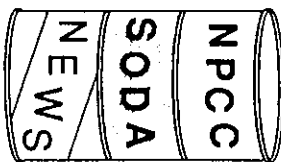


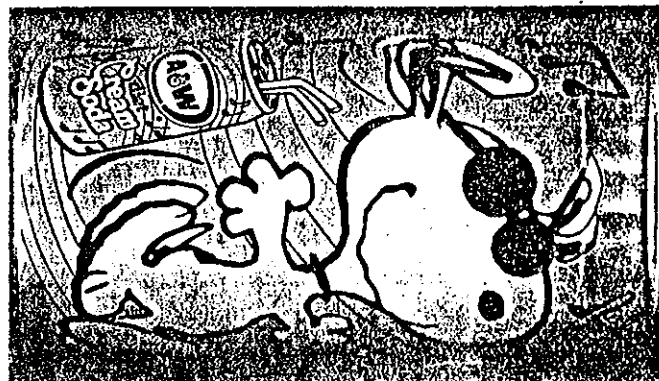
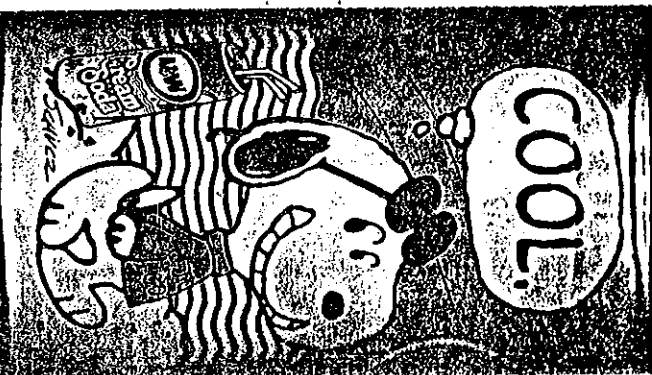
NPCC

CAN - O - GRAM

A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS



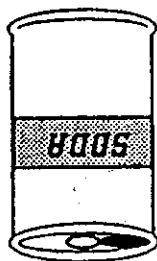
INTERNATIONAL MEMBERSHIP
DON'T FORGET TO REGISTER FOR THE
CAN-VENTION; FORMS ARE ENCLOSED IN
THIS ISSUE. A FLASHBACK TO ONE
YEAR AGO. NEW & OLD CANS, EVENTS
CALENDAR, CLASSIFIED ADS AND MORE!



Date: MAY 1991

Volume: 18

Issue: 10



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

FIRST
CLASS

GERALD POLLACK
294 AVENUE B
BAYONNE

NJ 07002



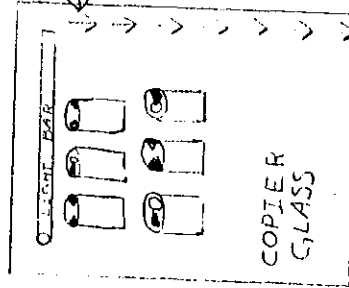
POSTMASTER--ADDRESS CORRECTION REQUESTED

EDITOR'S CORNER
LETTERS TO THE EDITOR

(Reprinted from February 1990 newsletters.)
Several members have written to me asking how do we copy our can pictures for the CAN-O-GRAM. Instead of answering each letter on a one-one-one basis, I would like to share these procedures with all of our members.

To start with you will need a "Can Tote" or a similar lightweight can carrying case with dividers. Place the cans you want to copy in the "Can Tote" (no more than four cans across and three cans down). Next, place the "Can Tote" directly on the glass of the copier and select the lightest or next to lightest image density setting (all copiers have their settings adjusted differently), reduce to 70% or in that general area and use 14 x 11 inch size paper. If you place your cans parallel with the copier's moving light bar, you will develop light spots on your can copies. To help eliminate most of these spots, position your "Can Tote" on the glass where the top, or bottom, of the cans will be horizontal with the light bar (Fig. 1). All 12 cans will be copied with this method.

MOVEMENT OF LIGHT BAR



(Fig. 1)

When sending in photocopies of cans, PLEASE, send me the original copy; once you start sending a copy of a copy of a copy, etc., the quality each time is greatly reduced. The photocopies you see in the newsletter are a second generation copy, a copy from the original reduced again a 65%.

The best copier models to use are the Savin 7015Z, Ricoh FT3050 and FT3060. Thank you to all for your interest. If you have any additional questions, please feel free to write.

(To double check the quality of your copy, make a copy of your original and compare it to the ones in the newsletter. See the Soda Mart for Can Totes.)

CLASSIFIED ADS

SERGIO VERONESI
Via L. Della Pila 35
Milano 20162, Italia
Phone: 0039-2-66102816 (evenings)

I have 2000 different Coca-Cola cans in my collection but I still miss alot of common special issues from the USA, AUSTRALIA, ASIA, CANADA and SOUTH AMERICA. I have more than 4000 Coke cans plus many other cans to trade. I will buy or trade small and big collections, single cans and commemorative new or old cans in bulk quantities. I am especially interested in sets. I will trade small quantities only for cans that I do not have or for special ones. Will answer all!

WANTED

- 1982 Australia Konciburra? set (12 cans)
- 1986 Portugal "Mexico 86" set (18 cans)
- 1990 Venezuela "Italia 90" set (24 cans)
- 1987 Syracuse University Football set (12 cans)
- 1988 Salt Lake City Winter Olympics set (15 cans)
- 1990 Singapore 25th Silver set (6 cans)
- Flat Tops/old cans from Australia, UK & Japan

FOR TRADE

- 1976/77/78 Colorado Rockies (20 cans each set)
- 1978 St. Louis Blues set (12 cans)
- 1984 Detroit Tigers set (26 cans)
- 1984 Hawaii Silver Jubilee set (6 cans)
- 1989 New York NFL set (28 cans)
- 1989 New York Baseball set (26 cans)
- 1987 Coca-Cola 600 set (12 cans)
- 1988 New York Summer Olympics set (24 cans)
- 1988 New York Winter Olympics set (15 cans)

Santa set from Australia
Pop Art sets from Canada, Germany, Holland, UK
Flat Tops: USA (4 diff), Germany, Canada
Over 30 different Italian Coca-Cola
and alot more....

Would like trading partners from all over the world. Let's trade!

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

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-Vention in June in Rockford. Interested members should contact: Dave Brackett, 1124 Tyler St, Fairfield, CA 94533 or Tom Kirschaum, PO Box 7862, Rockford, IL 61126 (815-874-5915)

WANTED: Foreign Coca-Cola trading partners. I collect cans and items. Send me your list; I'll send you mine. Roberto Lughni #901, viale del Lavoro 35, 35010 Peraga Di Vigonza, Italy

WANTED: Root Beer - American brands only. Will buy or trade from my duplicates. Send SASF for my trader/want list. Particularly need Sunday Funnies Root Beer "Popeye" and "Hagar." Tom Morrison #974, 2930 Squaw Valley Dr, Colorado Springs, CO 80918 (719-598-1754)

WANTED: Foreign Coca-Cola trading partners, foreign commemorative CoCa-Cola bottles and other foreign Coca-Cola collectibles. Send a list of your wants. Richard Mix #900, PO Box 558, Marietta GA 30061-0558 (404-422-9083 or FAX 404-422-5649)

WANTED: All commemorative Coke cans from all around the world. Need "Statue of Liberty" can Scotland (NY) and Philippines (NY) and many other commemorative cans. Write to: Jercoen Putmans #891, V Mellinrodestr 3, 5688 RB Oirschot, Holland

WANTED: To purchase any brand or flavor cone top cans I don't have in near mint to mint condition. Donald Duck flat tops in same condition. Send description (picture if possible) and price first letter. Terry Lunt #698, PO Box 577631, Modesto, CA 95357-7631

Deadline to register for the Can-Vention is May 20 so don't forget and don't be left out!

1 9 9 1 C A N - V E N T I O N U P D A T E

It's that time again; Time to register for the 1991 NPCC Can-Vention. Be a part of the action!

On Friday morning, June 21, the fun begins with our live radio interview at WROK Radio (1440-AM). Dave and I have enjoyed this part of the Can-Vention very much during the past Can-Ventions as well as our hosts at WROK. We have managed to bring in a few collectors off the street with this exposure and this year we would like to open the interview to any member who would like to join us on the air at WROK to talk soda and cans. Just drop us a note saying you are interested with your registration form.

Member Dan Meyers of Green River has also been busy with the Can-Vention. Dan has arranged for us a tour of the Wis-Pak facility, makers of Pepsi and other soft drink products, in Watertown, Wisconsin. Since Watertown is about a two hours drive north of Rockford, the NPCC group will be carpooling/convoing to Wis-Pak right after the radio interview. To make the tour worth the time to the folks at Wis-Pak, a minimum of 12 people is needed for the tour. Last year's tour of the Grey's Bottling plant had a grand total of "4" members. And who knows, there may be a few surprises for us. On the way back, we'll stop off for a bite to eat and go store hopping too.

Dan is also arranging our guest speaker for the Saturday Morning Breakfast Banquet at Stash O'Neils. Dan has told me he's asking around for a "name" in the soda/can industry. Dan will probably also update us on the happenings at Green River. Everyone knows how Dan loves to talk and tell soda stories.

With all of this going on and we haven't even made it to the Swap Meet yet. If you plan on spending the weekend in Rockford or just driving here for the day, we ask of you to participate in as many activities as possible. This is your Can-Vention; you wanted a NPCC only Can-Vention and here it is. PLEASE support it. With all the great times we have had the past two years and all of the events scheduled for this year, why would any member want to miss out on the 8th Annual National Extrava-Can-Za Collectors Can-Vention. See You Next Month!

C A N I T !
BY TOM MORRISON #974

Can a can can a can?
No, a can can't can!
Only you can can.
If I can can and you can can,
How many can we can,
When we can a can?
Can't!

Sure you can can!
Only a can can't can a can!!
Can a can can-can?
No, only a dancer can can-can.
Can a can go to the can?
No, you can and I can,
But a can can't.

Why can't it?
It's the same old story...
Some can, some can't,
But a can never can.
...and that's uncanning!

SODA MART, 152 Ridgcrest Dr., Goodlettsville, TN 37072.

Phone (615) 859-5235 FAX (615) 859-5238



CAN TOTE FEATURES

- Portable - has handles for carrying to shows, traces, neighborhood events.
- Simple Construction - no tools needed to assemble; no glue, staples, or other fasteners to lose.
- Environmentally Oriented - cardboard completely recyclable.
- Holds forty-eight 12 oz. cans or (16 oz. version holds thirty-six 16 oz. cans, or come tops and squats).
- Tight fit for cans.
- Self standing - no extras to set up and display.
- Strong - grown man can stand on case without denting cans.

Inquire about postage outside Continental United States.

PRICE: \$20/set of 3
NUMBER OF TOTE SETS: 16 02

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

May 17-18, 1991 (Friday-Saturday)

BADGER SPRING PAUSE

Holiday Inn, Wisconsin Dells, Wisconsin
Marge Richter, PO Box 1031, Twin Lakes, WI 53181

May 16-18, 1991 (Thursday-Saturday)

SMOKEYFEST 91

River Terrace Hotel, Gattlenburg, Tennessee
Mary Johnson, 499 Fred Kelly Rd NE, Rome, GA 30161

May 24-25, 1991 (Friday-Saturday)

K.C. SPRING FLING

Salvation Army MO-KAN Camp
16200 E 40 Highway, Independence, Missouri
Rose Mary Hartshorn, 437 N 16th, Kansas City, MO 66102

June 20-22, 1991 (Thursday-Saturday)

NPCC's EIGHTH ANNUAL

NATIONAL EXTRA-CAN-ZA COLLECTORS CAN-VENTION
Sweden House Lodge / Leif Ericson Room
4605 E State St (US Bus 20), Rockford, Illinois
Registration form enclosed in this issue
Tom Kirschbaum #45, 815-874-5915

June 20-2, 1991 (Thursday-Saturday)

SUN 'N FUN FLORIDA

Mark Adams Hotel, Clearwater, Florida
June McCurry 813-823-3482

July 24-28, 1991 (Wednesday-Sunday)

COCA-COLA COLLECTORS NATIONAL CONVENTION

Hyatt Regency, Scottsdale, Arizona
CCCCI, PO Box 49166, Atlanta, GA 30359-1166

September 27-28, 1991 (Friday-Saturday)

THE INDY SHOW

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

There is plenty of space left here to list your event. Just send us a flyer with all the needed information and we will be happy to list it here FREE OF CHARGE instead of typing this meaningless filler mumbo jumbo. What do you have to lose? FREE advertising for your event worldwide.

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

WILLIAM FANCHER #979
1802 Ruger Ct
St. Charles, Missouri
63303

ROBERT BUNN #980
114 Arthur Av
Fox Lake, Illinois
60020

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

JIM MINTNER #435
1013 Main St
Ford City, Pennsylvania
16226

CHRIS & FREDA ELLIOT #642
Rt 4 Box 4776
Cleveland, Georgia
30528

ARDEN HOOPER #720
109 Pinion St
Broomfield, Colorado
80020

FRANCESCO NICOLodi #765
Via Mascagni 17
Desio (MI) 20033
Italy

JOE DE FREITAS #943
65 Chambers Av
Toronto, Ontario
Canada M6N3M1

SERGIO VERONESE #944
Via L Della Pila 35
Milano 20162
Italy

DONALD MAYS #945
240 Turner Av Apt W
Ada, Ohio
45810

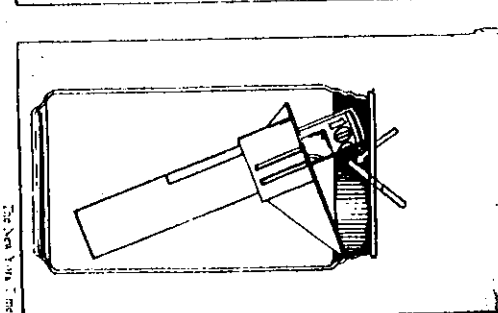
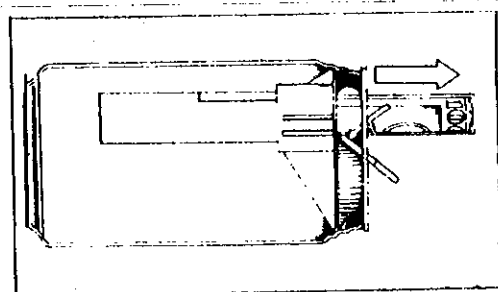
C H A N G E O F A D D R E S S

DAVE DAVIS #313
3229 Holdrege St #3
Lincoln, Nebraska
68503

ROBERT JOHNSON #788
9935 Ramona St #29
Bellflower, California
90706

RICHARD SIMMONS #864
PO Box 25297
Washington, DC
20007

If you are aware of a pending address change, please inform the Membership Director, Dave Brackett, so we can keep our records current and so your newsletter will not arrive late. We want you to be informed up to the minute with the latest happenings in the soda/pop industry/world. We do appreciate your consideration. Thank You!



A SLIGHT HICCUP — Coca-Cola advertisements warn consumers that some "prize" cans may malfunction. (top right: when working properly; money should pop out as indicated.)

Short Takes

Coca-Cola's new \$100 million promotion, hiding prize coupons or \$1 to \$500 in cash in Coke cans filled with chlorinated water and foul-smelling ammonium sulfate to discourage drinking may backfire. The snap-top cans can't be distinguished from real Coke until opened. The water, while less chlorinated than a swimming pool, could cause mild nausea and result in lawsuits, a number of lawyers say. A Massachusetts couple alerted state health authorities when their 11-year-old son drank some. Coca-Cola took out TV and print ads saying that only 2 "very, small number" of cans contained the liquid.

DUNAGIN'S PEOPLE



"OH, NO! THERE'S NOTHING IN HERE BUT \$500!"

From the HERALD TRIBUNE, May, 1990
Submitted by Chris MORIN #762
Comic submitted by Dave Brackett #577

Cola feeding

Pepsi ad challenges Coke's

By Alison Fahey and Scott Hume

Pepsi-Cola Co. is regaining ground on Coca-Cola in their war over the restaurant market. The battle waged in trade ads and restaurants promises to get rougher before the fizz is gone, industry observers say.

Pepsi last week announced it signed with Franchise Associates, South Weymouth, Mass., franchisor of the 120-unit Howard Johnson's Restaurants, a Coke client for 15 years.

That conquest is the latest of several for Pepsi as it wages an aggressive campaign to discredit Coca-Cola by alleging Coke is giving preferential treatment to McDonald's Corp. at the expense of its other restaurant clients.

Pepsi's three-page ad ran in February and March in *Nation's Restaurant News* and claimed "Coke classifies its restaurant accounts into two distinct categories."

In one category, Pepsi says, are Burger King Corp.; General Mills' Red Lobster USA and Olive Garden; Hardee's Food Systems; Pop-eyes Famous Fried Chicken & Biscuits; Rax Restaurants; and Wendy's International. The second category is just McDonald's.

The difference, Pepsi's ad alleges, is that "this year, while Coke required national accounts like you

to absorb a per-gallon price increase, we hear there was no change to McDonald's net price. In effect, Coke's pricing policy is requiring you to subsidize the operations of your largest competitor. Which means this competitor has even more dollars to pour into its fight for share of customers."

Pepsi's ad was dismissed as "just part of the cola wars" by Wendy's VP-Communications Dennis Lynch. "We feel we're getting excellent treatment by Coca-Cola."

But Coca-Cola reacted strongly. "The Pepsi claims are total fabrication," said Randy Donaldson, a Coca-Cola spokesman. "They are absolutely false, and we are planning to respond accordingly." He wouldn't elaborate.

But Pepsi's divide-and-conquer tactic is the same one Coca-Cola has used successfully in the past. After PepsiCo bought Kentucky Fried Chicken Corp. in 1986, giving it, with Taco Bell and Pizza Hut, ownership of three of the 10 largest fast-food chains, Coca-Cola trade ads argued restaurants were subsidizing rivals.

The tactic worked: Last year, Burger King and Wendy's switched to Coca-Cola from Pepsi.

But Pepsi has refused to give up. It's signed up Marriott Corp., Metromedia Steakhouses, which operates the Ponderosa Steakhouses and Bonanza Family Restaurants chains, the National Amusements theater chain and Norwegian Cruise Line.

Pepsi now holds a 26.3% share



The Associated Press

Canny clothing
Two models present fashion created by German designer Gaby Hunk in Berlin yesterday. The model on the right sports a dress made of empty cans, and the other model wears a white patent leather dress decorated with cigarette packets.

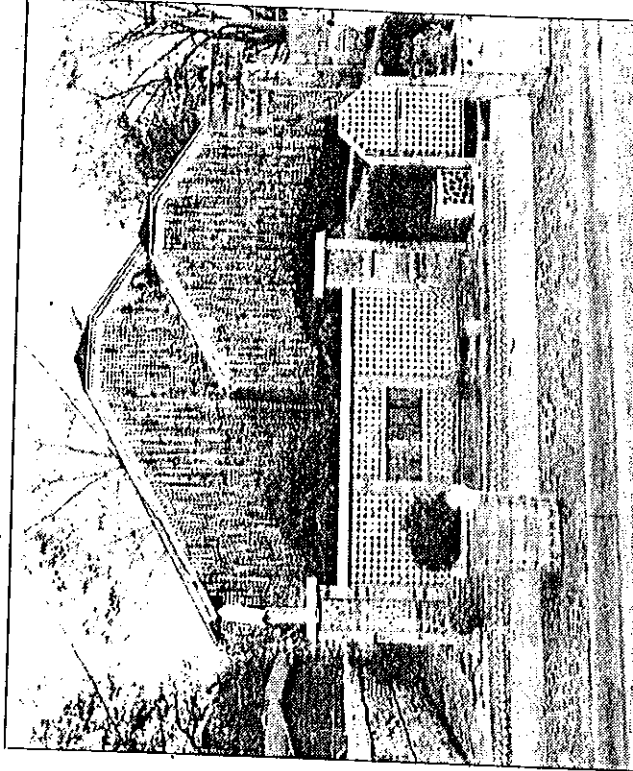


Photo by F. Carter Smith for The New York Times
On a breezy day in Houston, the Beer Can House, made of roughly 39,000 beer cans, can be heard before it is seen.

Pepsi's divide-and-conquer tactic is the same one Coca-Cola has used successfully in the past.

We thank the following members who contributed the can pictures in this month's newsletter:

- Tom Reeves #908 Grant Solar #967
- Berry van Helmond #691 Maurice Hoogsteden #731
- Tom Kirschbaum #45

COVER

A&W Cream Soda & Diet Cream Soda, Kent, WA

-Beach Combing -Dancing

PAGE 9, TOP ROW

7 Up "Fido Dido" Toronto, ON, Canada

- "go your own way" - "Normal is Boring"

- "make some waves"

MIDDLE ROW

"New" Coca-Cola Pop Art, Toronto, ON, Canada

-Summer 1990 #4 280ml & 355ml

Buy 6 Cans, Get 2 Free, Canada

-Pepsi -7 Up

(ED. These were also reported by Fred Vanderlinden last summer.)

BOTTOM ROW

Wild Cherry Diet Pepsi, Washington State

1988 Come Celebrate... Husky Fever,

-Pepsi -7 Up

(Note the differences in the design.)

PAGE 10, TOP ROW

Diet Cherry Coke (new design), Washington State

7 Up Street of Dreams 1989, Portland, OR

Sunkist Win a Trip to Australia 1990, Phoenix, AZ

MIDDLE ROW

Cascade Pride Root Beer, Milwaukie, OR

-multi flavors

Jake's Diet Cola, Seattle, WA

-1987 now obsolete

Shirley Temple Soda Pop, Tucson, AZ

-looks like pink champagne with fruity taste

BOTTOM ROW

Schweppes Raspberry Ginger Ale, Seattle, WA

-also in diet

Gourmet Cream Soda, Port Angeles, WA

Golden Cockerel Old English Ginger Beer, Canada

Dr Pepper boosts TV for hot Diet

By Jennifer Lawrence

Diet Dr Pepper is posting record volume sales gains after being reformulated in January. "Case volume is up 87% for Diet Dr Pepper during the first quarter of this year compared to 1990," said John Clarke, Dr Pepper Co. senior VP-marketing. Because of the sales gain, Diet Dr Pepper will get an extra \$3.5 million in prime-time network TV spending this quarter. The soft drink's 1991 ad spending had been set at \$17.3 million, with no spending this quarter. "Our case sales and bottle response have been so overwhelming-

ing we wanted to strengthen our network advertising..." Mr. Clarke said. "We have added a schedule on ABC, CBS and NBC from now until the end of June." Young & Rubicam, New York, is the agency for Dr Pepper Co., a Dr Pepper/Seven-Up Cos. subsidiary. The additional media dollars will back two new 15-second spots that, in effect, serialize a commercial that began earlier this year. That first commercial introduced a couple sitting in their living room. The woman reads aloud from a newspaper about the new taste of Diet Dr Pepper, and as

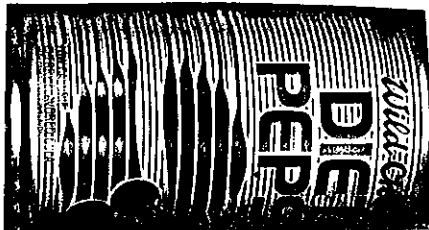
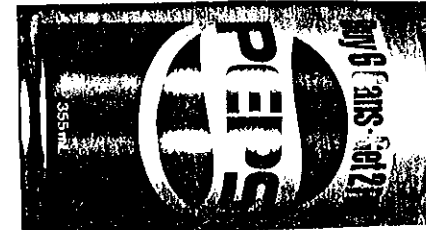
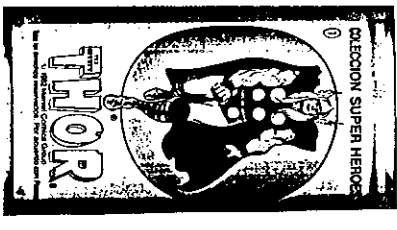
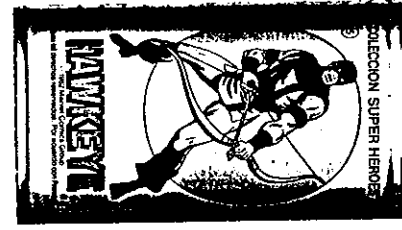
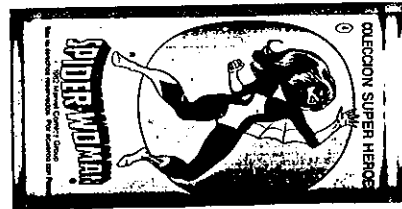
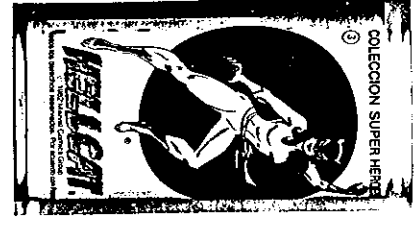
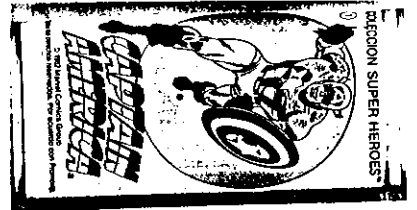


Diet Dr Pepper spots show a vending machine crashing through the floor.

she wonders when she can try it, a vending machine crashes through the ceiling. In the spot that broke April 19,

the same couple is tasting new Diet Dr Pepper. The commercial closes with the woman saying, "So let's have another," and a second vending machine crashes through the ceiling. A third commercial will break in June. It opens with the same couple looking at the vending machine; the phone rings and their downstairs neighbor asks about all the noise and says she'd like to try the new Diet Dr Pepper. Then, the man and the vending machine fall through the floor into her apartment. The company said it wants to make Diet Dr Pepper the leading non-cola diet drink. And Mr.

Clarke said that if the recent growth rate continues, the brand could move into that position next year. Diet Dr Pepper last year had a 0.5% share of the total 7.6 billion-case soft-drink market and a 1.5% share in the 2.3 billion-case diet segment, according to figures from John C. Maxwell Jr., Wheat, First Securities analyst. To become the leading non-cola diet soft drink, Diet Dr Pepper would have to move ahead of sister brand Diet 7UP, with a 2.9% share in the diet segment. Coca-Cola and Pepsi-Cola USA's Diet Mountain Dew, with a 1.7% share. I



GOING ON
HUSKY EVENING
The 40 Candidates Come

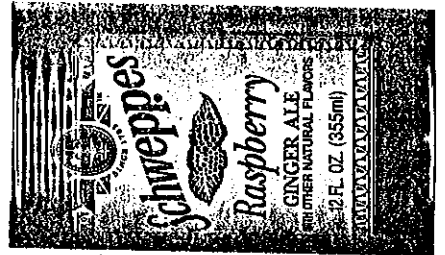
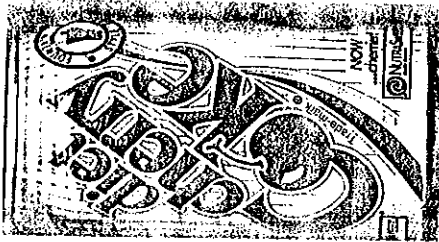
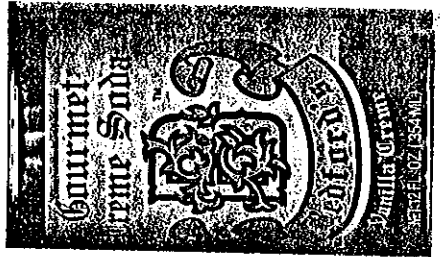
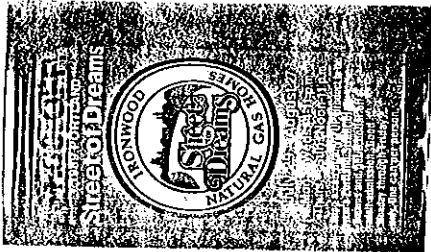
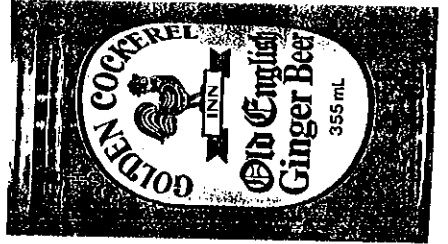
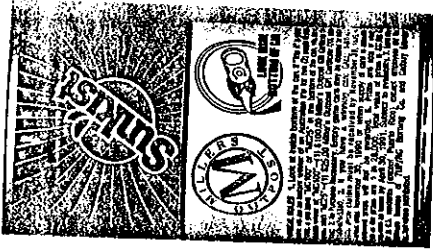
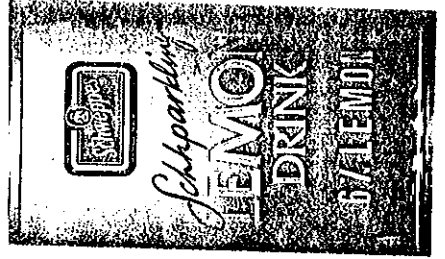
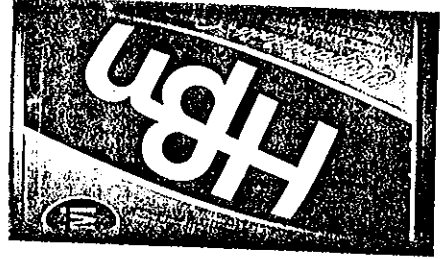
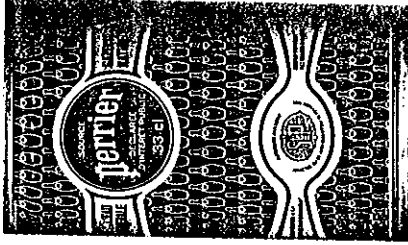
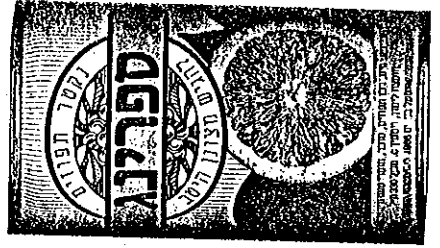
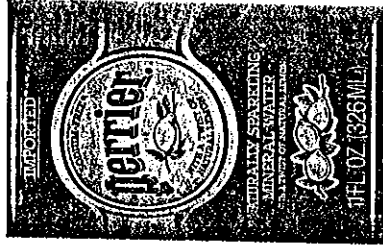
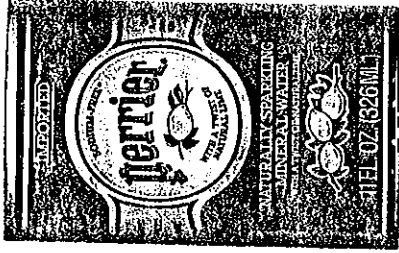
No. 15	AL BISHOP	1:00 PM
No. 17	ARMY	1:00 PM
No. 18	HILARY FEAR	1:00 PM
No. 24	SAM JOSE SMITH	1:00 PM
BAND DAY		
No. 1	YOLLA	1:00 PM
CANDIDATES		
No. 9	WILSON SMITH	1:00 PM
No. 15	WILSON	1:00 PM
No. 22	WILSON	1:00 PM
No. 25	STANFORD	1:00 PM
No. 26	STANFORD	1:00 PM
No. 27	STANFORD	1:00 PM
No. 28	STANFORD	1:00 PM
No. 29	STANFORD	1:00 PM
No. 30	STANFORD	1:00 PM
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No. 33	STANFORD	1:00 PM
No. 34	STANFORD	1:00 PM
No. 35	STANFORD	1:00 PM
No. 36	STANFORD	1:00 PM
No. 37	STANFORD	1:00 PM
No. 38	STANFORD	1:00 PM
No. 39	STANFORD	1:00 PM
No. 40	STANFORD	1:00 PM

Go Daryl!

GOING ON
HUSKY EVENING
The 40 Candidates Come

No. 15	AL BISHOP	1:00 PM
No. 17	ARMY	1:00 PM
No. 18	HILARY FEAR	1:00 PM
No. 24	SAM JOSE SMITH	1:00 PM
No. 1	YOLLA	1:00 PM
No. 9	WILSON SMITH	1:00 PM
No. 15	WILSON	1:00 PM
No. 22	WILSON	1:00 PM
No. 25	STANFORD	1:00 PM
No. 26	STANFORD	1:00 PM
No. 27	STANFORD	1:00 PM
No. 28	STANFORD	1:00 PM
No. 29	STANFORD	1:00 PM
No. 30	STANFORD	1:00 PM
No. 31	STANFORD	1:00 PM
No. 32	STANFORD	1:00 PM
No. 33	STANFORD	1:00 PM
No. 34	STANFORD	1:00 PM
No. 35	STANFORD	1:00 PM
No. 36	STANFORD	1:00 PM
No. 37	STANFORD	1:00 PM
No. 38	STANFORD	1:00 PM
No. 39	STANFORD	1:00 PM
No. 40	STANFORD	1:00 PM

Go Daryl!



Right duds baby, uh-huh

By Alison Fahey and Christy Fisher

Pepsi-Cola Co. and Ray Charles are taking their act on the road. The soft-drink marketer and its celebrity spokesman are promoting a new line of merchandise sporting the Diet Pepsi tagline "You've got the right one baby, uh-huh."

Through a licensing agreement, Pepsi and major department stores last week began marketing T-shirts, hats, jackets, women's night shirts and boxer shorts emblazoned with the jingle.

The jingle bowed Jan. 1 in TV commercials starring Mr. Charles via BDO Worldwide, New York.

Some of the clothing will also feature a can of Diet Pepsi and a likeness of Mr. Charles.

Mr. Charles and his 15-member band are on a six-city tour that kicked off April 19 at P.A. Berger & Co. in Milwaukee. Also on the schedule are Oak Brook, Ill. (Marshall Field St.); Columbus, Ohio (Lazarus); San Francisco (Emporium); and Glendale, Calif., and Plano, Texas (both J.C. Penney Co.) through April 26.

Pepsi has featured its logo and product design before on merchandise, but this is believed to be the first time it's featured a spokesman and commercial tagline on licensed products.

The T-shirt designs are "radically different from anything we've done before." In that they feature "breakthrough" graphic designs, said Gary Gerdmann, Pepsi's manager of public relations.

"The hip designs all reflect the cool and soulful style of Ray Charles and the Diet Pepsi campaign," he said.

The apparel and accessory line, to be expanded later this year, will be sold in department stores nationwide.

Pepsi isn't supporting the merchandise with a separate ad campaign, but individual retailers may use newspaper ads and point of purchase to



Photo courtesy of J.C. Penney Co.

Diet Pepsi is cashing in on its popular "uh-huh" jingle with a line of licensed merchandise, including a Ray Charles T-shirt (l).

support the line.

"The orders are coming in fast and furiously" from branch stores for the licensed merchandise, said Carol Edwards, national publicity and special events manager for Penney's men's division, which will carry T-shirts and boxer shorts.

"Right now, initial orders for the Diet Pepsi/Ray Charles apparel are three to four times the initial orders for Batman," said Lance Walsky, president of United Brands International, the master licensee for the Pepsi branded merchandise.

Pepsi is also conducting another promotion centered around the tagline. The company has asked consumers to submit home video renditions of the Diet Pepsi spot with a chance to win \$10,000 in cash and the starring role in a future Pepsi commercial. □

PAGE 12
Coca-Cola World Cup Finals, South Africa

-1990 poster for promotion of 12-can set

PAGE 13, TOP ROW

Hero 25cl, The Netherlands
-fraise -piña
-lemon -cassis

ROW 2

Flunchy Cola 25cl sans caffeine, The Netherlands
B&B Two Five (2.5%) Low Calorie Kaffeewiber 25cl
-The Netherlands
Fristi 25cl, The Netherlands

ROW 3

Royal Club 150ml, The Netherlands
-bitter lemon -tonic
-sodawater

BOTTOM ROW

Val Orange 33ml, The Netherlands
Melrose Tea with Lemon Flavour, The Netherlands
-33ml

PAGE 15, TOP ROW

Perrier Naturally Sparkling Mineral Water, 11oz
-imported from France -lime
-regular

MIDDLE ROW

Perrier -berry -lemon

BOTTOM ROW

Schweppes Lemon Drink 6% Lemon, London, England
-340ml exported to South Africa
HBN Tropical Orange Drink, Greece
Orange Nectar, Israel

PAGE 16

Pepsi 1982 Coleccion Super Heroes, Spain
1) Captain America 2) Black Widow
3) Helicat 4) Spider-Woman
5) Hawkeye 6) Captain Marvel
7) The Mighty Thor 8) The Incredible Hulk
9 & 10) The Amazing Spider-Man

