

# Interested in a new collecting challenge?

by Dave Tanner – June 23, 2012

How about... U.S. 10oz Pull Tab Cans of the late 60's/-70's? Personally, I really like the American 10oz cans. Almost everyone has seen the Pabst cans from the 1950's. Great graphics, common in low grades and many flavors and variations to choose from! C & C, Dr. Pepper, Hoffman, Kick, Nehi, Par-T-Pak, RC, Shasta and Vernors all produced 10oz pre-zip code cans from the 1950's through the early 1960's. A few lucky collectors have seen the very rare IGA and Mission 10oz flat tops as well, but how many collectors have actually held the extremely rare Coca Cola 10oz can from Gretna, LA? There is a small but challenging list of pull tab 10oz cans dating from the late 1960's through the mid 1970's. None would be considered easy, but when they do show up, they also rarely bring significant attention! Next time you're at a show or browsing Ebay, and you see a can that doesn't quite look the right size. Maybe it's Canadian, but maybe it's one of the following... It would be a relatively small, extremely challenging group to assemble, but because of the rarity, and the lack of awareness about their existence, the price just might be right!

Below right: Coca Cola 10oz can

In all, there are approximately 8 brands, including:

- Coke Gretna, LA - only 10 oz generation
- LaGrape - Gretna, LA - only 10oz generation
- Nehi - Louisville, KY - final of 3 10oz generations
- Ontario - Gretna, LA - two 10oz generations
- Pop Rouge - Gretna, LA - only 10oz generation
- RC - Louisville, KY - final of 8 10oz generations
- Rex - Gretna, KY - only 10oz generation
- Tiger Red - no photo available - final of 2 10oz generations

Could there be any others?

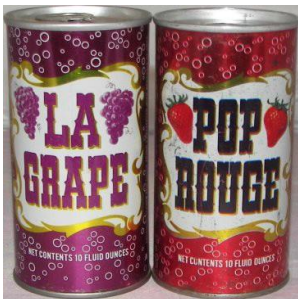
Probably the most interesting of all the American 10oz cans of this period is the Coca-Cola can. Paul, Tom and Karen Bates identified in their 1988 guide as the "rare and unheard of U.S. can from Louisiana Coca Cola Bottling Company in Gretna, LA" and referred stated it would "make a prize addition to any collection". In my entire collecting life, I have only seen two of these cans!



The most common is probably the Ontario cans - in all, there are 8 different cans representing two different generations. The large leaf variety has 6 known flavors (cola, cream, grape, orange, root beer and strawberry), while the small leaf variety has only been identified in grape and root beer... so far!

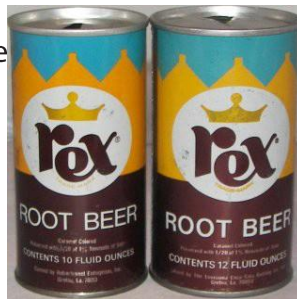


Above: Known Ontario 10oz cans  
Below Left: The LaGrape and Pop Rouge 10oz cans



The La Grape, Pop Rouge, Rex and Tiger Red cans are also extremely challenging! They also have Grenada, LA as their origin. Although the LaGrape and Pop Rouge cans were certainly styled the same, the Rex and Tiger Red cans are strikingly different.

The Nehi cans are a very nice graphic can from the late 1960's - they are virtually identical to their 12oz counterpart, but when was the last time you noticed one of these???



Above: The Rex 10oz and 12oz cans side by side

all and surprisingly, this can may be the toughest of all of them. The Coke, Nehi, RC, Pop Rouge, Rex and Tiger Red cans also have 12oz counterparts. Only the Rex can really represents a significant challenge at the 12 oz size!

The RC can is the last of the line of 10oz RC cans, making approximately 8 in

American 10oz cans, whether they be pre-zip flat tops or these zip code pull tops, all represent a challenging collecting approach! They also present a significant opportunity for the keen eyed collector to acquire a significant rarity for their collection!

