

# NPCC

## CAN - O - GRAM

A MONTHLY PUBLICATION OF THE  
NATIONAL POP CAN COLLECTORS

NATIONAL POP CAN COLLECTORS  
WELCOMES YOU TO

### THE SEVENTH ANNUAL NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION

SATURDAY, JUNE 23, 1990  
ROCKFORD, ILLINOIS

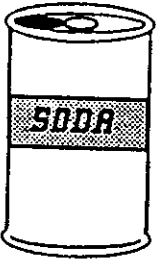
at

SWEDEN HOUSE LODGE  
LEIF ERICSON ROOM  
4605 E. STATE ST. (U.S. BUS. 20)  
10:30 A.M. TO 2:30 P.M.

BUY — SELL — TRADE

POP CANS • BOTTLES • GLASSES • TRAYS  
SIGNS • ADVERTISING  
ALL TYPES OF SODA RELATED COLLECTIBLES

Date: JUNE 1990    Volume: 17    Issue: 11



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



FIRST  
CLASS

POSTMASTER--ADDRESS CORRECTION REQUESTED

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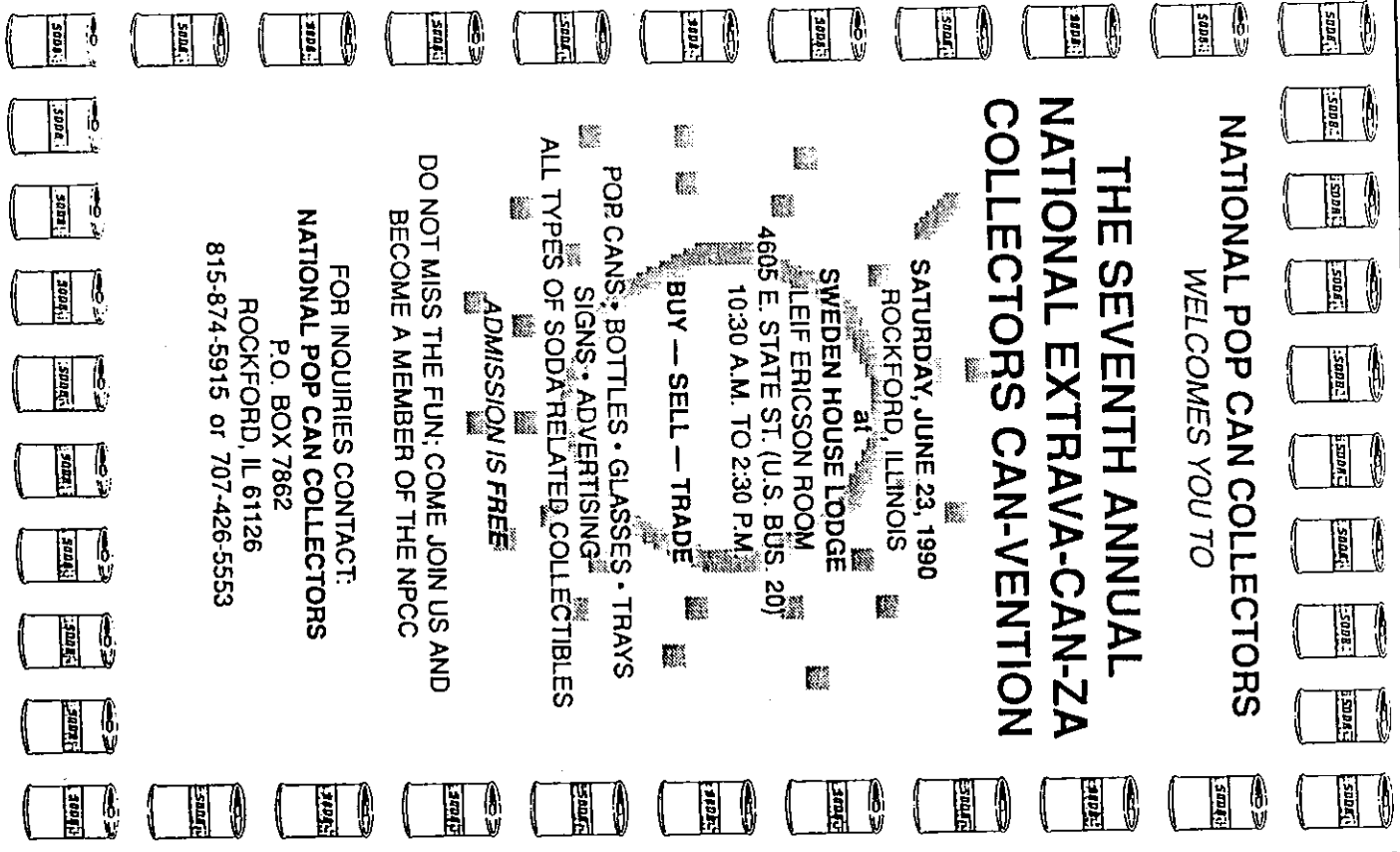
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POP CANS • BOTTLES • GLASSES • TRAYS  
SIGNS • ADVERTISING  
ALL TYPES OF SODA RELATED COLLECTIBLES

ADMISSION IS FREE

DO NOT MISS THE FUN: COME JOIN US AND  
BECOME A MEMBER OF THE NPCC

FOR INQUIRIES CONTACT:  
NATIONAL POP CAN COLLECTORS  
P.O. BOX 7862  
ROCKFORD, IL 61126  
815-874-5915 or 707-426-5553



# Classified Ads

FOR SALE OR TRADE

\*\*\*\*\*  
TRADE: Australian Coke and soda/pop cans including Coke 6 steel can Christmas set and 6 steel can Historical Picture set. Mainly interested in Coke, Diet Coke, Cherry Coke and Fanta. Send trade list. Gaylene Burt #927, PO Box 256, Rosny Park, Tasmania, Australia 7018  
\*\*\*\*\*

Soda cans for painted label soda bottles. Send me 6 different grade 1+ painted label soda bottles from small towns in your area, and I will send you 8 different grade 1+ steel soda cans. Carl Creger #672, 3500 14th St, Rock Island, IL 61201  
\*\*\*\*\*

Coke cans: mint 1981 and 1982 Bonus Night at Astroworld; 1982 & 1984 World's Fair; 1989 Aluminum Cans for Crippled and Burned Children. Will trade 1 for 1 for glass ashtrays with city/state advertising. Victoria Herberta #399, PO Box 8154, Houston, TX 77004 (713-523-HOGS)  
\*\*\*\*\*

FOR SALE: Two different Canadian A&W Root Beer Pop Art cans (355ml) \$6 for both cans, \$4 for postage. Also 24 different Canadian pop cans (355ml) \$1 per can, \$6 for postage. Kelly Wilson #918, 57 Glen Av Winnipeg, MB Canada R2M1V4 (204-275-6438)  
\*\*\*\*\*

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)  
\*\*\*\*\*

TRADE: 1990 Coke cans from Atlanta: New trade list, send me your list. Michael Spaly #749, 106 hamilton St, Woodstock, GA 30188  
\*\*\*\*\*

FOR SALE: 12 different soda cans for \$12.00 plus \$2.00 postage. Most are bottom-opened. Some foreign included if requested. James Kiss #727, 606 N Fifth St, Martins Ferry, OH 43935  
\*\*\*\*\*  
Ad deadlines are the 15th of each month. Do not forget to get your ads mailed early!

\*\*\*\*\*  
 POP CANS WEST  
 C/O NICK GERLICH  
 PO BOX 53  
 CANYON, TEXAS 79015  
 806-499-3210  
 NEW 1990 CANS FOR TRADE  
 DR PEPPER  
 Tulsa Drillers, Oklahoma 89ers, Wet-N-Wild  
 Texas, Dodge Desperado, Lady Longhorns (89/90)  
 COCA-COLA  
 Worlds of Fun (Classic/Diet), Silver Dollar  
 City, Astroworld, San Antonio Fiesta, 6 Flags/  
 Texas (Classic/Sprite 2 varieties each)  
 PEPSI  
 Wichita River Festival, Cool Cans, Bell's Big  
 Splash, 16oz Diet (Reg/Decaf), Dollywood,  
 Florida Strawberry  
 7 UP  
 Joyland Park  
 BIG RED  
 Children's Miracle Network Telethon  
 (2 varieties)  
 SPRITE  
 Indiana Beach (12-pack)  
 ~~~~~  
 WANTED  
 All the latest commemoratives, special issues,  
 promotion cans, etc., from 1990 (USA &  
 Foreign). I will be travelling to bike races  
 throughout the USA picking up many cans to  
 trade. Send your lists!  
 CALL (LATE EVENINGS) OR WRITE  
 \*\*\*\*\*

CAN-VENTION ACTIVITIES SCHEDULE

THURSDAY, JUNE 21  
 5:00 PM- 8:00 PM Check-in (upon arrival)  
 8:00 PM-??:?? Room Hopping/Get Acquainted  
 FRIDAY, JUNE 22  
 NOON - 4:30 PM Tour of the J.C. Grey Bottling  
 plant, Janesville, WI  
 (assemble at Sweden House)  
 Check-in (upon arrival)  
 NOON - 8:00 PM Swap Meet set-up and pre-  
 trading activities  
 6:00 PM-??:?? \*Viking Room\*  
 7:30 PM-??:?? NPCC Board Meeting  
 (all members invited)  
 \*Viking Room\*  
 SATURDAY, JUNE 23  
 6:00 AM- 7:30 AM Early risers jog/walk  
 \*Alpine Park\*  
 7:45 AM- 9:30 AM Breakfast Banquet Get Together  
 Guest Speaker: Dan Meyers  
 \*Stash O'Neils\*  
 9:30 AM-10:30 AM Swap Meet set-up  
 NPCC Members browsing time  
 \*Viking Room\*  
 10:30 AM- 2:30 PM Swap Meet/Open to the Public  
 2:30 PM-??:?? NPCC Club Meeting  
 (all members invited)  
 \*Viking Room\*  
 5:00 PM-??:?? NPCC Picnic  
 \*Alpine Park\*  
 (bad weather, Viking Room)  
 SUNDAY, JUNE 24  
 ??:?? - NOON Check-out

HOTEL ACCOMMODATIONS PROVIDED BY:

SWEDEN HOUSE LODGE  
 4605 East State Street  
 Rockford, Illinois 61108  
 (815-398-4130)  
 BREAKFAST FACILITIES PROVIDED BY:  
 STASH O'NEILS RESTAURANT  
 4846 East State Street  
 (two blocks east of Sweden House Lodge)  
 Rockford, Illinois 61107

1990 CAN-VENTION UPDATE

While this newsletter is in production, the dead-line for the Can-Vention hotel registration will be expiring. Guaranteed registration will still be accepted for swap meet tables (\$7.50 each) and the Saturday morning breakfast at Stash O'Neils (\$6.00 per person) until June 15 for those members who will be coming to Rockford for Saturday only. Swap meet tables the day of the show will be \$10.00 each so we urge members to get your registrations in by June 15.

I can still use the assistance of "volunteers" to help distribute Can-Vention flyers at flea markets, antique malls, road side rest stops and even your place of business. Any effort put out by our members is greatly appreciated by Dave and myself.

Just a reminder of the two meetings during the Can-Vention are for you, the members, to bring up topics of concern, new ideas or whatever is on your mind to help improve the NPCC. This is your opportunity and we recommend you take full advantage of it.

\*TRAFFIC NOTE\* Once again Interstate 90 from the Fox River in Elgin to US Business 20 in Rockford (40 miles) is down to one lane in each direction. Saturday mornings there are no long delays, however on Friday nights there could be long delays. Please plan your travel accordingly. There is also construction on Interstate 90 south of Madison in Wisconsin for a 10 mile stretch. If any member needs assistance in making your travelling plans, do not hesitate to give me a call (815-874-5915 evenings).

Plans are going smoothly for the Can-Vention, and I hope everyone, those who are returning from last year or first time attendees, will have a great time. Bring the family and spend a day in Rockford and with fellow collectors. We have plenty of room and would enjoy having you in attendance with us.

And finally, all who will be setting up for the swap meet on Saturday will be required to stay until 2:30 for the benefit of the general public who do arrive later in the day. Thank to all and see you on June 21, 22 & 23 in Rockford!

Classified Ads

All members are entitled to one free 50-word "FOR SALE OR TRADE" ad per month along with a free 50-word "WANTED" ad. Soda/pop can and sodabilia items only. Noncarbonated and juice beverages are acceptable. Cost for display ads will be \$5 for a 1/4 page, \$9 for a 1/2 page, and \$15 for a full page. Display ads must conform to a 8 1/2 X 11 inch sheet of paper to be properly reduced to fit the newsletter format. AD DEADLINES ARE THE 15TH OF EACH MONTH. Send Classified Ads to: NPCC, PO Box 7862, Rockford, IL 61126, USA.

WANTED

\*\*\*\*\*  
WANTED: South African Coca-Cola Memorabilia set. I will trade for or buy them. Kelly Wilson #918, 57 Glen Av, Winnipeg, MB Canada R2M1V4 (204-275-6438) \*\*\*\*\*

WANTED: All South African sets. Also need Coke cans from around the world. Trade for real good cans. Michael Spaly #749, 106 Hamilton St; Woodstock, GA 30188 \*\*\*\*\*

WANTED: I need following ORANGE cans: MINUTE MAID Donald Duck and Huey, Dewey & Louie; MINUTE MAID DIET Goofy; MISSISSIPPI orange; SWANNEE regular and diet; DIET-RITE tangerine, plus more. Will buy or trade. Victoria Herberta #399, PO Box 8154, Houston, TX 77994 (713-523-HOGS) \*\*\*\*\*

\*\*\*\*\*  
WANTED: 1989 issued commemorative soda cans: Coke-94 WYSP Classic cars, Coke-Old West Challenge, Dr Pepper-Save \$5 Clovis Lake, Pepsi-Honolulu Jaycees 50th State Fair, RC-Everly Brothers Reunion. John Hantz #193, 6846 New Jersey, Hammond, IN 46323-1962 \*\*\*\*\*

WANTED: Shasta cans! Top dollar paid or generous trades made for cans I need new or old including steel pull tabs, flats, aluminum, special issues, and odd sizes. Any can you have from the US, Canada, Japan or anywhere else made. Send list to: Neal Balkun #790, PO Box 2685, Darien, CT 06820 \*\*\*\*\*

Don't forget, display ads are available to all members. Drop us a line if you are interested!

WELCOME NEW MEMBERS

- DONALD MAYS #945  
307 S Johnson  
Ada, Ohio  
45810
- DENNIS NICHOLL #947  
1908 Lincoln St  
Salt Lake City, Utah  
84105
- OLIVIER PADUART #949  
78 Avenue A. Buyl  
B-1050 Brussels  
Belgium
- LARRY DuBOIS #946  
11405 Geyser Dr  
Mira Loma, California  
91752
- LARRY NEAL #948  
Rt 4 Box 327  
Randleman, North Carolina  
27317
- DARRELL MYOTT #950  
30 Carcoola Av  
Moorebank, NSW  
Australia 2170

(Remember to add these members to your Membership Roster.)  
\*\*\*\*\*

WELCOME BACK RETURNING MEMBERS

- JOHN MCCOMBIE #44  
2602 Spring Creek Rd  
Rockford, Illinois  
61107
- BOB COCHRANE, JR #649  
10550 So W 161st St  
Miami, Florida  
34157
- ROBERT JOHNSON #788  
11234 Ferina St #19  
Norwalk, California  
90650
- DEAN STROMBERG #904  
1710 Cranway  
Houston, Texas  
77055
- DAN MEYERS / GREEN RIVER #648  
32 So 10th Av Suite 213  
Hopkins, Minnesota  
55343
- DEBRA DERMODY #655  
4531 Aster Dr  
Reno, Nevada  
89502
- RICH SIMMONS #864  
3328 Wyndale Ct  
Lake Ridge, Virginia  
22192

ADDRESS/PHONE NUMBER CORRECTIONS

- JOHN MCCOMBIE #44  
2602 Spring Creek Rd  
Rockford, Illinois  
61107
- JEROEN PUTMANS #891  
V Mellincrodestr 3  
5688 RB Oirschot  
Holland
- DAN MEYERS / GREEN RIVER #648  
32 So 10th Av Suite 213  
Hopkins, Minnesota  
55343
- VICTORIA HERBERTA #399  
713-523-HOGS (4647)
- LARRY NUCKOLLS #836  
901-386-7244

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

# Collector's Profile

WITH TOM KIRSCHBAUM #45  
BY GEFF MOORE #670

As a young boy, he would accompany his parents to the local flea market. he was originally brought along so he wouldn't fight with his sister, but he soon began to help his father collect bicentennial beer cans. One day another young collector traded him a Japanese Coke can. At first, his father yelled at him, but then he became intrigued. And that was the beginning of Tom Kirschbaum's pop can collection.

August 1976, Tom joined the NPCC organization. he was the 45th person to join the club and is one of only a handful of original members that have been with the club since it's beginning.

The most energy Tom ever expended in looking for a pop can was in the summer of 1982. Tom was in the Navy and his ship was docked in port at Malaga, Spain for the weekend. Tom went into a local store and discovered that Pepsi had issued a Super Heroes set of commemorative pop cans. Tom bought a case of these cans and went back to the ship. he discovered he had seven out of ten cans. He had to find the missing three before the ship returned to the U.S. in two days. Tom went out the next day to look for more cans but soon found out that the stores were closed on Sunday. He walked up and down the streets talking to each street vendor, in very broken Spanish, trying to describe the cans he was looking for. He found the eighth can right away. To get the ninth and tenth can, he had a street vendor dig down to the bottom of her cooler until she found them! Tom was very thankful that she took the time to look for these two cans he so desperately wanted. This voyage was an adventure he will never forget.

Tom has about 4000 cans in collection from store brands to special issues, U.S. and foreign. For Tom, collecting cans is relaxing and is a recreational sport he always has time for. (My wife says too much time.) During the past year and a half, Tom has been the editor of the CAN-O-GRAM and has coordinated two national Can-Ventions for the NPCC. Tom has been married to his wife, Kim, for three years and accompanies him to several trade sessions. (She's been a good sport!)

# Steel containers

## make inroads

### Recycling problems cut sales

By Ken Kusmer

The Associated Press

INDIANAPOLIS — Steel industry veteran Tim Moran believes he can loosen aluminum's grip on the beverage can industry with a less expensive steel container that has won enthusiastic approval from Pepsi and Coke.

**“If cost were the only factor, the potential switch from aluminum to steel would be greater.”**

—Harold Sohn  
Ball Corporation official

“If cost were the only factor, the potential switch from aluminum to steel would be greater,” said Harold Sohn, an official at Ball Corp., a leading can producer based in Muncie, Ind.

The steel industry recognizes the need to recycle, and has formed the Steel Can Recycling Institute. Moran also recognizes that need, and created a recycling division within his 2-year-old company, Bev-Pak Inc.

The 43-year-old Pittsburgh native left as general manager of the tin plate division of USX Corp. in 1987 to form Bev-Pak, which began production a year ago at Monticello in northwest Indiana.

In 1988, the last year for which the Can Manufacturers Institute has complete figures, aluminum accounted for 77.9 billion of the 81.2 billion beverage cans produced in this country.

The price of aluminum cans has risen with its market share, and the cost advantage of steel had reached as much as \$8 per 1,000 cans when Bev-Pak was starting out.

Moran's customer base stretches around the key industrial cities of the Midwest. Soft-drink giants PepsiCo Inc. and Coca-Cola Co., leading users of cans, supported him from the start — he considers them the “core advocates that were the base of the business” — and beer brewers are starting to show interest.

“There is a place in the market for Bev-Pak. We've got major, billion-dollar companies watching us,” Moran said.

Moran estimates 20 percent of his cans are recycled, some collected through a Bev-Pak division called Recycle Indiana Resources. It draws upon a network of 400 recyclers in Indiana, Ohio and northern Illinois and operates 11 recycling trailers around Indianapolis.

# Classified Ads

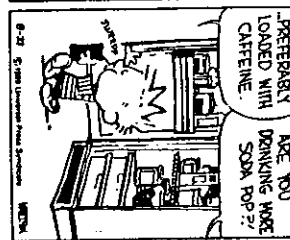
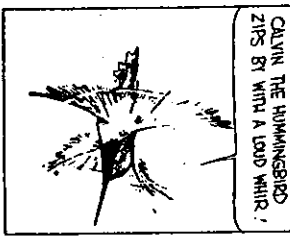
\*\*\*\*\*  
My apologies to all I owe cans to. My new job has been very demanding of me during the past months. I am now in the process of getting caught up on all of my trades. If you feel that I have forgotten about any trade that we have made, please drop me a line to refresh my memory. Thank you for your patience. Dave Brackett #577, 1124 Tyler St, Fairfield, CA 94533 (707-426-5553)  
\*\*\*\*\*

**FOR SALE:** Collection over 2000 different cans in addition 2000+ traders. Moving, must liquidate. All sizes/types of commemorative RC Baseball etc. Collection is generally 15-20 years old (some older); also foreign cans. Make Offer! Donald Mays #945, 307 S Johnson, Ada, OH 45810 (office 419-772-2036; home 419-634-9511)  
\*\*\*\*\*

**FOR TRADE:** New Pepsi Dollywood and Coke Dogwood Arts Festival '90. Send your list and wants in return for my more complete list. Mack Mullins #831, 1515 Morning-Side Dr, Morristown, TN 37814  
\*\*\*\*\*

**FOR TRADE:** Have few sets still available of the 1976 Canada Dry 19-can Patriots set (bottom opened), and a few singles of the 1976 Canada Dry NFL set. Send for list of available cans. I need all NEW 1990 special issues and commemoratives US and overseas. Tom Kirschbaum #45, PO Box 7862, Rockford, IL 61126 (815-874-5915)  
\*\*\*\*\*

### Calvin and Hobbes



Bill Watterson

# Editor's Corner

In recent months, I have been made aware of an increase in damage parcels received by our members sent by our members. It has been the policy of the NPCC to let the parties involved work through the situation. Personally, in the past when I have received a damaged parcel, I notified the sender of the problem and they were more than happy to send a replacement, no questions asked.

One situation, however has been brought to our attention that has not been as cooperative as it should have. A member received a damaged parcel and notified the sender. In the sender's response they made no mention of the damaged cans, only that the cans they received arrived safely. The receiving has now "chalk it up as a loss and not have any dealings with this collector again." Apparently, these cans were only packed in a strip of newspaper and placed in a box. "If collectors are serious about their hobby, they must protect it by spending more \$\$\$ on shipping cost."

Question, how do YOU ship your cans? Sometimes we do take the extra precautions to ensure our parcels are properly protected and the shipping companies or postal services are the careless ones. From some stories I have heard, trying to receive compensation from the transporter is not always an easy task. From a monetary standpoint, you may be compensated but the cans may be irreplaceable. On the other hand, a good percentage of damaged parcels could be prevented if we are a little more conscious on how we prepare our parcels for shipment.

I'm urging all members to us common sense when preparing a shipment whether it is going a few miles (kilometers) down the road or half way around the world. Packing materials can be easily found for almost no cost if not, spend that extra dollar (pound, mark, yen, franc, lire). Ask yourself, "would I want to receive a parcel prepared like this?" For the amounts of money we invest into our collections, shouldn't we spend that little extra to protect it? Otherwise it may end being worth 42¢ a pound.

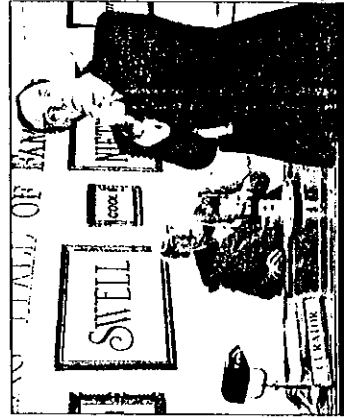
Agree or disagree? Let your editor know your side.

# Ginger ale brands use youth, humor to spar for market share

## AD NOTES By STUART ELLIOTT

The low-key ginger ale wars never will be confused with the big-splash cola wars. Still, two Dr. Pepper and 7-Eleven brands are engaged in big ad campaigns. "You're at heart" is the theme of Canada Dry's campaign. Six TV ads show vignettes of consumers 25 to 45 years old — the prime market for ginger ale. You see them engaged in quirky activities: an artist creates his canvases by riding a tricycle through paint; men at a sidewalk cafe try to get a dog to dance; a woman flies a kite from the back of a bicycle. In the background are upbeat versions of the 1954 pop tune "Young at Heart."

"I celebrate that youthful spirit so deep within many baby boomers," says Terry Peugh, VP of People, One & One Advertising/Chicago, the Canada Dry agency. Plus, the ads portray ginger ale drinkers as



CLEESE: Adds humor to Schweppes ginger ale ads. "Very nice indeed!" Cleeze thinks the humor is still taking up him. That's it for Schweppes. He's British, stylish, distinctive," says John

weiser. And if the label turns your head, wait till you see it," says an announcer in a TV ad. A magazine ad calls Bud Dry "the refreshing turn in taste." The ads are by the DDB Needham Worldwide agency.

"It's not so you can read it while you're lying down," jokes Tom Shaarbaugh, group brand director at Anheuser. Instead, "We wanted something distinctive from the two other Bud brands (Budweiser and Bud Light) and something of a more contemporary look, visually, it's a good metaphor for what's going on with the taste of the product."

Bud Dry is Anheuser's second dry beer, after Michelob Dry. It is priced below premium brands like Michelob in the price range — on a par with brands like Budweiser and Miller Genuine Draft.

**Briefly ...** Coca-Cola Super Value Menu items

USA has selected Spokane, Wash., as the test market for Coke II. The test, which began last week, gives a new name to new packaging and new ads to the brand now known as Coca-Cola or "New Coke." Ads created by McCann-Erickson are themed, "We've got your number." ... New TV and radio ads are heralding "7-Eleven's Open House." The month-long promotion features free samples of soft drinks, Slurpees and coffee. The ads are by W.B. Dorer & Co.'s Southfield, Mich., office. ... R. David Thomas, founder of Century International Inc., is coming out of the kitchen: New TV ads take him away from restaurant settings for the first time. You see him in a parade and visiting the old West, sending out smoke signals, he says. "Now this is a sophisticated advertising." The ads about the Champs Super Value Menu items.

How dry I am: Anheuser-Busch Inc. doesn't want to turn the beer world upside down with new Bud Dry. Try sideways instead.

TV and print ads now out bend over sideways — presenting the product and slogans on their sides. The sunlit furrows in cans and bottles. The buds on buds are getting too. "There's something new coming to you from Bud-

Heuses, VP of Ammiral & Puris Inc., the Schweppes agency. Cleeze's humor — "so phis perfectly with ginger ale's marketing appeal," says CEO Martin Puns.

Another reason the ginger ale and cola wars differ: Though Canada Dry and Schweppes have separate market niches and pitches, they're owned by the same firm: Cadbury Schweppes PLC.

From USA TODAY  
Submitted by Bob Russell #608

# Walter Mack dies; led Pepsi recovery

JUNE 1990

CAN-O-GRAM

NEW YORK (AP) — A memorial service for Walter S. Mack Sr., 94, of New York City and Litchfield, Conn. — the man credited with rescuing the largely unknown Pepsi-Cola Co. during the Depression and turning it into the country's No. 2 soft drink maker, will be held Thursday at noon at the Beth-El Chapel at Temple Emanuel — Fifth Avenue at 65th St., New York City, where Mack was treasurer for 56 years. Private burial will be in East Cemetery, Litchfield. There are no calling hours.

Mr. Mack died after a lengthy illness in his sleep early Sunday at his Manhattan home, where he had been recuperating from a December bout with pneumonia and heart disease, said his son, Walter S. Mack Jr.

During the 1930s, Mack tackled the job of reviving troubled but promising companies.

It was while trying to save the New York-based Lotfi's candy chain that he took a special interest in its Pepsi syrup division. Pepsi was spun off and Mack became its president in 1938.

Lotfi's had sold the syrup formulated by a North Carolina druggist in 1893 only to candy stores.

It made little headway in the market until Mack broke Coca-Cola's control of the name "cola" in a historic fight with Coke chief Robert Woodruff.

Mack also bought what he called "the first commercial jingle ever

heard on the air." The jingle played in the first 30- and 60-second net-work spots.

By the early 1940s, Pepsi was an international giant, second only to Coca-Cola in sales.

After stepping down as Pepsi president in 1951, he ran the Nedick's hot dog chain and headed several other companies.

Mack graduated from Harvard in 1917 and volunteered for war service. He later won a commission to the U.S. Naval Academy at Annapolis, Md.

He started the Young Republican Club in the Democratic bastion of New York City. He ran unsuccessfully for the state Senate in 1932 and worked on Mayor Fiorello LaGuardia's mayoral campaigns. He also served as chairman of the New York County Republican Committee.

In 1978, at 82, Mack brought together a group of former cola company executives to launch King-Cola Corp. It filed for bankruptcy three years later.

"Work keeps me alive, as it does a great many people," he testified before the House Select Committee on Aging in 1981.

Mack remained active until about two years ago, his son said.

"As he aged he came more to believe that you do your best and keep trying and if things don't work, out you keep going," Walter Jr. said. "That's probably what kept him young."

Mr. Mack had owned a second home in Litchfield, Conn. for over 45 years. He was active in horseback riding, showing and hunting, and served as president for the Litchfield Horseshow for several years. He frequently opened his home and property to local organizations to use to help promote their activities. His wife, Ruth, died in 1986. He is survived by two sons, Walter Jr., an assistant U.S. attorney in Manhattan, and Anthony of Los Angeles; and two daughters, Alice M. Sawyer of Wilmington, Del., and Florence Ann Kelly of Manhattan.

The Rowe Funeral Home, 82 Meadow St., Litchfield, Conn., is in charge of arrangements. Memorial contributions may be made to Temple Emanuel-El, Fifth Avenue and 65th St., New York, N.Y.

From the  
Waterbury Republican  
Submitted by  
Paul Rebner #742

## Caffeine-free Coke Classic enters soda pop wars

UNITED PRESS INTERNATIONAL

ATLANTA — Coca-Cola Co. said Thursday it has begun nationwide distribution of caffeine-free Coke Classic, which was favorably received by the public in market tests last fall.

Ira C. Herbert, president of Coca-Cola USA, said the caffeine-free version should be available nationwide by April 1.

The new product will be launched with the advertising theme, "It's the Real Thing ... Only Caffeine-Free!"

"The caffeine-free cola segment is one of the fastest-growing in the soft drink industry," said Herbert.

Coca-Cola Classic and its caffeine-free counterpart "will work effectively in tandem," he added.

John C. Maxwell, a beverage industry analyst with Wheat, First Securities in Richmond, Va., said Coke wants to bolster its share of the caffeine-free cola segment because it is the fastest growing in the soft drink industry, up 14.2 percent last year.

"It's an excellent time to intro-

duce an extension of the Classic product line," said Maxwell. "It should add to Coke's share of the total caffeine-free market."

When it was test-marketed in 10 cities in October, analysts said they viewed caffeine-free Coke Classic as riding to the rescue of caffeine-free New Coke, which has floundered since it was reformulated in 1985.

Coca-Cola introduced New Coke April 23, 1985, billing it as the new flagship product of the soft-drink giant. But less than three months later, the company

relented, under pressure from Coke fans who did not like the taste of the new product, and brought back the old flavor.

Maxwell said caffeine-free New Coke has a 0.2 percent share of the beverage market and continues to slip.

But he said caffeine-free Diet Coke is doing well in the overall beverage market with a 3.5 percent share.

"People are moving away from caffeine and toward diet products, and this provides the best of both worlds," said Maxwell.



# Can't Beat The Feeling!



COCA-COLA AROUND THE WORLD. YOU NAME THE COUNTRIES. LOOK FOR CLUES ON OPPOSITE PAGE.

|                                                       |                                      |                                 |                               |
|-------------------------------------------------------|--------------------------------------|---------------------------------|-------------------------------|
| Enjoy<br>Coca-Cola<br>CLASSIC                         | Buvez<br>Coca-Cola<br>MARQUE DÉPOSÉE | تی پی<br>کوکا کولا<br>Coca-Cola | تی پی<br>Coca-Cola<br>CLASSIC |
| U _ S _                                               | F _ E _                              | 마시자<br>코카-콜라<br>코크              | S _ N                         |
| Bevete<br>Coca-Cola<br>MARCHIO REG.                   | سوكا<br>كولا<br>Coca-Cola            | کوکا کولا<br>Coca-Cola          | 티<br>Coca-Cola<br>CLASSIC     |
| L _ Y _                                               | E _ T _                              | 可口可樂<br>Coca-Cola               | T _                           |
| Faire<br>Henryhana<br>Coca-Cola<br>TRADEMARK SMOOTHER | 請喝<br>可口可樂<br>Coca-Cola<br>注册商標      | 可口可樂<br>Coca-Cola<br>LE 99 99   | D                             |
| S _ U _ _ _ _                                         | C _ A _                              | 可口可樂<br>Coca-Cola               | T _ N                         |
|                                                       | M _ O _                              |                                 |                               |

Coca-Cola and the Dynamic Ribbon device are trademarks of The Coca-Cola Company.

Submitted by Noël Tempelaar #865

**PACK 12 PACK 12 PACK**

BEST SPECIALLY MARKED  
CAN IS WORTH A  
CASH DISCOUNT!

Save **\$4.00**

**STRAIGHT GREAT AMERICA.**

Investible cans of this main  
series receive a \$4.00 dis-  
count on one full price flight  
ticket to any U.S. city. Flights  
must originate from New York  
on airlines July 4, 1990.  
See official rules for  
complete details.

**AstroWorld.**  
800-546-7820 800-546-7820 800-546-7820

**MAGIC MOUNTAIN**

1/4 OFF admission

**VIPER**

The Most Thrilling  
Coaster On Earth.  
Rides \$4 off general use  
when you ride with  
Coke! Use with  
other discounts. One dis-  
count per can. Offer expires  
7/31/90. V.I.P. 853 853 853.

Viper opens  
this spring!

**SAVE \$5.00**  
One-Day Ticket

**THE NEW**

Open April 7, 1990

Get ready to exchange your old flag for 1990, the new Screenin' Eight. Exchange this year's flag for 1989's. Buy all flags. One can per pair. Offer good: April 7, 8, 11, 12, 1990. Not valid with any other offer or child's ticket. Age 11 under free.

**SIX FLAGS.**  
ST. LOUIS.

**SAVE \$4**  
One-Day Ticket

**SAVE \$10**  
Season Pass

**ATRA WISCONSIN**

Get a free preview of Wisconsin's new state fair, the 1990 Wisconsin State Fair, by buying a discount season or one-day ticket. Offer good: April 7, 8, 9, 11, 12, 1990. Not valid with any other offer or child's ticket. Age 11 under free.

**AstroWorld.**  
800-546-7820 800-546-7820 800-546-7820

**BUCKLE UP FOR LOVE!**

Can't Beat The Feeling!

**NEW IN 300**  
**THE CAUFHANGHUT**

Get a light 300 seats. 70 lb. load capacity. 100% steel construction. 100% steel construction. 100% steel construction.

**13**  
ROYS

EXCHANGE CLUB of REDON

**AIR SHOW '90**

**Blue Angels**

U.S. NAVY

**SPONSORED BY PERS-CCA**

**SAVE \$3.00 OFF**

**GREAT AMERICA**

THEME PARK & SHOW GARDEN  
New! In 1990

**FAMILY FUN**

**Log Cabin**

**SAVE \$2.00!**

Open June 1st on  
Lagobon a Beach!

by **HIE BIRD IS THE WORTH!**

Save \$2.00! on 12.5 oz. bottles of Log Cabin Original Light & Dark Syrup.

**Daily Word**

**51st BIRTHDAY**

Commemorative on  
1990 Special Events!

- American Quilt Showcase May
- Summer Showcase of Stars July-September
- National Crafts Festival September-November
- Holiday Festival November-December

For Specific Dates & Times  
Call 615-478-9188

**SAVE \$1.50 AT WATERWORLD USA**

**THE CAUFHANGHUT**

Get a light 300 seats. 70 lb. load capacity. 100% steel construction. 100% steel construction. 100% steel construction.

**Log Cabin**

**SAVE \$2.00!**

Open June 1st on  
Lagobon a Beach!

by **HIE BIRD IS THE WORTH!**

Save \$2.00! on 12.5 oz. bottles of Log Cabin Original Light & Dark Syrup.

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JUNE DISCOVERIES

PAGE 9, TOP ROW

6 FLAGS/GREAT AMERICA SAVE \$4, Chicago, IL  
-Classic -Diet Coke -Sprite (12 & 6-packs)  
From Tom Kirschbaum

ASTROWORLD ULTRA TWISTER, a member of CCE, Atlanta  
-Classic From Bob Russell & Victoria Herberta

DOGWOOD ARTS FESTIVAL '90, Bishopville, SC  
-Classic From Mack Mullins

GREAT AMERICA WHITE WATER FALLS, Sacramento, CA  
-Classic -Diet Coke -Diet Caffeine Free Coke  
From Dave Brackett

MIDDLE ROW

6 FLAGS/MAGIC MOUNTAIN VIPER, a member of CCE, Atlanta  
-Classic From Dave Brackett

BUCKLE UP FOR LOVE!, Bismarck, ND/Great Falls, MT  
-Classic From Tom Kirschbaum

WATERWORLD USA SAVE \$1.50, Sacramento, CA  
-Classic -Diet -Caf Free -Classic -Diet Caf Free -Sprite  
From Dave Brackett

LAGOON A BEACH SAVE \$2 1989, Salt Lake City, UT  
-Classic From Tom Kirschbaum

BOTTOM ROW

6 FLAGS/ST. LOUIS SCREAMIN' EAGLE, Eagan, MN  
-Diet Coke From Ray Scott

PEPSI AIR SHOW '90 US NAVY BLUE ANGELS, Fresno, CA  
PEPSI BOK KAI FESTIVAL, Fresno, Ca

Both from Dave Brackett  
PEPSI DOLLYWOOD 5TH BIRTHDAY, Columbia, SC  
From Mack Mullins

\*\*\*\*\*  
PAGE 11, TOP ROW

(The cans on these two rows are found on 7 Up.)  
NEBRASKA FOOTBALL 1890-1989, Des Moines, IA

From Tom Kirschbaum

SACRAMENTO DIXIELAND JUBILEE, Sacramento, CA  
SACRAMENTO CAMELLIA FESTIVAL, Sacramento, CA

MARINE WORLD AFRICA USA, San Francisco, CA  
All three from Dave Brackett

MIDDLE ROW

SPOT-A-THON, Joliet, IL From Tom Kirschbaum  
IT'S A BULLMANIA (DIET), Sacramento, CA

MORE CHERRY TASTE (CHERRY & DIET), Sacramento, CA  
DR PEPPER (& DIET) WIN A JEEP WRANGLER OR HONDA ELITE LX  
San Francisco, CA From Bill Swanson & Dave Brackett

(Bottom page listing continues on page 15.)

SCENES FROM AUSTRALIA

PICTURES BY DAVE BRACKETT #577

PAGE 12 (TOP TO BOTTOM)

Sidney Harbor and Opera House, Grant Willson,  
Keith Silverwood and Dave.

David Cooper in front of part of his collection.  
Gathering at Bill McDonald's for a barby.

PAGE 13, (LEFT, RIGHT, BOTTOM)

Keith Silverwood in front of part of his  
collection.

Wally Sarne at the Extrava-Can-Za.  
Another collection, Laurie's Cave of Cans!

PAGE 14, (TOP TO BOTTOM)

Brian Ayton (from New Zealand) in front of part  
of his collection.

Warwick Shinner, the world's ultimate collector,  
in front of part of his collection.

A young collector at the Extrava-Can-Za with a  
case of Ghostbuster II cans.

\*\*\*\*\*  
JUNE DISCOVERIES continued

PAGE 11, BOTTOM ROW

VESS COLA ST. LOUIS CARDINALS APR/MAY/JUN 1990,  
Maryland Heights, MO From Ray Scott

RC WIN A BOAT INSTANTLY, Oklahoma City, OK  
From Tom Kirschbaum


A&W ROOT BEER (RACINETTE) POP ART, North Vancouver  
BC From Kelly Wilson & Fred Vanderlinden

COCA-COLA 75 ANOS REFRESCANDO A PANAMA 1912-1987  
Panama From Tom Kirschbaum

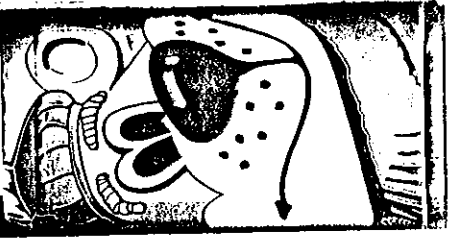
\*\*\*\*\*  
JULY CAN-O-GRAM NOTICE

With the Can-Vention scheduled during the normal  
production time of the CAN-O-GRAM, the July issue  
will be a week to ten days late. We will try to  
get as much of the happenings from the Can-Vention  
as possible into the July issue. Some production  
will start during the Can-Vention. All classified  
ads and other articles will still have a deadline  
of June 15. We hope to have all the newsletters  
mailed by July 4. The August Anniversary issue  
will be out on time. Thank You for your under-  
standing. (P.S. Many thanks to all who have been  
sending in cans and articles. I will try very  
hard to get them in as soon as space permits.)


**75 ANOS REFRESCANIMO A PANAMA**  
Compañía Cervecera S.A.




**PRIZES**  
To be entered in this contest...  
**PRIZES**  
1. \$1000.00  
2. \$500.00  
3. \$250.00  
4. \$100.00  
5. \$50.00  
6. \$25.00  
7. \$10.00  
8. \$5.00  
9. \$2.00  
10. \$1.00

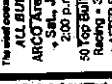




**MORE CHERRY FLAVORS**  
12 FL OZ 354ml




**WITH A BOAT INSTANTLY**  
BRILLIANT MOTOR & TRAILER  
4000 W. 11th St., Tacoma, WA 98562  
Tel: (206) 771-1111



**MUSA BULLMANIA**  
ALL BULL PRIZES FREE!  
ARCO Arena, Sacramento  
2:00 p.m. & 7:00 p.m.  
50 Top Bullfighters' Yellow Rose  
Rings in BOLSICO BARS.  
Saturday night 10:30 - 2:00 a.m.  
900 J KINCAID ST., SACRAMENTO, CA 95811  
TELEPHONE 352-7050  
100% 



**SALT SODIUM**  
YES! 1990 ST. LOUIS CARDINALS BASEBALL SCHEDULE  
REGIONS BOOK STORES  
REGIONS BOOK STORES  
REGIONS BOOK STORES  
REGIONS BOOK STORES  
ST. LOUIS, MISSOURI  
St. Louis, MO 63102  
Washington, DC 20004  
1-800-835-5511



**SPOTLIGHT**  
Win Prizes of Purchase  
1 Get Free Spot Prizes!

| 2700 Points | 1200 Points | 600 Points |
|-------------|-------------|------------|
| 1000000     | 500000      | 250000     |
| 100000      | 50000       | 25000      |
| 10000       | 5000        | 2500       |

PRIZES  
1. \$1000.00  
2. \$500.00  
3. \$250.00  
4. \$100.00  
5. \$50.00  
6. \$25.00  
7. \$10.00  
8. \$5.00  
9. \$2.00  
10. \$1.00

**SACRAMENTO BLOWING**  
March 2-4, 1990  
The CAMELLIA PARADE  
Secretary, March 3, 1990  
1990 ANNUAL GAMES AND SHOW  
& INTERNATIONAL EXHIBITS  
March 2 & 4, 1990



**SACRAMENTO BLOWING**  
March 2-4, 1990  
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Secretary, March 3, 1990  
1990 ANNUAL GAMES AND SHOW  
& INTERNATIONAL EXHIBITS  
March 2 & 4, 1990



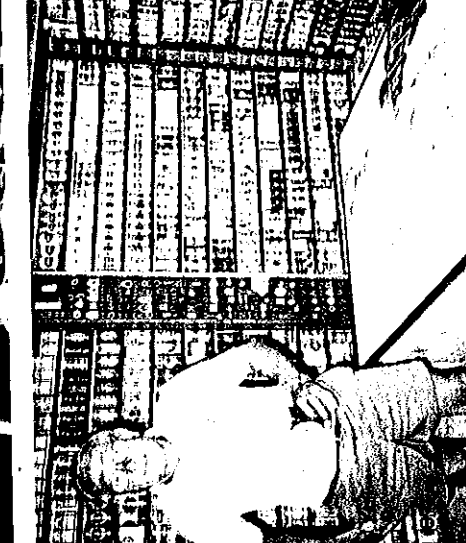
**GET ST BUSTERS**  
221




**GET ST BUSTERS**  
221



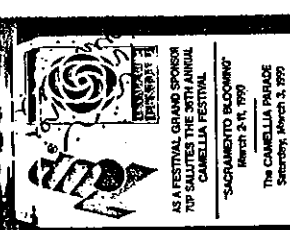
**GET ST BUSTERS**  
221

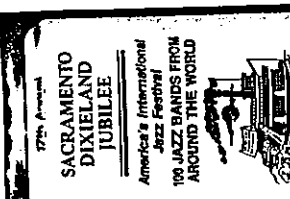
**Kids Hair Oil**  
MARINE WORLD AFRICA USA  
Vancouver, Canada  
OPEN WEDNESDAY - 8:00 AM  
The entire line of any Marine World  
USA ticket booth and receive 1st class  
child's general admission ticket (one 12  
Jan only - February 28, 1990). One for  
child. Cannot be combined with any  
other offer. Call for details.



**SACRAMENTO BLOWING**  
March 2-4, 1990  
The CAMELLIA PARADE  
Secretary, March 3, 1990  
1990 ANNUAL GAMES AND SHOW  
& INTERNATIONAL EXHIBITS  
March 2 & 4, 1990



**SACRAMENTO DIXIELAND JUBILEE**  
America's International Jazz Festival  
100 JAZZ BANDS FROM AROUND THE WORLD  
"DELTA KING"  
Memorial Day Weekend  
May 25-28, 1990  
Phone: (916) 972-3277



**TOP SALUTES**  
AMERICAN FOOTBALL 100  
1987-1988  
MEMORIAL DAY WEEKEND  
May 25-28, 1990  
12 FL OZ (354ml)

