



DISPLAY OF  
SOFT DRINK  
CANS

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## SOFT DRINKS IN CANS

The tremendous surge in offerings of soda water in cans of 1953-1954-1955 has subsided. It had the industry considerably worried at the time when so many cans appeared on the store shelves. Bottlers undoubtedly are breathing more easily as they note that the public is still buying beverages in glass and in greater and greater quantities.

While nowadays the number of new canned drinks being sent to market is few, there are always some each year. We have kept up our interest in our can display and are adding to it all the time. We feel that we have perhaps the most complete collection that exists.

In the photograph on the preceding page, we picture 446 different soft drink cans of the 6, 7, 9, 10 and 12 ounce size. They are mostly for carbonated drinks. In addition there are 24 of the 32 ounce capacity carbonated beverage size. The picture shows 37 of the 46 ounce non-carbonated size. Also shown are 86 of the syrup, frozen concentrate and regular concentrate cans. This makes a total of 593 cans in the display. Since the picture was taken, 31 more have been added. We have made an effort to make our display of carbonated beverage cans complete but have not done so with the 6 ounce concentrate type.

Lining one wall of our display room, the highly decorated lithographed labels of these cans make a very colorful sight. This collection, in addition to being a reference for currently selling products, is also a museum for quite a few packages that are no longer seen by the public. Field reports seem to indicate that some of the carbonated drink canners are maintaining a wide distribution and have settled down to a continuing but moderate share of the soda water business.