

BE REALLY REFRESHED... WITH COLD CRISP COKE!
REG. U.S. PAT. OFF.



Only ice-cold Coca-Cola gives you the cheerful lift that's bright and lively... the cold crisp taste that so deeply satisfies. No wonder it's the real refreshment... anytime... anywhere!



Enjoy
Coca-Cola
 King • Regular

for THE PAUSE THAT REFRESHES

© 1959 THE COCA-COLA COMPANY. "Coca-Cola" is a registered trademark.

Advertisement from 1959, USA

CAN - O - GRAM

NATIONAL POP CAN COLLECTORS



Volume XXVI, Issue 3

April/May 1998

TRADE SHOWS TRADE SHOWS

NATIONAL POP CAN COLLECTORS

APPLICATION FOR MEMBERSHIP AND RENEWAL

24th COCA-COLA CONVENTION

July 22 - 25, 1998

Minneapolis MN, USA

contact; Jean Gibbs -Simpson (785-842-3929)

NPCC 1998 EXTRA VACANZA

July 24, 1998

17531 Gage Ave, Farmington MN, USA

contact; Bill Swanson (address above)

TRADE SHOWS TRADE SHOWS

DUES: \$18 USA \$25 FOREIGN

NAME : _____

ADDRESS : _____

CITY / STATE : _____

COUNTRY / ZIP CODE : _____

Return this form with cheque or money order to:

NPCC MEMBERSHIPS
19201 Sherwood Green Way
Gaithersburg MD 20879 USA

*Eight issues per year of the Can-O-Gram newsletter mailed Air/First class

*FREE Classified ads in the Can-O-Gram

*Membership roster and membership card

*International conventions and regional trade sessions

MEMBERSHIP / RENEWALS / CHANGE OF ADDRESS

Rich Simmons - Director
19201 Sherwood Green Way
Gaithersburg MD 20879 USA
e-mail: cokecans@aol.com

NEWS LETTER SUBMISSIONS

PHOTOS OF NEW CANS / ARTICLES / CLASSIFIED ADS

John Hantz - Editor
6846 New Jersey
Hammond IN 46323 USA

Do you have cans in your area that have not been shown in the Can-O-Gram? Make a photocopy (reduced at 65%) and send it in today! Then place an ad so you can sell or trade the cans to other collectors. It's a great way to add cans to your own collection!!

NEW CAN-O-GRAM EDITOR.....

John Hantz has volunteered to become the new Can-o-gram editor. You can start sending new cans, photos of cans, soda news articles, sale/trade ads to:

**John Hantz
6846 New Jersey
Hammond IN 46323 USA**

Thank you to everyone that expressed interest in taking over the position. This club would not exist if it were not for you, the members, volunteering to help.

NEW CANS OUT.....

- Coke Shuri Castle Temple Festival (Japan)
- Coke "Siempre On" black band (Puerto Rico)
- Sprite Kobe Bryant LA Lakers

All members are entitled to one free 50 word "SALE / TRADE" ad per issue along with a free 50 word "WANTED" ad per issue. No ad will appear for more than three consecutive months. Non member ads will be accepted on a case by case basis upon review and approval of the director of the NPCC, when space is available. Display ads are available at \$5 for a quarter page, \$9 for a half page and \$15 for a full page. Send your ads to NPCC, 6846 New Jersey, Hammond IN 46323 USA

WANTED: Cascade Pride RB/Cola, Aunt Marbles RB/Cola, First Choice RB/Cola, Christy's RB/Cola, Lucky RB/Cola, Redstone RB/Cola, Miami Classic RB/Cola, Shur Savings RB/Cola, Randalls RB/Cola, Homeland RB/Cola, Urge RB/Cola, Fays RB/Cola, Our Best RB/Cola, Noah's (any or all flavors). Geff Moore, 1322 Huffine Rd, Johnson City TN 37604 USA

WANTED: Lee Ann Rimes can from the 1998 Diet Coke Grammy set, also need Caffeine free Classic Coke '97 Santa can. Rich Simmons, 19201 Sherwood Green Way, Gaithersburg MD 20879 USA e-mail: cokecans@aol.com or Fax: 301.601.9322

FOR TRADE: Devil Dog RB, Cafe Cola, Winston Cup Tea 16oz, Big Dog 16oz RB, Clover Valley Cola/RB, Old Dutch RB/Cola, Kayo, Guts, Silver Eagle, Our Family, Jolt 25, City Club, Bigg's RB, Virgin, Dr Pop, Mountain Holler, My Pop....plus many more. Geff Moore, 1322 Huffine Rd, Johnson City TN 37604 USA

TRADE SHOW: July 24th from 12 - 3pm at 17531 Gage Ave, Farmington Minnesota. There will be thousands of cans for sale/trade. Don't miss this show. It's the same weekend as the Coca-Cola convention so you can visit both shows and pick up lots and lots of new cans for your collection. Bill Swanson's can collection of 25 years will be for sale at this show along with trays and other Coca-Cola collectables. I hope to see you there!!

FOR SALE: MEXICO CANS; 1998 World Cup 11 different of the Mexican team, 1997 Baja 1000, Christmas can, '96 Christmas & Olympic emblem, '95 Feria Monterrey & 4 different Christmas, '94 World Cup 3 different, '93 Santa & Fanta Christmas, SASE for long list. Jerry Watkinson, Box 1088, Imperial Beach CA 91933 USA

BRANDS OF CANNED ROOT BEER.

Compiled by Bob Wood, 3921 Miller Road, Kingsville, Maryland, 21087.
Your additions and corrections are welcomed.

AAA	Bobby Burns	County Fair
A&P	Bohack	Cragmont
ASP	Boller	Crass
Above All	Bond Street	Crystal Club
Acme	Bonnie Hubbard	Cue
Adirondack	Bon-Ton	Cushman's
Alaska	Booths	Custom
Albany	Botoms Up	Dads
Albertson's	BPI	Daisy
All American	Braums	Dapper Dan
Alpha Beta	Brimfull	Dart Drug
Always Good	British American	Dave Crockett
Always Save	Brookdale	Del Haven
American Classic	Byrne	Del Monte
American Dry	Calfree	Demoulas Market Basket
American Fare	Cal Fresh	Devil Dog
American National	Camellia	Diamond Head
American Premier	Camelot	Diet Rite
America's Choice	Cana	Di-Ett
Anchor	Canada Dry	Dixi
Ann Page	Can A Pop	D'Lite
Apple Tree	C&C	Doc Holiday
Aristocrat	Canfield's	Doc's
A-Treat	Carnival	Dog n Suds
Aunt Mabel's	Carousel	Dominick's
Autocrat	Cascade	Domont's
Bala Club	Cayna	Donald Duck
Banks	Celebrate	Dr. Brown's
Barq's	Centrella	Dr. McGilllicuddy's
Barrelhead	Century	Drug Fair
Bashas'	Certified	Duchess
Baystate	Checkers Gold Medal	Eagle
Belfast	Chek	Eckerd Award
Bells	Chicago Club	Econ
Berks County	Chug a'Lug	Econo Buy
Best Choice	Classic Club	Edwards
Best Yet	Click	Edwards Finast
Better Valu	Clignot Club	Eisher
Beverich	Clover Club	Elf
Big Chief	Clover Valley	E-2
Big Deal	Club House	Fame
Big 8	Collegiate	Family Dollar
Big K	Convenient	Fanta
Big Shot	Cool	Farm Fresh
Big star	Co-Op	Farm House
Big Town	Copa	Fastco
Big Vic	Corr's	Faygo
Big Y	Costa	Fays
BI-Lo	Cost Cutter	Federal
Bireleys	Cott	Fiesta
BI-Rite	Cotton Club	Fiesta Fair
Blueboy	Country Club	Filbert
Blue Ridge	Country Club	Filigree
Blue Sky	Country Fair	Finast
	Country's Delight	

look any actions to enforce it. It said that some distributors just crossed out the clause containing the condition against handling PepsiCo products.

The suit alleges that the situation changed when PepsiCo became a serious competitive threat.

The suit states that restaurant and theater chains usually deal only with one food service distributor at any given outlet. It is also common for a single distributor to supply either an entire chain or groups of outlets within a chain.

Because of this, there is only one food service distributor through which a supplier like PepsiCo can have its products distributed.

"If that distributor is prevented from carrying a supplier's product, it is impossible for that supplier to do business with that location," the suit states.

PepsiCo said that ultimately the consumer suffers as well because of the absence of price competition.

Citra's Sittin' In On Half Of US

You can't keep a good drink down, particularly if it's from The Coca-Cola Company.



After successful test-marketing in a handful of states in 1997, Coke is rolling out Citra to roughly half the nation. The grapefruit soda was designed to squeeze Squirt in strong citrus markets. Coke, natch, isn't sneaking Citra onto the shelves under cover of dark; radio, television, outdoor, sampling and coupons are all part of the marketing mix.

Pepsi files antitrust suit against Coke

By Gail Appleson, Law Correspondent

NEW YORK (Reuters) - PepsiCo Inc. Thursday sued Coca-Cola Co. alleging that it is holding a monopoly over the fountain-dispensed soft drink market by forbidding independent food service distributors from carrying Pepsi products.

The suit, filed in Manhattan federal court, alleges that Coca-Cola has used this practice to maintain its more than 90 percent share of the fountain-dispensed soft drink market.

"Coca-Cola possesses the power to control prices in this market and ... the power to exclude competition," the suit alleges.

It charges that Coca-Cola's conduct amounts to "willful maintenance of its monopoly power" in the fountain-dispensed soft drink market.

Coca-Cola had no comment.

Food service distributors are independent companies that make consolidated deliveries of a broad variety of food and paper products to restaurant chains, movie theater chains and other customers. These customers take delivery of all the supplies from one distributor at each of their locations.

The suit, which seeks unspecified damages, asks the court to stop Coca-Cola from soliciting or enforcing any agreements with independent food service distributors and others that prohibits them from carrying PepsiCo products.

It also asks that Coca-Cola be stopped from taking any action or threatening to take any action against food service distributors who carry PepsiCo fountain products.

PepsiCo said that Coca-Cola's demands stand in "sharp contrast" to other suppliers who permit distributors to carry competing brands.

"When PepsiCo recently intensified its efforts to challenge Coca-Cola's monopoly in this market, Coca-Cola took preemptive action by threatening to cut off and actually cutting off supplies of Coke to food service distributors that fill customers' requests for Pepsi," the suit alleged.

It alleges that the strategy threatens to "freeze PepsiCo out of the market and leave customers that require delivery through food service distributors with no alternative to Coke."

PepsiCo said that Coca-Cola has no "valid business justification" for the condition it places on distributors and that until last year, the company rarely

Fine Fair
Finner
Fire Fighters
First (spelled 1st)
First Choice
Fitz's
Flair
Flavette
Flav'r Fresh
FM
Food & Deli
Food & Liquor
Food Club
Food Fair
Food Giant
Foodland
Food Lion
Food Rite
Foodtown
Frank's
Fred's Choice
Freshie
Frolic
Frostie
Furr's
Fyne-Taste
Galaxy
Gala
Genie
Giant
Glee
Glendale
Golden Age
Golden Dawn
Golden Gate
Golden Treat
Gold Medal
Good Value
Gopher
Graf's
Grand Classics
Grandpa Graf's
Grand Premium
Grand Taste
Grand Union
Great American
Great Buy
Great Eastern
Greatland
Green River
Gristede's
Hammer
Handi
Handy Andy
Hansen's

Happy Time
Harvest Day
Hawaiian Delite
Hecks
Hep
Heritage
Heritage House
High Rock
High's
Hill Country
Hillcrest
Hills
Hi-Pro
Hi-O
Hires
Hi Spark'l
Hoffman
Holiday
Holiday Inn
Hollipop
Hollywood
Holy Cow
Home & Garden
Homeland
Howard Johnson's
Howdy
HT
Hughes
Hyde Park
Hydrox
Hy-Top
Hy-tyme
Hy-Vee
I.B.C.
Ideal
IGA
Iris
Janet Lee
Jewel
Jic Jac
Jobi
Jolly Good
Jolly Pop
Jolly Treat
Julep
Jumbo
K
K&B
Keiko
Kewpie
Key Foods
King Kullen
King Kooler Jr.
King Soopers
Kingston
Kirsch
Kist
Klondike

K n'k Preferred
Kohl's
Krasdale
Lady Lee
Land O'Lakes
Lariat
Laura Lynn
Laurel Spring
Lawson's
Lenox Park
Liday
London Dry
Lori's
Lotsa'
Love
Lucky
M (Mumford)
Mad Butcher
Maid Rite
Manhattan
Mark IV
Marquee
Marsh
Ma's
Mason's
Master Choice
MAT
Mavis Club
Mayfair
Mayfresh
MDI
Meadowdale's
Mega Choice
Meijer
Mellow Moon
Meyers
Mission
Mississippi
Montco
Montreal
Mothers Pride
Mountain Stream
Mr. Fizz
Mr. Root Beer
Mug
Mule Kicker
My Pop
My-Te-Fine
Nancy Jane
Natch'
National
Nehi
Nesbitt's
Newport Club
New York Seltzer
905
Noah's Rhino

No-Cal	Ramblin'	Simpson Springs
Norwest	Randall's	Sioux City
Nutri-Pop	Real Value	Skaggs Alpha Beta
Oakie	Red & White	Slender
Oasis	Redner's Warehouse	Slim Soda
Old Dutch	Red Owl	Smaash
Old Keg	Regent	Smile
Old Style	Re-Joyce	Snapple
Old Time	Rex	Snow Peak
Ol' Smoothie	Richardson	Snowy Peak
On-Tap	Richfood	Society Club
Ontario	Richlife	Soda Barrel
Orchard Park	Ritz	Soda Hut
Our Family	Riverside	Soda King
Pabst	Rocky Top	Soho
Pacemaker	Rooti	Southwest Supermarkets
Pantry Pride	Root 66	Sparkel
Parade	Rosauers	Sparkle
Park	Roundys	Spartan
Park Club	Royal Islands	Speede's
Parson's	Royal Palm	Spree
Par-T-Pak	Roy Rogers	Springfield
Party Club	Rush	Springtime
Pathmark	Safeway Select	Squeeze
Patio	Salute	Staff
Peer	Sam's Choice	Stars
Penguin	Sarsi	Starter Bros.
Peoples	Savon	staying's
pic-A-Pop	Schnuck's	stewart's
Piggly Wiggly	Schwegmann	stop & go
Pin-Mar	Schwegges	stop & Shop
Pioneer	Scotch Buy	stop N Bag
Pix	Scott Lad	Suburban
Plaza	Scotty	Suburbst
Plee-zing	Scramble	Sun Crest
Plenty Good	Seaway	Sunday Funnies
Plus	Sensational	Sun-Glo
Pocono	Sentry	Sun Glory
Polar	7-Eleven	Sunny Jim
Pop	Shasta	Sunny Select
Pop-O	Shaw's	Sunnyside
Pop Shoppe	Shop n Bag	Sun-rise
Preferred Selection	Shop n Save	Sunshine
President's Choice	Shoppers	Super
Price Chopper	Shoppers Value	Super A
Price Kutter	Shopping Bag	Super Coola
Pri-Pak	Shop-Rite	Super Dupur
Publix	Shopwell	Super G
Purity Supreme	Shortstop	Super Pop
Push	Shur-Fine	Super Soda
Q&V	Shur Saving	Sweet Life
QT	Silver Cup	Sweet'n Low
Queen of Scot	Silver Eagle	Sweet Valley
Rainbow	Silver Spring	Swifty
Ralph's Private Selection		Tab

Virgin Cola moves onto Coke, Pepsi turf in U.S.

NEW YORK (Reuters) - The British are coming to the cola wars -- riding an army tank.

Just a week after PepsiCo Inc. dragged rival Coca-Cola Co. into court over sales at soda fountains, British tycoon Richard Branson is hitting U.S. shores with his entry in the field: Virgin Cola.

Demonstrating the fire power he plans to use to win a share of the cola market, Branson planned to ride an army tank in Times Square on Tuesday to launch his marketing campaign.

"I am so excited by the thought of Virgin Cola taking on Coke and Pepsi in their home territory," Branson said in a statement. "I have always believed that you can never truly be an international cola until you have launched in the home of the colas -- America."

Virgin Cola is part of Branson's Virgin Group of companies, which include Virgin Atlantic Airways and Virgin Records.

Virgin Cola plans to launch in New York, Los Angeles, San Francisco, Boston, Washington and Baltimore and initially will be available through convenience stores. The company said a national roll out and a multimillion-dollar advertising campaign will follow.

Virgin's regular and diet colas will be priced in line with Coke and Pepsi.

"We have no intention of sparking a price war and we are sure that Coke, Pepsi and the rest of the cola brands here in the United States will not be interested in a price war either," the company said.

Legal wars are another matter. PepsiCo sued Coca-Cola last week in U.S. District Court in New York, alleging that Coke was strong-arming soda-fountain operators from selling Pepsi. Coke has denied the allegations.

CH-O-GRAM

Indian group hits at Colas in anti-sanctions tirad

BOMBAY. (Reuters) - Dozens of people belonging to a local citizens group protested against U.S. sanctions on India on Thursday by emptying bottles of Coca-Cola and **Pepsi-Cola** down a drain.

The protesters also carried banners urging people to boycott the McDonalds hamburger chain.

"We have nothing against **Coke**, **Pepsi** and McDonalds. But when you think of America these are the first things you think of. It's a symbolic thing," said Dayanand Nene, President of the Mahim Vikas Mandal.

Nene, who is a spokesman for the Bharatiya Janata Party (BJP) in Bombay, said his group was asking people to give away at least one American product so they could make a bonfire this weekend.

The U.S. imposed economic sanctions against India last week after the BJP-led coalition government ordered its scientists to carry out two sets of underground nuclear tests.

The nuclear tests have brought a groundswell of support for the BJP within the country, but the blasts have been severely condemned internationally.

The Coca-Cola Co, Pepsico Inc and McDonalds Corp entered India in the early nineties in the wake of an economic liberalisation programme.

For Coca Cola, the liberalisation enabled a return to a market it had left in 1977 when then industry minister George Fernandes had said it could operate in the country only if it revealed its secret formula for making the drink.

Fernandes is now defence minister in the BJP-led coalition government and he caused a furore just before the nuclear tests by saying China was the biggest potential threat to India.

The BJP, which propagates swadeshi (economic nationalism), has said it is not in favour of foreign consumer goods in the Indian market.

Though it would not drive out companies already operating in India, new consumer goods companies would be discouraged in favour of high technology companies, it has said.

"We want computer chips, not potato chips," has been an often repeated BJP slogan.

But foreign goods have continued to remain popular among Indians.

"My six-year-old son has been very unhappy with my campaign. He likes to drink **Coke** and **Pepsi**," Nene said.

Target
Tartan
Taste Well
Taylor Maid
Tease
Texas
Thinny Thin
Thorofare
Thrifty
Tibetan
Ticket
Tico
Ting
Tip Top
Tomboy
Tom Moore
Tom Thumb
Topmost
Topp
Tops
Tops in Pop
Top Treat
Top Valu
Trader Joe's
Treasury
Triple
Tubz
TV
Twang
Two Guys
Uncle Jakes
Unity
Urge
Valu-Check'd
Value
Value Vend
Valu Time
Varsity
Veri
Vermont Pop
Vess
Victory
Vintage
Vons
Waist Watcher
Waldbaum's
Waverley
Wawa
Weber's
Wegmans
Weight Watchers
Weingarten
Weis
Welch's
Western Family

CANADA:

Becker's
Carlton Club
Export
Food City
Highland Spring
Loblaws
Lucky Strike
Mac's
Old Colony
Our Compliments
Pure Spring
Red Leaf
Royal Crest
Steinberg
Sunsun
Sussex
Thrifty
Wishing Well

THE INDUSTRY

Hitting the heights again

Carbonated soft drinks added to their track record as perennial favorites and unstoppable growers in 1997. When all was said, done and swallowed, the United States soft drink industry produced record volume (as usual) on another annual gain (ditto).

Total consumption for CSDs in the USA, according to New York-based Beverage Marketing Corporation, was close to 14.7 billion gallons, 3.3 percent ahead of 1996's total. It was the fourth consecutive year to pour a volume increase of more than 3 percent. Per capita consumption hit 54.6 gallons, marking the third time in four years that each American has consumed, on average, over a gallon more than he or she did the year before.

Beverage World contributing research editor Michael Bellas, chairman of Beverage Marketing, points to several factors working in favor of increased volume, including new product activity, strong performances by flavor brands and low ingredient and packaging costs that allowed consumer prices to remain enticing. "Profitwise," he adds, "it was a tough year."

In the competitive environment of 1997, Bellas says, it was those companies that were "well-managed and could leverage their portfolio that did

well." In the analyst's eyes, that meant, first and foremost, Coca-Cola and its biggest brother, Coca-Cola Enterprises.

Coke remained the No. 1 parent company, with Coca-Cola classic the industry's top-selling brand. The franchisor increased its share to modern-era high of 44.1 percent, en route to what the Atlantans hope is an inevitable 50-share. More than two-thirds of industry growth can be attributed to The Coca-Cola Company.

Coke classic, on the other hand, saw its share slip slightly, though it retains a commanding lead over No. 2 brand Pepsi. All of the six colas among the Top 10 brands—including the diet and caffeine-free diet versions of the flagships—lost share points in 1997. The diet category as a whole was off a bit in terms of volume last year.

On the flip side, four of the five flavored brands in the Top 10—Mountain Dew, Sprite, Dr Pepper and Barq's—increased their piece of the pie. Bubbling not far under the Top 10 is Surge. Coke's new heavy-citrus brand, one of the most successful CSD introductions in years. Add to that great years from Sprite and Barq's and the possibilities of Orangina, and Bellas characterizes Coke as "an incredible engine, just plowing ahead."

TOP 10 SOFT DRINK PARENT COMPANIES OF 1997

RANK COMPANY	GALLONAGE (millions)	MARKET SHARE	'97 GROWTH	INDUSTRY GROWTH FACTOR*	5-YEAR GROWTH
1. Coca-Cola	6,473.0	44.1%	+5.1%	-67.0%	+27.1%
2. Pepsi-Cola	4,500.2	30.7%	+3.0%	+27.9%	+17.6%
3. Dr Pepper/Seven Up	2,088.1	14.2%	+1.9%	+8.1%	+11.1%
4. Cott	414.1	2.8%	+16.0%	+12.2%	+338.7%
5. National Beverage	275.4	1.9%	+2.0%	+1.2%	+13.0%
6. Royal Crown	216.2	1.5%	-13.9%	-7.5%	-23.1%
7. Monarch	119.1	0.8%	-14.0%	-4.2%	-42.4%
8. Double-Cola	55.6	0.4%	+6.5%	-0.7%	+1.3%
9. Big Red	34.5	0.2%	+7.7%	-0.5%	NA
10. Seagram's Mixers	31.5	0.2%	+10.5%	-0.6%	NA
TOP 10 COMPANIES	14,207.7	96.9%	+3.6%	+106.6%	NA
ALL OTHERS	458.1	3.1%	-6.3%	-6.6%	NA
TOTAL SOFT DRINK INDUSTRY	14,665.8	100.0%	+3.3%	+100.0%	+18.4%

NOTE: Big Red tracked since 1994; Seagram's Mixers since 1996.
*BSF = Brand gallonage growth + industry gallonage growth

SPONSORED BY THE ULTRASWEET KELCO COMPANY SOURCE: Beverage Marketing Corporation

Coca-Cola Renews NFL Sponsorship

NEW YORK, /PRNewswire/ -- Coca-Cola Company, the world's leading beverage company, has renewed its sponsorship of the National Football League retaining its designation as the official soft drink of this country's most popular sport. The new arrangement begins immediately and lasts through the 2001 NFL season. Coke has been an NFL sponsor for the past eleven years.

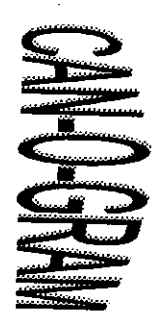
Coke will execute a national promotion during each NFL season and will gear promotions to specific NFL fan development efforts. As one of the country's preeminent brands and marketing organizations, Coke will bring NFL excitement to the league's millions of fans in unparalleled ways. The timing and specifics of Coke's promotional activities will be announced at a later date. Terms of the deal were not announced.

"Linking two brands that generate so much excitement and passion among consumers has been very successful for both Coca-Cola and the NFL, and we are delighted to be taking our partnership to a new level," said Jack Stahl, president, Coca-Cola USA. "This agreement is based upon joint venture marketing programs that will be a win for us, our bottlers, the NFL, its teams, and most of all, the fans."

"This continued relationship is a logical pairing of the leaders of our respective businesses. Their marketing 'ground attack' can reach our fans wherever they are, whether that's at home, in stores, or at the movies," said NFL President Neil Ausrian.

Coca-Cola will receive designation as the official soft drink of the NFL, the official soft drink of the Super Bowl and official soft drink of the Pro Bowl. The beverage giant receives the right to use all league trademarks including the NFL shield, the Super Bowl logo, and the Pro Bowl logo in all its advertising and promotional activities. Coke also has been granted the collective use of the 31 team trademarks.

As part of the sponsorship package, Coke will continue its successful co-title sponsorship of the NFL Experience, the league's interactive theme park presented annually in the Super Bowl host city, through Super Bowl XXXVII in 2002. In addition to its league-wide sponsorship, Coca-Cola is currently refreshing fans in 24 of 29 NFL stadiums. SOURCE Coca-Cola Company



Official Soft Drink Kuala Lumpur '98
 (sent in by Chan Ah Lek)



 Have you added cans to your collection recently? Answer
 one or more ads in the back of the newsletter and start
 trading today!!

 It's a horrible feeling when you open a box of cans that you
 just received in the mail and discover dented cans inside.
 PLEASE pack your cans carefully in strong boxes.
 Dividers inside the box will make the box a lot stronger.

 If a fellow collector writes you a letter please write them
 back!! Even if you're not interested in trading just let them
 know you did receive their letter.

PAGE 10

TOP ROW

- Diet Pepsi Blackwolf Run U.S. Women's Open (WI, USA)
- Pepsi Happy Holidays 1997 (WY, USA)
- Mountain Dew Valleyfair Wildthing 1998 (MN, USA)
- Pepsi Valleyfair Wildthing 1998 (MN, USA)

MIDDLE ROW

- Sprite Chicago Bulls 1997 NBA Champions (IL, USA)
- Pepsi Salt Lake Buzz 1997 (UT, USA)
- Mountain Dew Rocky Mountain Raceway 1997 (CO, USA)
- Coke Six Flags over Texas 1998 (TX, USA)

BOTTOM ROW

- Slice orange citrus 1998 (USA)
- Diet Rite Kiwi Strawberry 1998 (USA)
- Diet Rite Red Raspberry 1998 (USA)
- Pepsi Concerts at Wolf Mountain 1997 (USA)
 (last 12 cans by Bill Swanson)

CAN-O-GRAM

CAN-O-GRAM



Coke 1998 World Cup set from Mexico
 (4 of 11 can set sent in by Jerry Watkinson, 12oz cans)

