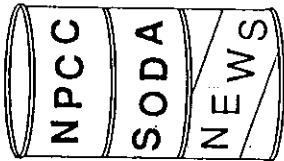


NPCC

CAN - O - GRAM

NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP



NORWAY

ITALY

UNITED STATES

AFRICA

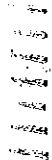
OLYMPIC SETS

JAPAN

GERMANY

SWEDEN

THE NETHERLANDS



Date: JAN/FEB 1992 Volume: 19

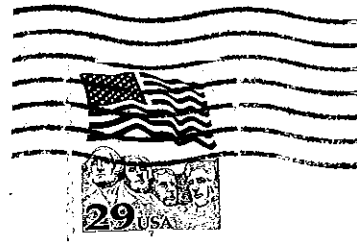
Issue: 5



NATIONAL POP CAN COLLECTORS

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

USA



FIRST CLASS

GERALD POLLACKI
294 AVENUE 31
BAYONNE

VJ 07002

NATIONAL POP CAN COLLECTORS
presents

THE NINTH ANNUAL

NATIONAL EXTRA-CAN-ZA
COLLECTORS CAN-VENTION

SATURDAY, JUNE 27, 1992
10:30 A.M. to 2:00 P.M.

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

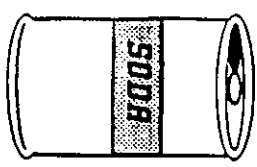
BUY - SELL - TRADE

POP CANS & SODABILIA ITEMS
GLASSES, BOTTLES, TRAYS, SIGNS, TINS,
ADVERTISING, ANYTHING YOU CAN IMAGINE
FOR THE SODABILIA COLLECTOR!

DON'T MISS THE FUN; MAKE YOUR PLANS TODAY
TO BE IN ATTENDANCE & BECOME A MEMBER

CURIOUS ON-LOOKERS & GENERAL PUBLIC
ARE INVITED TO ATTEND
ADMISSION IS FREE

MEMBERSHIP FOR ONE YEAR
\$18.00 NORTH AMERICA
\$25.00 ALL OTHER COUNTRIES



FOR INQUIRES CONTACT:
NATIONAL POP CAN COLLECTORS
PO BOX 7862
ROCKFORD, IL 61126
815-874-5915 (evenings)

CAN-O-GRAM

CLASSIFIED ADS

FOR SALE: 16 Japanese olympic comm. cans \$90 p.p.
in the U.S. \$95 p.p. to Europe (U.S. funds) bottom
opened. 2 Thailand cans (Coke loves you & Coke for
olympics) \$15 p.p. (U.S. funds) Kelly Wilson, 57
Glen Ave., Winnipeg MB, Canada. (204)-275-6438.

WANTED: Tup memorabilia to buy, sell, or trade.
Carolyn Doerfert, 3613 Lakeshore Dr., Kingsport TN
37663.

FOR TRADE: New brands "Sensational" & "Big Y"
(8 flavors). I need new brands of ginger ale &
rasberry ginger ale. Ginger Hornsby, 7233 Town
Place, Middletown CT 06457

FOR TRADE: Coke surf classic (reg & diet). Bart
Simpson clear cola cans plus I have several other
cans from Australia for trade. Ken Munro, 9
Furracabad Close, Raymond Terrace N.S.W. 2324
Australia

FOR SALE/TRADE: Coke (diet & diet caffeine free)
"Ten years of great taste". Also have Onk cola
commemorative winn-dixie race car. Reg. issue Red
Rock (cola, gr, or) Sparkle (cola, or, ga, rb)
Coke-NCAA Final Four (reg & diet) Coke Superbowl
cans. (reg & diet) I want cola cans! Bill Swanson,
14630 Garrett Ave. #613, Apple Valley MN 55124 USA

WANTED: You to make plans to attend the National
Extra-Can-Za Collectors convention. June 27, 1992
in Rockford Illinois. Watch for more information

WANTED: Soda news articles and information about
new cans or events. Also send in your want/sale
ads. Bill Swanson NFOC, 14530 Garrett Ave #613,
Apple Valley MN 55124 USA

S O D A N E W S

OLYMPIC SETS...
As you are all aware the XXV olympics are underway. In the past this ment several olympic sets being released on pop cans. This year is no different than other olympic years. As of right now I'm aware of eight different sets. Does any member know of any other sets not listed below?

- UNITED STATES (22 can set)
- JAPAN (19 can set)
- SWEDEN (6 can set)
- GERMANY (19 can set)
- Austria (15 can set)
- Italy (19 can set) or (12 can set) ??
- THE NETHERLANDS (3 can set)
- NORWAY (4 can set)

CANADIAN NEWS...

Grant Solar has reported seeing the summer olympic logo on Coke cans. The logo should appear on the other Coke product labels in the near future.

The new Pepsi logo has appeared on regular Pepsi. The can has "New Design" written in French inside a top ring around the can.

WORSE THAN STICKY FINGERS...

There is something worse than sticky fingers. It is crushed and dented cans due to inadequate packing and boxing.

I recently received a shipment of 24 cans. Several were sticky. Twelve were badly dented with permanent creases and wrinkles. Grown men do cry.

Signed,
Sticky and Mangled

A wine box with partitions is one of the best ways to ship cans.

C L A S S I F I E D A D S

All members are entitled to one free 50 word "FOR SALE OR TRADE" ad per month along with a free 50 word "WANTED" ad. Only pop/soda cans, sodabillia items, noncarbonated and juice beverages will be accepted. NO AD WILL APPEAR FOR MORE THAN THREE CONSECUTIVE MONTHS. Non-member ads will be accepted on a case by case basis upon the review and approval of the Director of the NPCC. Display ads are available at \$5 for a quarter page, \$9 for a half page, and \$15 for a full page. Display ads must conform to a 8.5 x 11 inch sheet of paper to be properly reduced to fit the newsletter format.

FOR SALE: 232 cans (4 boxes) from the '70's & early '80's for \$45 + \$18 JFS shipping. Nice starter collection with brands such as: Bell's, Blue Boy, Bubble Up, Coco Rico, Dixi, Elf, Franks, Freedom, Hillcrest, Hy Top, IGA, Jolly Treat, Marsh, Moonshine, Mr., Pathmark, Red & White, Society Club, Staff, Sunflo, Topp, Wegmans, Wildwood. (60 + different brands). Lots of flavors. Robert D. Russell, 29 Red Barn Circle, Pittsford NY 14534

FOR SALE OR TRADE: 1500 soft drink cans. I also have 250 different Coke & Pepsi cans to trade for other Coke, Pepsi or old soda cans. Please send list, I'll answer all. Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy

WANTED: Soda, Coke, Pepsi cans from around the world. I have 1800 different cans to trade. Please send list, I'll answer all. Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy

If you don't collect it please recycle it!

CARLOS VELAZCO #1006
Llauallol 2926
Buenos Aires, 1417
Argentina
00541-3931487 (also FAX#)

WELCOME BACK RETURNING MEMBERS

BILL SLATE #26
PO Box 400
Markesan, Wisconsin
53946
414-398-2422
SAM DETINA #172
316 Pebble Beach Ln
Bartlett, Illinois
60103
708-830-2770

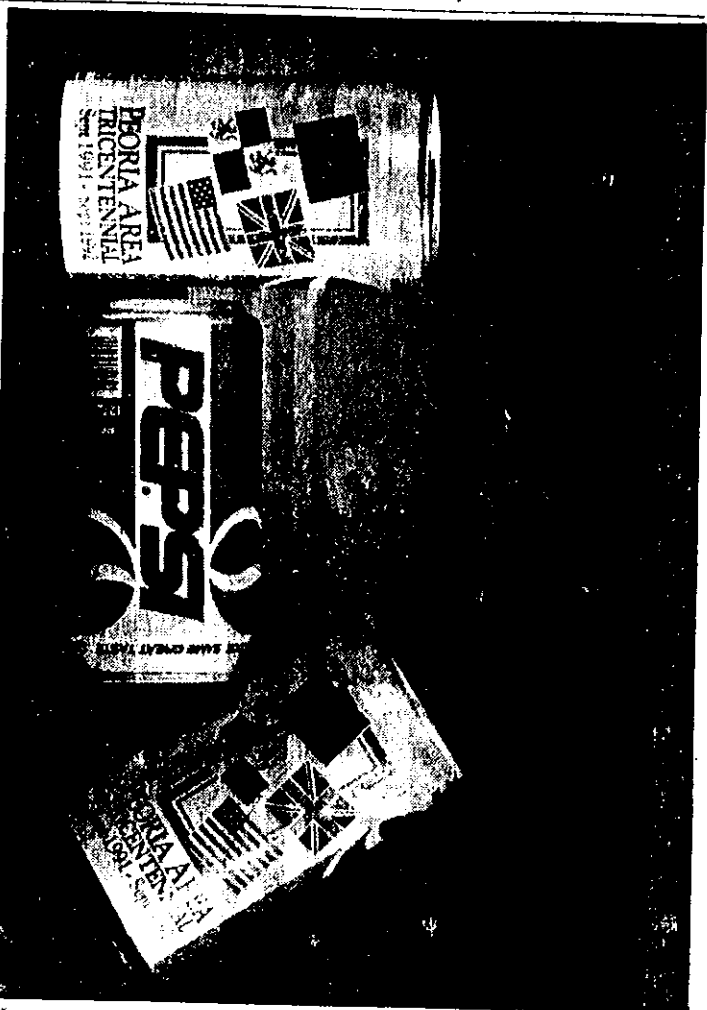
JOHN HANTZ #193
6846 New Jersey
Hammond, Indiana
46323
219-845-0311
HAROLD BALDE #473
21 Wellington St
Orangeville, Ontario
Canada L9W2L2
519-942-3984

DAVE BRACKETT #577
1124 Tyler St
Fairfield, California
94533
707-426-5553
MOE JARDIN #586
2924 Shawn Way
Rancho Cordova, Calif
95670
916-363-2510

VICTOR NAGTEGAL #688
Schubenthof 6
22402 GK Alphen a/d Rijn
The Netherlands
unlisted
DAVID LYON #689
PO Box 463
Lebanon, Ohio
45036
513-932-7490

DAVID MORAN #743
015 Third Av S
Richfield, Minnesota
55423
112-866-1708
DAVID KRANTZ #746
424 Boas St
Harrisburg, Pennsylvania
17102
717-236-3912

RUCE TAINTON #756
Navua St
Strathpine, Queensland
Australia, 4500
17-205-2640
WALLY SARNE #820
PO Box 45
Claremont, Tasmania
Australia 7011
unlisted



The four flags of Peoria's history — royal French, British, Spanish and the early United States — adorn the second of four Pepsi-Cola cans customized to salute the bicentennial.

Pepsi provides history lesson

□ Limited-edition Pepsi cans depict four flags that flew over Peoria since 1680

By CLARE HOWARD
of The Journal Star

Peoria's multinational heritage is commemorated on the second limited-edition Pepsi-Cola cans that will appear on area store shelves Monday.

The can is the second in a series of four cans designed to celebrate Peoria's tricentennial.

"With a glance, people get a sense of our history and heritage," said Linda Hampton, executive director of the Peoria 1691 Foundation.

The can depicts the four sovereign flags that flew over Peoria since it was settled.

The first was the French fleur-de-lis, which flew over Peoria from 1680 to 1763.

years of the city's modern history only French and language of local American Indians were spoken in the community.

"We have a broad French heritage," she said.

The second flag on the Pepsi can is the British Union Jack, which flew over Peoria from 1765 to 1778. Then, briefly, the Royal Ensign of Spain flew over the community in 1781.

The final flag depicted on the can is the American flag with 13 stars from the Commonwealth of Virginia. It was hoisted over Peoria in 1778.

Hampton said there are just two more cans in the series. The first is still in the front of the Peoria Journal Star building.

The can depicting the flags surrounded by a gold border was designed by Ross Inc. Ross also is designing the third and fourth cans in the series.

The third can is expected out in June and likely will be in with

Steamboat Days. The fourth can will be issued at the finale of the tricentennial celebration in September.

The Sentinel Group designed the first can featuring the tricentennial logo, which also appears on the Journal Star nameplate.

"All the cans will be historical and will salute an element of our history," Hampton said. She declined to say what the third and fourth cans will depict.

"Part of the fun is building interest," she said.

Larry Shehan, director of marketing for the Peoria division of Pepsi-Cola General Bottlers Inc., said the first commemorative can was sold out within one month. He expects the second can will sell even faster because people are more aware of the collection.

Shehan declined to reveal how many cans are being produced.

(From Perior Star Journal) (by Tom Kirschbaum)

CAN-O-GRAM WELCOME BACK RETURNING MEMBERS

NICK LARSON #916 GUNNAR FOERSTEL #921
 2212 Springbrook AV 452 Thessaly Cir
 Rockford, Illinois Ottawa, Ontario
 61107 Canada K1H-5W5
 815-398-9264 613-523-1444

BARRY SKOKOWSKI #971 HIRAM JOHNSON #975
 7 Sprague Turn RR 1, Box 99
 Trenton, New Jersey Jackson, Minnesota
 08610 56143
 609-585-4390 507-847-2980

DARRELL DAVIS #976
 164 Brady Dr
 Hazel Green, Alabama
 35750
 205-828-0177

***** FROM THE MEMBERSHIP DIRECTOR *****

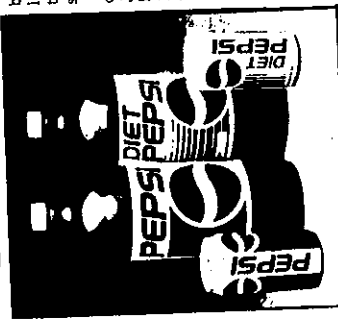
I have received a comment from a member suggesting that the telephone numbers be listed on the New and Returning Members page especially the new members. It would be up to a year before current members would have a listing of new members' phone numbers unless they called information or myself. I have no reason why in the past I did not list the phone numbers; I just did not. Starting with this issue, I will list the phone numbers of both new and returning members.

Starting this month on a space available basis, I will be listing the membership retention rate for each month. This is for members who are renewing, not new members. This is FYI stuff that I wanted to share with you.

December 91 renewals	100%	5 out of 5
as of 26 March 1992		
February 92 renewals	57%	8/14
March 92 renewals	60%	6/10

There are no renewals for the months of January, April, July and October because of the realignment to eight issues per year.

Coca-Cola is wary of Olympic 'ambush'



By Alison Fahy

Coca-Cola Co. the exclusive worldwide soft-drink sponsor of the 1992 Olympics, is making plans to block Pepsi-Cola Co. from ambushing its Olympics marketing efforts. Coca-Cola will soon ink a deal with Turner Broadcasting System's Cable News Network to be the exclusive soft-drink sponsor of an Olympic-theme program to air globally on CNN International, sources say.

The weekly show, tentatively titled "Olympic Update," will feature sports updates and profiles of athletes. It's scheduled to start airing in January in more than 70 million homes in the U.S. and abroad.

Through an agreement with the International Olympic Committee, CNN International must give official Olympic sponsors like Coca-Cola first right of refusal to sponsor the Olympic-related programs.

We are discussing a variety of programs and activities with a variety of media," Turner executives said the company is close to a deal with Coca-Cola and is also negotiating with other marketers to sponsor the show. Coca-Cola has promised its presence at the 1992 Olympics would be its biggest ever and has taken other steps to prevent Pepsi-Cola Co. from staging an ambush.

In July, Coca-Cola signed to sponsor 24 of the 40 amateur sports federations that will send athletes to the Olympics. The agreement gives Coca-Cola the right to have an exclusive presence at 500 local, regional and national competitions leading up to the Games.

Coca-Cola last week said it was planning to sign more of those associations. In addition, Coca-Cola is encouraging bottlers to become more involved in the Olympics to the local level through grass-roots promotions and special events. "Coke has said because of the cost [to be a sponsor in The Olympic Program] we should leverage it as much as we can," said one Southwest bottler. "We're going to do a lot more with it than we have in the past."

Despite Coca-Cola's moves to block Pepsi-Cola, the latter still has the option to get Olympic exposure by signing individual Olympic teams or some of the remaining amateur sports federations not sponsored by Coca-Cola. "It's not out of the realm of possibility for us to be involved in some way" with the Olympics, said Gary Gerdemann, Pepsi's manager of public relations, who declined to elaborate.

Brieta Sabatini, wore Pepsi-related patches on their clothing, though Coca-Cola was the official soft drink of the event. In addition, Pepsi passed out cardboard placards that said "Go Jimmy" on one side and "Uh-huh" on the other, referring to Diet Pepsi's popular "You got the right one baby, uh-huh" campaign. Despite Pepsi's options, several bottlers said they were unaware of any Olympics plans. One source noted Pepsi could be trying to give Coca-Cola the impression it's preparing an ambush so Coca-Cola continues to pour money into locking up exclusive sponsorships and media time.

Coca-Cola has already paid an estimated \$15 million to become a member of The Olympic Program, which provides exclusive, worldwide category sponsorship rights to the Games, as well as first right of refusal on network TV media buys on U.S. Olympic telecasts.

The marketer has also paid another \$5 million to sponsor the U.S. Olympic Team, and generally, it costs between \$500,000 and \$1 million to sponsor each amateur sports federation association. Meanwhile, Pepsi-Cola continues to try to capitalize on its marketing momentum.

In December, Pepsi will introduce new packaging for flagship Pepsi, Diet Pepsi and their caffeine-free versions.

Pepsi said the packaging change, the eighth logo change this century, and first since 1973, is "sleeker" and more "contemporary."

The company said no decision has been made yet whether "uh-huh" will appear on the new design. It had been added to previous packaging this summer.

Advertising supporting the new look will break in December. No details were available. BBDO, New York, handles.

Joe Mandese contributed to this story.

Pepsi's new logo and packaging.

(From Advertising Age) (by Tom Kirschbaum)

April 15-16, 1992 (Friday-Saturday)
SPRINGTIME IN ATLANTA

Holiday Inn Crown Plaza, Atlanta, Georgia

Lori Langlois, 404-981-6394

May 15-16, 1992 (Friday-Saturday)

BADGER SPRING PAUSE

Holiday Inn, Wisconsin Dells, Wisconsin
Jill Adams, 414-859-3059

May 14-16, 1992 (Thursday-Saturday)

SMOKEYFEST '92

Days Inn Glenstone, Gatlinburg, Tennessee
David Hodgens, 290 Doeskin Tr, Smyrna, GA 30082

May 22-23, 1992 (Friday-Saturday)

KANSAS CITY SPRING FLING

Howard Johnson's, I-70 & Noland Rd
Independence, Missouri

Charles Buck, 816-373-3965

June 13, 1992 (Saturday)

ANTIQU 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

June 27, 1992 (Saturday)

NPCC'S 8TH ANNUAL

NATIONAL EXTRAVA-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

July 17-18, 1992 (Friday-Saturday)

PEPSI FEST WEST

Hacienda Resort Hotel & Casino
Las Vegas, Nevada

PCCC, PO Box 1275, Covina, CA 91723

Where's the winner?

Top prize unclaimed in Coke's Olympics promo

By Allison Fahney

Coca-Cola USA's "Medals & Millions" Olympics joint promotion with CBS could turn into a loser if the company doesn't find a winner.

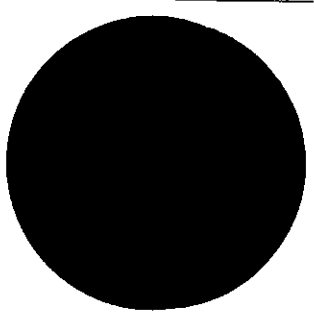
As of Friday, five days after CBS' Olympics coverage ended, not a single grand-prize winner had emerged. And some industry observers believe it behooves Coca-Cola to find one.

"From a credibility standpoint, you want to find a way to give away the top [prizes], at least," said Maxwell Anderson, president of Promotion Activators, who suggested Coca-Cola hold a second drawing if the winnings go unclaimed.

"It's bad that no one won during the Olympics," said Tom Pirko, president of Benchmark, an industry consultancy. "If there's no winner by the April 30 [deadline], then Coke is the loser... The sooner Coke announces winners, the better, or else they lose the value of the Olympic tie-in."

Mr. Pirko said this could be the equivalent of Coca-Cola's ill-fated 1990 MagCin promotion, when some of the cans containing cash and coupons malfunctioned, and the effort was aborted.

The watch-and-win promotion was created in-house and offered consumers a chance for a \$1 million grand



No winners have claimed the 16 \$1 million grand prizes in Coca-Cola's "Medals & Millions" Olympics promotion.

price each night of CBS' 16-day Winter Olympics coverage from Albertville, France. To win, consumers needed to match numbers printed on game pieces with numbers broadcast by the network.

Coca-Cola began distributing 170 million game pieces nationwide on Coca-Cola soft drinks in January, and the company has credited the promotion with boosting January sales from January 1990 levels.

CBS ran extensive on-air promos announcing the game and credits the

contest with contributing to its high Olympics ratings.

Coca-Cola spokesman Randy Donaldson said the company is eager to give away the money. Consumers have until April 30 to claim the grand prizes, but Coca-Cola won't run additional advertising to promote the winning numbers, Mr. Donaldson said.

Instead, it will mail a list of winning numbers to consumers who request it by calling a special 800 phone number listed on the game pieces.

Mr. Donaldson said Coca-Cola so far has received 50,000 requests for the numbers and will start to mail that information this week.

"Somehow they should let the public know they are still eligible because the TV commercials said 'during the CBS coverage,'" said Helen Berry, senior VP-marketing at Beverage Marketing Corp., another industry consultancy. "And then they should publicize that there is an 800 number."

Coca-Cola has a different promotion on tap for its tie-in to NBC's Summer Olympics telecast, and efforts are expected to center on a premium offer and include music to appeal to a younger age group.

There are also other promotions in the works for the soft-drink giant. Some will run in Texas, where Coca-Cola

(Continued on Page 29)

Coke

(Continued from Page 3)

Coca today will launch a major statewide marketing campaign for Coca-Cola Classic that will be followed by similar regional efforts.

"We think the idea [of regional marketing] has an application in various markets," said M.

Douglas Ivester, president of Coca-Cola USA. "It's in markets where we are strongest, like Texas, where we're increasing our presence."

Coca-Cola said the Texas campaign "is its most comprehensive marketing initiative ever focusing on a single state."

The centerpiece is a campaign that includes at least five new TV commercials celebrating distinctly Texan moments. The tag-

line: "Coca-Cola, Texas. Home of the real thing."

The campaign is from GSD&M, Austin, which won the estimated \$10 million effort in November.

Print, radio, outdoor and in-store material will also be used, as well as promotions tied to the state's "Don't mess with Texas" anti-litter campaign. □

Joe Mandese and Scott Hume contributed to this story.

(From Advertising Age)
(submitted by Tom Kirschbaum)



CAN-O-GRAM

E V E N T S C A L A N D A R

July 22-26, 1992 (Wednesday-Saturday)
 COCA-COLA COLLECTORS CLUB INTERNATIONAL
 18TH ANNUAL INTERNATIONAL CONVENTION
 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

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

T.B.A.

NPCC INTERNATIONAL EXTRA-CAN-ZA IV

The Netherlands

Dave Brackett, 708-426-5553

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, 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 this summer.

 N E W C A N S

Page 10 & 11

The complete Coke U.S. olympic set (Charlotte, N.C.)
 The numbers VI, XII and XIII were never printed
 because the games were not played those three years.

Page 12

TOP & MIDDLE ROW
 Eight cans from the Coke German olympic set

BOTTOM ROW

Coke olympic can -Turkey
 Coke one can from the Sweden olympic set
 Coke #9 & 13 from the Austria olympic set

Page 13

The complete 9 can Camden Aquarium set (Philadelphia, PA)
 (submitted by Bud Frank)

- Coke- Sandbar shark
- Coke caffeine free- Horseshoe crab
- Diet Coke- Gray Angelfish
- Diet caffeine free Coke- American Shad
- Cherry Coke- Moon Jellyfish
- Minute Maid Orange- Giant Pacific Octopus
- Minute Maid diet Orange- Lined Seahorse
- Sprite- Loggerhead Sea Turtle
- Diet Sprite- Harbor Seal





 NEW CANS

Page 14

TOP ROW

Chek cola Winn-Dixie race car (Orlando, FL)
 Coke Think Big Stay in School, Knicks (New York, NY)
 Diet Coke 10 years of great taste (Charlotte, NC)
 Diet caffeine free Coke 10 years of great taste
 (Charlotte, NC)
 (4 cans were submitted by Bill Swanson)

MIDDLE ROW

Coke Wrestle Mania VIII (Chicago, IL)
 (by Ed & Ann Ewell, Gene Judd, Maryland Cusley)
 Red Rock cola (Huntsville, AL)
 (by Bill Swanson)
 IGA cola (several flavors) (Chicago, IL)
 (by Tom Kirschbaum)
 President's Choice cola (West Seneca, NY)
 (by Tom Kirschbaum)

BOTTOM ROW

Wegmans hot ginger ale (Rochester, NY)
 (by Bob Russell)
 Straight Up raspberry (Holland, MI)
 Holiday cola (Lubbock, TX)
 Homeland cola (Oklahoma City, OK)
 (last three cans by Gene Judd, Chuck Mead)

I'd like to thank all the members that have contributed cans, photocopies, news articles, comics, and / or information that I've used in this issue or that I used in any of the three newsletters I've put together since becoming the new editor. Thanks for your support!

