
NOVEMBER	6	ELECTION DAY USE YOUR RIGHTS GET OUT AND VOTE		
NOV	11	Maspeth, NY	John Shemorry	212-860-3858
NOV	17	Cherry Hill, NJ	Ed Stahl	215-677-1665

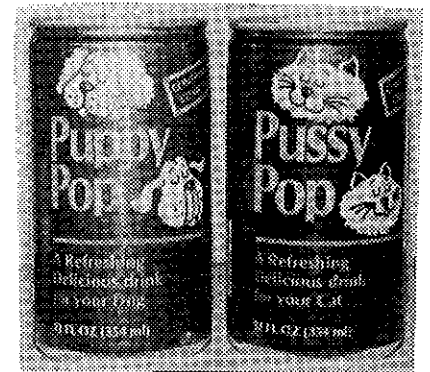
ATTENTION,



**POP CAN COLLECTORS
BEER CAN COLLECTORS
ANIMAL LOVERS**



Do you think the hobby is going to the dogs?
Just ask your wife, she will agree.



WE ARE ABLE TO OFFER THIS SET OF UNUSUAL CANS. THESE CANS ARE NOW OBSOLETE, NO MORE WILL BE MADE!

The manufacturer has made these sets available, while a small supply lasts,

FOR \$5.00 PER SET, SHIPPING AND HANDLING INCLUDED.

Please send your order to:

**PET BEVERAGE CORP.
DEPT. NPCC
PO BOX 17777
CRESCENT SPRINGS, KY.
41017-0777**

NPC 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

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

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

Amount enclosed \$ _____

Name: _____

Address: _____

City, State: _____

Zip: _____

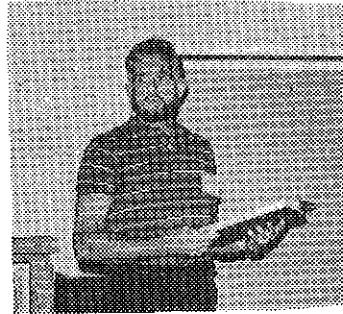
Sponsor: ACC 150

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

WILSON & UNITED BREWERIES LIMITED

A little different from my usual photos this time but I thought I might review the 1st annual (hopefully) N P C C convention.

It all started of at the Red Lion Motor Lodge in Sacramento in the first week-end of August. Hoping for a large turnout of N P C C members we were somewhat shocked by the small turnout. As it was we had nine members who offically registered and a few more who were there but didn't bother. The first day the Cola Clan had over 500 in attendance and they gave away some very nice awards and prizes. The best thing the can collectors would have liked was a special issued can commemorating this convention (will have a photo in the next newsletter). Our own Paul Bates and Bo Adams gave a great talk on can collecting and there were enough of the newer issued Coke cans going around that it could be a full time job just trying to keep up with all of them. We enjoyed a quick buffet meal and spent a lot of time room hopping. Most of my time was spent visiting with Paul and Karen Bates and watching Dave (Bracket) and Bo chase all over the hotel getting cans from everywhere. On Saturday the event was open to the public and about 1000 people came thru the trade area. We had four raffles going with prizes donated by Paul, Dave and myself. We succeeded in making \$70.00 for NPCC by the time the weekend was over. All in all it was a lot of fun, and if you can, try to make it next year in Dallas.



PAUL BATES

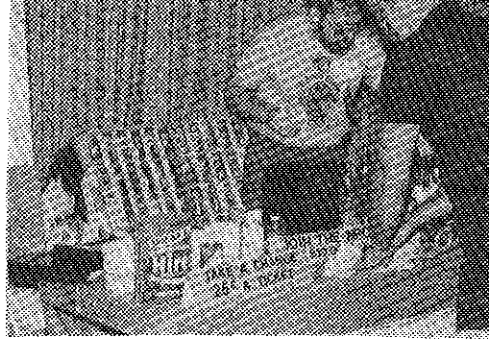


BO ADAMS

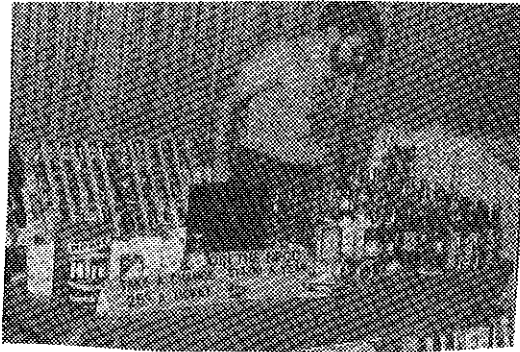


SOME
OF
THE
CANS
AT
THE
SHOW

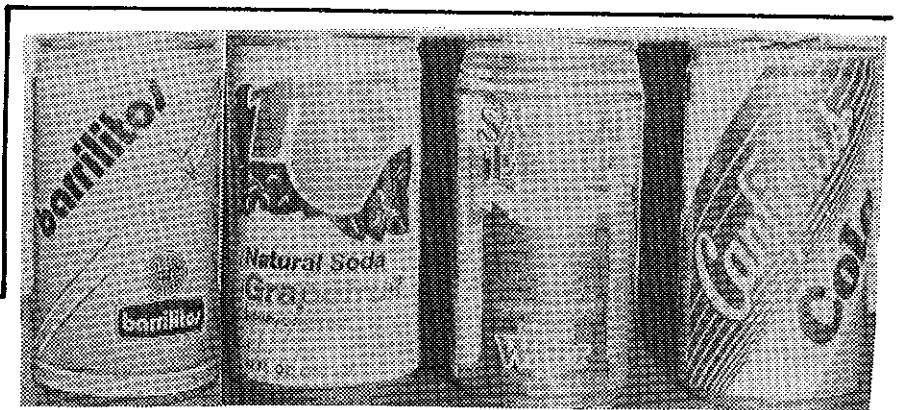
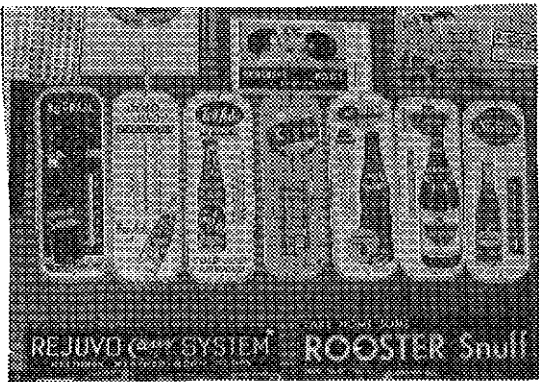
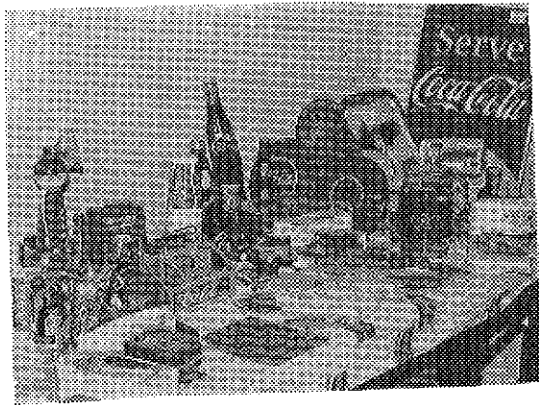




PAUL & BRUCE DILTS
HANDLING THE
TABLES



SOME OF THE
VARIOUS TYPES
OF ITEMS AT
THE CONVENTION



A FEW NEW ISSUES:

CAFFEINE
FREE
BARRILITOS
LAREDO TEXAS

QTC BEV.
OF BEVERLY
HILLS, CALIF

SALISH LIGHT
MINERAL WATER
FROM VANCOUVER
CANADA

CANFIELDS
CHICAGO
ALL FLAVORS
REG & SF

5-

All members...
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, 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.
Les Whitman, P O Drawer KK, Westwood, California 96137 tel 916-256-3437 12x

TRADE; newly released cans. Pepsi Jacksons World Tour, Coke Lewiston Roundup Sep 7/8/9 50th Anniversary, Pepsi University of Wyoming 1984 football schedule, Coke Wyoming Oil & Gas 1884/1984, Coke Cheyenne Frontier Days July 20/29 1984. Will trade these for any root beer cans I can use (particulary looking for Sunday Funnies).
Corey Petro, 1206 Palisades Way, Rock Springs, Wyoming 82901

TRADERS; Cokes-Denver, Fort Worth, Daytona "Tops" game cans, Astroworld '84 (2 different) Coke Worlds of Fun; Pepsis-Bingo, Jacksons, Brewers. Dr Pepper El Dorado State Park (Kans) 7 UP & Like reg & sf Pirates sets (4); RC Smokey Mountains; Illini Sports.
Nick Gerlich, 3209 East Tenth Street, Apt 8Q, Bloomington, Indiana 47401

Listing of all known Commemorative & Offer cans plus all known COCA-COLA & PEPSI cans with traders from collectors across the country. Send \$4.00 to;
The Soda Mart, Ridgecrest Drive, Goodlettsville, Tennessee 37072

WANTED: Galaxy, Get-Up, Gimme, Fiesta, Fanta sf. Also collect glass soda mugs and soda bottle and can openers. Have for trade new Ting, Jolly Good, new Grafts and many offer cans Will buy the glass mugs and openers.
Dennis Fewless, RT 2 BOX 47A, Delavan, Wisconsin 53115

FOR TRADE: Food Giant, Big Star, Big K, Chek and Grapico.
Wanted-ginger ales from all areas.
Ginger Hornsby, P O BOX 91, Marietta, Georgia 30061

SPECIAL***SPECIAL***BUY A NPCC T-SHIRT AND GET A BUMPER STICKER WITH ANY MESSAGE YOU WANT ON IT, FREE, PAY ONLY \$5.50 FOR THE SHIRT. ***OR BUY 10 BUMPERSTICKERS WITH ANY MESSAGE FOR \$15.00 AND GET A NPCC T-SHIRT FREE:
BUY 2 NPCC T-SHIRTS AND GET A THIRD ONE FREE.

DALE MILLER, RR #1, EMMETSBURG, IOWA 50536

New Dr Pepper "Hey Kids" reg & sf, plus scores of other Texas special issues (see previous issues of NPCC) for sale or trade. I need these Coke cans badly; Historic Medora Dakota, California Gran Prix, game cans from Orlando & Denver, 1983 Special Olympics Bellevue, WA, Instant Winner-Gretna, LA (Waterslides 1st offer), any game cans from any state except Texas & Florida (84). If you have any new local cola releases I would be interested.
Carr M. Suter, 111 West Woodbury, Garland, Texas 75041 tel 214-278-4411

is making the right moves

By Kathy Rebello
USA TODAY

PepsiCo Inc.'s thirst for profits might never be quenched, but analysts say the company now has the formula for some satisfaction.

The firm's \$315 million sale last week of North American Van Lines to Norfolk Southern Corp. has PepsiCo on the right track: "Like so many companies that make poor acquisitions, they got rid of one," said analyst George Thompson of Prudential Bache Securities Inc. "Now we're all just sitting here crossing our fingers, hoping they don't decide to get into any other businesses."

Indeed, PepsiCo is "actively negotiating" the sale of its cash-draining Lee Way Motor Freight and has said it will emphasize its profitable areas: beverages (Pepsi-Cola Co.), food products (Frito-Lay Inc.), and food services (Pizza Hut and Taco Bell).

"We're not in a situation where we're driven to the outside," said spokesman James Griffith. "But we're not limiting our opportunities."

The only question mark: PepsiCo's Wilson Sporting Goods, which has shown little growth in recent years, lost \$11.2 million last year.

"Wilson's days are numbered," said analyst Hugh Zurkuhlen of Salomon Bros. "They could probably get more for it if they wait a while, because they're whipping it into shape. But it will go."

PepsiCo's response: "Is Wilson for sale? The answer is no," Griffith said. Yet the company continues to refer to its three "core" businesses. Wilson makes four.

Analysts are high on that core group's growth potential:

■ The beverage sector, with a meager 1% gain in 1983 sales, is expected to pick up this year with the help of aspartame-sweetened Diet Pepsi.

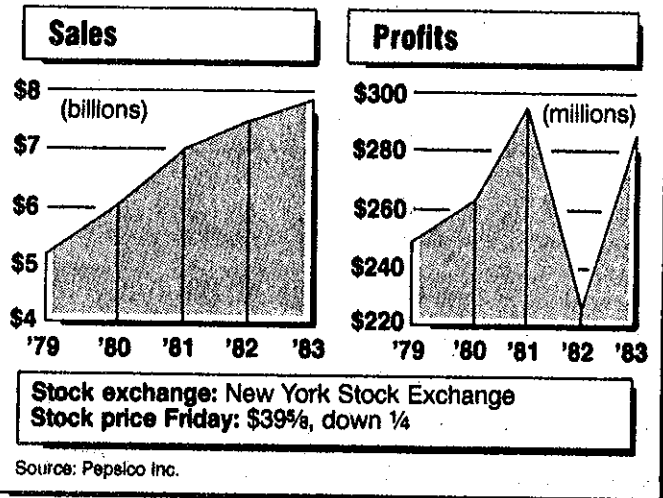
■ Frito-Lay introduced a thick potato chip, O'Grady's, in the first quarter that could generate \$100 million in revenues this year, Thompson said.

■ Food services, with a 21% sales gain last year, is fueled by Pizza Hut's attack on the lunch crowd and PepsiCo's new retail bakeries, La Petite Boulangerie, expanded to 40 outlets.

As a result, most analysts say PepsiCo is a buy. Earnings projections: \$3.50 to \$3.60 a share this year, \$4 to \$4.25 in 1985.

PepsiCo back on track

PepsiCo Inc.'s earnings have not always kept pace with sales, but analysts say dropping cash-draining subsidiaries is getting PepsiCo on the right track, making it a "buy." Here's how PepsiCo has performed during the past five years:



Pepsi
wants
a 'Slice'
of 7-Up's
business

PLEASE
KEEP
SENDING
IN THESE
ARTICLES
TO SHARE
WITH THE
MEMBERSHIP

ROCHESTER, N.Y. (AP) — PepsiCo Inc. announced Thursday it would begin test-marketing Slice, a soft drink with 10 percent fruit juice and created to compete with 7-Up and Sprite.

Slice, whose slogan is "We got the juice," is PepsiCo's first major entry into the market for lemon-lime-flavored drinks, a segment with annual sales of about \$3.9 billion. PepsiCo also sells the soft drink Team, however.

Slice will be test-marketed in Rochester and Tulsa, Okla., beginning next week, and in four other as-yet unnamed markets starting within two months.

PepsiCo spokesman Ken Ross refused to say when Slice might be available nationally. Earlier, Jeff Shaw, an associate marketing manager, had said test-marketing might last from five months to a year.

Industry analysts said Pepsi hopes customers will view Slice as an innovation in the increasingly segmented soft drink business, not as a "me-too" product.

Television advertisements prepared for the Slice campaign feature the slogan, "We got the juice," while the others do not.

Shaw said Pepsi "had to do a lot of learning" to find a way to make the fruit juices bind to the carbonated soft drink, and to make sure the juice would not spoil.

Slice, which is caffeine free, is designed to have the same shelf life as all other soft drinks — four months — although it should actually remain good longer than that, Shaw said.

Sales of non-carbonated fruit juices have risen more than 15 percent since the beginning of 1982, and Pepsi said its research indicated that 75 percent of regular users of lemon-lime soft drinks would prefer a carbonated beverage with fruit juice.

MEMBERSHIP APPLICATION please type in plain ink
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

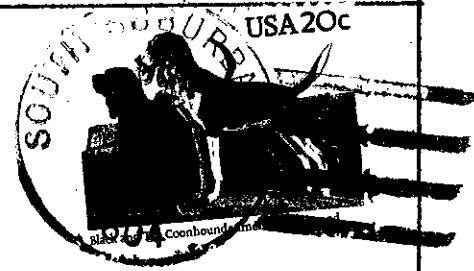
PLEASE TELL YOUR FRIENDS AND FELLOW POP CAN COLLECTORS ABOUT N P C C

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

GERRY 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