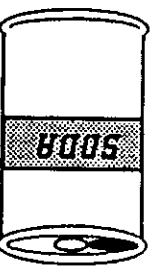


FIRST CLASS

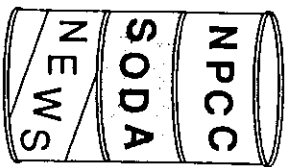


NATIONAL POP CAN COLLECTORS  
P.O. BOX 7862  
ROCKFORD, ILLINOIS  
USA 61126

# NPCC

## CAN - O - GRAM

A MONTHLY PUBLICATION OF THE  
NATIONAL POP CAN COLLECTORS



### INTERNATIONAL MEMBERSHIP MEMBERSHIP ADDITION

PLEASE ADD TO YOUR MEMBERSHIP  
ROSTER NPCC'S NEWEST AND YOUNGEST  
MEMBER, RYAN MICHAEL KIRSCHBAUM  
BORN JANUARY 28, 1991 AT 7:46 A.M.

AT 7LBS, 13OZ AND 19½ INCHES. KIM AND RYAN  
ARE DOING FINE AND YOUR EDITOR, TRYING TO  
GET THIS ISSUE OUT, IS FINALLY RESTING WELL!

### CONTEST/DRAWING WINNERS:

FIRST PRIZE: JAMES MINTNER #435  
SECOND PRIZE: GEFY MOORE #670  
THIRD PRIZE: RAY SCOTT #65  
CONSOLATION PRIZE: TOM KIRSCHBAUM #45

DON'T FORGET TO MAKE YOUR PLANS NOW TO  
ATTEND THE NATIONAL CAN-VENTION ON JUNE 20,  
21 & 22 IN ROCKFORD, ILLINOIS. REGISTRATION  
BEGINS NEXT MONTH. DON'T MISS THIS SHOW!!!!

Date: FEBRUARY 1991 Volume: 18

Issue: 7



More than 300 linear feet of exhibits take visitors on a journey through the 104-year history of Coke.

# Pop Culture

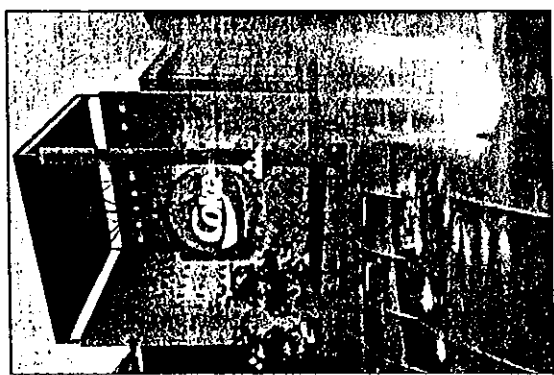
Drink it in, world!  
Atlanta now has its Louvre, its Parthenon, its Taj Mahal: A shrine to Coke that bubbles with Americana

By Mary T. Schmirch

**A**TLANTA—The two Italians had just landed in Atlanta, on their way to somewhere else, some place really exciting like New Orleans or Orlando, but they had some time to kill, so they asked around: What's to do in Atlanta? Lucky for them they didn't ask that two months ago. Until August, any honest Atlantan had to admit that the town's most exciting tourist attraction was its trees. But now, as the itinerant Italians quickly learned, Atlanta offers the incredible, the magnificent, the spectacular, the unprecedented... World of Coca-Cola?

"We come here because we want to see what is exactly the Coca-Cola," said one of the Italians, Mauro Scudeler, 29, who along with hordes of fellow tourists had paid \$2.50 to indulge that desire on a recent sticky summer day. He and his girlfriend surveyed the soaring skylights, the blindingly red stair rails, the dizzying, dazzling displays of Coca-Cola kitsch. They wore the stupefied look that Americans sometimes wear in Italy, as if these native cultural spectacles were too awe-inspiring to behold.

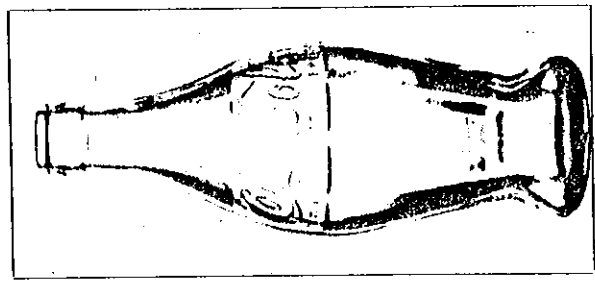
"It's... it's... it's incredible for us, not just. It's incredible American."  
For years, this patch of downtown land was a parking lot, just another asphalt wasteland in the shadow of the state capitol's gold dome. But over in Coca-Cola headquarters a few miles away, an idea was brewing. The company had heard a persistent clamor from around the globe, urgent as a wartime tom-tom: We, the peo-



A giant neon Coke ad welcomes visitors.

ple, want to know more about Coca-Cola!  
We want to see old Coke bottles! We want to watch old Coke commercials!  
We want to buy Coca-Cola cans that dance and wear sunglasses!  
So, in response to public demand (honest, this is what the company says), The World of Coca-Cola rose from that humble parking lot, just across from the freshly restored Underground At-

See Coke, pg. 2



The World of Coca-Cola exhibit includes this 1915 prototype for Coke's green glass bottle.

## C L A S S I F I E D A D S

### WANTED

\*\*\*\*\*  
WANTED: Trade partners from everywhere and for every kind of beer, soda and Coca-Cola can. Offering thousands of traders. Have been rearranging my trading stock and wish to continue with all my trading partners again. Also have alot of cans for selling. Write to: Berry van Helmond #691, De Cope 35, 3421 XK Oudewater, Holland  
\*\*\*\*\*

### FOR SALE OR TRADE

\*\*\*\*\*  
TRADE: Canadian Pepsi Cool Can Blowout! Four cans in set 355ml size. I will trade 2 for 1 for any special issue U.S., European or Australian Coke cans. Grant Solar #967, 3 Broadview Pl, Winnipeg, MB, Canada R2V3V3  
\*\*\*\*\*

\*\*\*\*\*  
TRADE: Matchbooks, Buttons, Postcards for cans I need. I'm looking for all flavor special issue cans and all cola cans. Bill Swanson #881, 14630 Garrett Av #613, Apple Valley, MN 55124  
\*\*\*\*\*

\*\*\*\*\*  
TRADE: New member looking to build collection of Coke and Pepsi commemoratives. have Coke 94 WYSP Radio contest cans, Hires Flyers 20-can set to trade for other sets or singles I can use. Barry Skokowski #971, 7 Sprague Turn, Trenton, NJ 08610  
\*\*\*\*\*  
Have Coke "American Barbecue" 8-can set from Germany and many other cans from Europe, Hungary, Turkey, Morocco, Trinidad plus many Coke bottles from everywhere. Need New Zealand Coke can sets, South African can sets and anything with the words "Coca-Cola" on it from all over the world. Roberto Lughì #792, viale del Lavoro 35, 35010 Pepaga Di Vigonza (PD), Italy  
\*\*\*\*\*

\*\*\*\*\*  
FOR SALE: Buffalo Rock first issue cans. Direct from Birmingham, AL 12oz bronze colored aluminum cans. Limit two cans per order please; \$5.00 for two, PPD in North America. Mike & Monica Elling #713, Rt 1 Box 172, Sharon, TN 38255  
\*\*\*\*\*  
Remember to get your classified ads submitted by the 15th of each month along with all newsletter material.

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-members 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 CAN-O-GRAM material should be sent to: NPCC, PO Box 7862, Rockford IL 61126, USA.

WANTED

Searching for the next Editor for the CAN-O-GRAM newsletter. Duties and responsibilities will be turned over during the National Can-Ventlon in June in Rockford. Interested members should contact: Dave Brackett, 1124 Tyler St, Fairfield, CA 94533 OR Tom Kirschbaum, PO Box 7862, Rockford, IL 61126 (815-874-5915)

WANTED TO BUY IN BULK: Coca-Cola can sets: Colorado Rockies, Detroit Tigers, Olympic sets, etc. Call 615-859-5236 or write: The Soda Mart, 1055 Ridgcrest Dr, Goodlettsville, TN 37072

WANTED: RC Everly Brothers (forgot to get some). Issued in 1990 to commemorate the famous Kentucky pop stars. Mike & Monica Eiling #713, Rt 1 Box 172 Sharon, TN 38255

WANTED: South African 12-can Coke Yo-Yo set and 12-can World Soccer Finalist set. Have 6-can Santa set, 6-can 50th Anniversary set and other commoratives from Australia. Wally Sarne #830, PO Box 45, Claremont, Tasmania, Australia 7011

WANTED: Coke, Pepsi commemoratives and all types of beer cans from around the world. Have many beer cans and some east coast soda cans to trade for other beer and soda cans I need. Anyone have any Anheuser-Busch Drinking water cans? Barry Skokow-ski #971, 7 Sprague Turn, Trenton, NJ 08610

CAN-O-GRAM

Coke

Continued from page 1

hana, more blocks from the soda fountain where Coca-Cola was invented 104 years ago. It cost \$15 million, enough money to buy 30 million cans of Coke from the office pop machine. The company says most of the corporate museum's profit will be not in money, but in good will. The World of Coca-Cola is probably the planet's only monument to a soft drink, and it really is a monument, standing huge and

In the world according to Coca-Cola, Coca-Cola is the world. In the world according to Coca-Cola, Coca-Cola's history is also national history.

grand next to a brand new plaza and fountain in the heart of town, announced by an 830-square-foot, red-and-white revolving neon sign. With it, the age of Disney and the age of advertising have joined in sublime union. It seems fitting that while Americans travel to Italy and ogle the art, Italians come to America and ogle the world's biggest ad.

There are two surprising things about The World of Coca-Cola. One: that it exists. Two: that it's classy and fun.

The exhibit begins on the third floor of the airy, 45,000-square-foot building with a kinetic sculpture called "The Bottling Fantasy," though any person who ever had this fantasy should immediately enter therapy. "Doctor, what does it mean that I have been having the bottling fantasy?"

"Describe this fantasy to me, dear."

"Well, Doc, there are all these bottles. You know, Coke bottles, dangling from a sort of conveyor belt, and they go round and round and round like at a bottling plant, but the bottles never get off the assembly line, and sometimes I wonder, Doc, is this a metaphor for life's futility?"

"Don't worry about it, dear. Just move on to the next exhibit."

'Ideal brain tonic'

Next to the bottling fantasy, display cases are packed with Coke memorabilia, including the prototype for Coke's green glass bottle and the formula book used by John S. Pemberton, the Atlanta pharmacist who created the drink. There are also early ads promoting it as "the ideal brain tonic," and a sure cure for headache, and exhaustion.

Nearly, comedian Dom DeLuise frolics through a short film, "The Search for Retirement." It begins in the year 1 million B.C. ("Before Coke," the caption notes) DeLuise, dressed in animal furs, grunts. A caption translates: "I could certainly use an aperitif."

A Neanderthal underling hands him a gourd of steaming swamp brew. He sips, he spits, he howls. He moves on to ancient Greece, where he is served another unsatisfactory beverage, this one known as henlock. Finally, after other fruitless stops, he wanders into an Atlanta soda fountain, and history is made.

In the world according to Coca-Cola, Coca-Cola is the world. During a 15-minute movie, "Every Day of Your Life," Coca-Cola trucks appear outside the Imperial Palace in Thailand, and the Pyramids at Giza, in Amazonian thickets, and in the streets of Madrid. These and other stirring scenes occur on the country's first large-screen High-Definition Video accompanied by songs in Stereo-surround sound.

In the world according to Coca-Cola, Coca-Cola's history is also national history. Studying the Coke ads at The World of Coca-Cola is a lesson in American art, history, fashion and politics.

Musical tributes

Norman Rockwell and N.C. Wyeth painted Coca-Cola ads. Linda Ronstadt, Glenn Campbell, the Supremes and the Everly Brothers are among the many pop singers who have recorded Coca-Cola radio jingles. Other musical tributes to the bubbly beverage can be heard at a 1930s-style soda fountain, where a soda jerk recites the history of Coke's discovery and a juke box serves up tunes, such as the 1909 classic "When the Dodo Bird is Singing in the Coca-Cola Tree."

At "Perfect Pauses," a 19-minute tape of Coke's greatest TV hits, visitors sit rapt and misty-eyed, as if watching home movies of themselves. "Oh, I remember this one," they whisper.

The McGuire Sisters croon the Coke song from a 1950s speechlip. Ray Charles belts it out

at the piano. Many of the ads are short takes that turned into modern folklore: Mean Joe Greene and the kid in the 1970s; Grandpa and the kid at the beach in the 1980s; talking about kisses, and spin the bottle; country singer Randy Travis wowing waitresses at a dusty truck stop in 1990.

"We grew up with it, it's so much a part of our lives," said Anne Byrand, 19. Byrand has lived

A trip through The World of Coca-Cola is more than just a trip through time; it's also a trip through other cultures.

her entire life in Stockholm. She said she has Swedish friends who have written school papers on Coca-Cola history.

A trip through The World of Coca-Cola is a trip not only through time but through other cultures. A display of Coca-Cola containers throughout the world in a quart can in Borseana that diet Coke is called Coca-Cola Light in countries where the word "diet" is reserved for medicinal products.

Coca-Cola also makes an array of products that are foreign to the folks at home. The least appetizing is a concoction called: "Georgia capuccino coffee," a machine in Japan.

Coke kitsch

At the futuristic, neon-lit Club Coca-Cola, visitors can quaff free Coke until they tremble from caffeine and sugar. The hold can sample alien Coca-Cola products such as Simba, a pineapple drink sold in Paraguay. Finally, after a stop at the conveniently placed restrooms next to Club Coca-Cola, they can meander down to the Coca-Cola Trademark to pick up some Coca-Cola suspenders, serving trays, trucks, notebooks, telephones and dancing Coke cans. Atlanta is a city that breathes business. It is also a city in search of a landmark. Finally, with The World of Coca-Cola, it may have one that better landmark than one glorifying the business that made it famous. As the Italian said, it's incredible American.

From the CHICAGO TRIBUNE, articles submitted by: Wilbur Trask, Bob Luciano & Tom Kirschbaum

FEBRUARY 1991  
BUFFALO ROCK GOS CAN  
BY MICHAEL ELLING #713

Considered one of the best ginger ale products in the nation, and limited only to the main markets of central and south Alabama, Birmingham based Buffalo Rock has been reintroduced in bronzed colored 12 ounce aluminum cans.

Formerly only sold as a premium beverage in small 10 ounce one-way bottles, it looks like the product may be in line for expanded distribution. Mostly the allure of Buffalo Rock comes to Alabama collectors or to ginger ale specialists who build generally limited collections of 6 and 7 ounce bottles which date back to its modest beginnings in 1901. Then the drink was sold more as a "tonic" than a soda.

The product's trademark is always a buffalo standing on a rock, very similar to the familiar reverse of the buffalo nickle 5-cent piece struck from 1913 to 1938.

The new can art includes the buffalo trademark and a concise history of the product since 1901. The main flag, however, is the logo name rather than the buffalo. Collectors should note that can art shifts much faster than earlier bottle art does. Buffalo Rock has a tradition of "never changing." To illustrate, actual ginger is still in the formula. Advice for collectors is to now put back any existing shelf bottles and get a can or two for the future.



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

- \*\*\*\*\*  
February 8-10, 1991 (Friday-Sunday)  
**THE GREAT GET TOGETHER**  
Las Vegas, Nevada  
Sally Vandivort, 4515 South St., Lakewood, CA 90712  
\*\*\*\*\*
- February 21-23, 1991 (Thursday-Saturday)  
**WINTERFEST 1991**  
Zanesville, Ohio  
Juanita Stinespring, PO Box 1883, Springfield, OH 45501  
\*\*\*\*\*
- March 22-23, 1991 (Friday-Saturday)  
**THE INDY SHOW**  
Indiana State Fairgrounds, Indianapolis, Indiana  
John Bundy, RR2 Box 160, Noblesville, IN 46060  
\*\*\*\*\*
- March 22-23, 1991 (Friday-Saturday)  
**PEPSI FEST '91**  
Shearton Northeast, Indianapolis, Indianapolis  
Bob Stoddard (PCCC), PO Box 1275, Covina, CA 91722  
\*\*\*\*\*
- March 27-31, 1991 (Wednesday-Sunday)  
**SPRINGTIME IN ATLANTA**  
Atlanta, Georgia  
\*\*\*\*\*
- May 17-18, 1991 (Friday-Saturday)  
**BADGER SPRING PAUSE**  
Wisconsin Dells, Wisconsin  
\*\*\*\*\*
- May 16-18, 1991 (Thursday-Saturday)  
**SMOKEYFEST 91**  
Gattlenburg, Tennessee  
\*\*\*\*\*
- June 20-22, 1991 (Thursday-Saturday)  
**SUN N' FUN FLORIDA**  
Clearwater, Florida  
\*\*\*\*\*
- June 20-22, 1991 (Thursday-Saturday)  
**NPC's 8TH ANNUAL**  
**NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION**  
Sweden House Lodge / Leif Ericson Room  
4605 E State St (Bus 20), Rockford, Illinois  
See Mar/Apr/May newsletters for registration form  
Tom Kirschbaum #45 (NPCC), 815-874-5915  
\*\*\*\*\*
- July 24-28, 1991 (Wednesday-Sunday)  
**COCA-COLA COLLECTORS NATIONAL CONVENTION**

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

JOE SPEKCYNSKI #973 TOM MORRISON #974  
4771 N Buttercreek Rd 2930 Squaw Valley Dr  
Moorpark, California Colorado Springs, Colorado  
93021 80918

HIRAM JOHNSON #975  
RR 1 Box 99  
Jackson, Minnesota  
56143

\*\*\*\*\* 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 \*\*\*\*\*

VICTOR NAGTEGAAL #688 JOACHIM CZIESELSKY #723  
Schubert Hof 6 Kreuzbergstr 31  
2402 GK Alphen a/d Rijn D-1000 Berlin 61  
The Netherlands Germany

DAVID MORAN #743 MARY ELLEN COONS #755  
7015 3rd Av South 212 W Holden  
Richfield, Minnesota Lemay, Missouri  
55423 63125

ERIK VAN STRAATEN #880 CHRISTIAN ATANCE #938  
Groenoord 408 Condarco 575  
2401 AP Alphen a/d Rijn Temperley 1834  
The Netherlands Argentina  
\*\*\*\*\*

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

GEFF MOORE #670 JERRY WATKINSON #684  
1322 Huffine Rd PO Box 1088  
Johnson City, Tennessee Imperial Beach, California  
37601 91933

RETO SULZER #801 KEVIN YOUNG #826  
Rosenweg 45 1717 Mott-Smith Dr #3012  
3098 Kome Honolulu, Hawaii  
Switzerland 96822

\*\*\*\*\* F R E E M E M B E R S H I P R E N E W A L S \*\*\*\*\*

ATTENTION MEMBERS: Sign-up five NEW members and receive a free years renewal membership for yourself. Offer good until June 1991. Application forms are available upon request from either Dave Brackett, 1124 Tyler St, Fairfield, CA 94533, or Tom Kirschbaum, PO Box 7862, Rockford, IL 61126. Lets support the NPCCI!

# Soda companies bubbling at chances to help schools

■ Cola wars revisited: Pepsi and Coke are dueling to provide financial aid.

By CECI CONNOLLY  
The Associated Press

BOSTON — Buy a soft drink, help a school. Budget's tight, call a cola company.

That is the thinking behind the unusual partnership between the nation's leading beverage companies and many parents and principals.

In Moodus, Conn, the entire town is collecting Pepsi caps to save the dilapidated Nathan Hale-Ray High School. At a nickel apiece, the caps won't cover \$9 million in expenses, but the fund-raising drive has raised hopes.

It's also good business for PepsiCo Inc., Pepsi-Cola's parent company. Local stores have increased orders. At Weymouth High School in Mass-

achusetts, Pepsi and Coca Cola are fighting over the chance to erect a new \$5,000 scoreboard. Pepsi has warned it won't donate the board if the Coke vending machine remains in the school gym. Coke has made a counter offer to provide a similar board.

School officials, once hesitant to mingle education with commercial ventures, say tight fiscal times have made these partnerships appealing.

"I generally oppose endorsing products," said school committee member Francis Corbett. "But if we're gonna make a pact with the devil, let's get the best deal we can."

The cola companies say interest in the programs has jumped.

"Schools are extremely cash-strapped and looking to cooperate America to help out wherever possible," said Pepsi spokesman Andrew Giangola. "This is a great example of how businesses can help schools and schools can help businesses."

## Facts About Soft Drinks

**F**EW PEOPLE with any food savvy would recommend colas or other soft drinks as a nutritional mainstay and, obviously, diabetics are not too positive about these refined drinks. Ironically, our oldest soft drinks were all born in the pharmacist's shop, strictly as "tonics" or elixirs for a number of medicinal applications (digestion, headaches, hangovers, energy boosters). The best advice is to think of soft drinks as a treat — one of life's small pleasures.

However, some lesser-known nutrition facts about soft drinks might interest you:

- Soft drinks are mainly water — approximately 90 percent. In fact (99 percent in diet drinks) — and the water in them is of the absolute purest standards. The remaining 10 percent ingredient composition is derived from sweeteners and special flavors or extract combinations.
- Many soft drinks rely on natural flavors that come from spices, citrus oils and kola nut extracts. Although the "secret formula" is not written on the bottle, look for the word "artificial" to indicate if the flavor is natural or man-made. The trend is towards natural carbonated drinks: naturally flavored carbonated spring waters, juice-flavored soft drinks.
- Cola beverages contain caffeine, a natural substance found in more than 60 plants, including the kola nut. Caffeine-free colas are available.

— Marcy Goldman

From the ROCKFORD REGISTER STAR  
Submitted by Tom Kirschbaum #45  
From the ST. LOUIS POST-DISPATCH  
Submitted by Ray Scott #65

FROM THE MEMBERS . . . FOR THE MEMBERS

From Grant Solar in Winnipeg, Manitoba: There are now four different "Fido Dido" quotes on 7 Up cans in Canada. They are as follows:

- "Go Your Own Way"
- "Normal is Boring"
- "Make Some Waves"
- "...Are You Up For It?"

"Fido Dido" has also appeared for 7 Up advertisements in Europe. You can read more about him in this issue on pages 9 and 10 from FORBES magazine submitted by Tom Reeves.

From Joliet, Illinois and Kemmerer Bottling Group: Diet 7 Up, Diet Dr. Pepper and Caffeine Free Diet Dr. Pepper are now available in "Special Trial Offer" cans 4 for 99¢. There are no prices on the these cans compared to the ones found by Maryland Ousley in southern Indiana from the Warrenton, Missouri bottler.

Minute Maid Orange has redesigned their cans. Diet Minute Maid Orange may soon follow if it has not already in some markets.

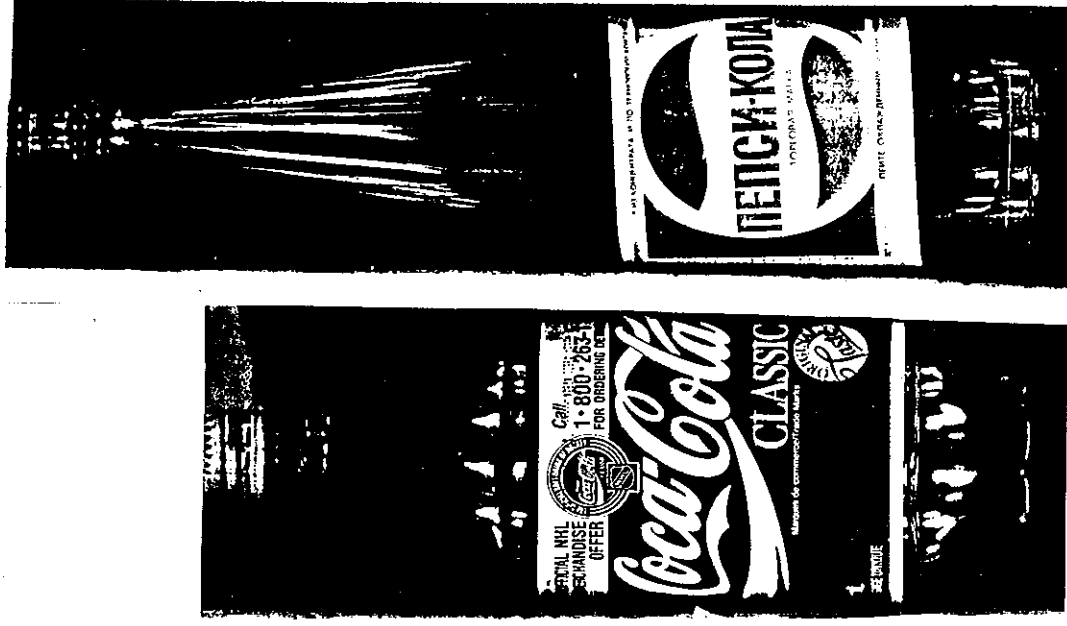
I would again like to announce the winners of our Contest/Drawing and their prizes.

- First Prize/One Night's Stay at the Can-Vention  
James Minter #435
- Second Prize/Two Breakfasts at the Can-vention  
Geff Moore #670
- Third Prize/A Rental Table during the Swap Meet  
Ray Scott #65
- Consolation Prize/All Cans Submitted for Drawing  
Tom Kirschbaum #45

Thank you to all who entered.

Yes, I have one baby story to tell. The gals where I work asked me what was the first sports item I was going to buy for Ryan, baseball, basketball, etc... After thinking for a moment my answer to them was "a can opener!" They should have known.

TO ALL MEMBERS: I know this newsletter is slightly behind by my standards. I'm sure all of you understand my position. With all of your help, especially Dave's and Paul's, I hope to get the March issue back on schedule. See you at Indy!



Coca-Cola Classic Official NHL Merchandise Offer  
500ml, plastic bottle with paper label, 1990  
Don Mills (Toronto), Ontario, Canada, from  
Bob Russell #608

Pepsi-Cola, Union of Soviet Socialist Republics  
Clear glass bottle with one side paper label  
made in the USSR. Bottom of bottle has  
embossed the hammer and sickle with the number "8" on each side of the symbol (probably indicates the Year made). Purchased in the city of Leningrad, USSR, from Tom Kirschbaum #45 (given to me by a co-worker's husband.)

## The Mix Guide To Commemorative Coca-Cola Bottles

A Unique Addition to Any Coca-Cola Collection

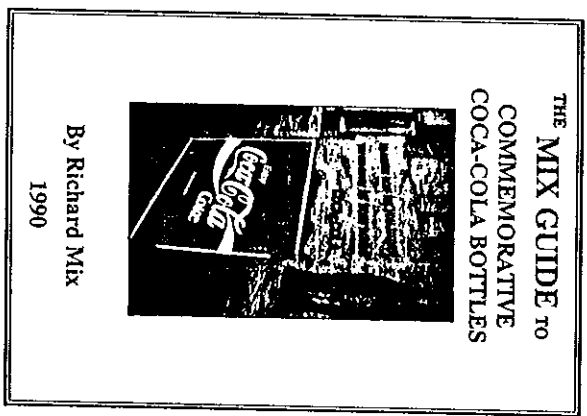
- 1000 Commemorative Coca-Cola Bottles Represented in over 200 Color and Black & White Photographs
- Detailed Descriptions of all 10oz Tall, 75th Anniversary, 10oz Short, Presentation, Miscellaneous, Foreign, and Bootleg and Prototype Bottles
- Values Listed for Most Bottles

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

-Allan Ferner

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 #, Rt. # (No P.O. Boxes) \_\_\_\_\_

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

Area Code - Telephone Number \_\_\_\_\_ (Sorry 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

M.P.C.C.

## Pepsi Benches Ad Campaign For Big Game

By MARY LU CABREVALLE  
And GLENN RUFFENACH

*Staff Reporters of The Wall Street Journal*  
Pepsi-Cola Co. decided to drop its much-hyped Super Bowl phone-in promotion less than 72 hours before the game because of fears of overloading the nation's phone systems.

Early this month, the soft-drink company, a unit of Purchase, N.Y.-based PepsiCo Inc., announced plans to hand out three \$1 million prizes on Super Bowl Sunday. People would play by calling a toll-free number shown in Diet Pepsi commercials before the kickoff and during the game.

Phone companies calculated that eager sports fans would make about 50 million attempts to call the number, enough to swamp Pepsi's 30,000 terminating lines, 10,000 each in the Southeast, the Northwest and the West.

Late last night, the company decided to drop the campaign after increasing concerns about overloading the phone systems prompted it to meet with Alfred Sikes, chairman of the Federal Communications Commission, along with local phone companies and the three long-distance carriers—American Telephone & Telegraph Co., MCI Communications Corp. and United Telecommunications Inc.'s US Sprint Communications Co.—through which Pepsi arranged the 800 service.

Among other worries, the phone companies were concerned a blitz of calls to Pepsi might block emergency calls—and even trigger automatic burglar alarms.

*Please Turn to Page B2, Column 5*

## Pepsi's Promotion Is Benched on Fears Of Telephone Blitz

*Continued From Page B1*

which can happen if phones experience dial-tone delays of eight seconds or more.

"As world events have continued to develop, concerns about consumer access to phone lines have become of prime importance. We did not want to do anything that would have even the slightest chance of disrupting our nation's ability to communicate," said David Novak, executive vice president of marketing and sales.

The promotion even captured the interest of Congress. John Dingell, chairman of the House Commerce Committee, in a letter to PepsiCo chairman Wayne Calloway, urged Pepsi to withdraw the promotion if the company was unable to address local telephone companies' concerns.

Rep. Dingell (D., Mich.) raised national-security concerns, saying, "Given the war in the Middle East and the threat of terrorist activities in the U.S., I know that Pepsi would not want to endanger our telecommunications networks in this fashion."

Before Pepsi announced its decision late last night, phone company spokesmen said there was no way to predict the effect on phone networks because Pepsi's 800 promotion was unique.

Pepsi said it will air five scheduled commercials during the game, including three for Diet Pepsi featuring Ray Charles among other celebrities. The company didn't say whether it would distribute any prizes.

From the WALL STREET JOURNAL  
Submitted by Tom Kirschbaum #45

# Coke gets green light for recycled-plastic bottles

Associated Press

ATLANTA — Coca-Cola bottles made of recycled plastic should be on grocery shelves by the spring in the first major use of recycled materials for food packaging.

The Coca-Cola Co. announced yesterday that the Food and Drug Administration had finished its review of the bottle. An FDA official said approval was not required, but the review was considered important to assure the public the bottles are safe.

Coca-Cola's major competitor, Pepsi-Cola, also has a recycled-plastic bottle proposal before the FDA.

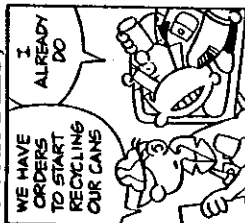
Recycled plastic is widely used in packaging for such products as detergent, but not for food.

"With completion of the FDA review, we have moved into a new phase in the development of plastic packaging," said M. Douglas Ivester, president of Atlanta-based Coke's U.S. division.

Coke and Pepsi have touted their efforts to get recycled bottles on the market as a big step toward diminishing the burden on the nation's landfills. About one-third of the packaged soft drinks sold in the United States are in plastic bottles.

Some environmental groups have questioned the impact the recycled bottles will have on the trash problem. The Washington-based National Container Recycling Coalition, for example, advocates, instead, a return to the system of refillable glass bottles.

Beetle Bailey



Mort Walker



"Beetle Bailey" submitted by Tom Kirschbaum #45

FROM THE SEATTLE TIMES  
Submitted by Tom Reeves #908

SODA MART, 192 Ridgcrest Dr., Goodlettsville, TN 37072.  
Phone (615) 859-5235 FAX (615) 859-5238



## CAN TOTE FEATURES

- Portable — has handles for carrying to shows, tradees, neighborhood events.
- Simple Construction — no tools needed to assemble; no glue, staples, or other fasteners to lose.
- Environmentally Oriented — cardboard completely degradable.
- Holds forty-eight 12 oz. cans or (15 oz. version holds thirty-six 15 oz. cans, or cone tops and souats.)
- Tight fit for cans.
- Self standing — no extras to set up and display.
- Strong — grown man can stand on case without denting cans.

PRICE: \$20/set of 3  
NUMBER OF TOTE SETS:

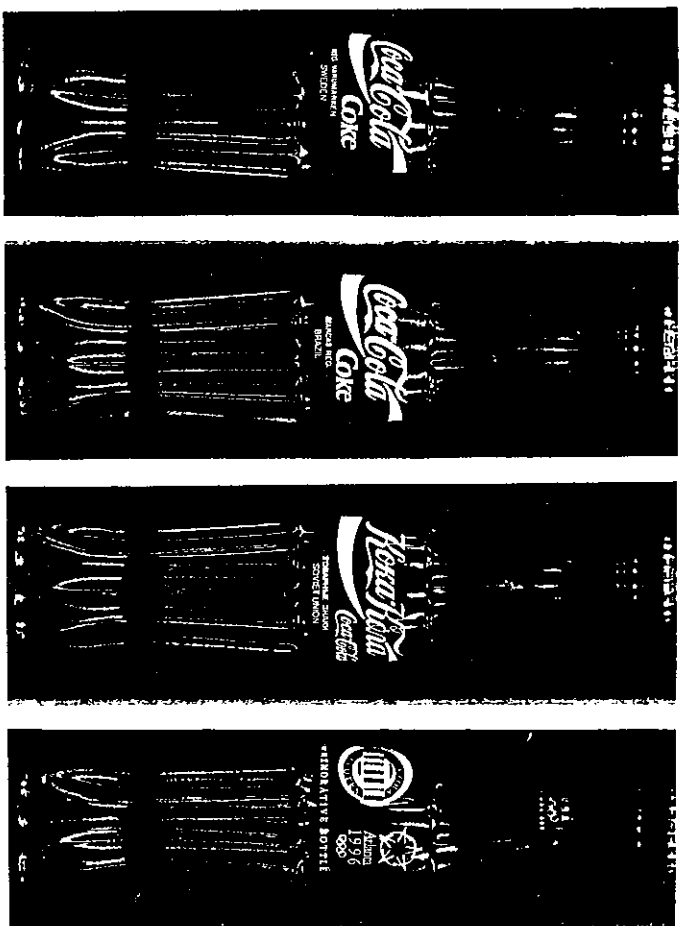
12 OZ. 16 OZ.

Inquire about Postage outside Continental United States.

**THE MUSEUM OF BEVERAGE CONTAINERS & ADVERTISING**

Over 28,000 different beer & soda cans and over 10,000 soda bottles on display along with all types of unique beverage advertising. Also a 2,500 square foot Gift Shop. For more information write or call: Soda Mart \ Can World, Ridgcrest Dr., Goodlettsville, TN 37072, (615) 859-5236





*Relative to Americans, Europeans still don't consume much in the way of soft drinks. Coca-Cola and Pepsi are arming themselves to change that.*

## Cola attack

By John Marston Jr.

**H**ERE ARE THREE NUMBERS that excite executives at Coca-Cola Co. In Germany, the average consumer drinks something like 2 cans of Coke products per week. In France the figure is half a can a week, the level of U.S. soft drink consumption in 1940. In the U.S., consumers drink around 3½ cans a week of Coke products.

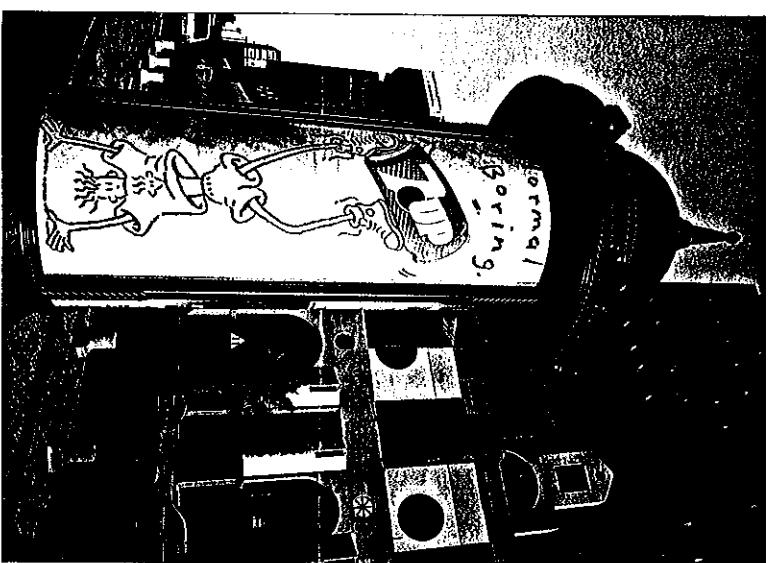
These figures, equally exciting to Coke's archrival, PepsiCo, practically guarantee that a cola war will engulf Europe. Sure enough, Pepsi Chairman and CEO Wayne D. Calloway vows to spend up to \$1 billion over the next few years to build Pepsi's overseas soft drink business. The goal: to raise volume 150% by 1995.

Coca-Cola is the current leader. Coke's non-U.S. soft drink revenues last year topped Pepsi's by a 4-to-1 margin, \$4.8 billion to \$1.2 billion, generating 15 times as much in operating profit. Coke holds over 50% of the European market, better than its 40% share at home. Pepsi claims a little over 10% of the European market, versus over 30% of the U.S. market. This is good business. Coca-Cola Co. earned 68% of its operating profit last year overseas—some \$1.5 billion—as efforts to strengthen its hold-ers and improve marketing paid off. Its margin outside the U.S., 31%, was double the U.S. figure.

Both Coke's and Pepsi's European marketing people believe consumers will drink a lot more of their product if only it can be made more available. "In the U.S., no matter where you are, you're never much more than a three-minute walk from a soft drink," says Frederick Meils, a 19-year Pepsi veteran who moved to London last year to head a new office set up to coordinate a renewed assault in Europe. "There are certain countries in Europe where you have to work hard to find a Pepsi. We want to change that."

One goal: to install more vending machines in offices, factories and public places. Relative to the population, the U.S. has 11 times as many machines as Europe, Pepsi says.

In Western Europe at the moment, you don't have to work nearly so hard to find a Coke. Pepsi scored big public relations coups against its archrival in the Soviet Union and Eastern Europe—dating back to 1972, when it first agreed to barter Pepsi for Stolichnaya vodka. But farther west, Pepsi's European inroads were limited. So while Pepsi may be famous in the U.S.S.R., Coke leads in the rich nations of Western Europe.



American cartoon character sells 7UP throughout Europe. Evoking the spirit of 7UP's old "un-cola" campaign.



Pepsi's Europe head, Fred Meills, with pop singer Tina Turner. As at home, scrappy advertising is important in Pepsi's strategy.

Pepsi concedes it woke up late. But certainly in Europe, as Meills explains, both Coke and Pepsi can still grow at the expense of smaller brands such as Gini, in France, and various other European products based on lemon-lime or orange flavors. "It's not really necessary to grab massive share from our competition (i.e., Coke)—which is a different situation from the U.S.," Meills says. Pepsi's sales in Europe are rising at an annual rate of 15% to 20%, in a market growing overall at only about a 9% rate.

Between them, the two colas still account for less than 40% of the total carbonated drink market, versus 70% in the U.S. The territory, if not virgin, is still largely unsettled.

One major hang-up for Coke and Pepsi has been disagreements on business plans with European bottlers. Last year, amid much acrimony, Coke solved that problem by buying out its French franchisee and bottler, Pernod Ricard S.A., for \$140 million. Pepsi is following suit. Meills says that by the end of the year, Pepsi expects to get the rights to its products back from Source Perrier S.A., the mineral water company. Pepsi granted Perrier a 60-

year franchise in 1962, "and we've been arguing with Perrier from 1962 to this day," Meills says. Pepsi, he adds, "was a low priority" for Perrier.

As at home, scrappy advertising remains an important part of Pepsi's come-from-behind strategy in Europe. This year in Europe, Pepsi's spending will approach \$100 million, nearly the level of all international soft drink operating profit last year. It plans a double-digit boost in 1991.

Coke ads, as befits a brand leader, take the high road, with the sorts of innuendo and quick shots of attractive young people snuffing the products that are familiar to nearly any TV viewer on the planet. Pepsi uses high-powered talent—Tina Turner this year, with tie-ins to concert tours—underscore its appeal to youth. "The choice of a new generation," Turner and rock star Rod Stewart have been signed up by Pepsi for a special Christmas promotion this year, tied into a joint single record the two are releasing called "It Takes Two." Pepsi also runs many of the same ads that it does in the U.S., featuring celebrities such as Michael J. Fox and Ray Charles, highlighting the claim that in Amer-

ica more people prefer Pepsi.

Pepsi added 7UP to its international lineup in 1987, buying non-U.S. rights to the brand from Philip Morris Cos. to get a stronger entry in the lemon-lime market segment against Coke's Sprite and numerous local brands. A quirky ad campaign built around an American animated-cartoon character named Fido Dido—in a commercial mixing animation and live photography—positions the product as an alternative, in the spirit of 7UP's old campaign, to be the "un-cola." "It's cool to be clear," the ads say. T-shirts emblazoned with the character are a big hit across the continent.

Pepsi is so happy with the results that Fido Dido is endorsing its Slice brand fruit-flavored drinks in the U.S. The ads are very similar to the European ads for 7UP—one of the rare instances of a European soft drink ad's being imported into the U.S., instead of the other way around.

For Pepsi, there are early signs of success. In the just completed third quarter, for example, the company reported a 3.4% gain in international soft drink sales and a 64% jump in operating profit. ■



FEBRUARY DISCOVERIES  
continued

PAGE 15, TOP ROW

Coca-Cola Hit Lijn, The Netherlands  
from Bill Swanson #881

Big Red, (produced for the European market) The Netherlands

Dr. Pepper, (export for Italy) The Netherlands  
Dr. Pepper, (export for England, New Six Pack)  
The Netherlands

7 Up Visit Malaysia 1991, Malaysia

Diet Pepsi 150ml, England  
all from Berry van Helmond #691

BOTTOM ROW

Red Star Kinder-Cola, Germany  
Jai Cola, Germany

Liko Cola, Holland  
all from Bill Swanson #881

\*\*\*\*\*

PAGE 16, TOP ROW

Coca-Cola Classic 1990 International Bottle Set  
from Chicago, IL (these are the three that  
were missing from the January newsletter)

Sweden  
Brazil

Soviet Union  
from Tom Kirschbaum #45

Coca-Cola Classic Atlanta 1996, Atlanta, GA  
To commemorate Atlanta's winning bid to host  
the 1996 Summer Olympic Games.  
from Richard Zucca #957

BOTTOM ROW

Distributed by Amurrol Products, Naperville, IL  
soft Drink flavored liquid center bubble gum.  
Cherry 7 Up  
Royal Crown Cola (RC)

(other flavors known available, regular 7 Up  
and Dr. Pepper. Something different for our  
hobby) from Tom Kirschbaum #45  
\*\*\*\*\*

With spring just around the corner, many new cans  
will be appearing in the stores especially in the  
northern states. Please keep us posted on any new  
finds you come across while traveling or in your  
area.

FEBRUARY DISCOVERIES

PAGE 12, TOP ROW

RC Cola 29¢ Special Offer, Joliet, IL  
from Maryland Ousley #694

BPI, Beverage Packaging Inc. Fort Worth, TX  
multi flavors both regular and diet  
from Tom Kirschbaum #45

MIDDLE ROW

7 Up Special Offer 4-Pack 99¢, Warrenton, MO

Regular and Diet  
from Maryland Ousley #694

Speical Trial Offer, Kemmerer of Joliet, IL  
Diet Dr. Pepper

Caffeine Free Diet Dr. Pepper  
from tom Kirschbaum #45

BOTTOM ROW

Enduro Energy Drink Orange apricot, RC of Chicago  
from Chuck Mead #675

Pepsi The Pride of Philadelphia, Philadelphia, PA  
Fishtown  
Upper Darby

Bucks County  
from Richard Zucca #957

\*\*\*\*\*

PAGE 13, TOP ROW (All photographs from Maurice

Hoogsteden except where noted.)

Coca-Cola Italia '90, Thailand  
Coca-Cola Asian Games 90, China

MIDDLE ROW

Coca-Cola Italia '90, Israel  
Coca-Cola Davis Cup 1990, Israel

Diet Coca-Cola Great Run 1990, England  
Diet Caffeine Free Coca-Cola Great Run 90, England

BOTTOM ROW

Coca-Cola Italia '90 (steel), Malaysia  
also from Kevin Young #826

Coca-Cola Italia '90 (aluminum), Malaysia  
Coca-Cola Italia '90, United Arab Emirates (UAE)  
Coca-Cola Italia '90, Marocco

\*\*\*\*\*

When sending in photocopies of cans, please  
send an original copy reduced at 70%. If you are  
not sure how well it will be reproduced, make a  
copy from the copy and judge for yourself. The  
same holds true for photographs, just place them  
on a copier and see how well they copy. Simple!

