



**NPCC**

VOLUME..... 7

NUMBER..... 11

FEBRUARY 1983

# THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

**PTL**

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

**GIFT SUGGESTION---WHY NOT GIVE A YEARLY SUBSCRIPTION TO N P C C**

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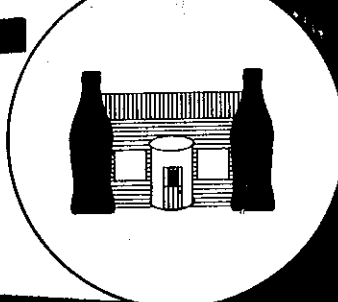
As we mentioned last issue, we have a new contest this year. It will be very similar to last year. Write an article or short story about yourself-your collection-how you started-unusual finds-your specialties-or what ever ! As you can see from last years entries, we do have some interesting things to pass on. However there will be a difference in this contest. We have many more prizes, most of which will be donated by the membership. At this time we have a gallon Hires syrup can, a NPCC belt buckle, a complete Pop Can Master List, and hopefully much more. If you wish to donate please write us or better still send your prize to NPCC and we will add it to the group of prizes we are accumulating. There will be many winners this year with your co-operation. Again, thanks to all who participated this past year, let's do it again, only bigger and better.

Please keep NPCC advised of new issues or shows in your area. If possible, photos, or better still, a can would be appreciated, so we can photograph and picture in the newsletter (we will reciprocate to all donors). Thanks to all & GOD bless

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SODA THE MART

# SPOTLIGHT



BY: Paul W. Bates

THE SODA MART — Ridgcrest Drive, Goodlettsville, Tennessee 37072 Phone (615) 859-5236

**A NEW NAME:**

The spotlight is now coming to you under a new banner, The Soda Mart instead of Can World. Can World which was oriented toward beer cans and accessories has been turned over to No. #1 brother, Bob Bates. The soda Mart gives me the opportunity to concentrate on soda cans and memoribellia.

**A POTPURRI OF STATISTICS:**

New entries have been pouring in the now "Soda Mart Pop Can Master File" from dedicated collectors from all over the country, and I thought it might be interesting to all collectors of pop cans to glean some interesting facts from the mass of accumulated data.

- 904 Different brands have been documented.
- 4167 Different generations (label changed) are listed.
- 365 Commemorative or offer cans have been found.
- 9893 Cans + 1298 set cans = 11191 total pop cans are listed.
- Cone Top = 156
- Punch Top = 1904
- Tab Top = 9131

A more detailed look at some of the more common brands follows:

Ref. No.	Name	No. Cans	No. Generations
B 320	Big K	64	19
C 160	Canada Dry	332	104
C 180	Canfield	88	45
C 940	Coke	215	143
C1160	Cott	94	45
C1260	Cragmont	191	38
D 700	Dr Pepper	41	41
F 140	Faygo	159	44
G 520	Graf's	186	68
N 80	Nehi	89	41
P 400	Pepsi	162	111
R 60	RC	613	48
S1120	Springfield	79	14
S 420	Shasta	350	77
S1140	Sprite	42	42
S1200	Staff	65	18
V 220	Vess	125	35
W 380	White Rock	96	48
N 80	Nehi	264	41

All ads are 10¢ per word. When using the free ad certificate, be sure it accompanies your ad request. If your ad request totals over 50 words and you are using your certificate, include 10¢ for each additional word or they will be deleted. If no payment or certificate is sent, the ad will not be printed. Non members rates are 15¢ per word, which includes a copy of the newsletter in which the ad appears.

Display ads....¼ page \$12.00 ½ page....\$20.00 full page....\$35.00  
Black and 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.

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THE AMERICAN CAN COLLECTOR...The only informal can and brewerina collecting newspaper in the field. Covering cans, brewerina, show reports, news releases brewery business and much more. A monthly newspaper featuring two editorials, display and classified ads, calander of events and much more. All of this for only \$10.00 per year including four, free 40 word ads. Sample copy \$1.00

THE AMERICAN CAN COLLECTOR BOX 608 PC MOUNTAIN HOME, ARKANSAS 72653

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FOR SALE-All my pop cans !!! Most are 40¢ each. Also have flats and cones-these are good dumpers and are 75¢ and up. Please send some notes on the types and brands you want.  
Paul Burden, P O Box 218, Medfield,Massachusetts 02052

\*\*\*\*\*

WANTED : Commemorative and special issue cans, recent and older issues needed (want list on request) PLEASE SUPPORT THE NEEDY OF CANS---ME !!!

"The Tin Man" Jim Partacz, 4337 S. Fairfield, Chicago,IL 60632 tel 1-312-927-0982

ps. I have a new soda can list for traders & buyers, if you have my old list-throw it away and send for this new updated listing.

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A good first rate Foreign soda can collection for trade, many European cans, many flat tops, many obsolete cans of which many countries are represented. Will trade for flat tops, cone tops, Coke or Shasta items. Send for list.

Dave Brackett, 752 Old Jonas Hill Road, Lafayette,CA 94549 tel 415-932-1503

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NEED: Cans by Coke (Tab-Sprite-Coke-etc), will buy or trade. Especially want Coke sets and any cone tops! "The Canny Kid" Bruce Freidrich, 1007 Thistlewood, Norman,OK 73069

\*\*\*\*\*

TRADE; I have many cans for trade including the new Pepsi Free in reg & sf; 12 oz Pepsi with opening instructions, Wegmans, Polar and many more. Also have 12 oz Pepsi bottle cap cans in grades 2- and 3+ (P400-S Bates) will trade 3/1.

Bob Luciano, 94 Akbar Road, Stamford,CT 06902

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Near dormant collection for five years needs most current cans, any type. Will buy or trade. Have Coke 16 oz (4 oz free), Old Dutch 16 oz, Coke Indy Sports, Pepsi Three Rivers, Ticket, Harvest Day, Vess, new Jewel, Hydrox, Clover Club, Scot Lad, Wildwood, Park, Marsh, IGA, new Canfields, etc. Nick Gerlich, 3041 192nd Street, Lansing,IL 60438

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WANTED: Faygo cans as follows, tab top diet sugar free strawberry/cherry artificially sweetened, same in grape and lem/lime-name and flavor laddered angularly an can top to bottom, also need root beer-mug with handle to left, draft Faygo upper left root beer at top, red data lower left. Arnold Richter, 305 North State Road, Fairmount,IL 61841 2X

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WANTED: New friends to help me build my cola collection. Your list for mine. Have Red, Braums, Good Value, Weingarten to trade for colas. Also have many Texas locals and special issue cans. Immediate response. Carr M. Suter, 111 West Woodbury, Garland,TX 75041

\*\*\*\*\*

Root Beer collection For Sale \$90.00. If interested call 913-371-3967 or write-  
Darlene Jones, 129 South 15th, Kansas City,Ks 66102 (also have a Roy Rogers can)

\*\*\*\*\*

From Rob Luciano; the Wegmans brand is now switching to aluminum cans, there is a slight design change and the steel cans are becoming harder to find.

From Nick Gerlich; I did a little counting the other day (first time in several years). I was shocked to find out how the collection has grown. It now checks in at about 3500 sodas and 2800 beers. About 4000 are displayed and the remaining 2300 are in boxes.  
ps; Nick visited The Pop Can Man recently, a good time was had by all!

From Carr Suter;

Several items that you might want to share in the NPCC; I have found the new Food Club label in several places the last few months in reg and occasionally in sugar free. Check is coming out with a new label for all cans. I saw some in Jackson, Miss, and we have them here in Dallas now. A and P has a new brand, A&P, out, replacing the Ann Page brand. The label is similar, but in aluminum. I have found the "Instant winner" cans in three cities; Dallas, Fort Worth, and Houston. Each is different, as there are two cans from each brand listing participating merchants in that city, with merchants numbers 1-6 on one can, and those numbered 7-13 on another of the same brand. In Dallas and Fort Worth, the promotional label appears on Barq's RB, Mr. Pibb, Welch Grape, Welch s'rawberry, and Sunkist (ten different cans for each city). In Houston, the promotion appears on all of the labels above, plus Mellow Yellow, for a total of 12 cans, or 32 different cans in the 3 cities. Does anyone know of more?

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**SPECIAL FREE OFFER**

Some pop can collectors specialize in certain flavors. The capability is now available with the Can World Master File to print "flavor lists" of all known cans of a certain flavor. A complete list of any flavor you desire is available FREE to anyone renewing a subscription or signing up a new member for NPCC. With your renewal or new member application, just note the flavor list you need.

SHOWS \*\*\* TRADES

FEB	6	Joliet, IL	Jim Mitchell	815-729-0036	trade
FEB	12	Colorado Springs, CO	Ed Love	303-593-8393	brewryana
FEB	20	Racine, WI	Lou Capriotti	414-551-7979	trade
MAR	13	Royal Oak, MI	Al Ribco	313-754-4528	
MAR	13	Milwaukee, WI	Gordon Durocher	414-628-1092	
MAR	18/20	Cincinnati, OH	Queen City Chapter	Box 41255	trade Cincinnati, OH 45241
MAR	26/27	Indianapolis, IN	David Couden	317-356-4241	
APR	17	Virginia Beach, VA	Rich Revolinski	804-481-1982	trade
APR	30	Lynchburg, VA	Wally Carwile	804-237-0393	

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PLEASE MAKE CHECK OR MONEY ORDER PAYABLE TO:

**CAN WORLD**

RIDGECREST DRIVE, GOODLETTSVILLE, TENN. 37072

PHONE 615/859-5236

**POP CAN BOOKS**

B34	<b>CAN WORLD POP CAN GUIDE</b> OVER 7,000 CANS LISTED MORE THAN 1,700 PICTURES LISTING OF ALL KNOWN BRANDS & SETS COKE & PEPSI SECTIONS NOTEBOOK FORM FOR EASY UPDATES. 74P., HB., B/W	\$12.95
B40	<b>ICE COLD POP 34</b> AN ILLUSTRATED HISTORY OF OREGON SODA POP BOTTLES. 78 P., SB., B/W	\$7.95
B28	<b>POP CAN BRAND CANNERS LIST</b> CANNER NAME & ADDRESS LIST 30P., SB.	\$3.00
B10	<b>SODA CANS OLD &amp; NEW</b> 69P., SB., B/W	\$5.95

\$1.50 SHIPPING FOR BOOKS

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_  
 ZIP CODE \_\_\_\_\_ PHONE (Area Code) \_\_\_\_\_  
 VISA & MASTER CHARGE ACCEPTED  
 VISA Card Acct. No. \_\_\_\_\_  
 Master Charge Acct. No. \_\_\_\_\_  
 Card Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_

As 1982 drew to a close, the stage was set for what promises to be one of the most vigorous market share battles in the beverage industry; the battle of the decaffeinated sodas.

Although the ads say differently, decaf sodas really aren't a new phenomena; RC 100 has been around for three years, and Canada Dry's Sport decaf was launched (and quickly sunk) a decade ago. But a heightened concern over the ill effects of caffeine has triggered a barrage of consumer demand for, and industry supply of, decaf sodas. And many firms, large and small, are banking on this being a long-run segment of the market, just like diet sodas.

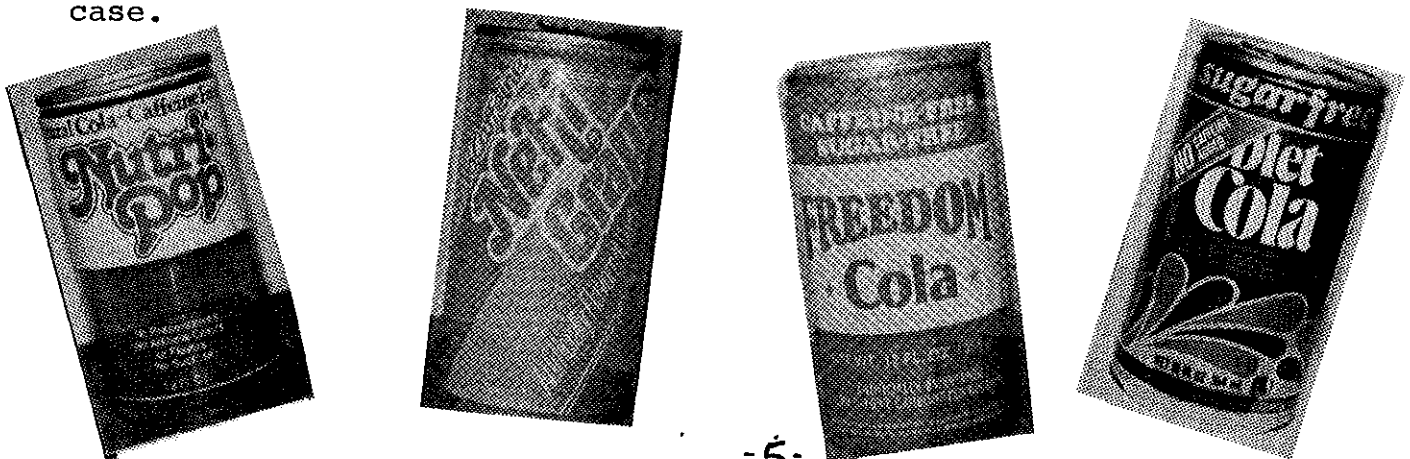
Of course, the benefits for NPCC members are obvious. A host of new brands (Pepsi Free, Decaf RC, Like), label changes on old brands that never had caffeine (Sprite, Nehi, Sunkist), plus line extensions from regionals (Faygo, Canfield's, Cragmont, Jewel, Eisner, etc.), have brought about 25 new cans to the shelves in rather quick order. Other companies (notably, Dr. Pepper, with Pepper Free) are entering the market as 1983 unfolds.

It is the follow-the-leader mentality of these soda makers that could prove to make decaf cans as interesting (and valuable) part of the collection. Industry analysts estimate that the decaf market, at tops, will grab 10 to 15 percent of the entire soda market. Fifteen percent of 1981's \$18.5 billion wholesale market is roughly \$2.6 billion. You can confidently bet that most of that will go to the big firms with multi-million dollar ad budgets. That leaves many of the small producers out in the cold pretty quickly, suggesting that some of the lesser-known decaf cans may not be around too long.

But above all this lies the assumption that the decaf market will pan out as predicted. What happens if the concern over caffeine is only a passing fad? Not only will the small guys lose bucks, but so will the big ones.

To illustrate the uncertainty of the decaf market, take a look around and look for the obvious missing player in the battle. To date, Coca Cola has not offered even a hint of introducing a new decaf. Sure, they brought out Diet Coke (not a decaf) and relabeled their already non-caffeinated Sprite, but they have not stepped out on the limb like their competitors have. And this is coming from the largest soda company in the world.

The months ahead will prove exciting to soda enthusiasts, as the decaf war will rage on, or be quietly settled out of court. Until then, it may be a good idea to pick up a few extra of the new decafs, just in case.





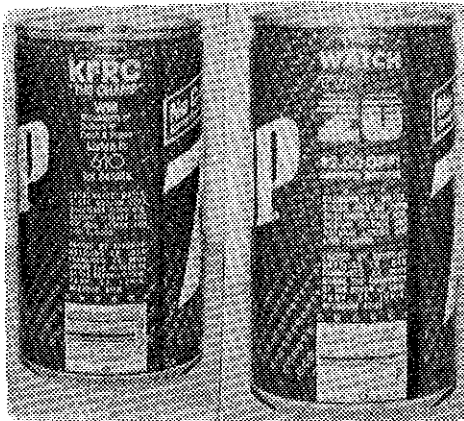
BY SHASTA, HAYWARD, CAL



ALREADY A VARIATION  
DADS SF (3) ONE NOT SHOWN



BY PACIFIC FOOD PRODUCTS  
OF SEATTLE, WASH.



7-UP SAN FRANCISCO



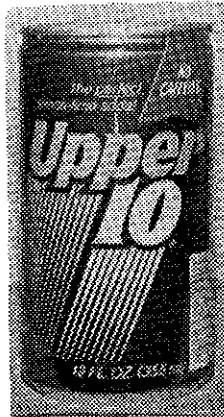
C.S. CANNING SCRANTON, PA  
BUFFALO ROCK BIRMINGHAM AL



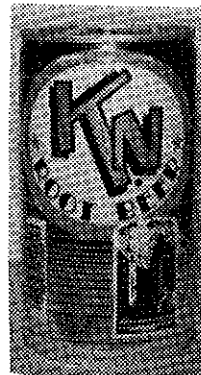
NOR-CAL BEV SACRAMENTO, CA  
ALSO IS A CALIFORNIA STATE FAIR CAN  
OKLAHOMA CANNING CO OKLAHOMA CITY



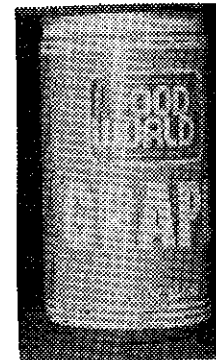
2 DIFFERENT MADLOCK  
CANS - CURS / GIANTS  
SENT IN BY JOHN HANTZ



ALL-AMERICAN  
BOTTLING OF  
LOS ANGELES



K.N. ROOT  
BEER CO  
LONGVIEW  
TEXAS



CONTRACT  
CANNERS  
MARTINSVILLE  
VIRGINIA



BY  
BEVERAGE  
PACKAGING  
OF  
FORT  
WORTH



GOOD VALUE BY FLEMMING  
COMPANIES OF TOPEKA, KS

# Resealable aluminum bottle preps for soft drink market tests

According to reports, the container has scored very well in consumer research tests.

Potentially, the cross-bred container is seen by its manufacturer as a highly competitive entry into the fast-growing market for pint-volume beverages. The primary market rival target is considered to be the 16-oz Plasti-Shield® container (lightweight bottle with foamed polystyrene wraparound label and resealable twist cap).

Since debuting the aluminum bottle at the December National Soft Drink Association Convention in Los Angeles, the container developer/manufacturer has been working closely with several soft drink companies on line modification techniques to produce pilot test quantities of soft drinks packaged in the new style. It has been reported that, with some machine modifications, the container can be filled on existing bottling/canning lines at normal filling speeds. The first large-scale bottling line conversion is currently being completed at a major Midwest bottling plant.

More than two years of intensive research have gone into the development of the container to bring it to its present point of pilot filling line production and market testing. Key efforts in the project have involved implementation of a patented process to eliminate the double seam (209 dome to standard D&I can body). The process enables the dome to be joined to the can body adhesively—which, reportedly, facilitates a 30%+ reduction in the metal content over standard 16-

oz cans.

A unique patented closure system also has been developed. Called "The Clicker™," the easy-open, non-detachable closure is a "double-jointed" plastic press-on cap. A tab is lifted to open the container, at which point the tamperproof seal is broken and the container vented. When the tab is pushed backward away from the bottle mouth, an internal seal is broken. The double-jointed, drip-proof closure then is folded back out of the way for easy pouring/drinking. To re-close container, procedure is simply reversed to produce a positive reseal, as signalled by a clicking sound (hence, the name "Clicker"). According to reports from the container manufacturer, tests have demonstrated product shelf life/carbonation retention up to one year after opening and resealing the beverage container.

Add to this exceptional reseal shelf life protection the benefits of unbreakability, recyclability, quick-chilling, excellent graphics acceptability, lightness of weight (15 gr), and the accompanying shipping cost and consumer convenience advantages, and the sum equals a very promising new package entry to help meet the diverse needs of soft drink companies and the demands of the consumers they serve

Soft drink manufacturers are no doubt viewing with great interest the progress of a new container development called "The Aluminum Bottle." The ½-liter (16.9-oz) container, which represents a cross-breeding of two conventional and popular beverage packaging styles, is designed to combine the benefits of the lightweight, recyclable drawn and ironed can with those of the resealable beverage bottle.



THE PICTURED CANS ARE AVAILABLE FROM NPCC

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. \_\_\_\_\_

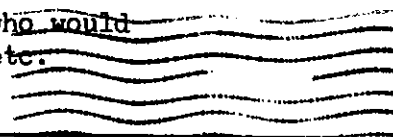
DO YOU COLLECT ANY OTHER ASSOCIATED ITEMS (bottles-trays-advertising-etc) \_\_\_\_\_

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  
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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.

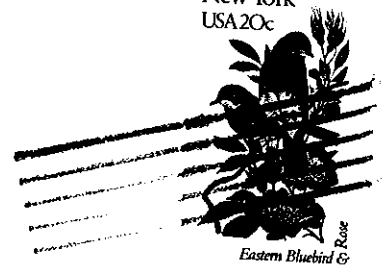
We will be happy to send application blanks to any of you who would like to set up at any shows, flea markets, antique shows, etc.



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

FIRST CLASS

New York  
USA 20c



TO

Jerry Pollack 365  
294 AVENUE 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