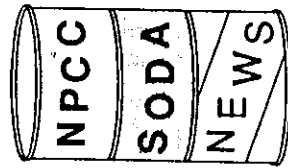


NPCC

CAN - O - GRAM

A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS



INTERNATIONAL MEMBERSHIP

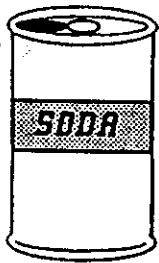
THIS ISSUE IS DEDICATED TO THE
MEMORY OF ANDRE TICHELBAUT.

THE NPCC IS SADDENED TO HAVE TO
REPORT THE DEATH OF NPCC MEMBER
ANDRE TICHELBAUT AND HIS WIFE IN A RECENT
ACCIDENT ON THE AUTOBAHN IN GERMANY. THEY
WERE RESIDENT OF BELGIUM. THIS WRITER HAD
MET ANDRE AT OUR FIRST INTERNATIONAL
EXTRAVA-CAN-ZA IN THE NETHERLANDS IN 1988.
ANDRE WAS A REAL GOOD FRIEND AND TRADING
PARTNER TO MANY OF US AND OUR CONDOLENCES GO
OUT TO HIS FAMILY.

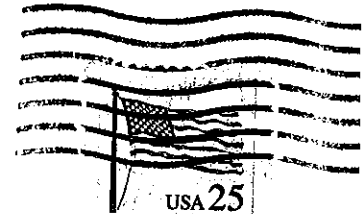
~~~~~  
DAVE BRACKETT  
~~~~~  
HAPPY BIRTHDAY NPCC!!!! "SPOTLIGHT" RETURNS
~~~~~  
MAGICAN'TS, DELMARVA, TASTE OF MARYLAND  
CLASSIFIED ADS, EVENTS AND THE YO-YOS!

Date: AUGUST 1990 Volume: 18 Issue: 1

STARTING OUR FIFTEENTH YEAR



NATIONAL POP CAN COLLECTORS  
P.O. BOX 7862  
ROCKFORD, ILLINOIS  
USA 61126



FIRST  
CLASS

GERALDI POLLACK  
294 AVENUE J 31  
BAYONNE

VJ 07002

POSTMASTER--ADDRESS CORRECTION REQUESTED

H A P P Y B I R T H D A Y

With this issue of the CAN-O-GRAM, the NPCC will start its fifteenth year; Fourteen Years Old! Much has happened to the hobby since our beginning. In August, 1976, the American Bicentennial was just starting to wind down, ninety percent of the cans were 3-piece steel and pull tabs, the cola wars were not too far in the future, and corn sweetener (fructose) wasn't used as the primary sweetener in soft drinks. Today, recyclable aluminum cans with "sta-tabs" are the way of life in America, New Coke II and MagiCans went flat, Pepsi claims they can knock off Coca-Cola by 1992 and NutraSweet has replaced saccharin in diet/sugar free soft drinks.

In our beginning when Paul Richmond founded the NPCC, we were predominately a domestic club and most of us did not "specialize" because we had all the room in the world to display our collections. As the years past by, Fred Bogdan spent eight "dedicated" years producing the newsletter while over 950 collectors have spent some time with the NPCC. Today under the leadership of Dave Brackett (and myself), we have an active membership of near 200 in fourteen countries on five continents. And most collectors "specialize" their collections.

There are very few "original" members left who have been through all the changes that have endured the NPCC. Looking back wouldn't be complete without remembering some of the earlier members who are no longer with the NPCC (and in some cases, no longer with us), Betty Toefer, Joffa John, Pepsi Pete, Jerry Lamb and Elmer Oehlke. More recently Nick Shepard, Carr Suter, Andy Claiborne and Andre Tichelbaut (of Belgium who recently past away) have shared their company with us. Young and old alike have spent hours increasing their collections by dumping, going through trash cans, stopping along the side of the road, and of course trading with one another.

Fourteen Years! No, I don't feel fourteen years older, I have just that many more cans in my collection. Happy Birthday to the NPCC!

P.S. Though I have never met Paul Richmond, we have missed you and, SURPRISE!!!, welcome back to the NPCC.

*Tommy [Signature]* #45

CAN-O-GRAM

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

WANTED

\*\*\*\*\*  
**WANTED:** 1974-75 and 1975-76 Denver Nuggets sets on Pepsi. I have 12 can set of the "Yo-Yo Tricks" from South Africa on Coke. Also have other foreign Cokes to trade for Pepsi's I need. Let me hear from you! Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439  
 \*\*\*\*\*

**TRADE:** Six Pepsi 1971 Dallas Cowboys World Champions commemorative soda bottles mint with original contents; caps are rusty. If you have soda bottles, orange cans or glass ashtrays with painted label advertising, write me. Victoria Herberta #399, PO Box 8154, Houston, TX 77004  
 \*\*\*\*\*

**WANTED:** All current special issues foreign and domestic. Many cans to trade. Dave Brackett #577, 1124 Tyler St, Fairfield, CA 94533 (707-426-5553)  
 \*\*\*\*\*

**WANTED:** 89 Alaska State Fair on Classic & Diet. 90 6 Flags/St. Louis, 89 Oklahoma State Fair, 89 Pittsburgh Pirates 100 Years, All cans in the NY Championship set and 90 Tennessee Sportsfest. Michael Spaly #749, 106 Hamilton St, Woodstock, GA 30188  
 \*\*\*\*\*

**WANTED:** Coke cans from around the world. Will to exchange with reliable trading partner in any country. Will send any Coke or soda cans from Australia. Matthew Benham #955, 9 King George Parade, Forster, NSW, Australia 2428 (phone 065-54-9230)  
 \*\*\*\*\*

**WANTED:** Any size "Cone Top" sodas in at lease Mint condition especial "Donald Duck" and "Pepsi-Cola." Hal Schafer #953, PO Box 1171, Columbia Falls, MT 59912  
 \*\*\*\*\*

**WANTED:** Coca-Cola cans (FULL) from the USA. Will buy or trade Australian cans. Darrell Myott #950, 30 Carcoola Av, Moorebank, NSW, Australia 2170  
 \*\*\*\*\*

**WANTED:** Coca-Cola: Gold cans from Taiwan and Malaysia. I have South African Language, New Zealand Centennial and Australian Santa sets. Mark Luijendijk #813, W Alexanderdreff 28, 3871 CL Hoevelaken, The Netherlands  
 \*\*\*\*\*

All CAN-O-GRAM material is due the 15th of each month.

S P O R T S

SODA CAN SETS

From the mid-70's: Canada Dry Flyers, Phillies, NFL Helmets, RC baseball sets, 7 Up 50-\$4 each. Negotiable, make offer, (you fetch) even unreasonable.

JOHN KRUEGER  
PO Box 606

Bloomington, IN 47402-0606

FOR SALE: 500 different regular issue soda cans for \$200 plus postage. Many are older straight steel, most are steel and some flat tops are included. List NOT available. Dave Brackett #577, 1124 Tyler St, Fairfield, CA 94533 (707-426-5553)

FOR SALE: Coca-Cola Commemorative bottle "750 Years, Berlin," \$25. Michael Spaly #749, 106 Hamilton St, Woodstock, GA 30188

WANTED

WANTED: Will buy race car driver's cans. These #56, 180 N Upas, Escondido, CA 92025

WANTED: Cone tops, flat tops and some older steel trade a few grade 2 and 3 cone tops plus lots of others including Goldwater, big diamond Coke, Can-A-Pop, Pabst, Gayla, etc. Also a few tabs. WHERE ARE ALL THE OLD CAN COLLECTORS?? Larry Neal #948, Rt 4 Box 327, Randleman, NC 27317

CAN-O-GRAM

WELCOME NEW MEMBERS

TRACY WRIGHT #959  
RR 1, Box 196  
Henry, Illinois  
61534

WELCOME BACK RETURNING MEMBERS

PAUL RICHMOND #2  
PO Box 654  
New Philadelphia, Ohio  
44663

PAUL REBNER #742  
3 Edwards Dr  
Oxford, Connecticut  
06483

MARC DURAND, JR #873  
3104 Emerald Pl  
Wilmington, Delaware  
19810

WARREN OWENS #893  
136/641 Pine Ridge Rd  
Runaway Bay, QLD  
Australia 4216

WAYNE MANN #903  
PO Box 25 / 425 Park  
Quinter, Kansas  
67752

CHANGE OF ADDRESS

DONALD MAYS #945  
240 Turner Av  
Ada, Ohio  
45810

(Remember to add these changes to your Membership Roster.)

FREE MEMBERSHIP RENEWALS

ATTENTION MEMBERS: Sign-up five NEW members and receive a free years renewal membership for yourself. Offer good until 31 December 1990.

For those of you who travel and set-up at flea markets and antique show, we have plenty of applications to send to you. Help us get the word out about the NPCC.

Remember to renew on-time! We don't want you to miss a single issue

TOM & KIM KIRSCHBAUM #45  
4951 Linden Rd, Apt 1016  
Rockford, Illinois  
61109

JOE BELLIVEAU #871  
PO Box 462  
Ellington, Connecticut  
06029

JIM GILLARD #878  
174 Valley View Rd  
New Hartford, New York  
13413

ALFREDO GOBERA #897  
Adolfo Prieto 1322 PB  
Mexico City, 03100  
Mexico

BILL DODGE #906  
61 Fairview Ln  
Mt. Iron, Minnesota  
55768

RICH SIMMONS #864  
3326 Wyndale Ct  
Lake Ridge, Virginia  
22192

# MagiCans: How Coke Stumbled With an Innovative Promotion

By MICHAEL J. McCARTHY  
Staff Reporter of THE WALL STREET JOURNAL

Why did Coca-Cola Co. can its Magi-Cans promotion?

Maybe it had something to do with the bomb squad in San Francisco. Early last month, toward the end of a United Airlines flight from Chicago to San Francisco, a flight attendant popped open an ordinary-looking can of Coca-Cola Classic. But the attendant became suspicious when she tried to pour it, and nothing came out. By the weight of the can, she could tell something was in there.

As soon as the plane landed, the crew immediately rushed all the passengers off. The Coca-Cola can was whisked to a remote area. The bomb squad was called out. Surrounding the Coke can, the bomb technicians opened it—and found a \$10 bill.

Although the technicians determined they didn't have a bomb on their hands, it soon became evident that the people at Coke did. Last week, under the crush of had publicity about defective cans, Coca-Cola confirmed that it had halted distribution of the MagiCans, prize-filled cans rarely mixed with real ones.

But even as the last cans disappear from store shelves, the demise of MagiCans only three weeks after their launch doesn't signal the end of such innovations. Marketing experts predict that MagiCans, high-tech promotions such as MagiCans, which effect cash when popped open, probably will increase because they serve one important purpose: cutting through a glut of advertising.

"There's got to be a stopper," says Jesse Meyers, publisher of trade newsletter, Beverage Digest. "The stopper of today and tomorrow [in soft drinks] is technology." As a direct result of MagiCans' problems—some 70 consumers have called Coke to complain that their cans were broken—Mr. Meyers believes testing periods for such technically oriented promotions will be lengthened from several weeks to several months.

What might the next big promotion be? Would you believe MagiCans? Coke is so enamored of MagiCans' potential that it has already considered relaunching the

the company's plans. Before any definite decision is made, the company is pursuing an investigation into every structural, chemical and marketing aspect of the MagiCan program.

With solid double-digit sales gains in the first three weeks of the promotion, the sources said, Coke is convinced it still has a winner—only a temporarily broken one. Therefore, pulling the promotion early on may allow Coke to limit damage that could thwart a relaunch of MagiCans.

Coke didn't have any immediate comment on its plans. Coke's adventure with MagiCans—the big malfunctions, the bomb scare, the big launch and the quick retreat—may serve well as a promotional primer, illustrating both marketing mastery and missteps. It seemed an easy-to-understand, sure-fire blockbuster. Instant-win cans. A happy pops the top, and cash or certificates for prizes immediately eject. But what seemed so simple and exciting in concept proved to be less so in reality.

For starters, test markets in Iowa and Illinois last fall indicated there could be problems. As designed, the cans were supposed to yield one thing when opened: a prize. Instead of the Coke beverage, the cans were filled with water (which was supposed to be sealed off and inaccessible) to give the MagiCan the feel of the real thing.

But last fall at least one curious person in a market test of the MagiCans had broken into a can to look at the prize contraption. Despite that sign of trouble, one former Coke employee involved with MagiCans says, "drinking the liquid... was deemed such a long shot that it was a risk not fully taken into consideration."

The long shot, however, came through right away. In the first week of the promotion, an 11-year-old Massachusetts boy popped open his can, and because of a defect, drank some of the water. (The water is harmless but foul-tasting.) The boy's story set off a flood of negative publicity nationwide.

Broken cans aside, Coke quickly learned that the concept was difficult for consumers to understand. After TV ads launched the MagiCans promotion, some consumers thought the cash coming out of the cans in the commercials was simply a metaphor, not to be taken literally.

## CAN-O-GRAM

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 soda/pop cans, sodabilla items, noncarbonated and juice beverages will be accepted. No ad will appear for more than three months. Non-members 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 ¼ page, \$9 for a ½ page and \$15 for a full page. Display ads must conform to a 8 ½ X 11 inch sheet of paper to be properly reduced to fit the newsletter format. AD DEADLINES ARE THE 15TH OF EACH MONTH. ALL classified ads should be sent to: NPCC, PO Box 7862, Rockford, IL 61126, USA.

### FOR SALE OR TRADE

\*\*\*\*\*  
FOR SALE: Soda cans. Send for list and note of what type of cans you need. Have sports cans, bi-centennial and special issues; all steel Gilbert aluminum cans and solid top cans. Wally Gilbert #56, 180 N Upas, Escondido, CA 92025  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Almdudler cans and bottles from Austria; old and new designs, any and all flavors. Also other foreign cans in orange and citrus flavors. Victoria Herberta #399, PO Box 8154, Houston, TX 77004 (713-523-HOGS)  
\*\*\*\*\*

\*\*\*\*\*  
FOR SALE: Pepsi "Seattle '90 Goodwill Games," \$1.00 each. By the time this is printed, I should have also have "Italia '90 World Cup Soccer Championships" cans from Mexico \$1.50 each. Shipping \$1.50 first can, 50¢ each additional can. Jerry Watkinson #684, PO Box 1088, Imperial Beach, CA 92032  
\*\*\*\*\*

\*\*\*\*\*  
TRADE: I have hundreds of different grade 1+ steel soda cans to trade for painted label soda bottles. Carl Creger #672, 3500 14th St, Rock Island, IL 61201  
\*\*\*\*\*

\*\*\*\*\*  
FOR SALE: 1989 Delmarva Pepsi cans 19/set; Taste of Maryland 6/set; Homerun Chicago Cubs; Dorney Park, PA; some '88 cans. All cans \$1.00 each plus postage. Ralph Zebley #923, Rt 1 Box 151FA, Preston, MD 21655 (301-673-7532)  
\*\*\*\*\*

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

\*\*\*\*\*  
July 29-August 4, 1990 (Sunday-Saturday)  
16TH ANNUAL INTERNATIONAL CONVENTION

Coca-Cola Collectors Club International  
Galt House Hotel, Louisville, Kentucky  
Contact: Coca-Cola Collectors Club International  
PO Box 49166, Atlanta, GA 30359-1166  
\*\*\*\*\*  
August 25-26, 1990 (Friday-Saturday)

4TH ANNUAL ADVERTISING SHOW & SALE  
Space City Chapter of Coca-Cola Club  
Ramada Hotel Northwest, 12801 Northwest Freeway  
Houston, Texas  
Contact: Pat & Bill Nelkin, 8307 Braesview  
Houston, TX 77071  
\*\*\*\*\*

September 13-15, 1990 (Thursday-Saturday)  
SEPTEMBERFEST 1990  
Mid-South Chapter of the Coca-Cola Club  
Days Inn Motel, Elizabethtown, Kentucky  
Contact: Earlene Mitchell, 6250 New Hope Rd  
Paducah, KY 42001 (502-554-2526)  
\*\*\*\*\*

\*\*\*\*\* CANCELLED \*\*  
September Indy Show  
\*\*\*\*\*  
September 30, 1990 (Sunday 10:30-2:30)  
NPCC TRADE SESSION

Host: Ann & Ed Ewell  
6230 N State Rd 1  
Ossian, Indiana 46777  
(219-622-4488)

Don't miss this chance to see their INCREDIBLE  
collection; located just south of Ft. Wayne, IN.  
\*\*\*\*\*  
TBA: The 4th Annual Mid-Winter Extrava-Can-Za  
January, 1991, Rockford, Illinois  
\*\*\*\*\*  
June 20-22, 1991 (Thursday-Saturday)  
NPCC's 8TH ANNUAL

NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION  
Sweden House Lodge / Leif Ericson Room  
4605 E State St (US Bus 20), Rockford, Illinois  
Contact: Tom Kirschbaum #45 (815-874-5915)  
\*\*\*\*\*  
If you know of any show that is not listed on this  
page, drop us a line and we'll be happy to list it.

CAN-O-GRAM

One person involved in the promotional plans said there was so much enthusiastic discussion about MagiCans that Coke lost sight of the fact that the cans were so unusual that they required thorough explanation for the man on the street. "We were just too close to it," says the individual. So Coke began rejiggering the television ads to stress that there really was cash in cans.

Failing to fully recognize some of the pitfalls in advance is a classic example, some marketing experts say, of failing head over heels for a creative idea. "Once they fall in love with it, it develops a life of its own, and there's no stopping it," says Gary M. Stibel, a principal with the New England Consulting Group, Westport, Conn.

As soft-drink companies vie for consumer attention, promotions are becoming riskier. Last summer, PepsiCo Inc. got burned with an ad featuring rock star Madonna. Pepsi yanked the spot under pressure from religious groups, who were offended by a rock video Madonna had made (in which she dances around burning crosses), even though the video was unrelated to the Pepsi commercial.

But marketers say tinkering with the actual product or packaging of a consumer good that can be ingested requires extraordinary caution. Pepsi says it had considered a similar prizes-in-cans promotion last year, but opted against it, partly because of worries that people might drink something from a Pepsi can that they weren't supposed to.

"When you are dealing with a food or beverage product, even one failure in a million is unacceptable," says John Lister, chief executive officer of Lister Butler Inc., a brand and corporate identity concern based in New York.

In Atlanta last month, frustrated Coke marketers shook their heads as they watched videotapes of the Massachusetts boy appearing on a local news show, and worried that the publicity might damage the image of its flagship brand, Coca-Cola Classic.

With more than a dozen reports of broken mechanisms on hand by the third week of May, Coke set about a massive research effort to find out how many of the cans were broken. By simply shaking the cans and listening for rattles, the company determined that fewer than 1% of the cans were broken. The company issued a news release acknowledging a "small number" of defects.

Meanwhile, as internal debate raged about whether to proceed with the promotion or pull it, Coke fired off full-page newspaper ads to show consumers what a broken MagiCan looks like compared with a working one. The ads advised against drinking the water, and gave consumers a toll-free number to phone in complaints.

Marketing experts praised the openness of Coke's disclosure, which signaled to the public that big corporate Coke, which had suffered embarrassment five years ago over the New Coke fiasco, could still own up to its mistakes. By contrast, Perrier was criticized for not being aggressive enough in informing consumers quickly about the contamination of its bottled water earlier this year.

Deciding it was pointless "to put out brushfires all summer," as one insider says, the company called it quits last week. The promotion was supposed to run until mid-August. But Coke opted to put a positive spin on the finale, with ads that stated: "The last MagiCans are out there, but not for long..."

Says John Margaritas, chairman of Ogilvy & Mather Public Relations in New York, "Once you risk any damage to your brand name, then you need to quickly do whatever you can to save the brand."

From the WALL STREET JOURNAL

Articles submitted by: Wilbur Trask #644 & Tom Kirschbaum #45

SODA MARY  
SPOTLIGHT



Home of The Museum of Beverage Containers & Advertising, and Interactive Books for collectors.

NATIONAL POP CAN COLLECTORS VOLUME 90-1

INTRODUCTION... A NEW START!

With this article, I am going to begin a series of discussions on come top soda cans. I'm doing this for two reasons. First, I am developing a book on come top sodas that I will publish next year, and I have the information already collected. Second, I need input from the members on any come tops not already cataloged.

I have also pledged to myself that a "new start" is in order in my providing consistent articles for the newsletter that I have promised to Dave and Tom.

So, for the many new members, I would like to introduce myself and outline my role in the fascinating world of collecting. Together with my wife Karen, my son Tom, my daughter Ginny, and our other able staff members we are involved in the following collectables related ventures.

1. We operate The Museum of Beverage Containers and Advertising in Nashville, Tennessee, which houses over 17,000 different soda cans, 9000+ beer cans, more than 5000 soda bottles, and thousands of soda and beer advertising pieces that attracts visitors from all over the world. We are proud of a recent article about our museum in the March 190 issue of the Smithsonian Magazine. All collectors are urged to drop by and share a story about collecting with us.
  2. Housed with the museum, we have a large gift shop stocked with tens of thousands of soda and breweriana collectables for sale or trade. Along with the gift shop, we send mail order catalogs to collectors world-wide. Drop us a line and we'll be glad to send you our latest catalog.
  3. We publish over 170 collectables and nostalgia books through our publishing company called Interactive Books. The information source for our books is a massive computerized base called the "Collectables Data Base" which we are constantly up-dating.
- From the above, you can readily see that we are actively involved in the "Wonderful World" of collecting. As our interest more specifically applies to soda can collecting, we are the self-appointed information collectors for all types of soda cans. For those of you who have our books on soda cans know... we really get involved in our task with an aim to catalog all known soda cans.

...All Around The World!



In the UNITED STATES we love the *Coca-Cola* CLASSIC

In FRANCE we... Buviez *Coca-Cola* (la plus savoureuse)

In ITALY we... Bevete *Coca-Cola*

In ISRAEL we... מריקו קולדה

In TAIWAN we... 可口可樂

In THAILAND we... 7-ELEVEN and 7-ELEVEN

In KOREA we... 코리아 콜라

In CHINA we... 可口可乐

In the SOVIET UNION we... *Хорошо*

In SPAIN we... *Coca-Cola*

In MOROCCO we... *كوكاكولا*

In EGYPT we... *كوكاكولا*

COCA-COLA IS ENJOYED IN OVER 160 COUNTRIES AROUND THE WORLD.

## Props! Get Me a Soda on the Set Pronto!

One observer's notes on beverage product placement, as gleaned from too many hours of cable television and an occasional trip to the local multiplex...

The most blatant—hands down—positioning goes to "Big," in which Tom Hanks just happens to have a Pepsi vendor in his living room. Director Penny Marshall lovingly focuses on the can of Pepsi the overgrown kid retrieves from the machine. If that weren't enough, the audience sees the vendor's reflection in a window seconds later. On the other hand, Pepsi's presence in "Stand and Deliver" is muted, although the company gets a mention in the credits for helping fund the pro-education film.

How many people can pick up a beer and place it down so the label stays as straight in the eye? Danny DeVito can, and does, in "Twins," with his Coors Light. In the same movie, DeVito and his brother Arnold Schwarzenegger stroll by a conveniently parked Midway truck.

Strung-out Michael J. Fox drinks not Pepsi, but Ocaz Spray Cranberry Juice Cocktail, when he wants to calm down in "Bright Lights, Big City."

Although Hugges disposable diapers are at the focus of a chase scene in "Raising Arizona," there is plenty of Coca-Cola classic on hand and Nicholas Cage openly states a desire to "knock back a few Coca-Colas" with his undesirable buddies. Those friends (one played by John Goodman) prefer Budweiser, as evidenced by the two dozen or so empties they leave behind.

Back to Coke as the new Coke/Coca-Cola classic saga unfolded, the "st great plain old Coke proliferation can" be found in the James Garner-Sally Field vehicle, "Murphy's Romance."

But nothing rates as more classic than the Man of Steel hurling one of his archenemies into the Times Square Coke sign in "Superman II."

Leaving nothing to chance, the *prezinos* to Dennis Hopper's "Flashback" contained plenty of Rolling Rock. Similarly, the commercials for "Heart Condition" showed one character screaming the phrase "2-Liter Peps."

Even Oscar knows placement. "Rain Man," the Best Picture for 1988, features Dustin Hoffman, Tom Cruise and a can of Mountain Dew.

But on the muted opportunities, The 1985 release (and HBO perennial) "Just

## IN THE BEGINNING... CONE TOP SODA CANS

Collecting cone top soda cans is a very narrow specialty of the broader hobby of soda can collecting. The soda cones we have cataloged and that we are discussing in this and future articles probably represent 75% of all of the different cone top cans produced during a rather narrow time span from 1938 to about 1955.

The cone top cans are the value heavy-weights of all the collectable soda cans, with some examples being valued in the \$1000 plus range. Existing bottling lines which accounted for their shape. Their shape was also their eventual downfall due to shipping and stacking problems.

Continental Can Company was the first to break into the new market. In 1938, the Clicquot Club Company of Mills, Massachusetts agreed to fill 100,000 cases of Continental's low profile cone top can with ginger ale. Leakage, and flavor absorption problems of the wax applied over the liner halted active consideration of soda in cans for several years.

After World War II ended, the can companies again focused their attentions on the use of cans for soda beverages. With an improved liner, and a stronger can, Continental Can received an approval from Pepsi-Cola in 1948 to test their cone in a cone top can.

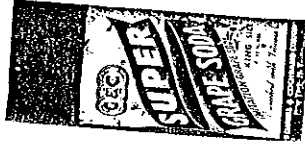
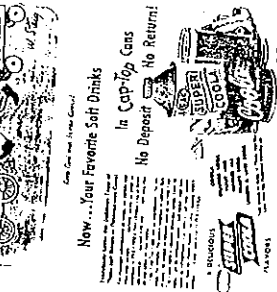
In 1949, Cantrell & Cochran Corp., teamed up with Continental to begin marketing a multi flavor line in a cone top can.

Resistance to the use of the can for soft drinks began to crumble by the early 1950's, and in 1953 with the removal of Korean War price controls, the market was ready for the can.

The cone top can as well as the punch top can both began a steady advance on the bottle market to win the pocketbooks of the soda drinking consumer.

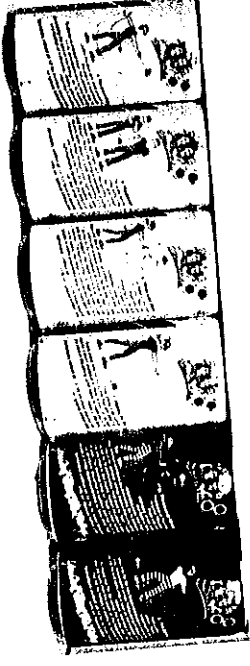
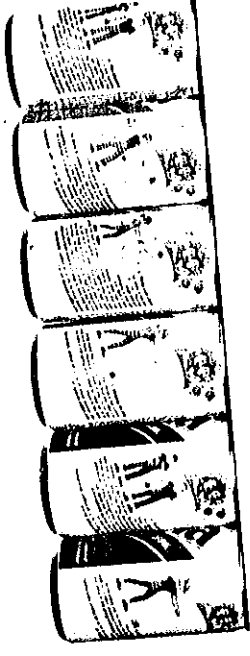
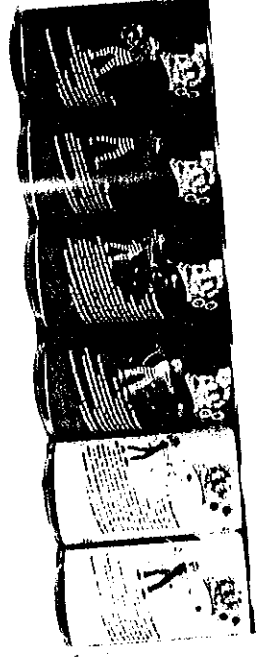
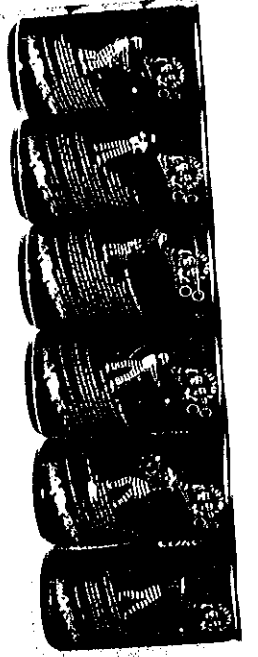
Then, the can which had started the rise of the metallic container for soda beverages to a lofty position in the industry began loosing ground to the punch top can. As demand grew for soft drinks in cans, filling speed became an important factor.

In light of the changing markets, Continental Can Company, the last major producer of cone top cans, decided to halt promotion and production of the can shaped like a bottle in the late 1950's. Thus ended an interesting and exciting era in soft drink history, and began an interesting and exciting era for soda memorabilia collectors.



New... Your Favorite Soft Drinks  
In Cap-Top Cans  
No Deposit. No Return!





**Beetle Bailey**

MY WIFE  
WANTS ME  
TO STOP  
DRINKING

MY DOCTOR WANTS  
ME TO LOSE WEIGHT

11-10

MY SECRETARIES  
WON'T LET ME  
FLIRT

10-25

IT'S PRETTY ROUGH  
WHEN YOUR ONLY  
VICE IS DIET COLA

Mort Walker

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**OUNTAIN  
NDEW**

**3% FREE**

**DIET  
OUNTAIN  
NDEW**

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**LISTEN TO 1010 FOR DETAILS**  
Contest Ends 8-31-90

**Beard**

**UP \$12.95**

**CARLOAD DAYS**

**Tastings**  
Tastings  
Tastings

EVERY MONDAY,  
WEDNESDAY & FRIDAY  
AUGUST 11 THROUGH  
AUGUST 31, 1990

100% NATURAL SWEET

**Enjoy Sprite**

**1/2 PRICE**

**SIX FLAVORS**

**7UP**

**POT-A-TION**

**100% NATURAL SWEET**

**SAVE \$5 AFTER \$5.50**

**BOARDWALK**

**SANTA ANITA BEACH**

**diet Lemon Lime slice**

**ALL-MINIMUM CANS**

**\$3.00 OFF**

**Adult Gate Admission**

**FRIDAY & SAT. JULY 27 & 28**

**CATACOMBS**

**SAVE \$4 ON A DOZEN**

**PASS & RECEIVE**

**A FREE WILDWATER**

**KINDOM PASS**

**Fudgsicle**

**Chocolate Fudge**

**NO SALT / SOD**

**1990 ST. LOUIS SLUGS**

**12 FL. OZ. / 354 ml**



AUGUST DISCOVERIES continued

PAGE 11, TOP & MIDDLE ROWS  
PEPSI 1990 DELMARVA SET continued

Jolly Roger Amusement Park  
Delaware's good nature...depends on you.  
Harford County Farm Fair Inc.  
Ponies - Chincoteague, VA

Life is a picnic in Maryland State Parks.  
Havre De Grace Decoy Museum  
75TH ANNIVERSARY 1915-1990  
Pepsi-Cola Bottling Co, Salisbury, MD

BOTTOM ROW

PEPSI 1990 GET A TASTE OF MARYLAND (4 cans)  
Bet on Pepsi at the Preakness

Montgomery County Agricultural Fair  
Maryland State Fair  
Sand Castle Fest 1990  
Pictures from Ed Protin #756

PAGE 13, TOP ROW  
MOUNTAIN DEW 33% MORE FREE, Watertown, WI

-regular  
-diet  
PEPSI SANTA CRUZ BEACH BOARDWALK, Merced, CA  
From Dave Brackett #577

PEPSI DORNEY PARK 1990 WILDWATER, Philadelphia, PA  
From Bud Frank #515

MIDDLE ROW

COKE CLASSIC WIN A DODGE CARAVAN, Philadelphia, PA  
From Bud Frank #515

SPRITE 6 FLAGS ST LOUIS & PRICE, Eagan, MN  
different from Classic & Diet, from Ray Scott

DIET LEMON LIME SLICE, Philadelphia, PA  
Donate 'Aluminum Cans for Burn Care'  
From Bob Luciano #434

VESS COLA ST LOUIS CARDINALS 1990 JUL/AUG/SEP #2  
From Ray Scott #65

BOTTOM ROW

7 UP FANTASY FARM \$12.50 CARLOAD DAYS, Holland, MI  
From Debbie Rose #758

DIET CHERRY 7UP SPOT-A-THON, New Rochelle, NY  
From Bob Luciano #434  
HAWAIIAN PUNCH MOTORCRAFT CALIF NAT'L, San Francisco  
From Dave Brackett #577

FUDGSICLE CHOCOLATE FUDGE SODA, RC Cola, Chicago  
From Tom Kirschbaum #45

CAN-O-GRAM

AUGUST DISCOVERIES

PAGE 8

From SOUTH AFRICA, the Coca-Cola YO-YO set!!!  
8 cans on Coke "You can't beat the feeling!"  
4 cans on Sprite  
4 cans on Fanta Grape  
4 cans on Fanta Orange  
4 cans on Fanta Lemon? (yellow can)  
24 cans total "GO YO-YO, SPIN WITH US"

Pictures from Berry van Helmond #691  
(Members, keep us posted on any new information.)  
\*\*\*\*\*

PAGE 10

PEPSI 1990 DELMARVA SET (18 cans), Salisbury, MD  
Trimpers Rides  
J. Millard Tawes Museum  
The Zwaanendael Museum  
Delaware State Fair '90

Delaware's John Dickinson Mansion  
Tuckahoe Steam & Gas Show  
Parksley Railway Museum  
Snow Hill - 300 Years on the River

Tangier Island Cruises from Crisfield, MD  
Salisbury Zoo  
Old Trinity Church  
The Maryland Lady - Port of Salisbury Marina

(listing continues on page 12)  
\*\*\*\*\*

COMING NEXT MONTH:

Summer is starting to wind down, but there are still cans out there to be found. Let us know of your finds so we can share them with the rest of members.

Kelly Wilson phoned me to report of the release of the 1990 Summer Pop Art cans from Canada; there are two cans in each size 280ml (10 oz) and 355ml (12 oz).

Watch for the next NPCC contest coming soon. Part Two of "Spotlight" cone top series will continue in October.

Anything else coming next month? How about the trade session on September 30 at the Ewell's home in Ossian, IN. Don't be left out.

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**1. Family Fun Place**  
**AMERICAN COURT OF MARSHALL AND**  
**DELMARVA**  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**2. The Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**3. The Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**4. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**5. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**6. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**7. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**8. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**9. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**10. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**11. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**12. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**13. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**14. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**15. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**16. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**17. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**18. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**19. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**PLACES OF INTEREST TO VISIT ON DELMARVA 1990**

**20. Delaware State Fair**  
 Delaware State Fairgrounds  
 1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**GET A TASTE OF MARYLAND!**

**Pei on Pepsi at the Preakness!**

1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**GET A TASTE OF MARYLAND!**

**Enjoy a Pepsi at Sand Castle Rest 1990.**

1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**GET A TASTE OF MARYLAND!**

**COOL OFF with Pepsi at the Montgomery County Agricultural Fair.**

1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

**GET A TASTE OF MARYLAND!**

**Take a spin with Pepsi at the Maryland State Fair.**

1000 N. Delaware St., Delmar, DE 19741  
 302-391-1111

1990 - GET A TASTE OF MARYLAND!

**PEPSI**

12 FL OZ 354 ml