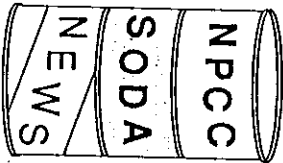


NPCC

CAN - O - GRAM

NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP

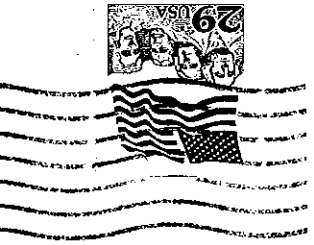


Date: DECEMBER 91 Volume: 19

Issue: 4

FIRST CLASS

GERALD POLLACK
294 AVENUE B
BAYONNE
NJ 07002



USA
Bill Swanson
1430 Garrell Ave., #613
Apple Valley, MN 55124

NATIONAL POP CAN COLLECTORS

POSTMASTER--ADDRESS CORRECTION REQUESTED

***** C L A S S I F I E D A D S *****
 WANTED: Trading partners from foreign countries to trade Coke & Pepsi commemorative cans. Have many east coast U.S. cans to offer in return. I'm also looking for 16oz Mello Yello Wrestlers series. Will answer all. Barry Skokowski Jr., 7 Sprague Turn, Trenton NJ 08610

***** WANTED: Canada Dry Helmet can Denver Broncos. Coke 1987 Superbowl cans XII & XXI. RC football player cans 1977 or 1978: Lyle Alzado, Randy Gradishar Jim Kilek & Craig Merton. Coke caps 1965 & 1966 I need Bronco & AFL Allstar caps as well as sewer sheets. I'm also interested in soda sponsored football promotional items. Scott M Brady, 70-363 Old Town Rd., Vernon CT 06066-6405

***** FOR SALE OR TRADE: New Coke 1991-2 Disney 7 can set Camden Aquarium 9 can sets, Nicks '92 schedule, Diet Coke Great Gorge, many other east coast Coke cans. Will trade for other Coke or Pepsi special issue cans I need. Send your list. Barry Skokowski Jr., 7 Sprague Turn, Trenton NJ 08610

***** WANTED: Local brand cola cans. I'll buy or trade for the cans I need. I have several cans to offer in trade including the Coke superbowl '92 and NCAA Final Four cans reg. & diet. Bill Swanson, 14630 Garrett Ave #513, Apple Valley MN 55124 USA

***** FOR SALE: Soda can Grab Bags. 24 different soda cans, no national brands. Money back if not satisfied! Soda Mart \ Can World, 1055 Ridgecrest Dr., Goodlettsville, TN 37072, Phone (615) 859-5236 FAX (615) 859-5238.

***** WANTED: Coca Cola cans. Complete sets or individual cans. Please send description and price. Soda Mart \ Can World, 1055 Ridgecrest Dr., Goodlettsville, TN 37072, Phone (615) 859-5236 FAX (615) 859-5238.

***** FOR SALE OR TRADE:
 SUPERBOWL 26 MINNEAPOLIS, MINNESOTA, CLASSIC COKE AND DIET COKE 54.00
 SUPERBOWL 25, 20 OZ NDR, BOTTLES, CLASSIC AND DIET COKE 17.00
 NATIONAL BOTTLED FINALS 1991, 120Z CANS LAS VEGAS, NV 5TH-15TH 54.00
 CANADA 355 ML CANS, CLASSIC AND DIET COKE WITH ALBERTVILLE '92 OLYMPIC LOGO ON THE CAN 55.00
 COMPLETE SET OF SANTA CANS FROM SALT LAKE CITY 6 DIFFERENT CANS ALMOST THE SAME FROM 1990. PEPSI CANS 120Z 54.00 OFF FROM SEA WORLD 84.00. ALL PRICES DOBENIT INCLUDE POSTAGE
 WOULD PREFER TRADE. SO IF YOU HAVE ANY NEW CANS OF BOTTLES PLEASE LET ME KNOW. GEORGE-1-800-854-1111 Mike Rounly, P.O. Box 9525, Ft. Mohave, AZ 86427

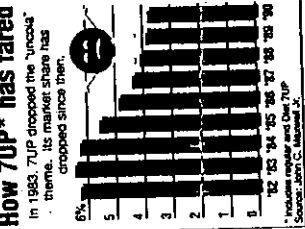


Seeing Spots: He's back—and so is 7UP's "uncola" theme.

'Uncola' Spot-light

Slogan returns in new ads for Diet 7UP

By Jennifer Lawrence



cate dollars to bottler, trade spending from the consumer media budget. Russ Klein, Seven-Up senior VP-marketing, said in an interview before the bottlers meeting.

"The first part of our strategic platform for 1992 is a substantial reallocation... behind programs aimed at improving price competitiveness and retail execution."

Mr. Klein said.

Each of the three 30-second uncola spots opens with a glass of diet cola on a table top. The Spot characters approach the glass and humorously transform 7UP product from a soda to Diet, closest with the line, "Mashin. Put some un in your diet."

Michael Bellis, president of Beverage Marketing Corp., a consultant, said 7UP's declining market share was due to increased competition from Coca-Cola Co.'s Sprite and to a lesser extent Pepsi-Cola Co.'s Shree.

In 1983, regular 7UP held a 4.7% share and Sprite 2.9% of the 5.8 billion-case soft-drink market, according to figures from John C. Maxwell Jr. By 1990, regular 7UP had slipped to 3.6% of the 7.9 billion-case market.

Diet 7UP followed a similar downward trend, going from a 1.6% share in 1983 to 0.9% in 1990. □

Seven-Up Co. is coming back. The next year will return to its well-known but long-dormant advertising sales.

First soft-drink company today to advertise in Hawaii, and bottlers, meeting in Hawaii, and TUP/Royal Crown Bottling Co. of Southern California. "Everyone recognizes that 7UP is the uncola."

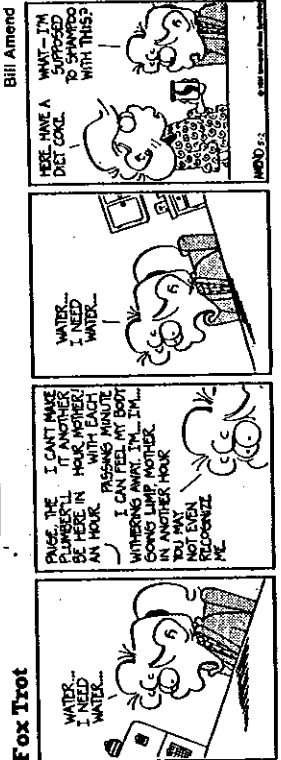
Leo Burnett USA, Chicago, is Seven-Up's agency, but the original uncola campaign was created in 1988 by J. Walker Thompson USA. The slogan resurfaced in 1976, and again in 1983 when the

account was at N W Ayer, New York.

Reflecting the financial squeeze the company is in, Seven-Up will put virtually all its 1992 media spending behind the network TV Diet 7UP campaign in the hope that will also help sell regular 7UP.

The Diet 7UP budget is expected to reach \$25 million. The largest push ever for the diet entry. Regular 7UP will get some media support from three national promotions.

A key part of next year's marketing strategy will be to reallo-



Fox Trot

Bill Amend

Article by Tom Kirschenbaum
 comic by Paul Rebner

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.

FOR SALE: Soda cone tops. Lots of off-grade cone tops at low prices. Write or call for free list.
Soda Mart \ Can World, 1055 Ridgcrest Dr., Goodlettsville, TN 37072, Phone (615) 859-5236.
FAX (615) 859-5238.

WANTED: Better soda flat top and cone top cans for consignment in the next Soda Mart can auction.
Soda Mart \ Can World, 1055 Ridgcrest Dr., Goodlettsville, TN 37072, Phone (615) 859-5236
FAX (615) 859-5238.

WANTED: You to make plans to attend the National Extrava-Can-Va Collectors Convention, June 27, 1992 in Rockford Illinois. Watch for more information in upcoming issues.

WANTED: Soda news articles and information about new cans or events. Also send in your want/sale ads. NPCC, 14630 Garrett Ave #613, Apple Valley, MN 55124 USA

WANTED: Pepsi Commemoratives. I have lots of cans, foreign & domestic for trade. Debbie Rose, 3500 Beechgrove Rd., Moraine OH 45439

WANTED: Local area special issue commemorative cans- United States only. Will buy or trade. John C. Hantz, 6846 New Jersey, Hammond IN 46323-1962

(3) W E L C O M E N E W M E M B E R S DECEMBER 1991

DAVID FOWLER #992
613 W Morris St
Plainfield, Indiana
46168

ENRICO ZAMBELLI #993
Via F Filzi 2
Bergamo, 24100
Italy

SONIA BIANCO #994
Via Mario Pagano 50
Milano, 20145
Italy

MARK HOSTETTER #995
1303 Whitfield Bl
West Lawn, Pennsylvania
19609

LES TSCHINKEL #996
43 Victoria Way
Camp Hill, Pennsylvania
17011

VINCENT BASTIEN #997
2 Place Olof Palme
Charleville-Mezieres
France 08000

RICK SOLLER #998
2711 Dayton Av
Columbus, Ohio
43202

FERNANDO HENRIQUES #1000
Travessa Visconde de
Morais 256 Botafogo
Rio de Janeiro, RJ 22260
Brazil

BILL RIFFLE #1001
3070 Derling Dr
Akron, Ohio
44319

GIANNI VELARDI #1002
Via Le Ca' Grande 2
Milano, 20162
Italy

JOHN FETTERS #1003
715 Iowa St
Muscatine, Iowa
52761

PAT TIBBITTS #1004
5605 SW 34th St
Seattle, Washington
98126

LARS OLAUSSON #1005
Sandrevellsvagen 85
Hisinga-Backa, S422250
Sweden

***** WELCOME BACK RETURNING MEMBERS *****

WALLY GILBERT #56
180 N Upas
Escondido, California
92025

MAXINE PAXSON #109
109 Oakland Rd
Cambridge, Wisconsin
53523

ED & ANN EWELE #118
6230 N St Rd 1
Osasian, Indiana
46777

PAUL & KAREN BATES #132
1055 Ridgcrest Rd
Goodlettsville, Tennessee
37072

CAN-O-GRAM
WELCOME BACK RETURNING MEMBERS

LARRY SUCHARSKI #395
3651 Baybrook Dr
Waterford, Michigan
48329

BUD FRANK #515
244 W Hortter St
Philadelphia, Pennsylv
19119.

WILBUR TRASK #644
PO Box 103
Ipswich, Massachusetts
01938

ED PROTIN #756
PO Box 1164
Clarksville, Maryland
21029

CHRIS MORIN #762
8 Impasse de Belledonne
Meylan, 38240
France

LEWIS NOE #888
Rt 1, Box 19
Pendleton, Kentucky
40055

DENNIS GOOYER #966
Scheeringlaan 12
4001 WJ Tiel
The Netherlands

CHANGE/CORRECTION OF ADDRESS

ARNOLD ROBBINS #983
1189 Masterpiece Dr
Oceanside, California
92057

MAURICE HOOGSTEDEN #731
Jan Bronnerstraat 45
2552 WV Th Hague
The Netherlands
31-070-3979209

New can in town

A venture created by Coca-Cola and Nestle to develop new coffee, tea and chocolate drinks introduced this ready-to-drink version of Nestea Iced Tea at a New York news conference recently. Coca-Cola Nestle Refreshments

Co. said cans of lemon-flavored Nestea were to be introduced last week in Pittsburgh, Philadelphia and New York markets and will be available in 70 percent of the country within six months. (AP Photo)

Submitted by Geff Moore





(5)
 CHANGE/CORRECTION OF ADDRESS DECEMBER 1991

JIM MINTNER #435
 Box 132, Rd #2
 Vandergrift, Pennsylvania
 15690

 I M P O R T A N T N O T I C E

If you have received a renewal notice for February or March and have not yet renewed, I would like to ask those of you who are affected to please renew as soon as possible. NPCC funds are low due to the CAN-O-GRAM Supplement mailings and other expenses that were necessary during this set-back. As of this issue, we will be on the short end for the January/February newsletter unless we receive your renewals very soon. Thanks to Bill Swanson, we'll be back on schedule very soon and our funds will be back to a normal level. Thank You!

 As this year, 1991, comes to a close, the NPCC once again has expanded it's boundaries. We are now represented in SIXTEEN countries on FIVE continents along with 33 out of 50 states. I'm still trying to expand into areas where we are not represented (Africa, the other 17 states) or where we have low representation (South America, Asia). This should not be just my task, but ALL the members should join in the recruiting process. Application forms are available from the Membership Director upon request. Make 1992 a year that YOU, sign-up a new member!



"I think our timing's off."

ADWEEK'S MARKETING WEEK

After three years, the diet boom is showing signs of subsiding

Weight-Loss Brands Eye A Big Market—Kids

By Fara Warner

After years of feasting on fat-conscious adults, the weight-loss industry may soon need to expand. Its phenomenal growth shows signs of slowing, and health advocates and regulators are clamping down. So like many other saturated categories, the diet business is making a bid for America's children.

Niche player California Slim Inc. plans a January launch of California Kids, The La Jolla, Calif. company's nutritional shake, available in aseptic boxes, resembles its meat-replacement formula for adults. But the label on its kids' version says it is a supplement.

Weight Watchers International Inc. of Jencho, N.Y. has long run programs for children, including weight-loss camps. For kids under 10, enrollment requires a doctor's approval. But in the March and November issues of *Weight Watchers Magazine*, the company took its involvement with kids to a new level. It ran testimonials from children aged 10 to 15.

New York's Slim-Fast Foods, the leader in the over-the-counter liquid diets, says it has no plans to promote its program of two shakes and a sensible dinner to people under 21. But company spokesperson

Barri Rafferty says new snacks such as low-fat cheese twists and puddings are something children could eat as part of a healthy diet.

Even with precautions, the notion of pitching diets to children rankles child psychologists and nutritionists. Recent studies on the rise of obesity and cholesterol levels in kids are widely disputed. And children, not to mention their parents, are becoming increasingly obsessed with weight and appearance.

While health professionals debate the issue, diet marketers see children as a way to make up for saturation in the adult market. Because as fast as it came, the diet boom shows signs of subsiding. In 1988 liquid diets and sup-

plements were collecting dust on store shelves, with sales of about \$203 million. By 1991 sales had soared to \$862 million, according to Packaged Facts. And while the New York research firm expects sales to break the billion-dollar mark in the next year, it also predicts annual growth will slow to 10% by 1995.

The growth was spurred by the success of expensive physician-administered programs like Sandoz Nutrition Corp.'s Optifast. But that segment was slammed last month in an ongoing federal investigation of the diet industry. The Federal Trade Commission is now looking at the over-the-counter products.

California Slim is the most unabashed example yet of

marketing diet products to children. The juice-based adult formula ranks No. 2 behind Slim-Fast in Western markets. The upcoming kids' version features surfers and skaters on the packaging.

"We want to beat the children at their own game," says president Jeffrey Knight. "They don't have to feel like they are being converted to something nutritious."

California Kids is positioned as a supplemental drink, not a meal replacement. But dietitians question the need for it in the first place.

"I don't see any advantage to a product like this," says Janice Stult of the Baylor University Children's Nutrition Research Center in Houston. "A glass of skim milk and other normal food would be just as good."

Even within the industry, there is debate. Some marketers believe liquid shakes are an insensitive way to approach kids about weight loss. "This appears totally inappropriate," says Weight Watchers spokesperson Linda Webb. "It could hurt their emotional development and self-esteem."

Nancy Poland, the administrative director of Harvard University's Child Development Unit, agrees. "Somewhere, someone came up with the idea that kids are the next place to go in marketing," she says.

"But marketing diets to children, especially adolescents, draws attention to the very thing we are trying to guard against. Children already are so concerned with what they look like, they don't need this added to it."



California Slim is planning to launch its kids' formula in January.

Submitted by Sam Detina

 NEW CANS

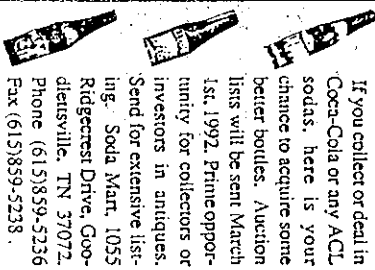
TOP ROW
 Coke Italia '90 AOHNA '96 -Greece
 Coke Euro Disney -Italy
 Coke I Feel Coke -Japan
 Diet Coke Albertville 92 Barcelona 92 Information
 Line -France

MIDDLE ROW
 Pepsi summer cool and winter cool cans -Thailand

BOTTOM ROW
 Pepsi summer cool can (back side) -Italy
 Coke Portugal 91 -Portugal
 Pepsi Recycle month in Colorado -U.S., Colorado CO
 Pepsi 25 Years The Spectrum -U.S., Philadelphia PA

PAGE 16
TOP ROW
 Coke Santa can -U.S., Atlanta GA
 Pepsi Christmas can (front & back) -Venezuela
MIDDLE AND BOTTOM ROW
 Coke 6 can Santa set -South Africa

**PAINTED LABEL SODA
 BOTTLE AUCTION**



If you collect or deal in Coca-Cola or any ACL sodas, here is your chance to acquire some better bottles. Auction lists will be sent March 1st, 1992. Prime opportunity for collectors or investors in antiques. Send for extensive listing. Soda Mart, 1055 Ridgcrest Drive, Goodensville, TN 37072. Phone (615)859-5236. Fax (615)859-5238.

Wal-Mart puts its own spin on private label

By Jennifer Lawrence

Wal-Mart Stores, the nation's largest retailer, is setting out to change the standards for private-label product marketing.

The chain is introducing Sam's American Choice, a line that so far includes colas, chocolate chip cookies and fruit drinks.

If successful, analysts say the line could be extended to other categories by the end of next year. Sam's American Choice, named for company founder Sam Walton, is being sold in the nearly 1,700 Wal-Mart stores in the U.S. but is unlikely to roll into Sam's Wholesale Club stores, a company source said.

"Wal-Mart is about to crack the code on private label in the U.S.," said Gary Stibel, principal at New



Wal-Mart's new Sam's American Choice products may be "just the tip of the iceberg."

England Consulting Group. "No one in this country has been able to do what Marks & Spencer has done in the U.K. with private label."

"We think they've captured the essence of what Sam Walton is all about and that's value, choice and the American way. We think it's brilliant and has all kinds of legs to carry them into new categories. What you're seeing now is just the tip of the iceberg."

The cola line, priced at \$1.18 a six-pack in one Houston store, has regular, diet and caffeine-free versions.

The 12-ounce bag of chocolate chip cookies is billed as having

"over 33% chocolate chips." A side panel claims many competitors' cookies have less than 20% chocolate chips. Copy on the label claims: "We believe that after you taste this cookie you'll agree that Sam's American Choice has produced a better chocolate chip cookie."

The juice drinks, sold in 64-ounce bottles at \$1.97 each, come in six varieties: cranberry, cranberry and grape, cranberry and apple, cranberry and strawberry, raspberry and cranberry, and pink grapefruit.

The line plays off of several Wal-Mart themes: value, patriotism and innovation.

Packaging has red, white and blue graphics. Labels carry this message: "At Wal-Mart, we're searching the USA to create something special."

Wal-Mart sells a private-label line of paper goods, but this is the first time a group of products have been gathered under the Sam's name.

Industry analysts expect Wal-Mart to promote the Sam's American Choice line heavily in-store rather than through paid media. That's how the company made its private-label

O' Roy canned and dry dog food line the nation's second-largest seller, according to New England Consulting Group estimates. O' Roy was named for Mr. Walton's dog.

"Very few retailers command more loyalty in their communities than Wal-Mart," said Kurt Barnard, publisher of *Barnard's Retail Marketing Report*. "For that reason, I think Sam's American Choice will be a big winner because the prices are very favorable. What they are doing with that private label is yet another exploitation of that Wal-Mart name."

Submitted by Tom Kinsol-Aum
 From Advertising Age

THE THIRD INTERNATIONAL MEETING: THE STORY

(by Niccolodi Francesco)

In the splendid setting of the Villa Tittoni-Traversi there was the third international meeting of the NPCC, over 16 collectors had shown their cans during the two days of the meeting. A large number of people have visited the show, about 1,000 visitors have looked at, traded and bought cans in the Villa. Among them was the mayor of Desio and the chief of police, both have praised our club. We also had big success with the press; 5 local newspapers, 3 national newspapers, 1 local radio and 1 national radio station (the RAI is the biggest radio of Italy and property of the Italian state).

There was a commemorative can of the meeting, with a paper label and with the taste of chinotto a fruit like orange or lemon but is very bitter.

This was a big event for the little town of Desio, and also for northern Italy. My town never had an international meeting of anykind. So many people came to see the "crazy people which collect the cans" and also to see how many kinds of cans are in the world. The Villa is in the park of Desio, the people jogging were coming in and after seeing the collectors and cans, told this to friends, and so other people came to visit the show. Important was the presence of Noel Tempelaar and NPCC Director Dave Brackett, which gave prestige to the meeting. The Villa hosted many collectors from Switzerland, northern Italy and central Italy.

This was the story of this little meeting (er not?), and I hope to have done my best for the club and all the collectors which participated in the meeting. Goodbye until the next meeting!

Niccolodi Francesco, NPCC 765

It's tea time for Coke, Pepsi

By Alison Fahey

The two soft-drink leaders are moving into ready-to-drink iced teas through ventures with two of the largest tea marketers.

First into the \$400 million market is Coca-Cola. Nestle, Refreshment Co., a joint venture of Coca-Cola Co. and Nestle that last week began distributing Nestea in New York, Philadelphia and Pittsburgh.

A rollout to 70% of the country is expected by spring, when \$20 million in marketing support will kick in. The drive will include a TV campaign from McCann-Erickson Worldwide, New York, which also handles Coca-Cola.

Campaign details weren't disclosed, but the brand's advertising will focus on its "clear, clean, refreshing taste," natural lemon flavor and lack of preservatives, said Frank Kelly, VP-sales and bottler operations at Coca-Cola

Nestle Refreshment

The ready-to-drink Nestea will be available in bottles and cans in both regular and diet versions.

The venture was formed last March to develop and market ready-to-drink teas, coffees and chocolate beverages multinational companies already have existing products in those categories.

Meanwhile, Pepsi-Cola Co. and Thomas J. Lipton Inc., which formed a strategic alliance in December, are developing ready-to-drink teas expected to be introduced by spring.

Under the Pepsi Lipton Tea Partnership, Pepsi will also distribute Lipton's existing ready-to-drink tea beverages, which claim a 50% share of the segment.

Executives at the venture wouldn't identify the new products, but industry sources say fruit-flavor teas could be the first new product. Lipton for two years has been testing some fruit teas, including raspberry and peach varieties.

No agency has been named for the partnership, but an extensive marketing program is expected. Pepsi's soft-drink agency, BBDO Worldwide, New York, is a likely candidate for the business. □

Coca-Cola profits rise 19 percent

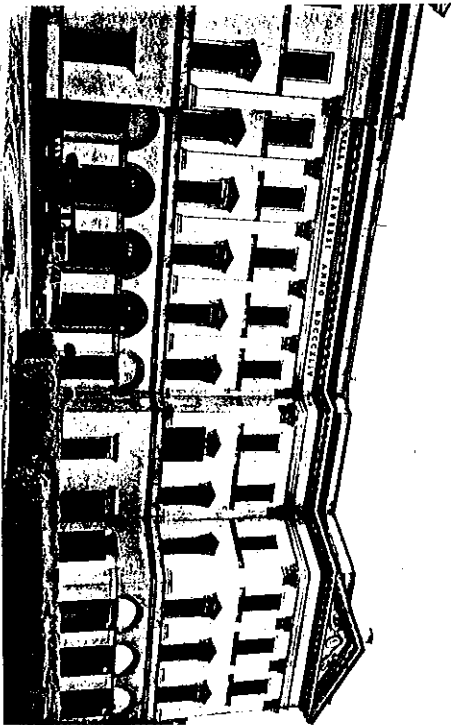
Atlanta, Ga.

Soft drink giant Coca-Cola Co. said Thursday that 1991 profits rose nearly 19 percent to \$1.62 billion, fueled by solid international growth and strong U.S. gains despite the recession. In a sign of the company's strong financial outlook, it also announced a stock split, which helped propel its shares higher.

For the fourth quarter, the world's biggest beverage company said net income rose 23 percent to \$358.4 million or 54 cents per share from \$290.7 million or 44 cents a share in 1990. The quarterly results included one-time gains equal to 3 cents a share. The full-year profit, up from \$1.36 billion in 1990, equaled \$2.43 a share, vs. \$2.04 in 1990.

Wall Street responded by bidding up Coca-Cola shares by \$3.75 to \$77.25 in heavy trading after the company also said it planned a two-for-one stock split. While a stock split does not itself boost the value to shareholders, it is seen as a bullish sign on Wall Street.

Chairman Roberto Goizueta said projects in the past few years such as joint ventures with bottlers and packaging innovations were "starting to bear fruit, fueling our company's gains in volume, share and profits. Our global Coca-Cola system is stronger and more sharply focused than at any other time in our history."



The collectors: Pop, from left to right: Riccardo
 Emerson, Dave Emderoff, Sergio Veronesi, Francesco
 Marco & Paolo Nicolodi. Down: Neal Tempelauer and
 Mario Rossi.

Husky Cola puts bite on market

by John H. Stevens
Times South bureau 10-7-1991

■ KENT

Very soon, no Husky tailgate party will be complete without Husky potato chips, Husky hot dogs on Husky buns, Husky seltzer water and Husky Cola.

The dogs, buns and water aren't on the market yet, but the chips and cola are. Husky Cola is the latest food product licensed by the University of Washington and, already, it is a big seller.

Conceived in July by three Seattle advertising executives, the cola is produced by A&W Bottling Co., a Kent company that distributes A&W Root Beer, Sunbelt Orange and Clearly Canadian sodas. And, it is canned by Shasta Beverages, in Tukwila.

Sold in stores all over Puget Sound, and even in Yakima, A&W has sold 20,000 cases of the purple-and-yellow cans in just three weeks, without any major advertising, except giveaways outside the Huskies' home game last Saturday. "It has been very well-accepted in the supermarkets," says Roger Schilling, A&W's vice president and general manager. "We're pretty happy with it."

Husky Cola's main selling point is, of course, its identification with the UW mascot and sports teams. The can has the university's colors, and its logo is a Husky dog with a yellow bandanna and shades. On the diet version, the dog is slimmer.

Mike Jaglois and two colleagues at Borders, Perrin & Norrander came up with the concept. They then formed a company, called Fun Stuff Inc., with the object of kicking around ideas for a product and bringing that product to market. For Husky Cola, the can came first.

"We thought it would be terrific, if we could affiliate with a well-known entity in the marketplace," says Jaglois, who is not a UW graduate. "The Huskies have a reputation and image. We're fortunate that it came out at a time of renewed focus on the university, with classes starting and the football team ranked fourth in the nation."

Fun Stuff drew a rendering of the can and took it to David VanDerHyde, the university's director of trademarks and licensing. The UW already had one food product licensed, Husky Chips, made by Tim's Cascade Style Potato Chips, in Auburn. VanDerHyde immediately loved the cola idea.

Jaglois called Schilling, who was skeptical about the idea until he saw the rendering for the can. A&W had three cola formulas but no concept of its own to break into the highly competitive cola market. The three formulas were given to VanDerHyde for testing.

"One of the flavors everybody liked, and we had some serious cola drinkers," VanDerHyde says. "You can't just stick a Husky label on any product and expect people to drink it. We had to develop a special product."



AAW General Manager Roger Schilling says the firm's 'pretty happy' with sales of Husky Cola, a less-sweet, less-fizzy drink, packaged in Husky-colored purple-and-yellow cans.

Husky Cola is less sweet and fizzy than its counterparts. It has a subtle flavor but one that was thought to appeal to an older palette: college students and Husky fans. This is no kiddie cola.

In a market dominated by Coke and Pepsi, getting a new cola on the shelves is usually difficult, but A&W succeeded in selling it to major supermarkets and convenience-store chains in the region. Nearly everyone, it seems, thought the cola would be a hit. It was just two months from the time Fun Stuff thought up Husky Cola until it hit the stores.

The UW gets 6.5 percent of the wholesale price, as it does for all the products it licenses. That percentage is a hefty chunk of the profits, so A&W doesn't make as much on Husky Cola as it does on other sodas it distributes. Fun Stuff makes only a few cents per case.

"We never wanted to make a lot of money with this; it was to have fun," says Jaglois. The UW uses its Husky Cola profits to pay for athletics, general scholarships, a topical talk show on KCTS TV and programs for professors to speak in public forums.

Diet Coke ads have filmmakers in a fizz

A controversy is bubbling over Diet Coke TV ads that show Elton John opposite Humphrey Bogart, James Cagney and Louis Armstrong.

The heirs of the late stars, who were paid for the use of the famous faces, don't seem to be unhappy with the deal. But some filmmakers are crying foul at high-tech wizardry that raises the spectre of their art some day being cut up and used as fodder for commercials.

"Can you imagine someone buying a David Hockney and then cutting it up in pieces to auction off to the highest bidder?" Keith LaQua, executive director of the Artists Rights Foundation, told the Los Angeles Times.

The arguments being raised are along the lines of those made during the introduction of colonization. In fact, the technologies are related: the ability of a computer to isolate and alter an image.

The company that made the commercial, Lintas Worldwide Advertising, is keeping a low profile in the argument. The most forceful statement to defend the ads has come from Jesse Meyers, editor of the trade magazine Beverage Digest: "When you sell your soul to the Hollywood devil, you know that you sell it for residuals."

From Star Tribune