



NPCC

VOLUME..... **5**

NUMBER..... **10**

JANUARY 1981

THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

PTL

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

We would like to thank all of our members for the many Christmas cards we have received, some of them were really unique. Thanks to all and God bless.

We wish a happy, prosperous and peacefull new year to all.

PRAY FOR THE RELEASE OF OUR HOSTAGES

"because of the holidays we were unable to put together our supplement sheet for this issue.

We have included in this issue the first part of "The Royal Crown Cola story" which was sent in by a member but we can not give credit to him as I lost his accompanying letter. This article will continue in the months to come as space allows.

AD DEADLINE FOR NEXT ISSUE... JAN 21

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MEMBERSHIP ADVERTISING RATES

All ads are 10¢ per word. When using the FREE ad certificate, be sure it accompanies your ad request. If your ad totals over 50 words and you are using the 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

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 *****

THE AMERICAN CAN COLLECTOR - The only informal can collecting newsletter that covers everything from beer cans, can show evaluations, breweriana, antique advertising, occasionally pop cans and brewery biz. A monthly report featuring our two editorials, Comment & Opinion, and Jeemy's. Also we have an ACC MEMBERS ONLY page, (ACC buys many items in quantity and offers these to the membership at reduced prices), JC's, (a monthly advertiser), display & classified ads, calander of events (featuring the shows ACC will attend). All this for only \$ 8.50 per year which also includes 4 free ads. Sample copy only 3/15¢ stamps, satisfaction guaranteed.

THE AMERICAN CAN COLLECTOR, General Delivery Oakland,Arkansas 72661

BASEBALL CARDS WANTED: We will trade pop cans generously for older baseball cards we need. Please write and tell us what you have.

Chris Burden #488, Box 218, Medfield,Massachusetts 02052

FOR TRADE; 7 UP map cans, Sunday Funnies, Kawasaki, Faygo diets, White Rock, A Treat, many Australian cans, Sioux City sarsaparilla and numbers of others. Also have Casey's lager beer baseball cans-4 different-Whitey Ford, Richie Ashburn, Duke Snyder & Monty Irvin, I will trade these for soda cans. Kelly Snook #527, 55 Norman Street, Aston,Pennsylvania 19014

WANTED: Trading partners-have over 20 cases obsoletes in most flavors to TRADE ONLY- your locals for mine, which are; Adirondack-Britsh American-Cott-Dixi-Finast-Hoffman-Hytop-King Kullen-Kirsch-Newport Club-Pantry Pride-Pathmark-Penquin-Polar-Purity Supreme-Shoprite-Slim-Shopwell-Soda Hut-Staff-Stop & Shop/Sun Glory-Sweet Life-Waldbaums-White Rock. Your List for mine. Fred Nathan #522, 217 Cedar Ridge Drive, Glastonbury,CT 06033

HAPPY HOLIDAYS TO ALL POP CAN COLLECTORS: We again offer 3 cases of mixed soda cans for \$12.00 plus \$2.50 postage-obsoletes, currents, Michigans, Canadians, all good cans-no junk.

Barbara Bauer #466, 1437 Old Squire Lane, Port Huron,Michigan 48060

Bottles Wanted; B-1 sparkling water 7 Ounce blue & white label St Louis-Cleo Cola from Peru IL and St Louis-bottles & crowns from Cott, Graf's, Qualtop, Faygo, Canfields, Richardson. Also would like addresses of nationwide bottle clubs. Wanted, the following cans-all obsolete-Faygo, Canfield's, Howdy, Mayfresh,(Tip Top & Canada Dry cone tops).

Arnold Richter #443, 305 North State Road, Fairmount,Illinois 61841

WANTED; Coca Cola commemorative cans and bottles, 16 oz Tab and Mr Pibb cans, Baltimore 75th anniversary cans, no deposit Coke bottles, Ramblin root beer bottles, almost anything that states Coca Cola or a product of Coca Cola, please write

Steve Marino #489, 662 Marine Drive, Wauconda,Illinois 60084

TERRIFIC OFFER !! 50 different, clean non-nationals, great variety. \$14.00 postpaid. 2 free foreign cans with order. Ed Kassay #502, Box 523, Edwardsburg, Michigan 49112

Excellent small collection for sale! Flats like Little King, Snow Peak, Hills, Food Fair, Cases of traders such as Canada Dry flat tops and early 60's Cokes & Pepsis. Over 50 different current root beers. Send SASE for list. Will not split up.
 Mitch Klibaner #548, 2495D Briarcliff, Atlanta, Georgia 30329

WANTED: I need "turning 7 UP" cans Maryland, Ohio and Delaware in steel or aluminum. Will trade 2 steel Canadians for each-or write and "we'll deal"
 Barbara Bauer #466, 1437 Old Squire Lane, Port Huron, Michigan 48060

FOR SALE-Pop can collection, 2000 cans, \$750.00 or best offer. Includes 250 foreign cans (20 from New Zealand) 5 cone tops.
 Simon Marle 168 Briarwood Dr E., Berkely Hts, NJ 07922 (201-464-8368)

WANTED: extra heavy trades for special issue pop cans that I need, or I will purchase at book value or better. John C. Hantz #193, 6846 New Jersey, Hammond, Indiana 46323


FOR SALE: British American, Brookdale, Co-op, Doc's, E & B, Filigree, Foodtown, Gristedes, Key, Galler, Howard Johnsons, Kirsch, King Kullen, Plus, Pioneer, Shopwell, Super A, Waldbaums, plus many others. All cans are clean, 50¢ to 75¢ each.
 Jerry Pollack #365, 294 Avenue B, Bayonne, New Jersey 07002

Can someone out there help me? I will trade or buy these cans; Canada Dry Canucs, 1979 Phillies 9-23-41, Coke 76/77 Rockies 7-8-11-22, and 77/78 (most), Cotton Club-Carr w/o, Faygo salutes Henry-Pitcher-Pulaski, Happy Days red 1-6-11-15-16-21-26-31-32-35, Pepsi 74/75 & 75/76 Nuggets, RC Baltimore Colts 48-49-54-56-58-66-86-88, Cavaliers Carr & Snyder, football (South & West) need many, Sunday Funnies cola Popeye 10-21. I have many cans to trade or sell, ask for list.
 James Partacz #155, 4337 South Fairfield, Chicago, Ill 60632 tel 312-927-0982

SALE!! Postpaid 24 different grade 1, most are obsolete. Includes Bicentennial (1), Big R cola & orange, special issues (most top opened), RC, 7 UP, Tehi, Coke products opening instructions on side panel, etc. \$7.50. List of others included.
 Brooks Cassidy #380, 120 Green Street, Hartsville, South Carolina 29550

FOR SALE: 24 different bottom opened store condition Western pop cans, \$5.00 per case plus \$2.00 postage. Will include some of these brands; Ralphs-Stater Bros-Vons-Iris-Lady Lee-Parqs-Savon-Sunkist-Alpha bete-Cragmont. Have several different Sunday Funnies colas at \$5.00 each Plus \$1.75 postage. Wally Gilbert #56, 180 North Upas, Escondido, California 92025

NEW

 THE CAN WORLD

POP CAN COLLECTORS GUIDE

By: Paul Bates

A Comprehensive 74 Page Book For The **POP CAN COLLECTOR**

- Over 7,000 Different Cans Listed
- More Than 1200 Pictures
- A Listing Of All Known Brands And Sets
- Special Sections For The **Coke And Pepsi** Collectors

In Handy Notebook Form For Easy Updates and Listing Of Your Collection.

Send Only \$12.95 (Plus \$1.00 Postage) To:
 Can World
 Ridgcrest Dr
 Goodlettsville, TN 37072

Please also send the Can World Pop Can Collectors Brand And Canners Listing For \$3.00

BEER CAN SHOW
BUY - SELL - TRADE

SUNDAY, MARCH 22, 1981
 10 am to 4 pm

ITALIAN AMERICAN HALL
 85 CHASE LANE
 WEST HAVEN, CONNECTICUT

Exit 42 off I-95, follow signs on Route 162 to Hall. Dealers from over seven states.

CONNECTICUT'S BIGGEST AND BEST SHOW
 OVER 50 8' TABLES
 SHOW WILL BE LIMITED TO BEER AND SODA CANS AND RELATED ITEMS

Still The Best Around

BEST PRICES
BEST SELECTION

Door Prizes

Southern Ct. Beer Can Club
 P. O. Box 752
 Orange, CT 06477
 Telephone - 1-203-735-0277

NEW CANS AND LABEL CHANGES



'GENERIC'
FEDERATED
FOODS
ARLINGTON HTS
ILL

INTERSTATE
CANNING
LOUISVILLE,
KY

CANFIELDS
CHICAGO

MARSH
SUPERMKTs
YORKTOWN
IND.

SUGAR FREE
COCA COLA
ST PAUL, MN



MONARCH
COMPANY
DORAVILLE
GEO.

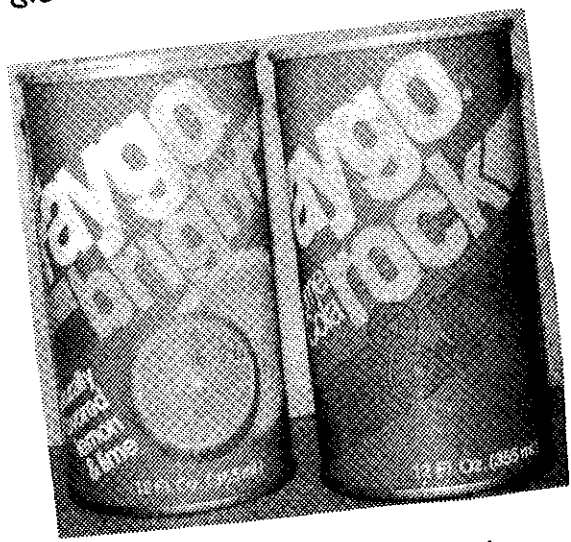
CAROLINA
CANNERS
CHERAN
SO. CAR.

'GENERIC'
BEVERAGE
PACKAGING
FT. WORTH, TX

POLAR
CORP.
WORCESTER
MASS

NEW
RED AND
WHITE CAN
SHASTA
HAYWARD, CAL

WHITE
ROCK
NEW YORK
CITY



FAYGO BEVERAGES
DETROIT, MICH



SCHWEGMANN'S
SCHWEGMANN
CANNED BY LASTARMECO
OF ABBEVILLE, LA.

A NEW
VARIETY
DISCOVERY

CAN ON THE
LEFT IS THE
EARLIER, MORE
RARE ISSUE

CAN ON RIGHT
IS MORE CURR

CAN YOU SPOT
THE DIFFER

		SHOWS		
Jan	7	Conway, PA	Gary Gilarno	412-728-4708
Jan	18	Des Moines, IA	Les Riggle	515-279-0022
Jan	25	Royal Oak, MI	Al Ribco	313-754-4528
Feb	15	Denver, CO	Gary Clifford	303-773-6381
Mar	28/29	Indianapolis, IN	L & W Promotions	317-674-6450
Apr	4	Knoxville, TN	Glen Norris	615-546-9723

The Royal Crown Cola Co. Story

In 1905 the Hatcher Grocery Company, owned by Claude A. Hatcher, became a manufacturer of soft drinks in Columbus, Georgia, and it is significant that the name given the beverages was Royal Crown. The cola drink, however, was called Chero-Cola, and the name of the bottling company was Union Bottling Works.

The company was reorganized in 1912 and became the Chero-Cola Co. and was set up to expand the business and to manufacture a line of syrups and flavor concentrates to be sold to franchised bottlers under the trademarks owned by the Chero-Cola Co.

The Chero-Cola Co. filed application in 1914 with the United States patent office to register its trademark Chero-Cola. The Coca-Cola Company instituted a suit that was to last for more than nine years. Litigation concerning the use of the company's trademarks continued in one form or another until 1944 when a final and ultimate victory was won by Royal Crown Cola Co., settling for all times its right to use the word "cola" in the name of its beverages.

Chero-Cola Co. faced its first crisis during World War I. In 1918 the Food Administration imposed a severe limitation on the use of sugar by "less essential food products" which included soft drinks. As a first effort to get relief from the sugar shortage, Chero-Cola Co. established and operated its own sugar refinery for a period of about three years. Raw sugar was purchased from Cuba, but not enough was available to furnish the entire requirements of the company, and output had to be supplemented by the purchase of refined sugar. Mr. Hatcher called a meeting of bottlers, and the consensus of the bottlers was to buy sugar. As a result, the company sent a representative to Cuba with instructions to purchase sugar. After approximately two million dollars' worth of sugar had been purchased, the inevitable happened - the price of sugar broke drastically. It was not until 1926 that all of the debts the company incurred during this first crisis were finally paid.

The continuous growth and successful operation of the company during the years of 1912-1919 generated a firm confidence in the business and its management. Without that confidence, the permanent financing which enabled the corporation to survive its first crisis could not have been obtained.

In the first half of the 1920's Chero-Cola began to ship its products to bottlers in the form of concentrates instead of syrup. This procedure required the bottler to add to the concentrate a mixture of syrup which was nothing more than pure cane sugar and water. This resulted in a saving both in the container and in the freight cost. The policy of shipping concentrates instead of syrups has continued to the present day.

By 1925 Chero-Cola Co. had 315 plants located primarily in the fourteen southern states. Of these, 310 were bottling Chero-Cola, and 263 plants were franchised for the company's flavor products being sold under the Nehi trademark.

TO BE CONTINUED —

APPLICATION BLANK please type or print legibly
MEMBERSHIPS ARE \$ 9.00 FOR A FULL YEAR SUBSCRIPTION 1st CLASS

NAME _____ AGE _____
ADDRESS _____ P O BOX _____
TOWN _____ STATE _____ ZIP _____
OCCUPATION _____ TELEPHONE () _____
HOW LONG HAVE YOU COLLECTED _____ TOTAL CANS IN COLLECTION _____
HOW MANY FLATS _____ HOW MANY CONES _____
ODD SIZES _____ FOREIGNS _____
DO YOU COLLECT CERTAIN FLAVORS, SIZES, TYPES, ETC. _____

MAIL TO N P C C 3014 SEPTEMBER DRIVE JOLIET, ILLINOIS 60435

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

There are thousands of pop can collectors in the country who have no idea that there is an organization devoted to their hobby. Tell your friends or anyone interested about N P C C because the more eyes we get looking for pop cans, the scarce, rare and more valuable cans will begin to turn up.

We will send extra applications to anyone who requests them. For those of you who will set up at shows or flea markets we will be happy to send more applications

FROM
National Pop Can Collector
The Pop Can Man
Fred Bogdan
3014 September Dr
Joliet, Ill 60435

FIRST CLASS

X
X

TO

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