



**NPCC**

VOLUME..... 9

NUMBER..... 7

OCTOBER 1983

# THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

Don't forget, get in your free ads, you have nothing to lose.

Ad deadline for the next issue is October 21st.

We are kicking around an idea; A possibility of our first annual N P C C convention, maybe in California 1984. What do you think ?

At time of printing we are heading up to the Indianapolis Show, we will have a report in our next newsletter.

It's certainly been hard to keep up with the Coke releases lately, just heard of another, a "Blue berry Festival" , more later.

Would you care to contribute any short articles or stories for publication in the newsletter, hope so, send 'em in.

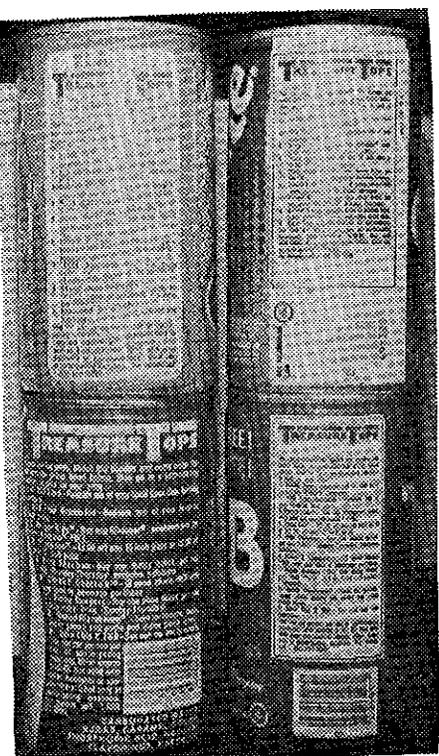
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OCT 1	Kansas City, KS	Larry Bolen	913-888-9184	trade
OCT 1/2	Oshkosh, WIS	Donna Martinez	414-233-6324	
OCT 2	Westmont, ILL	Ed Hahn 133 Ridge Ln, Geneva, IL 60134		
OCT 9	Toledo, OH (Maumee)	Al Ribco	313-754-4528	
OCT 16	West Haven, CT	Steve Richardson	203-735-9758	
OCT 16	Des Moines, IOWA	Les Riggle	515-279-0022	
OCT 16	Virginia Beach, VA	Rich Revolinski	804-481-1982	trade
OCT 23/24	Burr Ridge, ILL (Chicago)	Paul Zagelski	312-460-7906	
OCT 28/29	Omaha, NEB	Glen Smith 3706 Westgate Rd, Omaha, NE 68124		
NOV 6	Belleville, ILL	Jim Wallace	618-234-4748	
NOV 4/5	Downington, PA	Jeff Cameron	215-699-3014	
NOV 13	Springfield, MO	Dave Farr	417-865-9615	
NOV 13	Clawson, MI	Al Ribco	313-754-4528	

\*\*\*\*\*  
 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  
 \*\*\*\*\*

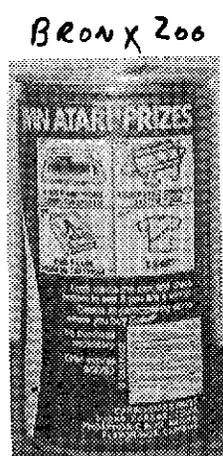
## NEW COKE RELEASES



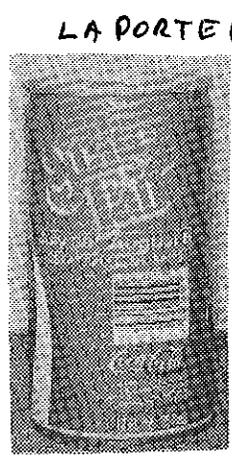
"TREASURE TOPS"



NATIONAL SPORTS FESTIVAL COLORADO 3 DIFF.



BRONX 200 GREAT ADVENTURE NEW YORK CHICAGO ATARI CONTEST 2 DIFF



LA PORTE (IND) STATE FAIR MONTANA

companies 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.... $\frac{1}{4}$  page \$12.00  $\frac{1}{2}$  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.

ATTENTION ATTENTION ATTENTION

For the next month N P C C will enter all ads at no charge (excluding commercial ads), no free ad certificate will be required but the same terms apply-over 50 words-10¢ per word additional. How can you lose ! Let's get those free ads in.

\*\*\*\*\*  
Send stamp for my list of over 400 pull tabs, hundreds priced at 30¢ each, also more than 100 flat tops and cone tops priced low. Some new current cans; Coke Arizona State Fair-Coke Olympics 7 UP Magic Mountain, 75¢ each plus postage.

Bill Hill #409, 2241 North Catalina Avenue, Tucson, Arizona 85712

\*\*\*\*\*  
FOR SALE: 250 aluminum tab tops. All are local brands and/or obsolete cans. List includes cans as Wolfpack, Carolina Blue, EconoBuy, Howdy, Re-Joyce, Ramblin, Hi Spark'1, Food Lion, Zesty, Kool Aid and dozens more in all flavors of most. Will sell at \$45 including postage. (Less than 20¢ each) Larry Neal #590, 724 Creekridge Road, #156, Greensboro, North Carolina 27406

\*\*\*\*\*  
WANTED: Cans-old, new, special issues or sets. Have to trade-a little bit of everything. Please write for my trade list, all letters are answered the same day.

Bob Luciano #434, 94 Akbar Road, Stamford, Connecticut 06902

\*\*\*\*\*  
Super dumpers-U S flat tops, good grade 2 Canadian flat tops and cone tops reasonably priced. Beer can flats and cones also available, Send stamp for pictured lists, state pop or beer.

Dick Adamowicz #543, 2837 East Sullivan Drive, Toledo, Ohio 43613

\*\*\*\*\*  
Collection for sale, 75¢ each, root beers, RC football & baseball, 7 UP states, 7 UP Uncle Sam, Coke Rockies, Pepsi Nuggets, Send \$1 for picture of root beers. Mixed cases of misc. sodas \$12 per case my choice plus \$2 postage.

Wally Gilbert #56, 180 North Upas, Escondido, California 92025 619-745-6138

\*\*\*\*\*  
WANTED! Anything soda pop. Especially want cone tops (grade 1 or better), exotic embossed soda bottles, bottle caps and root beer mugs. Also want ads or other "go-withs" showing punch or cone top soda cans.

Glenn Klein #604, RT 3, Box 97, Alachua, Florida 32615 904-462-5405 evenings

\*\*\*\*\*  
Have Coke Buffalo Bill, Cheyenne Frontier Days, Montana State Fair, National Sports Festival, Treasure Tops from Dallas & Houston, Dr Pepper 6 Flags '83 Dallas to trade for colas I need.

Carr M. Suter #500, 111 West Woodbury, Garland, Texas 75041

\*\*\*\*\*  
FOR SALE OR TRADE: Over 100 different brands including Acme, A & P, Natural Sun orange, Orelia Krasdale plus many-many more.

Jerry Pollack #365, 294 Avenue B, Bayonne, New Jersey 07002 201-858-2609

\*\*\*\*\*  
Cola collection for sale including 8 cases of traders. All for \$400.00. Also Afro Cola and Roy Rogers fruit punch.

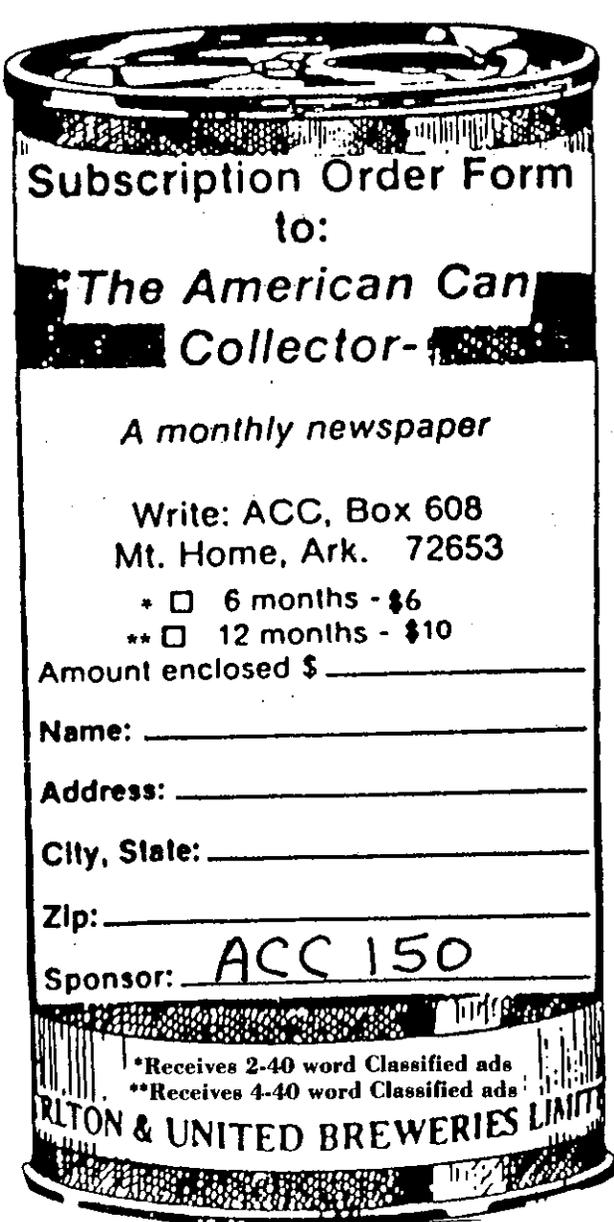
Darlene Jones #554, 129 South 15th, Kansas City, Kansas 66102 913-371-3967

\*\*\*\*\*  
NEW CANS, NEW ADDRESS: Hawaii Punch "Sail Away", Diet Coke Nutrasweet/Olympic emblem, Diet Rite salt free, Like reg & sf "Cash" on bottom half of label.

Nick Gerlich #72, 3209 East 10th Street, Apt 8Q, Bloomington, Indiana 47401

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James Bushong #613, 2112 Lynn Avenue, Lancaster, PA 17601  
 \*\*\*\*\*  
 FOR TRADE; have Dr Pepper reg & sf, Orange Crush, sf Hires root beer-all "2 cans free" offer.  
 Will trade for ginger ale cans I need.  
 Ginger Hornsby #611, 3261 University Boulevard North, Apt 129, Jacksonville, FL 32211  
 \*\*\*\*\*  
 TRADE: 7 UP "Country Fair", 905 cola, Upper 10, Elf cola, Jewel, Hy-Vee sf cola, Eisner, and  
 many other new cans. Also have soda bottles.  
 Iida Wolf #557, R 2 Box 147, Licking, MO 65542  
 \*\*\*\*\*  
 HELP HELP; Since summer is over I now can get busy collecting all of the special issue cans  
 that were released. I hope you can help me, as these cans are scattered all over the US. Let  
 me know what you have, I will buy or trade for them.  
 My cans are still half price, send for my list if you do not already have it.  
 James Partacz "The Tin Man" #155, 4337 S. Fairfield, Chicago, IL 60632 tel 312-927-0982  
 \*\*\*\*\*  
 FOR SALE OR TRADE: Coca Cola (Koka Kora) Italian 330 ml can- 1980 Russian olympic commemorative  
 can-\$1 each plus postage. Gary Eberhart #615, Box 224C Millville Rd, Uxbridge, MA 01569  
 \*\*\*\*\*



**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

**ARLTON & UNITED BREWERIES LIMITED**

\*\*\*\*\*

THE MIDDLE TENNESSEE  
 BOTTLE  
 COLLECTORS' CLUB  
 PRESENTS  
 THE  
 1983 ANNUAL



**BOTTLE  
 SHOW  
 &  
 COLLECTABLES**

OCTOBER  
 22+23

SAT. 8 A.M. - 6 P.M.  
 SUN. 8 A.M. - 4 P.M.  
*Some Weekend*



**NASHVILLE TENNESSEE**

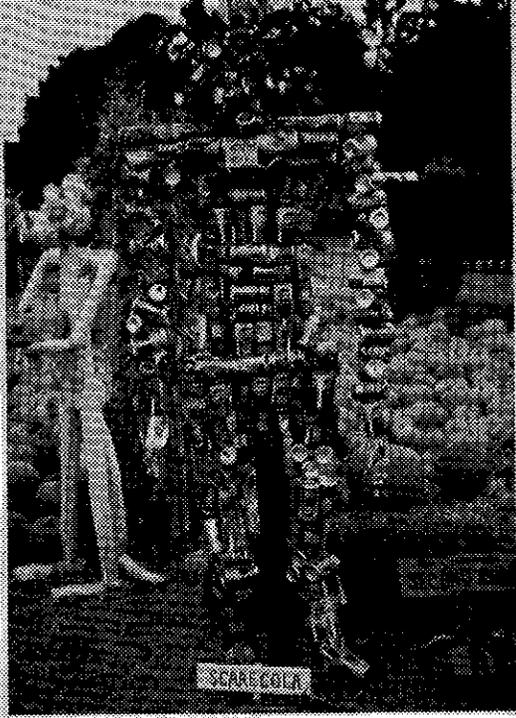
FOR INFORMATION OR RESERVATIONS CONTACT:

Neal Ferguson  
 2926 Westmoreland Drive  
 Nashville, TN 37212  
 (615) 269-4402



Nancy Pennington  
 2405 Pennington Bend Road  
 Nashville, TN 37214  
 (615) 883-2457

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MAKE OUT  
AN ALUMINUM  
SODA CAN MAN



A RECENT FIND 2 VARIETIES (OBSOLETE)  
TOOTY FROOTY PATERSON CANNING  
OF PATERSON NEW JERSEY

NEW ISSUES

ORELIA - SAN FRANCISCO  
SLENDER - ST. PAUL MN



WATERMELON BY CAWY OF MIAMI - MA'S OF WILKES-BARRY PA



MAYIM CHIAM OF BRONX  
REBEL - TULSA OKLA  
POLAND SPRING CARB.  
WATER BY POLAR OF  
WORCESTER, MASS.

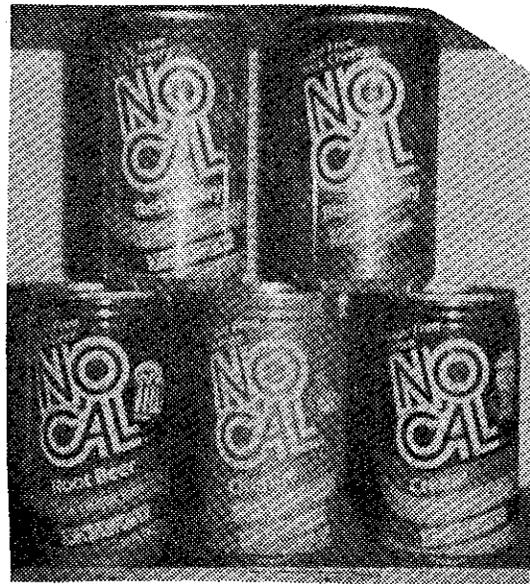


KEY FOOD - BROOKLYN, NY  
FOOD GIANT - ATLANTA, GA  
MEXICOLA - FRESNO, CA  
WOLFPAK RED  
CHERAW, S.C.



OLD  
DUTCH  
CHICAGO

NO-  
CAL  
CANADA  
DRY-  
GRAPS  
OF  
WISCONSIN



PEPSI 1983  
3-RIVERS  
FESTIVAL  
FORT WAYNE  
INDIANA

# Gatorade aims at mass market

NEW YORK — When Gatorade, the citrus-flavored drink, came out in 1967, it became the drink of champions — and would-be champions.

Green Bay Packers Coach Vince Lombardi, who rarely loaned his name to products, endorsed it. Other college and high-school teams, professional players and the U.S. Davis Cup team drank it and said it helped their games.

Neurosurgeons used it to help relieve headaches that patients suffered after spinal taps. It was recommended for colds, upset stomachs and infants' diarrhea. Others said it made a good cocktail and reduced hangovers.

Originally marketed as a thirst-quencher for athletes, Gatorade was thought to have a market potential beyond sports. But it has remained primarily a drink for athletes.

Now Gatorade, acquired by the Quaker Oats Co. in its merger with Stokely-Van Camp Inc., will become a mass-market drink.

Gatorade, which produced \$100 million in revenues in fiscal 1982, became a focal point in the battle between the Pillsbury Co. and Quaker to take over Stokely. The bidding for Stokely ended on July 17 when Quaker announced that it would pay \$269 million, or \$77 a

share, to acquire all of Stokely's stock. Two days later, Pillsbury withdrew its \$62-a-share offer.

One of the reasons Pillsbury dropped its offer was that Quaker was given the option to buy Gatorade any time before July 15, 1985.

"Of their existing businesses, Gatorade appeared the most attractive to us," Quaker spokesman Ronald Bottrell said. "Gatorade has a well-known, consumer-brand franchise, and it has a good return. It's been growing in volume."

Quaker has not officially taken over Gatorade or developed a marketing plan for it, Bottrell said. But, he added, Gatorade has not reached its full potential, and Quaker is looking to broaden its market.

Gatorade was developed in 1965 by Dr. Robert Cade, a nephrologist (kidney specialist) and professor of medicine at the University of Florida in Gainesville who had been studying the kidney's regulation of body fluids. He wanted a drink that the university's football team, the Gators, could use to combat the draining effects of practicing under the Florida sun.

What he came up with was a solution of salts, water and glucose that the body could absorb quickly, restoring vital fluids lost during exertion.

One of the problems with the original solution, Cade recalled, was its flavor. "It tasted like steel and salt water," he said. "It made one feel a little like vomiting."

Stokely bought the rights to Gatorade in 1967. After adding more palatable flavors — it is available in orange and lemon-lime — it mailed samples of the drink to professional and school athletic teams and coaches.

It was a successful product from the outset, and Stokely continued to widen Gatorade's market, aiming at factory and construction workers.

Gatorade, which is manufactured at five plants, is distributed nationally, but its strongest markets are in the Southeast, South, Southwest and West.

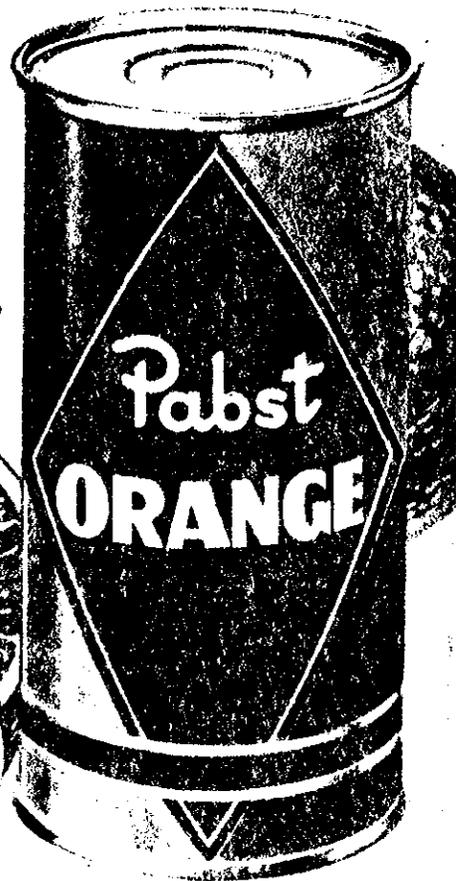
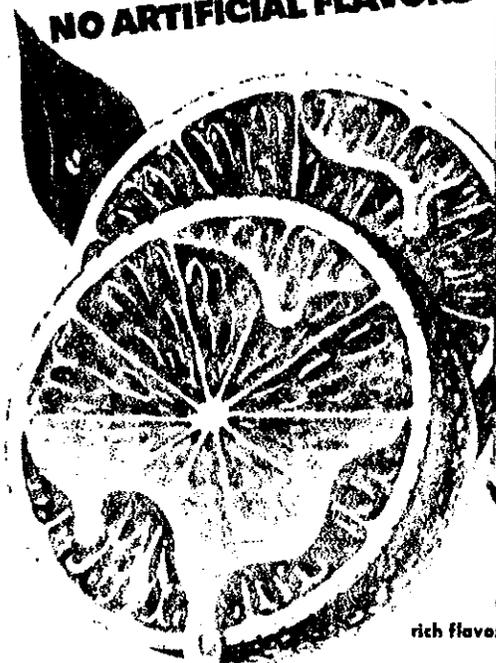
Refreshing News old name

# Pabst Sparkling Beverages

TRY ALL 6 SPARKLING FLAVORS

Nature Pure Refreshment

NO PRESERVATIVES  
NO ARTIFICIAL FLAVORS



Orange as Orange should taste! With the full, rich flavor of juice-laden real Golden Valencia Oranges in every can of Pabst Sparkling Orange!



Also  
TAP-A COLA  
Non-Fattening

Flavor-sealed  
in a flat-top  
MiraCan



MIRACLE OF CONVENIENCE—MiraCan is the new trademark of the American Can Company's scientifically designed, flavor-locked, sparkle-sealed, carbonated beverage can.

*Taste the real fruit!* Now—from a name you've trusted for over 100 years—a complete new line of real fruit soft drinks! No artificial flavors—no preservatives!

*Children love them—and they're safe!* Pabst's exclusive Steady Sparkle actually speeds up and aids the digestive process!

Flat-top Mira-Cans stack easy—chill faster—no deposits and no returns!

*Made purely—for your refreshment!* Enjoy ice cold glasses of Pabst Sparkling Beverages today. Refresh yourself with the quick energy of pure cane sugar—limited in calories!

THANKS TO  
DENNIS FEWLESS  
FOR THIS OLD AD

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

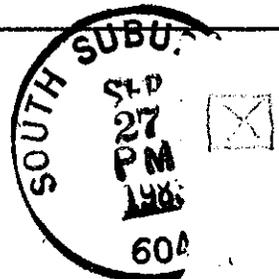
PLEASE TELL YOUR FRIENDS AND FELLOW POP CAN COLLECTORS ABOUT N P C C  
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We feel that there are many pop can collectors who have no idea that there is an organization devoted to their hobby. Please tell your fellow soda can collectors or any interested 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



**TO** Jerry Pollock  
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