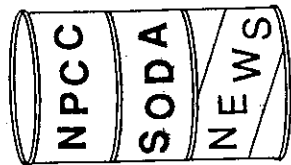


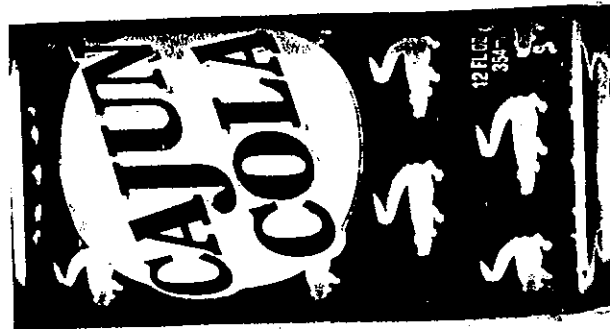
NPCC

CAN - O - GRAM

A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS

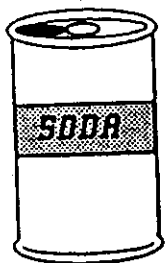


INTERNATIONAL MEMBERSHIP
HOT PRODUCT, COLD WORLD
THE STORY OF CAJUN COLA
NEW CANS, EVENTS, CHRISTMAS CARDS,
CONTEST, CLASSIFIED ADS AND MORE!



Issue: 4

Date: NOVEMBER 1990 Volume: 18



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



FIRST
CLASS

GERALD POLLACK
294 AVENUE 3
BAYDENE

VI 07002

NOVEMBER 1990

A DAY WITH THE EWELLS
BY TOM KIRSCHBAUM #45

It was a perfect early autumn day in Ossian, Indiana when nine NPCC members gathered at the home of Ed and Ann Ewell for a trade session. Surrounded by cornfields, the members in attendance began digging through the thousands of traders the Ewells had stored in their barn. They had spent many hours this past summer arranging these cans by flavor, brand, domestic and foreign. There were treasures to be found by all.

Many new cans were brought in the the members which included a good selection of both store brands and special issues/commemoratives. There was also a good assortment of foreign cans brought in by Bill Swanson and Gene Judd (who is still trying to disburse what was once Andy Claiborne's collection.)

In between all the dealing, we were given a tour of both Ann's pop can and Ed's beer can collections in one half of the barn and in their home. Every inch (centimetre) of every wall in the basement was covered by a can from the laundry room to the family room, but there was always room for one more can. While on "tour," Sam Detina and Chuck Mead were making notes of which brands they needed for their collections.

John Hantz, Maryland Ousley, and myself also made the journey to the Ewells on this day along with recent new member Kevin Paul. Kevin didn't know what to expect at a trade session, but he said that he will be ready for the next one.

For those who were unable to attend or have never visited the Ewell's home, you are really missing out on a great chance to increase your collection and see on of the better collections in the NPCC. Ed and Ann, thank you for your generosity and hospitality.

The next NPCC trade session will be the Mid-Winter Extrava-Can-Za on Sunday, January 20, 1991 at the Sweden House Lodge in Rockford, Illinois. We hope to see YOU then!

CAN-O-GRAM

CLASSIFIED ADS

WANTED

WANTED: Cola flavor cans. I need old and new cans from everywhere. I'll buy or trade for the cans I need. I also want the South African Yo-Yo cans, all flavors. Bill Swanson #881, 14630 Garrett Av #613, Apple Valley, MN 55124

WANTED: South African Coke sets and singles. Have for trade Australian Cokes and sets, Tasmanian cans, Winna-Can in Coke and Diet, Max Headroom Winna Computer, Top 20 in Diet and Coke, Ghost-busters can, Ausmusic 90 in Coke and Diet. Also other pop can promotions and Santa sets (6). List sent upon request. Mike Palan #969, PO Box 29, Exeter, TAS, Australia 7275.

WANTED: Fanta cans from anywhere made. I'll trade generously. Send your trade and want list to: Neal Balkun #790, PO Box 2685, Darien, CT 06820

WANTED: All current Pepsi cans. I have current and obsolete Coke, Pepsi and lots of others-foreign and domestic-for trade. let me hear from you! Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439

WANTED: List of 5 1/2 and 6oz juice cans especially flat tops and pull tabs. I will buy or trade. Paul Rehner #742, 3 Edwards Dr, Oxford, CT 06483

Have cans from Utah. 7 Up, Coke, Dr Pepper and Pepsi's, Ski Utah. Also Coke Classic, New 1990 from Wyoming. Will trade for cans I need. NO CALLS! Write: Wilbur Trask #644, PO Box 103, Ipswich, MA 01938

"Paying top cash" for cone tops. Need Donald Duck etc. in mint condition only. Also quart cone top sodas needed!!! Larry Veneziano #963, 27W115 Vale Rd, West Chicago, IL 60185

Don't forget to RENEW if this is your last issue by 31 December 1990 to be listed on the 1991 Membership Roster. We don't YOU to be left out.
PLEASE, RENEW ON-TIME!!

C L A S S I F I E D A D S
FOR SALE OR TRADE

DR SALE: Can and bottle collection containing
ver 1200 assorted Coca-Cola commemorative cans
and 250 assorted bottles. Also included in this
collection are assorted Coca-Cola publicity
material. I've put together a VHS tape for viewing
this collection. Please send \$5 for the cost of
the tape and shipping. Mike Roundy #780, PO Box
525, Ft. Mojavia, AZ 86427 (602-758-6344 evenings
or weekends.)

RADE: Have two Donald Duck root beer flats (new
ops put on) to trade for other Donald Duck
lavors. Carl Creger #672, 3500 14th St, Rock
Island, IL 61201

OR SALE: Coke cans from my personal collection.
Send your want list to: Neal Balkun #790, PO Box
6685, Darien, CT 06820

FOR SALE/TRADE: Pepsi 1990 Goodwill Games 4 can
set \$3.00. New Coke II 16oz #2.00. Mt. Dew Sport,
& diet \$2.00 each. Northwest Pepsi Cool Can
set \$3.00. All full or empty plus postage or
trade. Thomas Reeves #908, 16019 SE 10th St,
Bellevue, WA 98008 (206-644-2415)

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: I have many soda/pop cans (most of them
current) from several countries in Europe to trade
for soda/pop cans from the USA, Canada or South
America. Christiaan Volkers #961, Waagmeestershoeve
408, 7326 RX Apeldoorn, The Netherlands

TRADE: Hundreds of soda cans, ads and bottles from
Europe for Fanta, Schweppes, Canada Dry, 7 Up,
Pepsi, Tab, RC and Dr Pepper cans from the USA,
the Americas, Australia and Asia. Olivier Paduart
#949, 78 Avenue A Buyl, B-1050 Brussels, Belgium

U N F I N I S H E D B U S I N E S S

A few issues ago I wrote an article concerning
damaged parcels/shipping cans. I would like to
follow up with some feed back I received and
another idea.

This topic was brought up during the Can-Vention
in Rockford and at the Ewells' trade session.
Everyone seems to have their own way to prepare
cans and boxes for shipping. Some even criticized
others for their methods. Who is to say your
method is right or wrong so long as your shipment
gets from point A to point B without damage. If
you receive word that your parcel was received
damaged due to the way it was prepared versus be-
ing handled improperly, then I would highly con-
sider changing your packing methods.

Though packing and shipping methods do differ from
member to member, everyone that has spoken to me
on the situation did agree that if one of their
parcels arrived damaged, they were obligated to
replace it. That is how this situation was
started; a member refused to compensate for
damaged cans. We hope this was not YOU!

Since the time I first wrote about this situation
in the June CAN-O-GRAM, in recent months I person-
ally have received a few parcels from Europe that
have looked like accordion. My situation is defi-
nitely NOT the fault of my trading partners but
rather the parcels being mishandled by one or both
postal services and/or the ocean transporting
company. Both parties, my trading partners and I,
are looking into the situation on our respective
ends of the transaction. I hope ALL situations are
this cooperative.

Another method of shipping cans, especially over-
seas, came about when Sergio Veronese and I shipp-
ed his cans to Italy by using Can Totes. One Can
Tote will hold forty-eight 12 ounce size cans and
costs around \$10.00. A 12 slot liquor box that
holds 24 cans usually costs between \$6 to \$8.
Since they advertise that a person can stand on a
Can Tote without damaging the cans, perhaps the
can withstand the long journeys. Just make sure
your trading partner returns your Can Totes to you
with your cans, otherwise you may never see them
again. Another follow up will appear shortly.

NOVEMBER 1990

W E L C O M E N E W M E M B E R S

ELIZABETH WALTERS #938 MIKE PALAN #969
 5 William St PO Box 29
 Scottsdale, Tasmania Exeter, Tasmania
 Australia 7260 Australia 7275

TOM PITTNER #970
 2657 Scott Ln
 McFarland, Wisconsin
 53558

***** W E L C O M E B A C K R E T U R N I N G M E M B E R S *****

WALLY GILBERT #56 MAXINE PAXSON #109
 180 N Upas 44 Oakland Rd
 Escondido, California Cambridge, Wisconsin
 92025 53523

PAUL & KAREN BATES #132 LARRY SCHARSKI #395
 103 Ridgcrest Dr 3651 Baybrook Dr
 Goodlettsville, Tennessee Waterford, Michigan
 37072 48329

BOB LUCIANO #434 BUD FRANK #515
 94 Akbar Rd 244 W Hortter St
 Stamford, Connecticut Philadelphia, Pennsylvania
 06902 19119

CECIL HASTINGS #559 WISCONSIN ST HIS SOC #640
 RFD 2 Box 29A 816 State St
 Laurel, Delaware Madison, Wisconsin
 19956 53706

JAMES BRIAN KISS #727 MARCEL VERBERKT #728
 606 N Fifth St Beukenschans 46
 Martins Ferry, Ohio 2352 CC Leiderdorp
 43935 The Netherlands

MIKE ROUNDY #780 MACK MULLINS #831
 PO Box 9525 1515 Morningside Dr
 Ft. Mojave, Arizona Morristown, Tennessee
 86427 37814

ROBERTO LUGHI #901
 Viale Del Lavoro 35
 Peraga Di Vigonza (PD) 35010
 Italy

***** C H A N G E O F A D D R E S S *****

MARCEL VERBERKT #728
 Beukenschans 46
 2352 CC Leiderdorp, The Netherlands

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 pop/soda cans, sodabilli 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 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. All classified ads should be sent to: NPCC, PO Box 7862, Rockford, IL 61126, USA.

FOR SALE OR TRADE

 FOR SALE: Complete collection of 5,000 plus cans. Only major label changes also some cone tops. Collection started in 1976. I will also include my traders. Will only sell complete collection. Jim Balskey, 125 Horn, Lewisburg, OH 45338 (513-962-2146).

Mexico Cans: Coke, Mexico 86 World Soccer Cup (3 different), Feliz Fiestas Christas (2 diff), Italia 90 World Cup Soccer, Calgary Olympics. Sprite, Seoul Olympics (2 diff). Other cans, Goodwill Games in Seattle on Pepsi (4 diff). All cans \$1 each plus \$2.50 shipping in US; foreign shipping actual cost. Jerry Watkinson #684, PO Box 1088, Imperial Beach, CA 92032 (011-52-667-69989, dial numbers as written.)

TRADE: Australian Coke cans. Mainly interested in Coke, Diet Coke, Cherry Coke and Fanta. Send trade list to: Elizabeth Walters #968, 5 William St, Scottsdale, TAS, Australia 7260

FOR SALE OR TRADE: New 1990 Pepsi Cool Cans from CANADA! Four can set in both 280ml and 355ml sizes, \$2.00 per can plus postage. I will trade for commemorative Coke cans or commemorative Pepsi cans for those Pepsi collectors. Kelly Wilson #918 57 Glen Av, Winnipeg, MB Canada R2M1V4 (204-275-6438)

CAN-O-GRAM

YOU COULD BE A WINNER!
CONTEST/DRAWING

1) To enter, mail in six different recently released cans, special or regular issue, domestic or overseas, along with a filled out entry form. Only one entry per member so DO NOT send in more than six cans. Contest/Drawing is open to all active NPCC members.

2) **DEADLINE:** All cans and entry forms must be received by 15 January 1991.

3) Drawing will take place at the Mid-Winter Extrava-Can-Za on Sunday, 20 January 1991 in Rockford. (You do not have to be present at the drawing to be eligible to win.) Winners' names will be listed in the February CAN-O-GRAM.

4) **FIRST PRIZE:** One night's stay at the 1991 Can-Venture in Rockford.

SECOND DRAWING: Breakfast for two (you and a guest) at the Can-Venture Saturday Morning Breakfast Banquet.

THIRD DRAWING: One rental table for the Saturday Swap Meet.

CONSOLATION DRAWING: All the cans sent in for the drawing (minus your six entry cans.)

5) Prizes are NOT transferable. If any winner is unable to attend the Can-Venture in Rockford, NO prize will be awarded!

Make your plans TODAY to join us next June 20, 21 & 22, 1991 and mail your cans in TODAY!

ENTRY FORM

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

ENTRY CANS

1) _____ 2) _____

3) _____ 4) _____

5) _____ 6) _____

Mail to: NPCC/Contest, PO Box 7862, Rockford, IL 61126 USA

EVEN TS CALENDAR

January 20, 1991 (Sunday)

FOURTH ANNUAL MID-WINTER EXTRAVA-CAN-ZA

POP CAN & SODABILLIA TRADE SESSION

Sweden House Lodge / Scandia Room

4605 E State St (US Bus 20), Rockford, Illinois

Tables \$7.50 each / Admission is FREE

Contact: Tom Kirschbaum #45 815-874-5915

Kevin Paul #962 815-877-8350

January 5 & 6, 1991 (Saturday & Sunday)

NOSTALGIA & COLLECTIBLES SHOW & SALE

Pasadena Exhibit Center

300 E Green St @ Marengo, Pasadena, California

Admission: \$5.00 (good for both days)

Contact: Doug Wright Productions, PO Box 69308

West Hollywood, CA 90069 (213-656-1266)

The Indy Show, March 1991, Indianapolis, Indiana

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

Kevin Paul #962 815-877-8350

September, 1991 International Extrava-Can-Za III

Milano, Italia (Milan, Italy)

Contact: Dave Brackett #577 707-426-5553

RETURNED NEWSLETTERS

PATRICK WATSON of Toronto, ON, Canada

DENNIS BRIGHT of Sydney, NSW, Australia

JENNY GIBLIN of Kingston, QLD, Australia

These members' CAN-O-GRAMS are being returned to us because of "No Such Address" and "Left Address." If any member knows the whereabouts of Patrick, Dennis and Jenny, please have them contact Dave Brackett. They WILL NOT receive their newsletters until we have their correct addresses.

TO ALL MEMBERS: Please check your address label for correctness of YOUR address. Send ALL corrections to: NPCC/Memberships, c/o Dave Brackett, 1124 Tyler St, Fairfield, CA 94533 (707-426-5553).



Cola gives customers a real 'kick'

Some residents getting a 'Jolt' from new cola

by Greg Broy

Kids have gone cuckoo for Cocoa Puffs, and now some are apparently bouncing off the walls for a new cola, Jolt, a caffeine and sugar-rich drink which began selling here recently.

Brenda Rappell, a clerical aide at Bartlett Elementary, is worried about its effects on children.

"Ask just about any kid, the word is out. It makes you feel good, and real 'stakey,'" she said they're saying. Her child started drinking the soda, and complained, "Mom, my heart is racing. I don't feel good."

Parents are just beginning to hear about the new drink, which is distributed locally at Delta Express. A sign atop an iced-down chest of Jolt bottles says, "Would mother approve?... Well mother ain't here."

Rappell wondered about the mild "buzz" or high that consumers feel. Caffeine is a stimulant, which in small doses improves psychic and sensory awareness and reduces drowsiness and fatigue. But, said the "Physician's Desk Reference," its intake should be limited, because too much caffeine may cause nervousness, irritability, sleeplessness and, occasionally, rapid heart beat.



Season's Greetings

National Pop Can Collectors



This Christmas season send to your family and friends "NPCC GREETING CARDS!" Photography by NPCC member Bob Young of Honolulu, Hawaii. Order yours today to be sure you'll have them in time for the Christmas season. North American members pay only \$13.00 (PPD) for 12 cards with envelopes, all other countries pay only \$14.00 (PPD). Send cheque or money orders (in US funds) to: NPCC/Christmas Cards, PO Box 7862, Rockford, IL 61126, USA. They will be mailed to you in mid-November. Remember to get your...

ROM THE MEMBERS... FOR THE MEMBERS

ANADA: Pepsi Cool Cans are now available in Canada. The 355ml (12oz) sizes are available in eastern Canada while the 280ml (10oz) sizes are available in the eastern provinces. Many thanks to Kelly Wilson and Gunnar Foerstel for keeping us updated on this set.

Also released in Western Canada this summer on Pepsi and Seven Up was a promotion of "Buy 6 Cans get 2 Free." Both cans were the 355ml variety. My apology to Fred Vanderlinden for not writing about this sooner. I had misplaced the information and just recently rediscovered it.

How many soda brands can you name with the word "Big" in the name? Paul Rebner came up with 12. Here are:

- 1) Big Star 2) Big Deal 3) Big R
4) Big R 5) Big 8 6) Big Bear
7) Big Apple 8) Big Chief 9) Big Y
10) Big K 11) Big Shot 12) Big Ver

Root beer collectors that are having trouble finding Filbert's Old Time Draft Root Beer in Chicago can either write to Ron Filbert, Jr., 2996 S. Archer Av., Chicago, IL 60608 or contact member Sam Detina #172. This creamy flavor of root beer is available only in a limited number of stores. For those wishing to make a trade with Sam, he collects only by "brand name."

More Nehi music cans have been spotted. Fruit punch is available in Ohio and various parts of Indiana. Nick Gerlich and John Hantz have reported two other flavors in Texas, blue cream and another I keep forgetting. This brings the total of Nehi's to seven.

What is happening in your part of the world? New sets, new brands, new flavors? Send us a letter on what is going on around the corner or around the world. Send us articles from newspapers, magazines and other publications. Write one about your local bottling plant, past or present, or an article about yourself. How did you get started collecting? Share your knowledge with your fellow collectors. All material for the CAN-O-GRAM is due on the 15th of each month. Send YOUR material to: NPCC, PO Box 7862, Rockford, IL 61126, USA.

The stimulant is found in some beverages and chocolates. Some examples of caffeine content in milligrams per serving are: chocolate bar, 25 mg.; regular cola, 30-35 mg.; cocoa, 50 mg.; instant coffee, 66-100 mg.; Jolt, 71 mg.; tea, 42-100 mg.; percolated coffee, 80-120 mg. These are listed in "Govan and Hayes' Drugs and Nursing Implications."

"Over five years, we've had no incidents of health complications," according to Jolt founder and president, C.J. Rapp, who spoke from company headquarters in Rochester, N.Y. "Quite sincerely, we've occasionally had letters from consumers and parents. They hear Jolt can be alarming, with twice the caffeine." Rapp said consumers must be educated and informed about the product. "When compared to coffee, it's not alarming. Why put twice the caffeine on the label? It was the company's decision to be straightforward. We're not trying to hide anything. This is a unique product," he said.

Delta Express cashier Steve Shockley said the store ices down 1.5 cases of the drink every morning, and when he arrives in the afternoon, it's practically all gone.

"Our number one customers are kids and teenagers; we're the only place in Memphis that carries it," he said. Construction workers and other folks who need a little early morning pep are also Jolt drinkers, Shockley said. "Some say it's better than coffee." The Bartlett store had about three cases Friday, which was to last until yesterday's delivery.

The product comes in 12-ounce cans, 16-ounce bottles, and an opaque 12-ounce longneck bottle, probably the most popular seller. It has an aluminum bottle cap, like a beer bottle. Jolt has been available here about two months.

"Favorable consumer response has led to its distribution in 50 states, Canada, and Japan," said Rapp. "Quite candidly we had only planned to have it in Rochester; we didn't anticipate going much further."

The cola is only available in some stores, and from the bottle in some restaurants. There is no fountain service, and won't be for at least three years, he added.

"If they're concerned about caffeine, there are 99 percent other products to choose from," Rapp said. But, he continued, numerous studies have shown that colas have emerged as the second largest beverage consumed, after coffee.

"Predominantly in warmer climates, among ages 25 and younger, they're opting for a cola, versus coffee for their boost. And Jolt is positioned as a refreshing boost, as a coffee alternative," added Rapp. Immediate plans call for the soda to be made more widely available. Rappell wrote to the Mayor's Action Center about the cola, which has found a spot in the hearts of youngsters.

"Legally there's not anything wrong," said center director Liz Garrett. "There's no way the city can force them, but it can appeal to PTAs and parents to get organized, and maybe put pressure either to do away with it, or let the consumers know."

Rapp said Jolt has the same caffeine level as the original Coca-Cola had for 87 years. "It actually has less sweetener than Pepsi, and we use real cane sugar versus corn syrups. It has two calories less than regular Coke or Pepsi.

"Once educated, there is no need for worry," Rapp said. According to Rappell, parents and children need to know about the soda's content.

HOT PRODUCT, COLD WORLD

During the summer of 1988, Mitchell Duhé's childhood Democratic inclination for President Dan Quayle and Roger Rabbit came into their own, and I tried my very first

Many company founders talk about their first failures with a touch of nostalgia. At the time, though, they probably sounded like Rick Duhé does today. With Cajun Cola, I thought I had the world beat. What I had was a product from hell!

BY JOSHUA HYATT

greeting card with a hand-scratched message inside. The author explained that an article I wrote nearly a year earlier had inspired him to make and market his own soft drink. "You have provided a story that has changed my life," he wrote. "Currently, opportunities for my company grow every month. When ever I'm asked 'How did you think of a spicy soft drink?' it begins with me mentioning INC magazine's March 1987 story, 'Thanks again.' It was signed with a flourish by R. Duhé.

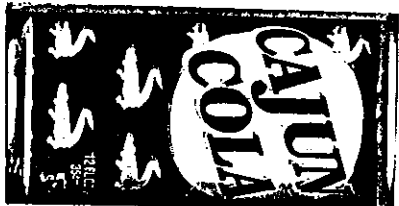
From the August 1990 issue of **INC. MAGAZINE**
Submitted by Sam DeLina #172

sent themselves mightily a sensation one user ditched a "delicious" drink. We all agreed the Brown boy was certainly onto something. We were in good company, as it turned out.

While Cajun Cola was still a Cajun idea, Steve's Cajun Cola was a product that was ported to the USA. The demand for Cajun Cola was so high that Steve's Cajun Cola was a

sentenced on one one of the most of Cajun home-coming America," had it high. Time to his word wherever Duhé appeared—and he appeared in many newspapers, from the *San Jose Mercury News* to *The Chicago Tribune*—he always gave credit to INC magazine.

And during our periodic talks, he always had plenty to tell me. He informed me that Alan Canfield, senior vice-president of A.J. Canfield Co., the respected Chicago bottler and main subject of the INC article, had agreed to teach him the business and to produce Cajun Cola that Bezzel, Jacobs, Kevron & Eckhardt Inc., the giant public-relations and advertising machine, believed in him so strongly that it was working with him largely on spec; that two fast-food chains wanted



"It felt as if I was only a few steps away from him."

"TM ASTARI"
Duhé's hand was still quivering when he scribbled the words across his date book on March 2, 1988. Some address had assigned him that Cajun Cola would be a multi-million-dollar product—not successful, so much because market testing showed it filled a need, but because newspapers and TV shows got people to try it. It sounded a little bit backward, but now Duhé could see how it worked. Under the headline "It's got da zazzin'!" Duhé's preferred slogan—Shreveport's leading newspaper, *The Times*, reported that Cajun Cola would be on the supermarket shelves later that month.

The continuing absence of serious funding (though it gains Duhé to talk about it, his parents had by now kicked in a sizable sum) made Cajun Cola's appearance even more of a feat. In typical fashion, though, he managed to find a distributor who asked for no money up front. "We were looking for products and Cajun Cola fit right in," says Wendell Brooks, manager of Life-Crisp Murphies, the snack-food division of Shreveport Budweiser Distributors Inc. "Store managers liked the name, and it had a good-looking package."

That was Eisenberg's doing. Eisenberg had lobbied for a bank can with a million-ozed content design; then Canfield insisted that colas are now "red." Duhé took some sketches and mock cans to informal focus groups, mostly composed of friends and old students. He settled on a five-color and a tall yellow moon against a bright red background. "Aside from some very unscientific polling," says Duhé, "it was strictly my personal preference." As was his decision to market the soda to young men, eager to test their mettle by tackling the spicy bite, and upscale types, who would mix it with, say, rum. "Of course, this decision came from a guy with years of marketing and beverage experience," notes Duhé, with a wink.

Then again, he was Mr. Cajun Cola. Bezzel hoped shape his new identity. Before the product came out, they sat Duhé down, for a day and tossed him about 25 of the toughest questions reporters were likely to ask. Duhé, a veteran Sunday School teacher, quickly learned to tell a story that was at least as palatable as the drink itself. In Canfield character in *Field of Dreams*, a blind follower of his inner voice, practically willing his carbonated vision into existence.

During the week of April 6, just one year after the idea had first struck him, Duhé walked into a supermarket and ran smack into a 20X-case display of Cajun Cola. Wary of reporting bank closings and savings-and-loan takeovers, the local media pounced on the new entrepreneur. Within a week, the *Shreveport Journal* had written two stories, and *USA Today* gave Cajun Cola its first

national exposure. On April 28, he appeared on the local *Live at Five*. "The next afternoon he got hooked on Shreveport's Inside Story." "Everybody was talking about it," recalls Brooks. "Store managers were very impressed. District managers were calling us wanting more."

Rick Duhé walked in here and he was the American dream,' recalls Arthur Eisenberg, who designed the Cajun Cola can. 'He had this idea and he threw everything at it. You couldn't help but respond to that.'



couldn't help but respond to that.'

by, some would float to the ceiling, providing free advertising until they drifted down. Duhé, too, had let the ground. "It was an incredible rush," he says. "I had conquered the odds. Investors aren't supposed to make it." In May Cajun Cola showed up at the annual "State of the South" party in Washington, D.C., and Duhé even managed to get it delivered to a breakfast Barbara Bush was hosting. "I couldn't get a vendor in Washington, and he's practically serving Cajun Cola in the White House," marvels Canfield. "He was everywhere."

Even for pees' sake. *The Wall Street Journal*. On June 16, 1988, Cajun Cola earned a sentence on page one. What that, the wire services went berserk. Within a week, Duhé appeared in countless newspapers and on TV. And—oh, yeah!—Duhé sent a six-pack to INC magazine. "The writer there told me it was great stuff," he recalls. "That praise was burned into my brain."

His visibility seemed to be paying off. In the first month, Shreveport Budweiser expected to sell no more than 2,000 cases of Cajun Cola. Instead, it sold 3,627. Retailers, of course, had yet to grant Cajun Cola precious shelf space. For the most part, they were selling it in off-field displays, at a promotional price of \$1.99 per six-pack. The recommended retail price was \$2.66, permitting them a comfortable margin of 23%. As they dismantled displays and raised the price, retailers expected demand to settle—a bit.

"We said, 'Let's see what it's going to flatten out at,'" recalls Brooks of Shreveport Bud. Instead, "it just kept flying." In May they sold 994 cases. In June a new round of promotions bumped sales up to 1,569 cases. After that sales tumbled down to 405 cases in July. Cajun Cola was going flat.

Armed with a leather satchel of press clips—which he tended to pull out too often for most people's tastes—Duhé believed "I could look at it and fix it," he says. He kept instructing Canfield to turn the spice level down. Further, he decided, he needed some advertising. He had plenty of new friends in the business. All the ad agencies wanted to get a chunk of money out of him, recalls Elmor Stephens, general manager of RTD-99, a top-40 radio station in Shreveport. At the same time a chance elevator meeting had brought Duhé a chunk of money. Gen Graves, a Shreveport realtor and financial consultant, had actually known Duhé for years. In fact, Duhé had been married to his minister's daughter. Hearing

of Duhé's woeful undercapitalization, Graves, who liked Cajun Cola, kicked in \$15,000. "Some thought Duhé was a young genius," he says.

Few knew how lonely he was. At the height of his success, Duhé had only his stepson's son, Shawn, with whom to share it. "It was hard to reach the mountaintop and not have someone there with me," he says. It was just Rick Duhé and Cajun Cola. And, as the product began to falter, he wrapped himself ever more tightly around it. He even took to calling it Rick Duhé's Cajun Cola.

No matter the growing evidence, he wasn't about to retreat. A distributor in Alexandria, La., tried it out, with no luck. Another tried it in Monroe, La., resisting poor sales. Through a cousin of the owner of Shreveport Bud, Duhé even managed to send some trailer loads down to Dayton Beach, Fla., a failed experiment.

Things were turning ugly. Unable to admit defeat, Duhé felt he had no choice but to act as if Cajun Cola was taking over the world. The longer he could keep it going, the more likely an investor would come along and save him. Especially when talking with reporters, Duhé treated every letter—from fast-food chains or liquor companies or catalogues—as if it was on the verge of becoming reality.

It wasn't over, Duhé told himself. Don't let it be over.

But as sales trickled down to 50 cases a month, he grew desperate. In October he

anything with this. But Canfield's curiosity, unbridged with his sense that Duhé "sounded like a nice fellow, not one of those guys from California or New York who want to eat the world," prompted him to pass the idea to his vice president of research and development, Francisco. Duhé rushed out to his local supermarket and emerged with a bagful of sorcery and two liters of Coke Classic. Over the next few weeks he spent nights huddled with his blender, pouring different combinations in and giving them a gulp. He experimented with Canfield, whose early experiments using a pepper derivative actually blistered lips. And after 36 hours or so, the stuff turned really deadly.

Likewise, Duhé gained strength over time. Canfield didn't dismiss his idea. With one eye on his company's payroll and excess production capacity, Canfield admits he was thinking that "maybe we could make the concentrate for him." Besides, says Canfield, "Duhé wouldn't go away. He's a nice fellow and he wears very well."

In May, having come up with some less incendiary samples, Canfield invited Duhé to his Chicago headquarters. They sipped several versions of Cajun Cola, each with a different spice level. That afternoon Canfield told Duhé to meet with Steve Simon, president of S&S Public Relations, Inc. Simon, who served as Canfield's PR arm, tried the cola and couldn't contain himself. "You've stumbled on the next national sensation, he told Duhé. Mortgage your house if you have to, but get this stuff on the market." Cajun was real hot," says Simon. "And I liked it."

The words rang in his ears as he searched the place back home. Suddenly he seemed to be living out one of those stories he'd read in business magazines. Here he had come out of nowhere, "a real Mr. Nobody," and in only three months was on the verge of launching a well, you heard what the man said—a national sensation. A few more months like this, Duhé thought, and I'll be a fat cat summing in the Bahamas. How odd to think, then, that those bottles, climbing solely as he loaded them into the plane's overhead compartment, bore no labels at all.

Soon everyone, everywhere, would know of Cajun Cola.

BY SEPTEMBER 1987, FIVE MONTHS after his first call to Canfield, Rick Duhé decided to stop kidding himself. He was creating the next national sensation of his spare time. He was spending nearly all his time on Cajun Cola. Overworked with a coo-sant companion. "When you go to work every day, and all you think about is your project, it's time to go," says Duhé. "I was becoming too engrossed." Seeking his conviction, his boss wished him well because, he says, "they wished you'd do something as exciting going on in their lives." He could

continued on page 16

hunched over some reading material. Duhé breaks in his workday. He'd chose his office door—one of his prerogatives as a supervisor—and study any of a dozen or so business magazines. He spent much of the time in the library.

to serve it. He even hatched a successful scheme to slip a can into Barbara Bush's hands. "If a can got into the hands of the first lady, it would be a big deal. Certainly, lack of publicity wouldn't stand in the way. One contact in the venture capital community had talked about raising as much as \$1 million on Duhé's first trip to the Big Apple, an investment banking firm presented a list of 12 potential investors for his personal. It was all pretty heady. Duhé, who, having the thing worth a good deal after, quit his job with a medical consultation. "Rick Duhé walked in here, and he was, 'I can't dream. I can't dream.' Arthur Eisenberg, who designed the Cajun Cola can, had had this idea and he threw every-thing at it. You couldn't help but respond." For the rest of 1987, Duhé had talked of moving operations to New Orleans. Wherever he had gone, at least New Orleans. "When I read your article, it was like a light bulb went on in my head," Duhé once told me.

Rick Duhé broke his silence in January 1980. Where had he been? I asked. How each was our product doing? "I can't talk long, he said brusquely. I have to get back to work. Work? I didn't have to ask. I guess I've forgotten I had the world beat in a sad voice. "I thought I had the world beat with Cajun Cola. I was a con man, I could make it. Maybe I was a con man, I don't know." His voice trailed off.


"You can get so connected with a dream that you lose touch of the factual place of where you are," he continued. "We had gotten so much acceptance in such a short time... What else was I going to think but that I've pulled off a pretty incredible thing?" Duhé paused for a moment. "I don't think I'll ever feel good about myself again until I pay back what I owe," he said.

He talked for another minute or so, rambling a bit. Then, with an edge in his voice, he said many questions. And though he never got around to saying it, I understood what he had called to tell me this time. Richard Duhé had failed.

In any case, Canfield, always looking for new products to make, wished Duhé well. Call me back, he urged, if you decide to do

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Suddenly Duhé seemed to be living out one of those stories he'd read in business magazines. Here he was, 'a real Mr. Nobody,' on the verge of launching—well, you heard what the man said—a national sensation.




Duhé and his son, Steven. 'Put Cajun Cola behind you,' a friend advised. 'Declare bankruptcy, start a new life.'

hardly blame them; the past few months had consumed him he was onto something big. Canfield had made Duhé poured a jugger's wrath for just about anyone who crossed his path. Two of Duhé's church groups prospered. He advanced it heavily. So did a Bloomington representative, who, without even seeing an exclusive two-week introduction in Dallas. At night and on weekends, Duhé poked around college libraries, learning about business plans. Once he had a rough draft, Duhé and his accountant, Nancy Menasco, began scouting for financing. Menasco introduced him to Bobby Jelks. A tax accountant with KPMG Peat Marwick in Shreveport, Jelks encouraged Duhé to talk to some wealthy individuals he knew. Jelks sensed that Duhé "just might pull it off."

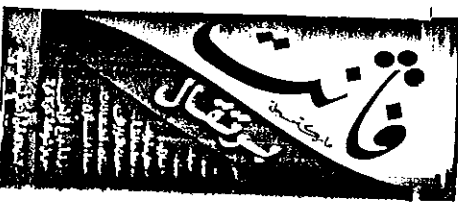
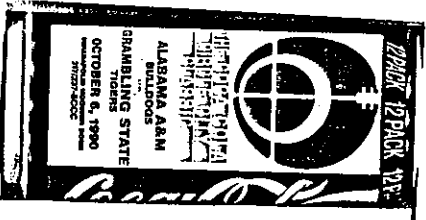
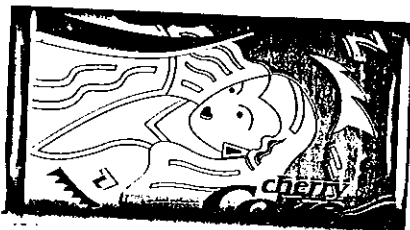
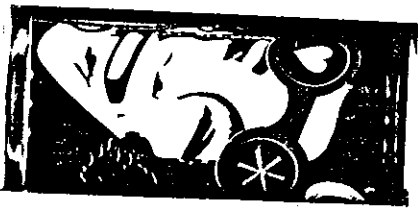
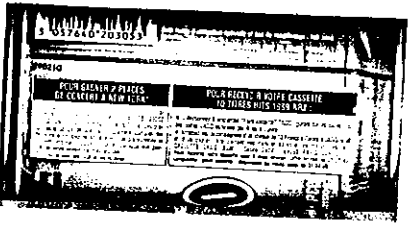
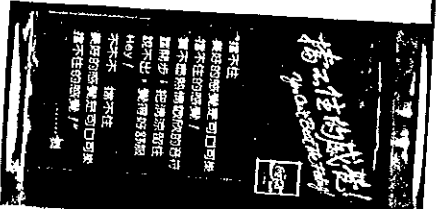
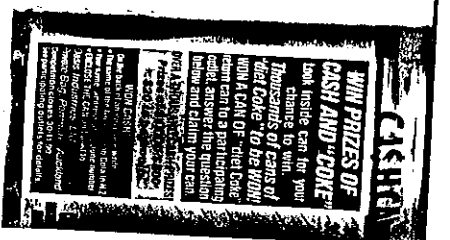
Duhé was sure of it. Dressed in a polyester blue suit, with a wispy beard, the live-on-seven Duhé projected utter sincerity. His solemn drawl and his boyishly bright hazel eyes combined to communicate dazzling messages of sobriety and playfulness. Standing before venture capital clubs, or one-on-one with self-made oil millionaires, he became again the preacher he had been 10 years earlier. Here he was, once again, among believers. "I never heard any negative anything on this concept," he says.

By the time he quit his job in September—going straight from his office to buy a new gray Honda Accord because he figured it was presently, that "my credit wouldn't get any better"—he had only a few thousand dollars of savings and a \$10,000 loan. He needed to help. But a marketing consultant, hired to help him devise a marketing plan for launching Cajun Cola, introduced him to Jeffrey Watt, president of ABF/Van Sales & Marketing, Inc., a \$250-million food beverage in Dallas. "A great idea," Watt proclaimed, as soon as he heard Duhé's pitch. "But Cajun is happening now, so we've got to move fast." Watt sent one of Watt's salesmen to Cajun, a made copies of Duhé's business plan and sent one off to a contact at Stephens Inc., a Little Rock investment banker handling special situations. Watt had the plan take a swing and ordered his assessment that "it tasted OK, it looked good, and I liked the name." Once they felt sure he could round up investors, Watt felt sure he could round up investors. "Some investors like the thrill of walking down a supermarket aisle and saying, 'I own that name,'" he says.

Duhé used another contact to find Arthur Eisenberg, who ran his own small design shop. Through Eisenberg's main customers offering his services to Duhé on spec. "I was excited, and it offered us more creative freedom," says Eisenberg.

It was coming together, just as Duhé had hoped. All the talent and the money and the investment were descending on his simple invention and would combine to ambush and infiltrate the public consciousness. Whomever

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We thank this month for the cans pictured here:

- Ann Ewell Maryland Ousley
- Bill Swanson Chuck Mead
- Sam Detina Kevin Paul
- Gunnar Foerstel Kelly Wilson
- Gene Judd Brian Ayton
- Jeroen Putmans Marcel Verberkt
- Tom Kirschbaum

PAGE 10, TOP ROW

PEPSI COOL CAN I OF 4, 280ml, Toronto, ON, Canada
 PEPSI 4-PACK BIG VALUE, St. Albans, England
 PEPSI MICHAEL JACKSON 1989, Offenbach, W. Germany
 CAFEINE-VRIJE PEPSI LIGHT NIEUW! 69 CENT, Holland

MIDDLE ROW

MIRINDA ORANGE 20% EXTRA FREE, Dubai, U.A.E.
 ORANGINA LIGHT VIVEZ UNE JOURNÉE DE RÊVE ET OFFREZ-VOUS 40,000F, France
 OASIS BRANCHEZ-VOUS SUR OASIS AVEC 1989, France
 -Tropical (front view)
 -Orange (side view)

BOTTOM VIEW

SUN CHARM ORANGEADE WIN A LOMAX SPORTS CAR, 1990, Huddersfield, England (front & rear views)
 LA CASERA NARANJADA "LA SELVA SE HA VUELTO MUY CASERA" 1989 Spain (front & rear views)

PAGE 12, TOP ROW

RED OWL, Minneapolis, MN
 -multi flavors regular & diet
 ELF, Eden Prairie, MN
 -multi flavors regular & diet
 SPRITZER BLACK CHERRY, Brattleboro, VT

MIDDLE ROW

GOLD MEDAL, Coral Gables, FL & Oklahoma City, OK
 -various designs; cola latest design, multi flavors regular & diet

BOTTOM ROW

BIG 8, El Paso, TX
 -various flavors
 PURE HAWAIIAN SPARKLING ARTESIAN WATER, Honolulu
 -various flavors
 HAWAIIAN DELITE, Waipahu, HI
 -various flavors
 DIET RAMBLIN' ROOT BEER, CCE Group, Atlanta, GA

continued

PAGE 13, TOP ROW

FILBERT'S OLD TIME DRAFT ROOT BEER, Chicago, IL
 WESS CHERRY UP, Maryland Heights (St. Louis), MO
 LOTSA 6/PAK 99¢, Columbus, OH
 -various flavors
 VALU-CHECK'D, Arlington Heights, IL
 -various flavors regular & diet

MIDDLE ROW

NEHI FRUIT PUNCH FREDDIE SAYS "CATCH MY BEAT, CHEAT THE HEAT." Columbus, OH
 SUNKIST ORNAGE MICHIGAN'S ADVENTURE SAVE \$4.00, Holland, MI

7 UP LE TOP 89 ROCK, Paris, France
 7 UP "...ARE YOU UP FOR IT? FIDO DIDO," Toronto, ON, Canada

BOTTOM ROW

DR PEPPER AIR FORCE FOOTBALL 1990 HOME SCHEDULE, -regular & diet, Somers, NY
 DIET DR PEPPER 88-89 LADY LONGHORNS BASKETBALL, Austin, TX
 DR PEPPER SUPER QUARTZ WATCH OFFER, Portsmouth, England

PAGE 15, TOP ROW

COCA-COLA CASH CAN\$ 1990, Auckland, New Zealand
 -regular & diet
 CAFFEINE FREE DIET COCA-COLA Auckland, New Zealand
 COCA-COLA YOU CAN'T BEAT THE FEELING! Taiwan (ROC) three releases as of this issue

MIDDLE ROW

COCA-COLA POP ART #3 1990, Don Mills, ON, Canada
 CHERRY COCA-COLA 1990 POP ART, Bodegraven, Holland
 three releases as of this issue

BOTTOM ROW

COCA-COLA CLASSIC CIRCLE CITY CLASSIC 1990 Chicago
 KINLEY ORANGE, Bnei-Brak, Israel
 (oops, I was to show the hebrew side)
 FANTA ORANGE, Tunisia
 FANTA ORANGE (three piece steel), South Korea

NEXT MONTH:

Another installment of "SPOTLIGHT" featuring Booth's and Bottoms Up cone tops. Renew today and you will not miss a single issue. And remember, keep us in mind during your travels.

RED OWL
BLACK CHERRY
 SPECIALLY FLAVORED SODA
 12 FL. OZ. (354 ml)

RED OWL
 SUGAR FREE
LEMON LIME
 LOW CALORIE
 ARTIFICIALLY FLAVORED
 DIETARY SODA
 12 FL. OZ. (354 ml)

eH
Grape Soda
 ARTIFICIALLY FLAVORED
 12 FL. OZ. 354 ml

AFTER THE FALL
 7% SPARKLING
Spizze
 NO SUGAR ADDED
BLACK CHERRY

Red Bull
 Real Time
DRAFT ROOT BEER
 355 ml

SALT / SODIUM AND CAL
VESS
Cherry Up
 NO CHOLESTEROL
 12 FL. OZ. 354 ml

6 / PAK 99¢
LOT
 SODA RED CREAM
 CHERRY SODA RED CREAM
 LIME SODA RED CREAM
 MANGO SODA RED CREAM
 PEACH SODA RED CREAM
 PINEAPPLE SODA RED CREAM
 RASPBERRY SODA RED CREAM
 STRAWBERRY SODA RED CREAM
 VANILLA SODA RED CREAM
 WATERMELON SODA RED CREAM

Our symbol of VALUE!
LEMON
 12 FL. OZ.

Gold Medal
COLA
 12 FL. OZ. (354 ml)

Gold Medal
Root Beer

Gold Medal
Root Beer

Gold Medal
Root Beer

Mr. Forster
 Fruit Punch
 Special limited sale
 355 ml

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 SAVE \$4.00
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Big 8
ROOT BEER
 8 8 8
 12 FL. OZ. 354 ml

Hawaiian
Water
 12 FL. OZ. 354 ml

Hawaiian
Jeete
 LIT PUNCH
 12 FL. OZ. 354 ml

DIET
Jeete
 LIT PUNCH
 12 FL. OZ. 354 ml

Mr. Forster
Root Beer
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 TICKETS 1-800-666-USAF

Mr. Forster
Root Beer
 1989-90 HOME SCHEDULE
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Lady Longhorns
 Basketball
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