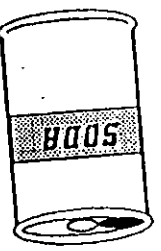


POSTMASTER--ADDRESS CORRECTION REQUESTED

GERALDI POLLACK
294 AVENUE J 31
BAYONNE NJ 07002

FIRST CLASS



USA
Bill Swanson
14630 Garrett Ave., #613
Apple Valley, MN 55124

NATIONAL POP CAN COLLECTORS



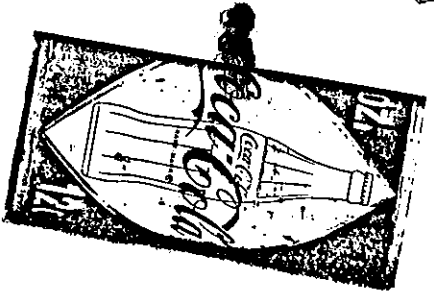
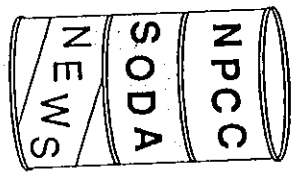
NPCC

CAN - O - GRAM

NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP

SWEDEN HOUSE LODGE
SCANDIA ROOM
4605 EAST STATE STREET (US BUS 20)
ROCKFORD, ILLINDIS



THE NINTH ANNUAL

NATIONAL EXTRA-V-CAN-ZA
COLLECTORS CAN-VENTION

Date: APRIL/MAY 1992
Volume: 19

Issue: 7

You gotta race to get these.



THE PETTY LEGEND COLLECTION

1992 is Richard Petty's last year as a NASCAR driver. To commemorate his illustrious career, Pepsi is issuing a Longneck bottle collector series. Starting April 1st, Pepsi will issue an all new collector series of eight longneck bottles, each featuring an important milestone in Richard Petty's remarkable career. Collect all eight, and complete your Petty Legend Collection. When these are gone, there will be no more. Quantities are limited, so act fast. Look for all eight designs while supplies last.



Pepsi, Pepsi-Cola and Gotta Have It are trademarks of PepsiCo, Inc.

Submitted by Mack Mullins

CAN-O-GRAM
W E L C O M E N E W M E M B E R S

BOB MADER #1008
11070 Edmunson Dr SE
Salem, Oregon 97301
MIKE DANNHEISER #1009
702 Keck Av
Evansville, Indiana 47711
503-362-1113 812-423-4113

WELCOME BACK RETURNING MEMBERS

CHANGE / CORRECTION OF ADDRESS

LARRY SUCHARSKI #395 ARAM AZADIAN #986
30720 Woodgate Dr 4847 E Butler Av
Southfield, Michigan Fresno, California
48076-5386 93727-5015
phone number unavailable phone number unavailable

M E M B E R S H I P R E N T E N T I O N

Renewals as of 16 May 1992:

February	10/14	71%	May	0/4	00%
March	7/10	70%	June	0/19	00%

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$					

If you have received a "Renewal Reminder" or a "Renewal Notice" we ask that you do not delay in renewing. The NPCC is very low on cash funds at this time. All we are asking for is that you renew as soon as possible. We don't wish to have any more delays with your newsletter. Thank You.

RALPH DERTEL #925, where are you? I received your September/October newsletter in the return mail. Please send us your current address. Thank You.

June 27, 1992 (Saturday)

NPCC's 9TH ANNUAL

NATIONAL EXTRA-CAN-ZA COLLECTORS CAN-VENTION

Sweden House Lodge / Scandia Room

4605 E State St, Rockford, Illinois

10:30 A.M. to 2:00 P.M.

Tom Kirschbaum #45, 815-874-5915

Registration Form enclosed with this issue

June 13, 1992 (Saturday)

ANTIQUÉ BOTTLE AND COLLECTIBLES

SHOW AND SALE

Knoxville Convention / Exhibition Center

Knoxville, Tennessee

9:00 a.m. to 4:00 p.m. / Admission is Free

Mike or Wanda Ebers, 615-457-5019

July 17-18, 1992 (Friday-Saturday)

PEPSI FEST WEST

Hacienda Resort Hotel & Casino

Las Vegas, Nevada

PCCC, PO Box 1275, Covina, CA 91723

July 22-26, 1992 (Wednesday-Saturday)

COCA-COLA COLLECTORS CLUB INTERNATIONAL

18TH ANNUAL INTERNATIONAL CONVENTION

Hyatt Orlando

Kissimmee (Orlando), Florida

Alice Fisher, 404-634-3552

August 2, 1992 (Sunday)

NPCC SUMMER FLING TRADE SESSION

Gene & Liz Judd's resident

4950 W 36th St

Indianapolis, Indiana 46224

317-293-5165

10:00 a.m. to ??:??

Donation: \$4 per person/\$10 family max.

to help cover cost of food and beverages

Registration Form enclosed with this issue

September 18-19, 1992 (Friday-Saturday)

THE INDY BEER & POP CAN SHOW

Indiana State Fairgrounds, Natural Resources Bldg

Indianapolis, Indiana

Carol Rettig 317-885-1250

Pepsi, Coke Say They're Loyal To NutraSweet

By MICHAEL J. MCCARTHY

Staff Reporter of The Wall Street Journal
Given their first chance in a decade to drop NutraSweet, Coca-Cola Co. and PepsiCo Inc. apparently cut themselves sweet deals and decided to stick with the brand-name artificial sweetener.

Pepsi, the No. 2 soft-drink company, said yesterday it signed a long-term contract with NutraSweet Co., the Monsanto Co. unit, under which its Diet Pepsi beverages will continue to use NutraSweet, the sweetener generally known as aspartame. Pepsi said the company won't buy the ingredient from any other company. After Pepsi's announcement, Coke also conceded that it had quietly signed its own supply agreement with Monsanto in December.

The news is significant because this is the first time Coke and Pepsi have had the option to buy aspartame from other suppliers. NutraSweet's patent on the sweetener it invented expires in December. For more than a year, there has been much speculation about whether the soft-drink giants would continue to purchase aspartame from NutraSweet, or whether they would turn to similar competitive products expected to be introduced by Johnson & Johnson and others. Johnson & Johnson's sweetener, sucralose, is awaiting regulatory approval.

The agreements were a major victory for NutraSweet. With its monopolistic position, the company has had a reputation for being high-handed with food and beverage companies in contract negotiations, demanding a steep price and insisting that products be plastered with the red-and-white NutraSweet swirl logo. Within NutraSweet, there was a concern that once its customers were no longer held hostage, they would bolt.

NutraSweet had "been living in fear of the program falling apart," says Tom PFAK, president of the beverage consulting company Benchmark Inc. The giant soft-drink contracts made NutraSweet much more secure, he says. Coke and Pepsi are NutraSweet's biggest customers.

In New York Stock Exchange trading yesterday, Monsanto Co. shares rose \$1.675 each to \$62. "Both contracts are significant for Monsanto," a NutraSweet spokesman said, but he wouldn't divulge any of the terms of agreements.

The soft-drink companies wouldn't give specific reasons for sticking with NutraSweet. Some industry marketers said competitors had bought Coke and Pepsi might experiment with different kinds of sweeteners to rejuvenate the sluggish diet soft-drink market. Some had also expected that one of the companies might have used an alternative sweetener to claim taste superiority. "The only way for diets to grow is for someone to come out with a 'new and improved' version," says Mr. Piro of Brandmark.

But the companies apparently decided that road was too risky. Consumers are familiar with NutraSweet, and it has been proven in the marketplace. "The last thing that anybody in the industry wants is the wholesale replacement of an ingredient that has gone through more tests than any other and has proven to be safe," says Jesse Meyers, publisher of Beverage Digest, a trade newsletter.

Soft-drink companies are the biggest users of aspartame, accounting for 75% of NutraSweet's U.S. volume. Moreover, the sweetener was a major factor in propelling the diet category with double-digit growth gains through most of the 1980s. During that time, aspartame costs have fallen from \$6 a pound in 1983 to about \$2 today, which includes a rebate for including the NutraSweet name in advertising, according to Beverage Digest.

Soft-drink industry executives believe Coke or Pepsi may take the savings under their new aspartame contracts and plow it into their diet marketing and advertising budgets to rejuvenate the category. The U.S. diet market, after phenomenal growth in the 1980s, has slowed in the past two years, despite popular advertising featuring Ely Charles singing "Uh-huh."

Whether Coke and Pepsi will stay with NutraSweet for the long haul is unclear. None of the companies would define the length of the contracts, though analysts say they may be only two or three years.

So, NutraSweet may only have bought itself a reprieve. Industry executives say there are long-term problems with NutraSweet that the soft-drink giants are eager to overcome. For one thing, the shelf-life of aspartame in diet drinks is only a few months, by some estimates, compared with about a year for sucralose. Aspartame is also more sensitive to heat, and product quality can vary just from different temperatures in delivery trucks. Industry executives add.

Over time, Pepsi and Coke are both expected to move toward blending sweeteners — a move that would erode NutraSweet's sales. By mixing sweeteners, the soft-drink companies can tinker with formulations that will provide them the best prices, shelf stability and taste. But for the time being, at least, NutraSweet will benefit from billions of little advertisements across the country. Both soft-drink companies say they will continue to carry the NutraSweet logo on their packages. Back in 1983, the companies were outraged at NutraSweet's insistence that they do so. "No one had ever had the interracial chutzpah to ask Coke or Pepsi to put their imprint on their packages," Mr. Meyers says.

In recent months, Pepsi, for one, has sought to minimize the value their customers attach to the NutraSweet name — and logo — on its diet soft drinks. "We don't think their trademark on our can make much difference," a Pepsi spokesman said recently. But industry executives say neither company wanted to be out in the market alone without it, and merely used the logo issue as a way to extract a better deal from NutraSweet.



Submitted by Tom Kirschbaum (Wall Street Journal)

Study: Saccharin may be safe for humans

Associated Press

Los Angeles, Calif. Despite warning labels that say saccharin may be hazardous to human health, a study suggests that the artificial sweetener's ability to cause cancer may be limited to rats, a researcher said Wednesday.

"Given what we know now, labeling and any fear with regard to saccharin is unwarranted," said Dr. Sam Cohen, vice chairman of pathology and microbiology at the University of Nebraska Medical Center in Omaha.

"The likelihood of saccharin causing cancer in humans is essentially zero. But we still have to prove that," Cohen said. He presented his findings during a meeting of the Federation of American Societies for Experimental Biology in Anaheim.

The study showed that saccharin causes bladder cancer in rats by forming toxic crystals in their bladders. It suggests that saccharin doesn't cause cancer in humans because they lack the urine protein levels needed to form the crystals.

Cohen's research was funded by the National Cancer Institute and the International Life Sciences Institute, which represents food and beverage companies, including saccharin manufacturers.

Nevertheless, Cohen's research and integrity drew praise from other scientists.

More research is needed to confirm Cohen's conclusion, but the study might persuade Congress to rescind the warning label requirement on saccharin, Schriber said. Canada already is considering rescinding its saccharin ban because of its research, Cohen said.

Douglas Arnold, who heads general toxicology at the Canadian equivalent of the FDA said he couldn't comment on that possibility. But "the hypothesis

suggested by Dr. Cohen is very logical and very probable," he said.

Around conducted a 1977 study involving high doses of saccharin to bladder cancer in rats. The study spurred Canada's ban on saccharin as a food additive and prompted the FDA to propose a U.S. ban, which Congress blocked under industry pressure.

Instead, Congress required saccharin products to carry labels warning that

the sweetener might be hazardous to humans.

Michael Jacobson, director of the Center for Science in the Public Interest, a Washington nutrition advocacy group, said Cohen's study is not definitive and "the body of evidence suggests saccharin slightly increases the risk of cancer" in humans.

He urged people to avoid all three artificial sweeteners on the U.S. market — saccharin (Sweet 'N Low), aspartame (NutraSweet) and

acesulfame-K — because "there are questions about the safety of all of them," he said.

In recent years, aspartame replaced saccharin in many products. But Cohen said saccharin still is widely used in packets, some diet beverages and in lipsticks, toothpaste, medicinal syrups and other products.

A fourth sweetener, cyclamate, is banned in the United States because of studies linking it to bladder cancer in rats.

Schnucks Popping Own Brand Of Soda

THE BIG SELL. It's a media blitz beginning this week for Schnucks Markets' rollout of its private-labeled line of Schnucks Super Sodas. The line will offer cola, diet cola and caffeine-free diet cola along with sodas in flavors of lemon-lime, root beer, orange, cream, black cherry and grape. The company's chairman and CEO, Craig Schnuck, insists that the "these compares with Coke and Pepsi." With the diet versions containing NutraSweet, the soft drinks in six-pack cans and 2-liter bottles will be offered at lower prices.

Ves is bottling the 2-liter containers, Dr. Pepper is handling the cans. An industry source said Schnucks is "following an industry trend, which is placing more emphasis on private label sales. . . . The stores will offer a label that can't be bought at competitor's stores." Wegman's, a supermarket chain in Rochester, N.Y., is experiencing a mediocre sale of its own private-labeled soft drinks.



Schnuck Markets Inc.

Spring Sippin'
Schnuck Markets Inc. is rolling out a new line of Schnucks Super Sodas this month. The soft drinks come in 12-ounce cans and 2-liter bottles.

Submitted by Ray Scott (St. Louis Post-Dispatch)

NPCC INTERNATIONAL EXTRAVA-CAN-ZA IV
The Netherlands
Dave Brackett #577, 708-426-5553

We need more members submitting information on events in their areas or that they attend on a regular basis. Flea markets, antique show, swap meets, auctions, etc. are great places to find pick cans and other sodabilia collectibles. Just pick up a handbill or flyer from the event or write the necessary information and send it to the Member-ship Director. Or if you are involved in an event of some type, why not advertise in the CAN-O-GRAM; It's FREE!! Say that again, IT'S FREE!!

Are there any members that have ever given the thought of hosting a trade session in their area? If you have but said to yourself I don't know where to start? It does not have to be a major production. All you need is a site (if outdoors, please have alternative site in case of bad weather), restroom facilities, some refreshments and room to trade, trade & trade!! Still in doubt, then just give us a call and the NPCC will be more than happy to assist you and to sponsor your event. It is lots of fun, you get to meet fellow collectors you increase your collection and you feel good about helping other collectors too. Give us a call and lets plan that trade session for the near future.



BILL CARLOW/DAYTON DAILY NEWS

Deborah and Gene Rose with their collection of beverage cans

Uncontained enthusiasm

Names: Debbie and Gene Rose, ages 38 and 47, of Beechgrove Drive in Moraine. He works for Monarch Marking Systems.

Can fans: He has 3,000 different beer cans; she has 850 different Pepsi cans.

Cola collection: "I also collect bottles, signs, clocks, and just about anything that's Pepsi," Debbie says. "I belong to the Pepsi Cola Collectors Club and the National Pop Can Collectors Club."

How extensive? "I'm running out of room rapidly. I have some in the living room, some in the laundry room and some in the garage."

Flea-market finds: "Two of my prized possessions came from flea markets. A clock from the late 1950s that I bought for \$10 lists in Pepsi collectible books at \$115. And I have a green Pepsi bottle with paper label that's from sometime in the '30s. I paid \$8 and it lists for \$50. That is my oldest item."

Husband's hobby: "He started his first, he's

been doing it since 1975. He collects only 1976 and older beer cans, only U.S. brands."

Most unusual: "He has approximately 250 cone tops; they look like brake fluid cans and open like a bottle."

Friends shake their heads: "A lot of people think we're crazy because we collect cans, but it's fun."

But strangers stop: "We'll be out in the garage in the summer and we'll have a lot of people stop just to look at the cans."

Risky business: "We had a \$25 can fall off the shelf in the garage and get run over by a car. Our son did it last fall. He felt pretty bad."

Submitted by Debbie Rose (Dayton Daily News)

Coca-Cola Ready To Unveil Coke II
Coca-Cola Co has finished its 2-year testing of a disguised New Coke and is ready to sell the product in 2 Midwest cities.

Coke tested the brand—with the same sweeter-than-Pepsi formula but now called Coke II—for 2 years in Spokane, Wash.

It now has Coke II in stores in Chicago and Fort Wayne, Ind., a move beverage consultants say signals imminent nationwide sales.

"It's likely it will go to other markets as well, but we haven't confirmed that it will be nationally available," Coke spokesman Randy Donaldson said.

In Spokane, sales of the soft drink doubled after the name change, from a 0.5 % share of the market to 1.2 %.

Pepsi's share in Spokane is 17 %.

The company introduced New Coke in 1985, but consumers rejected it.

Three months later, Coke reintroduced its original cola as Coca-Cola Classic, which regained its status as one nation's #1 soft drink.

Some analysts are confident about the outlook for "like it."

"I'd put jaw-time money behind the idea," said Chicago beverage consultant Tom Barbo.

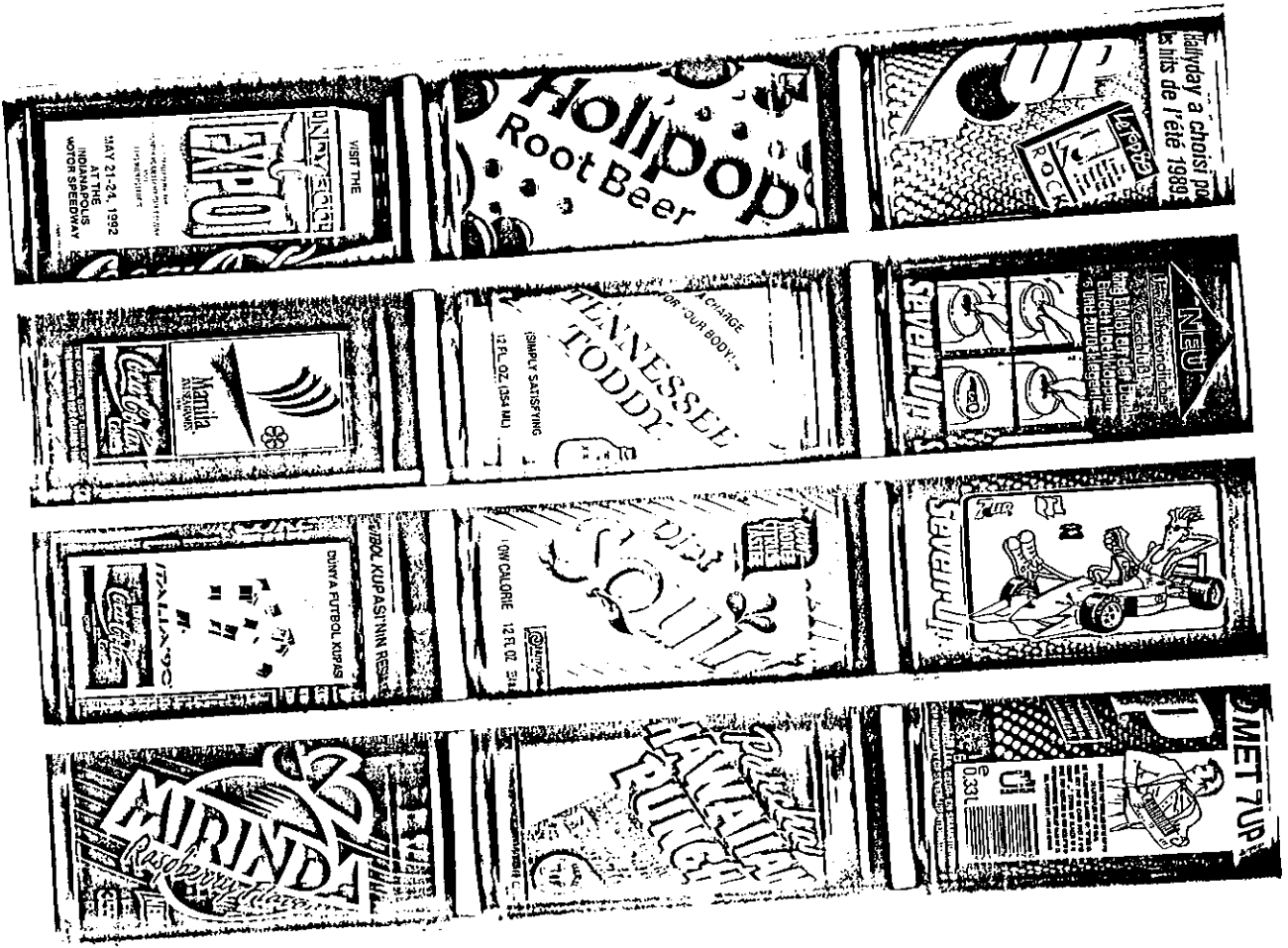
It's a Coca-Cola that tastes better than Pepsi, with all the Pepsi youth themes behind it."

Coke II moves into new markets

CHICAGO—Coca-Cola USA will continue to expand Coke II into more markets after introducing the sweeter-tasting cola here last week. Coke II, which has been tested in Spokane, Wash., for two years, replaces "new" Coke, introduced in 1985. Copy in TV spots from McCann-Erickson Worldwide, New York, says Coke II has "real cola taste, plus the sweetness of Pepsi."

- 1) Prodigy article
- 2) Advertising Age article by Tom Kirschbaum





CAN-O-GRAM

 N E W C A N S

Page 10

TOP ROW
 Pepsi Festival (330ml) (Germany)
 Pepsi Festival (500ml) (Germany)
 (By Bill Swanson)
 Coke Extra Groot (500ml) (The Netherlands)
 (By John Bauerel)
 Coke Santa (500ml) (Japan)

MIDDLE ROW
 Coke Tokyo '91 (Japan)
 (By Bill Swanson)
 Coke Wisconsin Proud (Reg. & Diet) (Chicago, IL)
 Coke Save \$5.00 Batman (also on diet) (Chicago, IL)
 (By Tom Kirschbaum)

BOTTOM ROW
 Vess Peach (Maryland Heights, MO)
 Schnucks Diet orange (St. Louis, MO)
 Coke Save \$5.00 Six Flags St. Louis
 Diet Coke Save \$5.00 Six Flags St. Louis
 (Last four cans by Ray Scott)

Page 11 (Australia cans, 375 ml)

TOP ROW
 Ninja Turtle cans

MIDDLE ROW
 Bart Simpson clear cola
 Coke olympic logo
 Diet Coke olympic logo
 Coke Ski it to believe it

BOTTOM ROW
 Coke win a can of Coke
 Coke (250 ml) North Queensland Games April 1990
 Shaolin cola (front and back)
 (cans on page 11 submitted by Brian Ayton)

NEW CANS

Page 12 (Mexico cans)

TOP & MIDDLE ROW

Olympic set (10 cans so far)(1992)

Sprite- ciclismo, tae kwan do

Coke- ecuestres, peses, box, canotaje, beisbol,
hockey, gimnasia, tiro con arco

BOTTOM ROW

Olympic set Sedes de los Juegos Olimpicos (5 cans)(1991)
Coke- Londres, Roma, Mexico, Moscu, Barcelona

Page 13 (Mexico cans)

TOP ROW

Coke Santa cans (First two cans 1990, last can 1991)

MIDDLE ROW

Coke Italia '90 two cans from 1990

Diet Coke Barcelona '92 figure skater

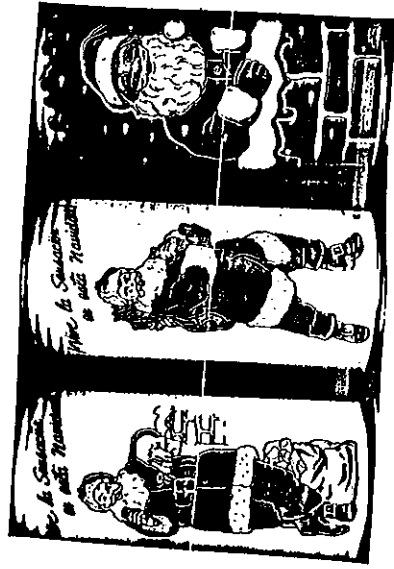
BOTTOM ROW

Coke El Mundo four can set (1991)
-China, USA, Egipt, Corea

(cans on pages 12 & 13 by Alfredo Gobera)



Comic by Geff Moore



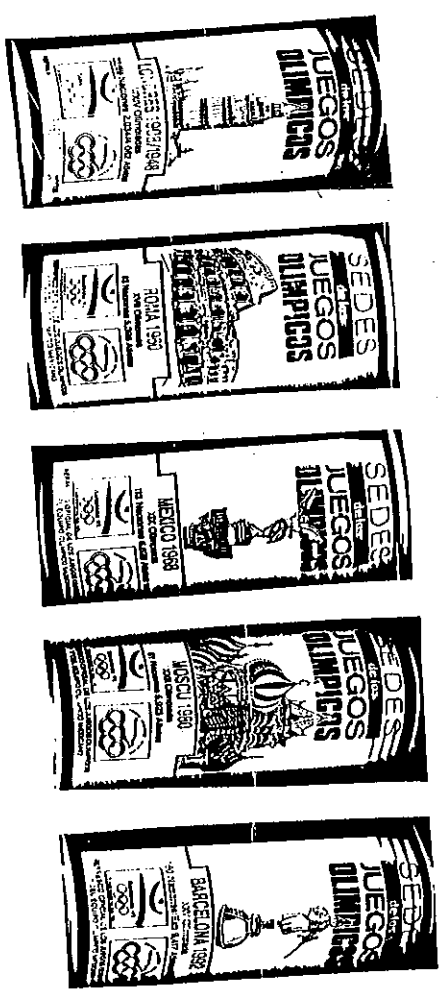
TOP ROW
Tup Le Tep 89 ROCK (France)
Tup NEU (Germany)
Tup Formel 1-info (Germany)
Tup win een casio keyboard (The Netherlands)

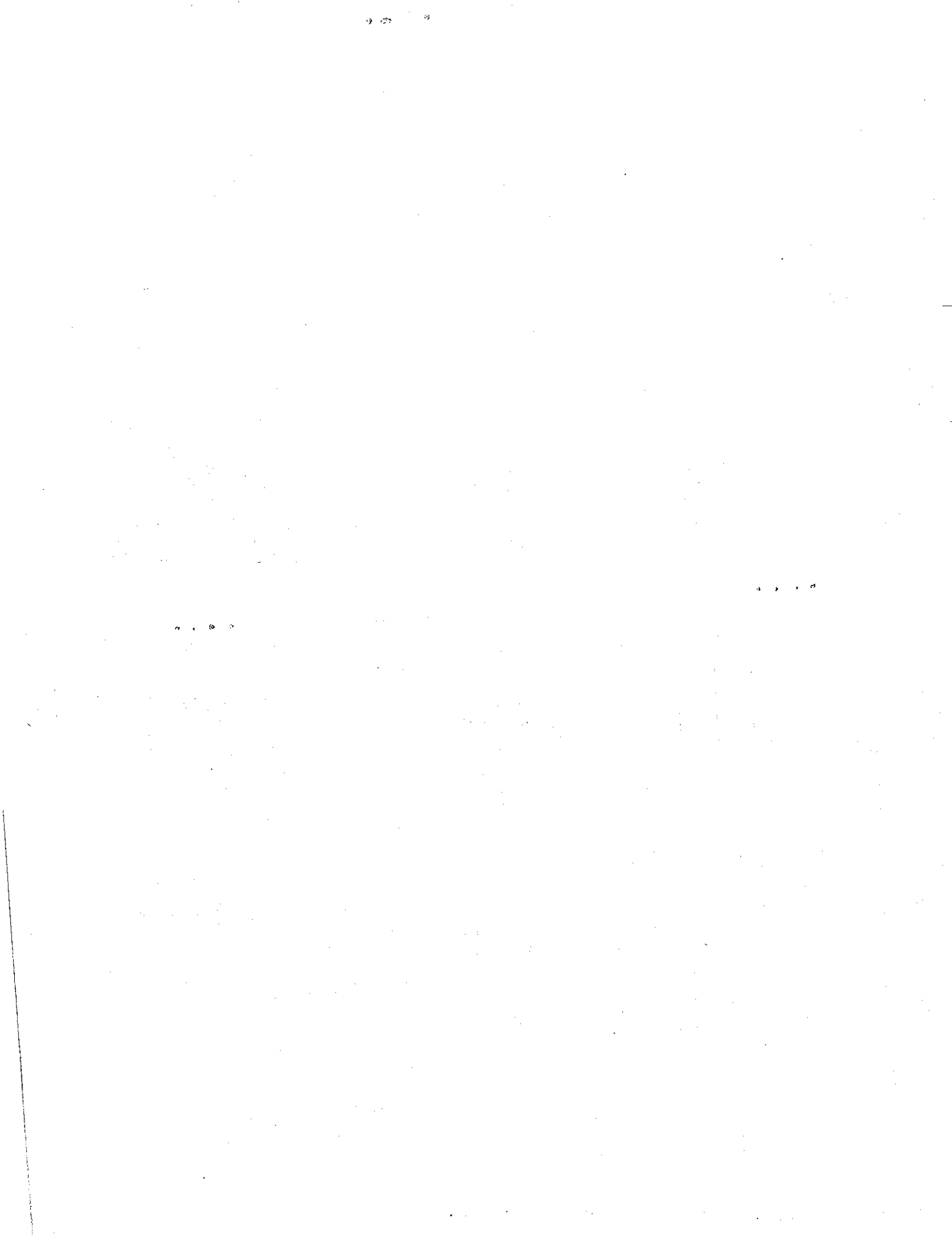
MIDDLE ROW
Hollipop root beer (6 flavors, 1 diet) (Minneapolis, MN)
Hollipop Toddy (Bowling Green, KY)
Remnessee Toddy (More Citrus Taste) (Somers, NY)
Diet Squirt Now More Citrus Taste (Ill)
Hawaiian Punch (Rolling Meadows, IL)
(By Bill Swanson)

BOTTOM ROW
Coke Indy 500 Expo May 21-24, 1992 (Chicago, IL)
Coke Manila XVI Sea Games 1991 (Singapore)
Coke Italia '90 (Turkey)
Coke (By Bill Swanson)
Mirinda Raspberry "New" (Also lemon, fireapple, lime)
Mirinda orange does not have "New"
(By Tom Kirschbaum)

S O D A N E W S

OLYMPIC SETS...
News of more olympic sets have been sent to the NPCC by several members.
Coke Venezuela 19 can set (an extension of the Coke The Netherlands 19 can set (already released???) three can set already released???)
Coke Singapore 4 can set
Coke Malaysia 19 can set (?)
Coke Product England 56 can set
Coke (8 best cities on the 7 following cans: (330ml) Coke, Caff. free Coke, Sprite, Diet Sprite, Panta, Diet Panta and (500ml) Coke.)
Thanks to all the members that sent information about the olympic sets. The club appreciates the time and effort you took to keep the other members up to date on the new cans. Thanks!!!!





CAN-VENTION
Saturday, June 27, 1992

Sweden House Lodge / Scandia Room
4605 E State St, Rockford, Illinois
10:30 A.M. to 2:00 P.M.

REGISTRATION FORM

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP CODE _____
PHONE # _____

OF TABLES _____ @ \$10.00 ea = \$ _____
Table space is LIMITED; reserve early.

Set up time will be from 8:30 to 10:00 Saturday morning (there will be no Friday night set up). We will be open to the public from 10:30 a.m. until 2:00 p.m. Complimentary food and beverages will be provided.

Return Registration Form and cheque/money order by Saturday, June 20, 1992 to:

NPCC/CAN-VENTION
PO Box 7862
Rockford, IL 61126

We will be having a raffle this year. We would appreciate any donation of pop cans or sodabilia items from our members whether or not you will be attending. Paul Rebner has already donated a can hat made from the 1992 Dinsey set from New York. Look around and see if you have any item or items that another collector would like to have, not something you want to get rid because you've been carrying it around for years.

Please indicate on this form if you will be bringing a raffle donation the day of the CAN-VENTION. All donations sent by mail should be received by June 20, 1992.

NPCC SUMMER FLING TRADE SESSION
Sunday August 2, 1992

Gene & Liz Judd's resident
4950 W 36th St
Indianapolis, Indiana 46224
317-293-5165
10:00 a.m. to ??:??

REGISTRATION FORM

NAME _____
ADDRESS _____
CITY _____
STATE/ _____
COUNTRY _____ ZIP CODE _____
PHONE # _____

of people attending: _____
per person _____ @ \$ _____ 4.00
Total (maximum \$10.00 per family) \$ _____

Return Registration Form and cheque/money order by Saturday, July 25 1992 to:

NPCC/SUMMER FLING
PO Box 7862
Rockford, IL
USA 61126

Please let us know if you will be attending so the committee can plan accordingly for food, games, etc. Also, if you need some assistance in your travel plans, be sure to get in touch with us in advance so you can enjoy your day and not worry on how you will get to the Judd's or where you will be going afterwards.

Remember, this trade session is the week AFTER the Coca-Cola Convention in Orlando.

DO NOT MISS THE FUN THIS SUMMER
MAKE PLANS TODAY