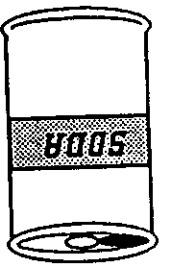


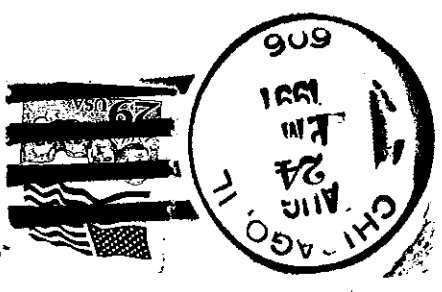
POSTMASTER - ADDRESS CORRECTION REQUESTED

GERALD POLLACK  
294 AVENUE B  
BAYONNE NJ 07002

FIRST CLASS



NATIONAL POP CAN COLLECTORS  
P.O. BOX 81402  
LINCOLN, NEBRASKA  
USA 68501



# NATIONAL POP CAN COLLECTORS CAN - O - GRAM

3RD INTERNATIONAL MEETING OF THE NPCCI

DESIO, ITALY  
SEPTEMBER 7 & 8, 1991  
-VILLA TITTONI-



INTERNATIONAL MEMBERSHIP

Date: AUGUST 1991 Volume: 19

Issue: 1

FROM THE WIZARD'S DESK

Well, thanks to many of you, NPCC is starting its sixteenth year. Never mind the volume 19 printed on the cover; we had a few short volume years. The club has expanded to many foreign countries and should continue to grow with new members.

ATTENTION: As this newsletter is going to press, your editor's career is taking a jump. I will be going to Chicago for Corporate training with CUB Foods for the month of August. In September, I will be moving to St. Joseph, Missouri to open a new CUB store. Because of this the next two newsletters will be reversed. Instead of:

Sept 91-----Mailing Aug 28  
Oct/Nov 91-----Mailing Oct 28

We will do this:

Sept/Oct 91-----Mailing Sept 28  
Nov 91-----Mailing Oct 28

If you are sending articles, ads, or can pictures for the next newsletter, please send them to the following temporary address: Dave Davis, 2008 Lane Street, Falls City, NE. 68355. In the Sep/Oct issue, the newsletter will have a permanent St. Joseph address. That gives everyone plenty of time to send in articles for the Wizard.

The "Places of Interest to Visit (on Delmarva)1991" Pepsi designs were submitted by Ed Protin #756. The cans on pages 10 and 11 were submitted by Berry Van Helmond #691 and are all from Holland. The "Operation Desert Can" pages are courtesy of Army Sergeant Rebecca Lunsford. They are all from the Northern part of Saudia Arabia.

Now that I have worked the bugs out of the copy machine and taught my printer about small letters, I would like to hear any ideas on how we can improve the newsletter. I am open to any suggestions you might have. I would also like to hear from any members that went to the Coca-Cola National Convention or will go to the Italian show. That way we can report on these events!

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

\*\*\*\*\*  
FOR SALE: RC MURRAY BICYCLE cans. \$3.00 postpaid ea., \$5.00/pair. Still have a few first issue Buffalo Rock of Birmingham, AL. for \$4.00 ea. ppd. M.M. Elling, Rt. 1 Box 172, Sharon, TN. 38255.  
\*\*\*\*\*

FOR SALE: Did you find all 4 of the 3" Coca-Cola compact discs? Or any at all? For a complete set of all four (volume 1-4) send \$16, post paid. I also have singles of volume 1, 2, and 3 available for \$4.50 each postage paid. Darren Turco #766, 43 Dorr Drive, Rutland, VT. 05701. Sorry, no overseas.  
\*\*\*\*\*

WANTED

\*\*\*\*\*  
WANTED: Cola cans from everywhere. (I need the Fine and Baron's cola pictured in the July newsletter) I need thousands of cola cans from around the world. What local cola cans are available in your area? I will trade for or buy the cans I need. Bill Swanson #881, 14630 Garrett Ave. 613, Apple Valley, MN. 55124, USA.  
\*\*\*\*\*

WANTED: TRADE PARTNER. Dutch Coca-Cola collector is looking for non-European swapping contacts. Please write to: Lennart Herlaar, Omedracht 15, 3401 TX IJsselstein, Holland.  
\*\*\*\*\*

WANTED: Statue of Liberty cans from New York, (on Coke) Philippines and (on Cherry) Scotland. I pay \$10.00 for one can and \$25.00 for the two cans together. I'm also looking for Disney set cans and all other cans from the USA and the rest of the world. Please write to: Jeroen Putmans (NPCC #891) v Mellinerodestr 3, 5688 RB, Oirschot, Holland.  
\*\*\*\*\*

WANTED: Coke, Pepsi commemoratives and 16 oz. cans from everywhere. Have the following to trade with: Hires Flyers sets and singles; some Pepsi Pride of Philly series; Coke Great Adventure; Coke Sesame Place 1991 park cans; 94 WTSP radio contest cans; and many more. Send your list to: Barry Skokowski Jr. #971, 7 Sprague Turn, Trenton, NJ. 08510  
\*\*\*\*\*

WANTED: RC COLA Everly Brothers cans, all grades, M.M. Elling, Rt. 1, Box 172, Sharon, TN. 38255  
\*\*\*\*\*

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, sodabilla 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 quarter page, \$9 for a half page, and \$15 for a full page. Display ads must conform to a 8.5 x 11 inch sheet of paper to be properly reduced to fit the newsletter format. AD DEADLINE FOR THE SEPTEMBER-OCTOBER NEWSLETTER IS THE 15TH OF SEPTEMBER. All classified ads for just the next newsletter should be sent to Dave Davis, 2008 Lane Street, Falls City, Ne. 68355 USA.

FOR SALE OR TRADE

\*\*\*\*\*  
FOR SALE: After the Fall, Coke Great Adventure, Coke Acme 100th, Coke Semame Place, Coke WMMR Win a Volkswagon, Coco Lanio, Doc's, First Choice, Food Lion, Farm Fresh, Family Dollar, Krasdale, King Kullen, Key, La Isla, Mayim Cham, Plinita, Postobon, Snapple, Shop n Bag, Top Pop, Triple, Tree Top, Tri Star, Waldbaum's, Beer Mayim, Clarte, Rain Drop and many, many more. Write for list. Jerry Pollack NPCC 365, 294 Avenue B, Bayonne, N.J. 07002 (201)-858-2609  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Pepsi 1982 Super Heroes set, '84 Coke Hawaii Silver Jubilee set, 1982 Coke Syracuse Football set, Will trade or buy. Barry Skokowski Jr. (NPCC 971), 7 Sprague Turn, Trenton, N.J. 08610  
\*\*\*\*\*  
FOR QUICK SALE: 15 cases of misc soda cans. All are top opened newer issues (and could use a rinse). Most are different. First \$30 postage paid gets all of them. Darren Turco #766, 43 Dorr Drive, Rutland, VT. 05701  
\*\*\*\*\*  
TRADE: New cans from Canada. Set of four 7 Up Fido Dido, A&W "Cool can", French/English Bilingual Coke Classic/Coke Classique and Caffeine Free Coke. Would like to trade for Coke cans. Grant Solar #967, 2 Broadview Pl, Winnipeg, MB R2V3V3 Canada  
\*\*\*\*\*

CAN-O-GRAM  
INTERNATIONAL EXTRAVA - CAN - ZA

DESIO (MILANO), ITALIA

It's just around the corner; September 7 & 8. The Italian version of the International Extrava-Can-Za. The trade session will start both days at 9:30 A.M. and last until 6:00 P.M. (or 1800 depending on how you tell time.) Table rental for NPCC members (in advance) will be \$6.00 per table or \$8.00 at the door and for non-members. To reserve your table space, send your Name, Address, City, State, Country, Postal Code, Phone Number and Date of Arrival to Nicolodi Francesco #765, via Mascagni 17, Desio (MI) 20033, Italy.

To get to the Villa Tittoni-Traversi, via Lampugnani 66, in Desio from Milano by car, head for LECCO/ERBA (viale Zara-Nuova Valassina) and come out at Desio Station. By train, get on the station of Milano Porta Garibaldi and after the forth stop you are in Desio. By airplane, you can use the train, taxi or car from Linate Airport or Malpensa Airport in Milano.

Hotels of Desio:

- Hotel Selide, via Matteotti 1  
phone: 0362/624441-629481
- Albergo Amalfi, via Milano 355
- Albergo Giardino, via Forlanini 3  
phone: 0362/622194
- Albergo San Carlo, via Milano 199  
phone: 0362/622316

Coop. Padre Kolbe (boarding house), via Pio XI 4  
NOTE: There will be a Grand Prix auto race in the metropolitan area and rooms may be tight. Please plan ahead!

Historical Notes: Desio was founded during the Roman Empire. During the Middle Ages, it was an important town of the "Ducato di Milano." The 20th Gennuary of 1277, there was a big battle where Gian Galeazzo Visconti defeated the Torriani and became the Duke of Milano.

Today, Desio is a big town, for Italy, with big industries (does FIAT sound familiar?). The Villa Tittoni-Traversi was built in the 1650's and is an interesting example of the art of this age.

From the past two International get togethers, this is another one you wouldn't want to miss!

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

JOHN AHRENS #986  
192 Ramblewood Pkwy  
Mt. Laurel, New Jersey  
08054

LENNART HERLAAR #988  
Omedracht 15  
3401 TX Ijsselstein  
The Netherlands

TOM ALDAMA #989  
15245 Fawndale Rd #2  
Redding, California  
96003

DAVE DAVIS #313  
2100 Garfield St #8  
Lincoln, Nebraska  
68502

NED CASALE #610  
960 W State St Suite 141  
Alliance, Ohio  
44601

TOM CANON #625  
PO Box 1099  
Wheaton, Illinois  
60189

DAN MEYERS #648  
32 S 10th Av #213  
Hopkins, Minnesota  
55343

ROGER MILLER #671  
208 E Holland St  
Arcnbol6, Ohio  
43502

MATTHIAS JOST #799  
Sulyenauwey 54  
Bern 3007  
Switzerland

BRAM VAN DER LINDEN #806  
Zilveren Rijder 19  
3641 NM Mijdrecht  
The Netherlands

continued

CAN-O-GRAM

E V E N T S C A L E N D A R

\*\*\*\*\*  
August 24-25, 1991 (Saturday-Sunday)  
ADVERTISING SHOW & SALE

Ramada Hotel Northwest, 12801 Northwest Freeway  
Houston, Texas

Pat/Bill Nelkin, 536 Memorial City Mall, Houston, TX 77024  
\*\*\*\*\*

September 7-8, 1991 (Saturday-Sunday)  
INTERNATIONAL EXTRAVA-CAN-ZA III

Villa Tittoni-Traversi  
Via Lampugnani 66, Desio (Milano), Italy

\*\* See the following page for more details. \*\*  
Nicolodi Francesco, Via Mascagni 17, Desio (MI) 20033, Italy

Dave Brackett, 1124 Tyler St, Fairfield, CA 94533  
\*\*\*\*\*  
September 19-21, 1991 (Thursday-Saturday)  
SEPTEMBERFEST

Days Inn, Exit 94, Hwys 62 & 165  
Elizabethtown, KY

Earlene Mitchell, 6250 New Hope Rd, Paducah, KY 42001  
\*\*\*\*\*  
September 27-28, 1991 (Friday-Saturday)  
THE INDY SHOW

Indiana State Fairgrounds, Indianapolis, Indiana  
John Bundy, RR 2 Box 160, Noblesville, IN 46060  
\*\*\*\*\*

October 6, 1991 (Sunday)  
FABULOUS 50'S FUN FAIR COIN-OP & COLLECTIBLE SHOW

Milwaukee Grand Hotel, 4747 S Howell Av  
Milwaukee, Wisconsin

12:00 P.M. to 6:00 P.M., Admission \$3.00  
Jim Welytok 414-246-7171

\*\*\*\*\*  
October 18-19, 1991 (Friday-Saturday)  
MINNEFEST

Sheraton Airport Hotel, 2500 E 79th St  
Bloomington, Minnesota

Michael Geiser, 7827 Irish Av S, Cottage Grove, MN 55016  
\*\*\*\*\*

Are you planning on attending an event that has  
pop cans and other sodabilia collectibles? Is it  
listed on this page? If not, do other members know  
about this event? Let us know about these events  
and we will pass the information along to our mem-  
bers on this page. The advertising rate is FREE!  
Just send us a flyer or a postcard with all the  
needed information and we will publish it here.

# The Mix Guide To Commemorative Coca-Cola Bottles

A Unique Addition to Any Coca-Cola Collection

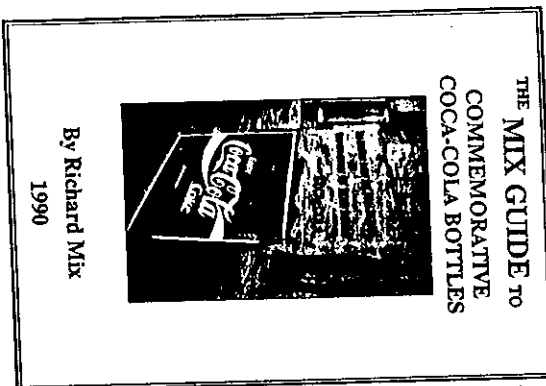
- 1000 Commemorative Coca-Cola Bottles Represented in over 200 Color and Black & White Photographs
- Detailed Descriptions of all 10oz Tall, 7.5oz Anniversary, 10oz Short, Presentation, Miscellaneous, Foreign, and Bootleg and Prototype Bottles
- Values Listed for Most Bottles

"The Mix Guide To Commemorative Coca-Cola Bottles is the most comprehensive book ever compiled on Commemorative Coca-Cola bottles."

- Allan Perent

Inquiries and Orders May be Directed to:

**RICHARD MIX**  
P. O. Box 558  
Marietta, Georgia 30061-0558  
(404) 422-9083 - FAX: (404) 422-5649



Name \_\_\_\_\_

Street Address: Box #, R. # (No P.O. Boxes) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Area Code - Telephone Number \_\_\_\_\_ (Send no C.O.D. orders)

Please send me \_\_\_\_\_ copies  
of The Mix Guide to Commemorative Coca-Cola Bottles at \$24.95 each \$ \_\_\_\_\_  
Shipping & Handling (\$3.00 per copy) \$ \_\_\_\_\_  
TOTAL AMOUNT ENCLOSED > \$ \_\_\_\_\_

Make Checks Payable to Richard Mix • Call For Dealer Pricing Information

CAN-O-GRAM

**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**

- MARC DURAND, Jr. #873  
3104 Emerald Pl  
Wilmington, Delaware  
19810
- JIM GILLARD #878  
174 Valley View Rd  
New Hartford, New York  
13413

- JEROEN PUTMANS #891  
V Mellincrodestr 3  
5688 RB Oirschot  
The Netherlands
- BILL DODGE #906  
61 Fairview Ln  
Mt. Iron, Minnesota  
55768

- JEAN YAKISH #909  
4604 Wakonda Pkwy  
Des Moines, Iowa  
50315
- OLIVIER PADUART #949  
27 Rue Des Francs  
B-1040 Brussels  
Belgium

- TOM SOUTH #956  
6908 Northlake Dr  
Jacksonville, Arkansas  
72076
- RICH ZUCCA #957  
4131 W Oakdale Av  
Chicago, Illinois  
60641

- CRAIG STALEY #958  
Rt 3, 106 Donald Rd  
Waterloo, Iowa  
50703
- CHRISTIAN VOLKERS #961  
Waagmeestershoeve 408  
7326 RX Apeldoorn  
The Netherlands

- RON REICHARD #965  
225 E Main Av  
Myerstown, Pennsylvania  
17067
- DENNIS GOOYER #966  
Scheeringlaan 12  
4001 WJ Tiel  
The Netherlands


- GRANT SOLAR #967  
2 Broadview Pl  
Winnipeg, Manitoba  
Canada R2V3V3  
06483
- PAUL REBNER #742  
3 Edwards Dr  
Oxford, Connecticut

**M E M B E R S H I P R O S T E R S**

In the past, the NPCC has had an annual mailing of membership rosters to our members. Due to the amount of time, energy and money that is consumed, we will now mail membership roster upon membership renewals or first time applicant. This way you will receive a up-to-date listing of fellow members and collectors. Please check your listing to make sure that all the information is correct.


With the new 8 issue format, some members have new adjusted expiration date sometime in 1993. These members will receive an up-dated membership roster in February 1992 along with an updated membership card.

O P E R A T I O N D E S E R T C A N



**GREAT SALISBURY FIREMEN'S MUSTER**  
September 14 & 15, 1991  
SALISBURY CITY PARK  
SALISBURY, MARYLAND

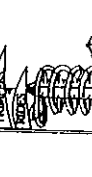
**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**



**SMITH ISLAND, MARYLAND TOURISM**  
SOMERSET COUNTY

Telephone (301) 851-2968


**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**



**OCEAN CITY, MARYLAND**  
A Family Fun Place

Check for information on the new state park, the new marina, and the new boardwalk.


**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**



The endangered Delaware Fox Squirrel will survive into the next century.

Check for information on the new state park, the new marina, and the new boardwalk.


**HELP PROTECT DELMARVA'S ENDANGERED AND THREATENED WILDLIFE**



**65th ANNUAL SHARPTOWN FIREMEN'S CARNIVAL**  
SHARPTOWN, MARYLAND  
AUGUST 14 THRU AUGUST 24, 1991


SHORE'S LARGEST, CLEANEST & BEST CARNIVAL

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**




**SALISBURY ZOO**  
(301) 548-3188

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**




**J. WILLARD TAMES MUSEUM**  
SOMERS COVE MARYLAND  
CRISFIELD, MARYLAND  
PH. (301) 968-2501

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**




**JOLLY ROGER AMUSEMENT PARK**  
Jolly Roger Park  
30th St. & Coastal Hwy.  
Ocean City, MD 21842

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**



**LILO**



**BLUNA APPLE**



**ORANGECLINK**




**COCA-COLA**



**NEW BIGGER STILL**



**DIET COKE**



**COKE**




**COKE**



**BOMBAY HOOK NATIONAL WILDLIFE REFUGE**  
SANTONA, DELAWARE

MANAGING FOR WATERFOWL WILDLIFE AND WETLANDS

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**




**Baja's Amusements**

FAMILY AMUSEMENT PARK  
"A New Ocean City Tradition"  
Since 1982

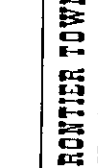
Route 50 W. Ocean City, MD

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**




**NANTICOKE INDIAN MUSEUM & POW WOW**  
MILLSBORO, DELAWARE  
SEPTEMBER 7 & 8, 1991  
PHONE (302) 945-7022

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**



**FRONTIER TOWN**  
OCEAN CITY, MARYLAND

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**



**COKE**



**HiCoke**



**SPORT COLA**

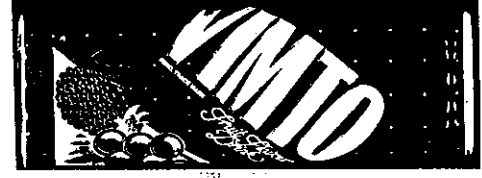
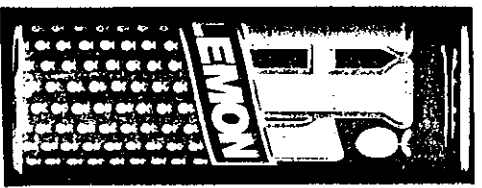
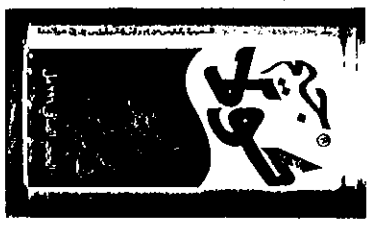
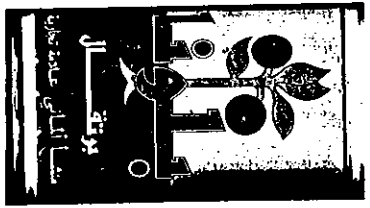
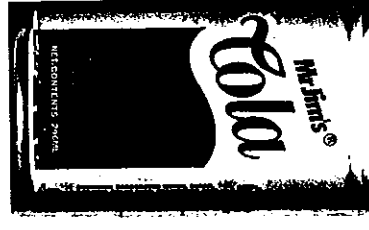



**COKE**

OPERATION DESERT CAN

AUGUST 1991

CAN-O-GRAM

In 1977, there were only 27 active bald eagle nests in Maryland. Thanks to Marylanders who care, we are making a difference.

**Maryland**  
Let us help you.


For information about Maryland's Endangered Species and visit you can go to Maryland Department of the Environment at (301) 974-3195.

**WILD PROTECT DELMARVA'S ENDANGERED AND THREATENED WILDLIFE**

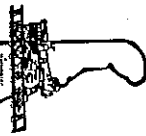


**PLUMPTON PARK ZOO**  
1416 TELLEGRAPH ROAD  
RISING SUN, MD 21151

Zoological garden, features exotic animals in a pastoral country setting. Daily 10 am - 5 pm  
301-688-6800 Admission  
**PLACES OF INTEREST TO VISIT 1991**



**PLACES OF INTEREST TO VISIT 1991**  
Decor Capital  
OF THE WORLD  
Marie de Grace, Maryland  
301-353-5739



**HERITAGE DAY**  
September 21, 1991

**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**  
Harrington  
Delaware



**HARFORD COUNTY**  
ARBA FAIR  
D.C.

August 1 - 4, 1991  
HARFORD COUNTY  
EQUESTRIAN CENTER  
North Tall Gate Road  
Bel Air, Maryland

**PLACES OF INTEREST TO VISIT 1991**



**PLACES OF INTEREST TO VISIT ON DELMARVA 1991**  
Jockey Gallery, Midway  
Parkway, Virginia



12 FL. OZ. (354 ml)

**PEPSI**

CONTAINS CARBONATED WATER HIGH FRUCTOSE CORN SYRUP ANHYDROUS SUGAR CANNEL COLOR INCOLORING AND NATURAL FLAVORING PREPARED BY PEPSI-COLA BOTTLING CO. OF SALISBURY, MARYLAND  
TRADE AUTHORITY OF PEPSI-COLA, INC. - MARYLAND, INC.



**PEPSI**

18 CAN SET - 1991 - PLACES OF INTEREST TO VISIT (ON DELMARVA)

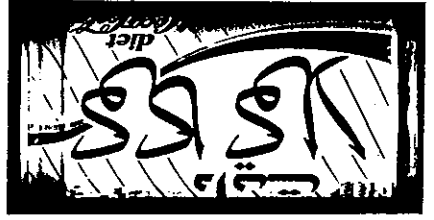
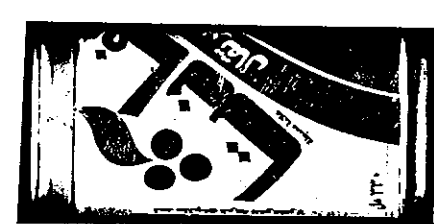
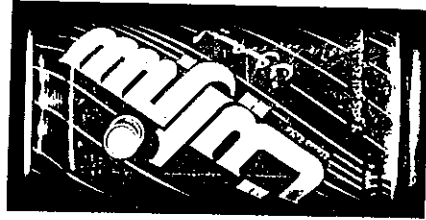
PEPSI-COLA BOTTLING CO., SALISBURY, MD

GREAT SALISBURY FIREMAN'S MUSTER  
SMITH ISLAND, MD  
TRIMBERS - OCEAN CITY, MARYLAND  
DELMARVA FOX SOUIRREL  
SHARPTOWN FIREMAN'S CARNIVAL  
SALISBURY ZOO (MONKEY)  
J. WILLARD TAWES MUSEUM  
JOLLY ROGER AMUSEMENT PARK  
BOMBAY HOOK WILDLIFE REFUGE

BAJA'S AMUSEMENTS  
NANTICOKE INDIAN MUSEUM & POW WOW  
FRONTIER TOWN, OCEAN CITY, MD  
MARYLAND BALD EAGLE NESTS  
PLUMPTON PARK ZOO (ZEBRA)  
HAVER DE GRACE DECOR MUSEUM  
HERITAGE DAY - HARRINGTON, DE  
HARFORD COUNTY FARM FAIR  
PARKSLEY RAILWAY MUSEUM



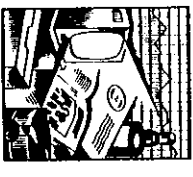
OPERATION DESERT CAN





# Will Michael Jordan Jump to Gatorade?

How much is a celebrity pitchman worth if he's already plugging everything from hamburgers to underwear?



At least that's what ad industry executives believe Gatorade is dangling in front of basketball superstar Michael Jordan to persuade him to jump to the sports drink's camp from Coca-Cola. For the past two years, Mr. Jordan has been bringing high for Coke in commercials for which he was paid an estimated \$2 million to \$4 million. But that's peanuts compared with what industry executives believe Gatorade is offering: a 10-year contract in which Mr. Jordan would be the sole celebrity spokesperson, at an estimated \$14 million to \$18 million.

A spokesman for Gatorade's parent, Quaker Oats—which, like Mr. Jordan's Bulls basketball team, is based in Chicago—says "there is nothing to report." A Coke spokesman says only that its agreement with Mr. Jordan "runs through the summer, and we continue to have ongoing discussions with Michael and his people."

But the rumored talks are already prompting lively debate on Madison Avenue about the value of celebrity pitchmen—especially when they are as ubiquitous as Mr. Jordan. He already stars in commercials for Nike and McDonald's as well as Coke. He pitches Hanes underwear, General Mills' Wheaties, Wilson basketballs, Chevrolet and Chevrolet Dealers, Chicago Sun-Times and the Illinois Lottery. This fall, after six will introduce a Michael Jordan tuxedo line and NBC will offer an animated version of Mr. Jordan on Saturday mornings. That's just a partial list.

"There isn't enough time in the day to consume all the products he is supposedly associated with," says Clive Chayer, chairman and chief executive officer of Lipincott & Margules, an identity consulting firm. Mr. Jordan's laundry list of endorsements "dilutes the credibility" of any one in particular, he contends.

Jumping from Coke to Gatorade—from one beverage to another—is especially tricky, and may take another swipe at Mr. Jordan's credibility. "Why did he switch from Coke to Gatorade? The world will say that's because Gatorade bought him," says Jack Trout of the Greenwich, Conn., consulting firm Trout & Ries. "I think the world is getting pretty leery—and very savvy—about celebrity endorsements."

Mr. Jordan wouldn't be the first celebrity to jump from one drink to another: Don Johnson used to pitch Pepsi before switching to Diet Coke. Coke and Gatorade may not seem quite so similar, but industry observers caution that Gatorade is a beverage that many people drink instead of a soda. Says Nova Lanktree, of Burns Sports Celebrity Service in Chicago: "They're totally competitive."

Moreover, fickle beverage endorsers don't do any of the beverages they're pitching a favor: there already is mass confusion among consumers over who endorses what, marketing experts say.

ProSery Inc., the management firm that represents Mr. Jordan, won't comment on the rumored Gatorade talks. But some sports marketing executives defend the link. Mr. Jordan, as a sports hero, is a natural fit, says Steven Permut of Marketing Sciences Inc., New Haven. "Absolutely, Gatorade wins. I don't think there's any doubt," he says.

Until now, Gatorade, which was developed in 1965 and acquired by Quaker in 1983, has avoided celebrity endorsements, sticking instead with average-Joe jocks playing baseball and basketball. Quaker spent about \$25 million advertising the brand last year with ads carrying the tagline, "Gatorade thirst-quencher for that deep-down body thirst."

Industry executives say that Quaker has been opposed to using a celebrity endorser because it was afraid of hurting its appeal to ordinary consumers, who are often armchair athletes. "The product is not for a professional athlete," one industry executive notes. But now, facing competition from the likes of Pepsi and Coke, the company apparently felt it had to get someone as visible as Mr. Jordan.

Gatorade's ad agency, Chicago's Beyer Bess Vanderwalker, has already been working on a new ad campaign featuring Mr. Jordan, industry executives say. They say he has been courted not just because of his squeaky-clean image and superstar status, but because his ties to Chicago appealed to Quaker. A Beyer Bess spokesman declined to comment.

Whether Coke or Gatorade triumphs in the tug-of-war over Mr. Jordan, one winner is clear: Mr. Jordan himself. He already will make \$3.2 million under his Chicago Bulls contract for the '91-'92 season. But that's pocket change compared with his off-the-court merchandising deals. Industry executives estimate they bring in \$15 million to \$20 million annually.

Article from Wall Street Journal, July 12, 1991  
Submitted by Tom Kirschbaum #45

# Coke hits Pepsi's Hammer

M. C. Hammer is rocking the soft-drink market outside the U.S. as Coca-Cola Co. tries to stop Pepsi's "Feelings" spot featuring the singer in five countries.

"Coke is a little bit on the ropes," said Tod MacKenzie, manager of public affairs for Pepsi-Cola International.

Coca-Cola has tried to prevent the commercial from airing in Japan, Italy, Spain, Greece and Germany, markets that are extremely important to Pepsi, said Rüdiger Gutschke, marketing manager, Pepsi-Cola Germany.

The spot has run in more than 14 countries. In the original commercial, created by BBDO Worldwide, New York, Mr. Hammer's wild rap performance turns into a quiet rendition of "Feelings" after someone switches his usual Pepsi to Coca-Cola. Once he gets a Pepsi, his usual style returns.

Another version was created for use in countries—including Germany, Italy, Greece and Spain—that prohibit competitors from being named or shown. In that one, Mr. Hammer is handed a white cup containing a cola drink but no Coca-Cola can or label is seen.

Barry Holt, director of public affairs for Pepsi-Cola International, said Coca-Cola initially stopped the spot in Italy, Spain, Greece and Germany. Pepsi has prevailed on appeal in Italy, Spain and Greece; a decision is pending in Germany.

In Japan, Pepsi received pre-clearance from the Fair Trade Commission for the original commercial, but networks stopped airing it after Coca-Cola complained. Pepsi asked the commission to clarify the situation; a decision is expected soon.

Linda Peck, director of strategic communications for Coca-Cola, said: "Actions were taken in countries where managers felt the ad was destructive or counterproductive and where there are local regulations on comparative advertising. It's a local decision." □

# 85-year-old fights burglar with six-pack

The Associated Press

NASHVILLE — Eighty-five-year-old Addie Davis may not need her gun anymore. She's pretty handy with a six-pack of soft drink cans.

Kenneth D. Huggins, 24, was recovering in the Metro jail Friday from being repeatedly hit over the head with a six-pack of drinks after he allegedly broke into Davis' home, police say.

"She was fine," said Officer Scott Sulfridge. "But she wore his head out."

A \$10,000 bond was set Thursday for Huggins, who was charged with burglary in the incident Saturday.

Davis said she heard some noise in another part of the house. So she walked into the room, where a man had broken out a window and climbed through the shattered glass, cutting himself badly.

The suspect fell into the floor, but took her with him, Sulfridge said.

"She just happened to have a six-pack of Sprints sitting on the floor in the spot where they fell."

Davis said she hit the man because he was holding her. "He kept saying, 'Mama, mama, just please kill me. I've been stuck more than I can stand.'"

Davis almost obliged, but rejected and went to call the neighbors.

Oh's Rentress and Earl Stanton held the thief, who had crawled out into the yard by that time.

From Advertising Age  
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Article submitted by  
Geff Moore #670

