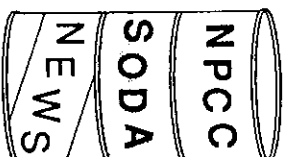


# NPCC

## CAN - O - GRAM

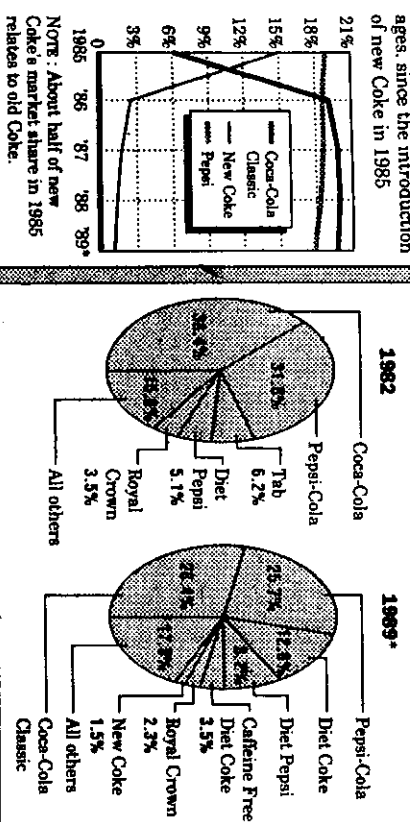
A MONTHLY PUBLICATION OF THE  
NATIONAL POP CAN COLLECTORS



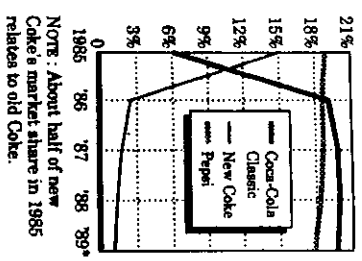
INTERNATIONAL MEMBERSHIP  
*New Coke Gets a New  
Look, New Chance*

### Changing Tastes in the Cola Market

**Diet Drinks Muscle In**  
The U.S. cola business, broken down by market share:

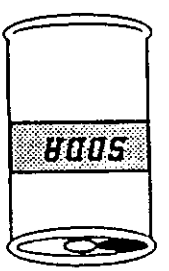


**No Fizz in New Coke**  
Market shares, in percentages, since the introduction of new Coke in 1985



NOTE: About half of new Coke's market share in 1985 relates to old Coke.

Source: Wheel, First Securities Inc. \*Estimates



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

FIRST CLASS

POSTMASTER--ADDRESS CORRECTION REQUESTED

# New Coke, Edsel of Soft Drinks, Gets a New Name, a New Chance

By MICHAEL J. MCCARTHY  
Staff Reporter of THE WALL STREET JOURNAL  
ATLANTA — Get ready: It's the new Coke.

Almost exactly five years after its now infamous new Coke debacle, Coca-Cola Co. is taking the troubled product, renaming and repositioning it with the hope of keeping the drink alive — and perhaps this time converting Pepsi fans.

New Coke has remained on the market since its 1985 introduction but hasn't moved much off the shelves. "Having a product with the Coke name out there and having it not even be in the top 10 is an embarrassment," says one former Coke insider. "It's like seeing mud thrown on your mother. You can't tolerate it."

## New Can, Same Flavor

Now the question is: Have the executives at Coke, generally regarded as some of the savviest marketers around, found a way to peddle a product that even they haven't been able to get off the ground?

Coke is tight-lipped about the details of the market launch. What they'll say is that the relaunched new Coke — which will be called Coke II — will be distributed in a single test market sometime in the next few months. The company is redesigning the can, adding splashes of blue — traditionally the color of archival Pepsi. Advertising will stress that Coke II gives a "real cola taste" with the sweetness of PepsiCo Inc.'s Pepsi. The formula of the new Coke product, Coca-Cola says, won't be changed.

Industry observers also expect that Coke will shift from its recent low-profile, almost timid, approach for the five-year-old brand to one that positions it head to head with Pepsi.

"Where before they walked in on cat feet, this will be like a cavalry charge," says Jesse Meyers, publisher of Beverage Digest, a trade publication, who says he has seen some of the advertising materials for Coke II.

Coca-Cola has had good reason to be timid following the fiasco that won new Coke the title "The Edsel of the 1980s." It was five years ago next month that Coke changed the formula for the world's best-selling soft drink. Howls of protest from

loyal Coke drinkers, however, forced the company to perform a stunning about-face and bring back the original formula drink 2½ months later under the brand name Coca-Cola Classic.

New Coke stayed on, and the company continued to advertise the product aggressively, spending \$52 million on it in 1985, according to Leading National Advertisers Inc., which tracks ad spending. In 1986, it gave the product a high-profile spokesman in the video-character Max Headroom who extolled drinkers to "C-C-Catch the Wave."

But the product's share of the soft drink market fell to about 2.5% in 1986 from roughly 7.5% in 1985 and has kept falling. Aside from Coke Classic, industry observers actually tabulate Coke's regular cola market share in 1985 at 15%, but about half of that relates to old formula Coke and the rest to new Coke. In the past few years, Coke has left the product to twist in the wind: Ad spending dwindled to \$1.4 million last year. New Coke fell off a list of the top 10 selling soft drinks in the country last year, as its market share dwindled to a tiny 1%.

Some beverage experts think Coca-Cola can make Coke II work. The relaunching of new Coke will give the product a new start, which it badly needs. Many believe it never really recovered from its flawed introduction and its original positioning as an unwanted replacement for the all-American brand that many consumers loved just the way it was.

A new name and a new look may enable Coca-Cola to do what it wanted to do five years ago: directly challenge Pepsi's sweeter taste, which has haunted Coke executives for more than a decade. The product was concocted because Pepsi had begun beating Coca-Cola in taste tests and stealing away sales. It is still widely believed throughout the soft drink industry that new Coke's taste — which is sweeter than that of Coca-Cola Classic — is found superior to Pepsi in blind taste tests. The point of difference was lost in all the competition during 1985, but is one Coca-Cola may have a chance to reestablish now. If so, says Joseph Smith, chairman of Oxtoby-Smith Inc., a consumer research consultant for Coke's foods division, "I don't see any obvious Pepsi rejoinder."

continued on page 12

# Classified Ads

FOR SALE OR TRADE

\*\*\*\*\*  
**FOR SALE/TRADE:** Mad Butcher (steel, mint) root beer can for Mad Butcher (steel, mint) orange can or best cash offer, or other hard to find (steel, mint) orange cans, or best offer of mint glass ashtrays with silk-screened advertising, or ? Victoria Herberta #399, PO Box 8154, Houston, TX 77004  
\*\*\*\*\*

\*\*\*\*\*  
**TRADE:** I have thousands of steel US pulltabs to trade for Coke, Fanta, Shasta and NY Seltzer cans. I trade generously. Send list to: Neal Balkun #790 PO Box 2685, Darien, CT 06820  
\*\*\*\*\*

\*\*\*\*\*  
**TRADE:** I collect Coca-Cola, Pepsi-Cola, Fanta, Sprite, 7 Up, Schweppes and Canaday Dry. I can exchange with all sorts of soft drinks from Europe and beer cans too. Sergio Veronese, Via L Della Pila 35, 20162 Milano, Italy  
\*\*\*\*\*

\*\*\*\*\*  
**FOR SALE/TRADE:** Australian Coke Surf set (4 can) \$15 (US). Coke Ghostbusters II (steel), 2 cans for \$10 (US). Santa set of 6 for \$40 (US), or will trade for any of the South African sets or Coke/Disney sets I do not have. Warren Owens #893, 136/641 Pine Ridge Rd, Runaway Bay, QLD, 4216, Australia  
\*\*\*\*\*

\*\*\*\*\*  
**ATLANTA — HAVE A COKE — AND A PRIZE**  
\*\*\*\*\*

word out about its latest promotion  
— soft drink cans stuffed with prizes  
— Coca-Cola Co. this week sent 200 reporters the real thing: samples containing \$5 bills.

Bob Bertini, a spokesman for Coca-Cola USA, said the company on Monday sent the reporters cans with \$5 bills — the smallest denomination in the campaign — merely to demonstrate the promotion.

Newsrooms are frequent recipients of promotional items sent from companies trying to get a little publicity. But cash from a major corporation is unusual.

"We sent it to a very small group of national writers. The reporters can't write about it without seeing it," Bertini said.

The "Magic Summer" campaign to promote Coca-Cola Classic will include 750,000 randomly distributed cans, which appear to be regular cans of Coke but when opened reveal a mechanism holding up to \$20 in cash or a certificate for a variety of other prizes.

Many news organizations have policies against reporters receiving gifts of value from news sources.

Bertini said the company is urging reporters who received the money to donate it to charity.

# Classified Ads

FOR SALE OR TRADE

\*\*\*\*\*  
 FOR SALE: 6-can Coca-Cola Classic Santa sets can-  
 ned in Northampton, MA. Top opened sets \$7.50 or  
 bottom opened sets \$12.50 PPD. Darren Turco #766,  
 43 Dorr Dr, Dept SS, Rutland, VT 05701  
 \*\*\*\*\*  
 Soda cans for painted label soda bottles. Send me  
 6 different grade 1+ painted label soda bottles  
 from small towns in your area, and I will send you  
 8 different grade 1+ steel soda cans. Carl Creger  
 #672, 3500 14th St, Rock Island, IL 61201  
 \*\*\*\*\*  
 TRADE: 6 Flags/Atlanta cans; fall 1989 Halloween  
 Night; summer 1989 Stars of the USSR; 1989 Summer  
 Savings at 6 Flags/Chatanooga, TN; 1989 White  
 Water (one can is yellow and one is silver print)  
 plus Diet Coke; 1989 Classic Summer Thrills of a  
 Lifetime. Michael Spaly #749, 106 Hamilton St,  
 Woodstock, GA 30188  
 \*\*\*\*\*  
 FOR SALE: unique from Mexico! 12oz size no return  
 bottles with wrap lable, **BATMAN**-four different  
 Pepsi, four different Mirinda (Pepsi brand), one  
 different 7 Up. All bottles full and excellent,  
 \$2.00 each. Shipping \$2.00 first bottle & \$1.00  
 each additional. Also one bottle Coca-Cola  
 "Tijuana 100th Anniversary," same as above. Jerry  
 Watkinson #684, PO Box 1088, Imperial Beach, CA  
 92032  
 \*\*\*\*\*  
 FOR SALE: Rare 1958-60 Alaska Dry-Land of the Mid-  
 night Sun, club soda and orange soda cans, Alaska  
 Beverage Co, Fairbanks, AK. Cans never filled, 1+/  
 mint, \$20.00 each. Tami Bullock #740, 3825 Reming-  
 ton Cir, Anchorage, AK 99507  
 \*\*\*\*\*  
 Have St. Louis Blues schedule on Vess Cola; St  
 Louis University Billikens on Whistle Orange; RC  
 straight steel baseball players; Wilkes-Barre  
 Barons on Classic; and much, much more to trade  
 for commemorative Coke cans. Mary Ellen Coons #755  
 212 W Holden, Lemay, MO 63125  
 \*\*\*\*\*  
 Ad deadlines are the 15th of each month. Do not  
 forget to get your ads mailed early.

CAN-O-GRAM

## Collector's Profile

WITH DEBBIE ROSE #758  
 BY GEEFF MOORE #670

My husband first introduced beer can collecting into our home in 1975 and very soon after that, all 2 year old son decided to start saving cans, all cans. It wasn't long after that that I caught the bug. I started out collecting all soda cans but soon found out that there were too many for a small house so I decided to specialize. It was easy choice for me because I was a Pepsi-holic.

The first Pepsi can I got was a Gil Gerard 1975-76 Denver Nugget can. I found it at a local carry-out and was thrilled. I have since completed that set but my first can will always be special.

Over the years, I have expanded my collection to include glasses, bottles, trays, clocks and just about anything else that says Pepsi. I have picked up a lot of these items at the local flea markets and garage sales. It is fun to see how many different Pepsi things I can find and I will continue to collect until I run out of house to put it all.

If any of you are ever in the Dayton, Ohio area, I would enjoy the opportunity to show off my Pepsi collection so stop by or give me a call.

Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439 (513-859-7630)

### Restorers work on first Coke wall sign

From the DAYTON DAILY NEWS,  
 June 1989, submitted by  
 Debbie Rose #758

Preservationists Allison Free and Aggie Ferguson have put in a month of work on the side of Young Brothers Pharmacy in Cartersville, Ga., about 30 miles northwest of Atlanta, to bring to light what Coca-Cola executives agree is the first of its kind.

Restoring the large sign, which says "Drink Coca-Cola," was the idea of the pharmacy's owner, Dean Cox.

Coca-Cola representative Randy Donaldson said the original sign was painted in 1894 by James Couder.

"Couden was a salesman first and painter next," Donaldson said, "so his sign is not quite up to specs. The letters are kind of squashed."

WELCOME NEW MEMBERS

RODNEY SERVISS #940  
1306 Kansas St  
Fairfield, California  
94533

WELCOME BACK RETURNING MEMBERS

BILL LEERSSEN #524  
14551 Makah St NW  
Andover, Minnesota  
55303  
BRET DUSEK #657  
1680 W 74th Way  
Denver, Colorado  
80221  
MIKE & MONICA ELLING #713  
RR 1 Box 172  
Sharon, Tennessee  
38255  
KEITH SILVERWOOD #846  
44 Chanter St  
Moama, NSW  
Australia 2731  
GREG BUNDY #890  
5472 Darcy Rd  
Columbus, Ohio  
43229

RON PERTO #616  
1206 Palisades  
Rock Springs, Wyoming  
82901

TERRY "K" LUNT #698  
PO Box 577631  
Modesto, California  
95357-7631

NEAL BALKUN #790  
PO Box 2685  
Darien, Connecticut  
06820

DAVID COOPER #885  
94 Marshall Rd  
Dundas, NSW  
Australia 2117

CHANGE OF ADDRESS

WARREN OWENS #893  
136/641 Pine Ridge Rd  
Runaway Bay, Queensland  
Australia 4216  
BILL SWANSON #881  
14630 Garrett Av #613  
Apple Valley, Minnesota  
55124

MARCH PEPSI MYSTERY SOLVED!

In the March issue of the CAN-O-GRAM, we asked our members if they knew the country of origin of the Pepsi can we pictured for Ed and Ann Ewell. Victoria Herberta wrote to me and solved our mystery. She says that the Pepsi can is from Turkey! Members helping members is what this club is all about. Thank you Victoria for taking time out to help us out. See pages 9 and 11 for this month's "UNSOLVED MYSTERIES?"

Classified Ads  
WANTED

\*\*\*\*\*  
WANTED: Two sets (6 each of the 1983 Pepsi-Cola Virginia 75th Anniversary cans. Prefer full, air-filled or bottom opened. Must be mint. Victoria Herberta #399, PO Box 8154, Houston, TX 77004

\*\*\*\*\*  
WANTED: Cone top sodas, any brand, 1+ (near mint) or better only!! Description, price and picture if possible in the first letter. Terry "K" Lunt #698, PO Box 577631, Modesto, CA 95357 (209-576-0223)

\*\*\*\*\*  
WANTED: #20 (Maryland, 1788) from the 7 Up "United We Stand 1776-1976" series. For trade: Pop Art Coke sets, summer and Christmas series, Canada Games, etc. Fred Vanderlinden #681, 46 Lamont Crescent, Regina, SK, Canada S4S4A4

\*\*\*\*\*  
WANTED: Several Canada Dry and Royal Crown cans to complete my series. Have thousands of traders, beer and soda cans, from Europe. Berry van Helmond #691, De Cope 35, 3421 XK Oudewater, Holland

FOR SALE OR TRADE

\*\*\*\*\*  
FOR SALE/TRADE: Alaska Dry Club Soda, Alaska Orange Soda and Alaska Root Beer never filled in grade 1+ to mint. Rare and desirable. Trade for good soda or beer cans or sell. Doug Leiser #737, 7429 E 17th Av, Anchorage, AK 99504

\*\*\*\*\*  
FOR SALE: 1989 Delmarva Pepsi cans 19/set; Taste of Maryland 6/set; Homerun/Chicago Cubs; Dorney Park, PA; some '88 cans. All cans \$1.00 each plus postage. Ralph Zebley #923, Rt 1 Box 151FA, Preston, MD 21655 (301-673-7532)

\*\*\*\*\*  
FOR SALE: Two embossed clear soda bottles called JUMBO with picture of an elephant from the mid '50s. These bottles are 60 ounce size. \$19 each or both for \$35. Robert Russell #608, 29 Red Barn Cir Pittsford, NY 14534

\*\*\*\*\*  
Please check your ads for mistakes. If you find any, contact your editor for corrections.

# Classified Ads

CLASSIFIED AD DEADLINES ARE THE 15TH OF EACH MONTH. Send Classified Ads to: NPCC, PO Box 7862, Rockford, IL 61126, USA.

## WANTED

\*\*\*\*\*  
Looking for 1989 Santa cans from Indianapolis. Need years 1958 and 1961, 12-pack, 2-piece steel. Tom Kirschbaum #45, PO Box 7862, Rockford, IL 61126 (815-874-5915)  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Most commemorative Coke cans from 1989 as well as older Coke cans. Have Coke, Pepsi, RC, Vess Cola and more including beer cans to trade for Coke cans I can use. Mary Ellen Coons #755, 212 W Holden, Lemay, MO 63125  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Shasta cans! Top dollar paid or generous trades made for cans I need new or old including steel pull tabs, flats, aluminum, special issues, and odd sizes. Any can you have from the US, Canada, Japan or anywhere else made. Send list to: Neal Balkun #790, PO Box 2685, Darien, CT 06820  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Coke cans from anywhere. Have lots of traders. Please send list to: Michael Spaly #749, 106 Hamilton St, Woodstock, GA 30188  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Need the years 1943 and 1954 Santa cans on Coca-Cola Classic to complete my set. Mine are from the Zanesville, Ohio canner; would like the same canner if possible. James Kiss #727, 606 N 5th St, Martins Ferry, Ohio 43935  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Coke Classic 1987 SU Football cans; Disney cans Cherry; China and France; Minute Maid lemon-lime; Captain Hook; Nehi Happy Days and Sunday Funnies cans. I'll trade for or buy the cans I need. Bill Swanson #881, 14630 Garrett Av #613, Apple Valley, MN 55124.  
\*\*\*\*\*

\*\*\*\*\*  
WANTED: Any grade 1+ soda cone tops, especially want Donald Duck cones--any flavor. Send description and asking price to: Darren Turco #766, 43 Dorr Dr, Dept SS, Rutland, VT 05701  
\*\*\*\*\*

## CAN-O-GRAM

THE ORANSODA SET: "E" SEMPRE ORA DI ORANSODA"  
BY NICOLODI FRANCESCO #765

The Oransoda set was first made in Italy! The "Fonti Levissima," a big gathering of Northern Italy, never up until 1981 produced interesting cans like these. This set is composed of five cans, everyone with a picture and some with words that have assonance with "Oransoda" (our play of words in Italian).

The first can has on its side a picture of an orange like a planet, and a bottle like a space rocket. The words are "URAN-SODA."

On the second can there is a gorilla with a bottle in hand with the words "ORANGH-SODA."

The third can has Frankenstein drinking a can of Oransoda with the caption "ORROR AND SODA."

On can four, there is a monk with a bible and a bottle of Oransoda with the caption "ORA ET SODA."

The fifth can has a gold digger in the Monument Valley who has found in a river a bottle of Oransoda with the words "ORO AND SODA."

There were plans for two other cans; one with a Torero who drinks a bottle of Oransoda and the words "OLF' E SODA," and the other with the words "OLF' E SODA," and the other with the words "OLF' E SODA." The Iranian government protested with the Italian government on this last can so it was withdrawn from the markets!

On the other side of all the cans, they have the brand logo and the following writings: "Oransoda" and "Aranciata al succo d'arancia." This set was not a big success and was discontinued in 1982!

### 1990 CAN-VENTION CORNER

Starting with this issue and continuing through the June issue, we will be bringing you up-to-date on the activities for the 1990 Can-Venttion. At this time I would like to remind everyone about the NPCC membership meeting on Friday night. Two topics that must be addressed are the pending postal increase due early next year and the 1991 Can-Venttion site. If YOU have a topic that you would like to be addressed, please contact Dave or I, or bring it up during the meeting.

HOLIDAY "DOWN UNDER"  
BY DAVE BRACKETT #577

My trip to Australia was something I had looked forward to for about 18 months. Things started with a huge storm in the Bay Area with accidents in both directions of the San Francisco airport. This forced me to divert to Oakland and that flight, leaving 1½ hours late, got me checked in on my QANTAS flight in Los Angeles 10 minutes before departure. By this time I was hoping this was not an example of how the entire trip would turn out. Fortunately, it was not.

Traveling by QANTAS was a can collectors dream with different brands of soda from all over the world available. I managed to keep myself busy during the flight.

I arrived in Auckland, New Zealand Sunday morning and was met by Brian and Ken Ayton. We went directly to their house and got right down to trading. My entire day and a half in Auckland was much too short, but we got alot of trading and can stories in and Monday afternoon it was back to the airport for the trip to Australia. The car broke down on the way to the airport, so I was transferred to a cab leaving the Aytons stranded in downtown Auckland.

The plane was required to circle the Brisbane airport for a bit as a huge thunderstorm was in progress. Upon landing, I was greeted by Bruce and Barry Tainton. Even though it was evening time, the temperature and humidity were unbelievable. The climate is very similar to Hawaii, very tropical.

My visit with the Taintons was very enjoyable. Bruce has a fantastic collection of both soda and beer cans. Most of our time was spent visiting other collectors, stores, container packaging (can company), Coca-Cola Brisbane and a final get together mini-trade session at Bruce's house. Also included was a trip to a reptile park to look at the only kangaroos I would see on the entire trip. No folks, it is not true that kangaroos are hopping up and down the streets.

I have always enjoyed travelling by train, so my transportation to Sydney was by an overnight train with my bed.

# Events Calendar

\*\*\*\*\*  
April 12-14, 1990 (Thursday-Saturday)  
SPRINGTIME IN ATLANTA

Atlanta Chapter of the Coca-Cola Club  
Hyatt Ravina Hotel, Atlanta, Georgia  
Contact: Dot Forward, 4821 W Lake Dr  
Conyers, GA 30208

\*\*\*\*\*  
April 27-29, 1990 (Friday-Sunday)  
GREAT COCA-COLA WEEKEND

Iowa Chapter of the Coca-Cola Club  
Antique America Mall, Davenport, Iowa  
Contact: Don Arnold 515-472-9687

\*\*\*\*\*  
May 4-6, 1990 (Friday-Sunday)  
THIRD ANNUAL BADGER SPRING PAUSE

Badger Chapter of the Coca-Cola Club  
Days Inn of LaCrosse, LaCrosse, Wisconsin  
Contact: Mark Buehl, 3917 N Wilnor Dr  
Oregon, WI 53575

\*\*\*\*\*  
May 25-26, 1990 (Friday-Saturday)  
BIG MACC's 11TH SPRINGFLING

Mid-America Chapter of the Coca-Cola Club  
Ramada Inn, Independence, Missouri  
Contact: Bill Phillips 816-478-1680

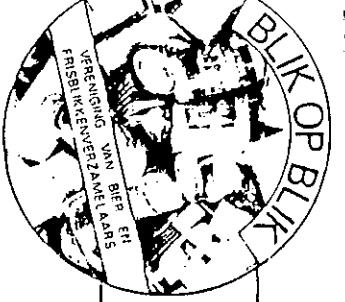
\*\*\*\*\*  
June 21-23, 1990 (Thursday-Saturday)  
NPCC's 7TH ANNUAL NATIONAL EXTRAVA-CAN-ZA

COLLECTORS CAN-VENTION

Sweden House Lodge / Leif Ericson Room  
4605 E State St (US Bus 20), Rockford, Illinois  
\*See Registration Form insert in this newsletter\*  
Contact: Tom Kirschbaum #45 815-874-5915  
Dave Brackett #577 707-426-5553

\*\*\*\*\*  
August 1-4, 1990 (Wednesday-Saturday)  
16TH ANNUAL INTERNATIONAL CONVENTION

Coca-Cola Collectors Club International  
Galt House Hotel, Louisville, Kentucky  
Contact: Coca-Cola Collectors Club International  
PO Box 49166, Atlanta, GA 30359-1166  
\*\*\*\*\*  
Advertising Show & Sale, August 25-26, 1990, Houston, TX  
Septemberfest 1990, September 13-15, 1990, Elizabethtown, KY  
The Indy Show, September 28-29, 1990, Indianapolis



# BLIKVANGER

BLIK OP BLIK is a Dutch can collectors club. They collect soda/pop cans, beer cans and shandy cans. The club started in 1982 and has over 220 members which makes it the largest can collectors in Europe. Membership is \$20.00 (US) for new members with a reduced rate for renewals. Their newsletter BLIKVANGER, is published six times a year includes a recap page in English. For membership or inquiries, write to:

BERRY VAN HELMONDT (NPCC #691)  
 De Cope 35  
 3421 XK Oudewater  
 The Netherlands



Whether you are a novice or long-time collector of painted label soda bottles, also referred to as ACL (Applied Color Label) soda bottles, a membership in PAINTED SODA BOTTLES COLLECTORS ASSOCIATION (PSBCA) is essential to your collecting efforts.

PAINTED LABEL SODA-NET is published six times a year. As a subscriber you are entitled to FREE unlimited advertising space permitting. The October issue includes a very special supplementary Membership Directory. The rate for membership is \$12.00 (US) for one year, \$14.00 (US) outside the US. Write today to: PSBCA, c/o Jim Millar, 2901 Roslyn Tr, Michigan City, IN 46360.

I was met in Sydney by Alan Willson, his wife Julie, and their sons Grant, Bradley and Brian. The rest of the day was spent visiting Sydney waiting for the arrival of Keith Silverwood. We met Keith near the Sydney harbor. I must say Sydney has to be on of the most beautiful, picturesque cities in the world.

The next couple of days were spent visiting with collectors and taking in some fantastic sights such as our brief excursion to the Blue Mountains, a vacation area for many Australians.

It was sad to have to leave the Willsons, but Keith and I would be meeting up with them at Keith's house in Moama. Now it was time to travel with Keith in his van for the next few days. Keith's van is equipped with everything including a special attachment to the front to protect the vehicle from kangaroos who may wander into the middle of the road.

We visited many collectors on our trip to Moama including Laurie's cave of cans and the ultimate collector, Warwick Shinner. Warwick (pronounced Warwick) collects everything and I mean everything. He even has army tanks and other vehicles parked in the backyard.

After a couple of days, we arrived at Keith's house to look at his fabulous collection, do some trading and spend the night before our final departure to the Can-A-Thon in Melbourne. We were joined at Keith's house by the Taintons and the Willsons to caravan to Melbourne. We arrived in Melbourne just in time for the hospitality get together at a local restaurant. The Aussies really know how to party and make alot of noise. We had a great dinner and I was able to meet alot of new collectors and reacquaint myself with many of the collectors I had already met along the way.

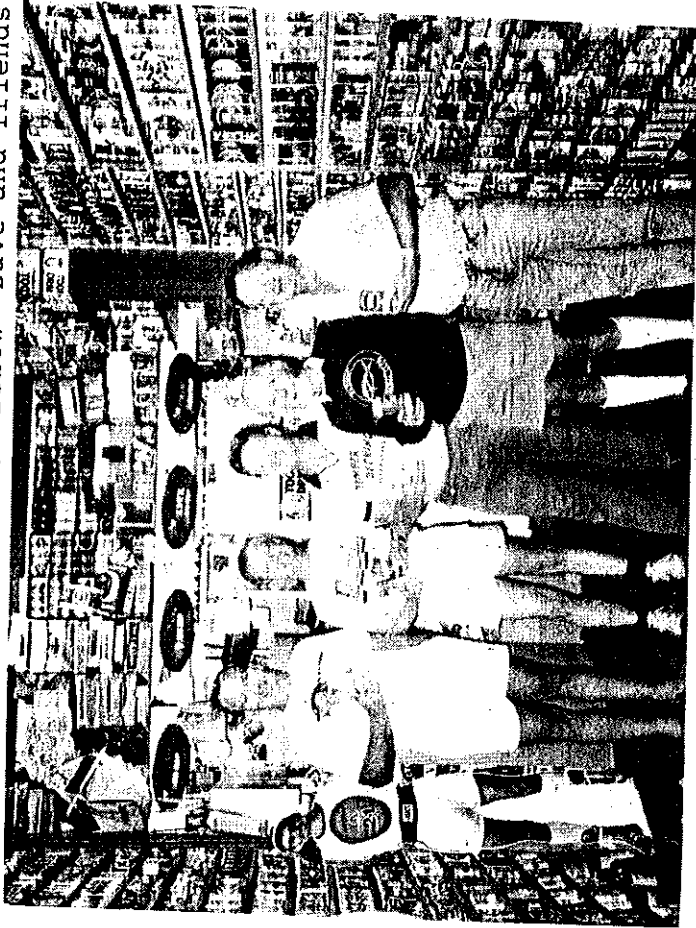
In Melbourne I was put up for no charge in a local pub managed by a brother of one of the collectors. We stayed upstairs where the employees stayed. The Aussies make sure that any collector from outside the host state the Can-A-Thon is taking place gets a place to stay.

APRIL 1990

The Can-A-Thon was a "bloody good success." The NPCC had its most successful sign-up day in its history with 14 new collectors coming on board. The two-day trade session included a very interesting day resting business meeting with a big battle over what the Queensland Division would be allowed to call itself for incorporation purposes.

My final day was spent visiting more collectors including the most complete Australian beer collection at Alan Vivian's and a brief stop to visit the great collection of Bill McDonald. Bill was having a "barby" for the gang that day, which I unfortunately was not able to attend due to my departure back to the states.

Despite the rough time in the beginning of my trip, all and all this was a class trip. The Australian people showed themselves as top rate people as they are known for. I would like to thank all of you who made this a most memorable holiday for me and a most successful trip for the NPCC. The education I received on Australia and on can collecting were things I will not forget. Thanks to all of you again for a most wonderful time. (My apologies to the collectors who were not mention in this article.) Below--Dave and friends

CAN-O-GRAM**"HAVING A BALL"**

"Howdy!" Let's have a "Happy Time." Where are the "Player's?" Is that a "Tomboy?" We need a "Short-stop."

Overhearing such a conversation leads one to believe they are near a ball park. If this was your immediate thought, you too, are "out!" A grocer (country, convenience, drive-in or super-market) is your location.

Rapidly becoming the "hottest" collectible is the "coldest" tin.

The soda can furor abounds throughout the U.S. And why not! Pop cans are artistic masterpieces. The decorative two-tone, tri-color, multi-tinted single and numerous flavor line tins are all desirable.

These beverage cans were first introduced to the American consumer in 1936, by Clicquot Club Co., Millis, Massachusetts. Being experimental, the venture proved unsuccessful. The cone top style cans were unsuitable because of leakage due to faulty caps. Therefore, it was not until after World War II when canning of soda was revived.

Between 1949 and 1952 Canada Dry, Cantrell & Cochrane, Ma's, Pepsi-Cola and perhaps a dozen other firms marketed canned soda. Cone top cans were used. The cap had been perfected--halting all possible seepage.

Although sound, the can later proved awkward and expensive. It became obsolete before 1955 when replaced by the more economical and convenient space saving flat top.

By 1965 progress once again altered the soft drink can. Flat tops were discontinued in favor of the pull-ring tops presently used.

The birth of the 1970's brought the aluminum can.

During 1977 several canners will gradually convert to the flat top of the mid-50's, while others use the E-Z STA "lift upward - push back" tab which remains intact on the cans. Proposed litter ban laws--and the habit of dropping metal tabs into drinks after opening--are hastening this procedure. (From November 1978 and Victoria Herberta #399)



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But others wonder whether Coke II is enough of a change to make a difference. "Coke's repeated attempts to imitate Pepsi's taste haven't succeeded," responds a Pepsi spokesman. "It sounds like they're just repainting new Coke. And even a new coat of paint wouldn't have saved the Titanic."

Some said the move is risky. "If the public gets the impression that Coke is trying to fob off an old product that failed, that's a miserable marketing environment," said Tom Pirko, president of Beverage Inc., a Los Angeles-based beverage consultant.

One danger Coke may face is the further dilution of the Coca-Cola trademark, one of the best-known in the world. "There's already a mishmash of Coke Classic, Diet Coke, new Coke, Cherry Coke and caffeine-free versions of them," says Bill Katz, senior vice president of BBDO, a Pepsi ad agency.

Some industry insiders speculate that the Coke II launch is the first step toward eventually dropping the "Classic" surname and restoring the legendary Coca-Cola name to the original product.

The cola company says there are no such plans. It dismisses the name-dilution issue and the potential for consumer backlash, saying that it isn't in any way attempting to deceive consumers. Coca-Cola also likes to point out that since the introduction of new Coke, the market share for all its brands has increased. That resulted from what beverage marketers call a "halo effect."

The tremendous amount of publicity generated in 1985 about the withdrawal and subsequent return of old Coke boosted consumers' awareness of the company and the industry as a whole. That stimulated higher sales, as well. Since the new Coke fiasco, Coke's total market share rose 2.3 share points to 41.1%, while Pepsi's rose only 1.9% to 31.1%, according to Beverage Digest.

Recently, however, the "halo effect" has been fading and, as industry prices creep up, U.S. soft drink volume growth has slowed to about 2.5% to 3.5% annually from 5% to 6% several years ago. Many people attribute the slowdown to the lack of exciting new product introductions or promotions.

The Coke II strategy stands to add a second barrel to Coke's shotgun against Pepsi. Last year, Coke launched an uncharacteristically aggressive campaign that said Pepsi drinkers were leaving the brand in droves to drink Diet Coke. The campaign was the first to pit a diet drink against a regular sugared one and was mainly targeted at older consumers, who were switching from sugared colas to diet ones. An aggressive new push of Coke II would probably be aimed at younger, less die-hard Pepsi drinkers, industry experts say.

Despite all the skepticism, Coca-Cola has continued to insist that new Coke has been more of a help than a hindrance. In an interview late last year, Coke Chairman Roberto C. Goizueta talked about two important missions for new Coke: building the company's market share and denoting Pepsi's claims to superiority in taste. "Did we achieve our goals? Yes," said the chairman. "Did we do it the way we thought we would? Certainly not."

COKE II: Spokane, Wash., is the chosen test site for the renamed new Coke brand, a soft-drink industry source says. Coca-Cola, which declined to comment, has said only that it will soon test Coke II in a single market.

**Pepsi Will Introduce Cans With Bright Graphics Soon**

By a WALL STREET JOURNAL Staff Reporter  
NEW YORK—PepsiCo Inc. plans to introduce Pepsi cans with bright, Andy Warhol-looking graphics in the next few weeks. A surfer rides a wave on one can. Another shows a woman wearing glasses with Pepsi logo lenses. The new cans will sit side-by-side in stores with regular Pepsi cans.  
Although Pepsi denied it, some industry observers said the move is an attempt by Pepsi to thwart Coca-Cola Co.'s planned introduction of MagiCans, Coca-Cola Classic cans that, through a special device, will have money and certificates for prizes inside.

PAGE 10, TOP ROW  
DOMINICK'S, Northlake, IL  
-multi flavors regular and diet (Nutrasweet)

CENTRELLA, Franklin Park, IL  
-multi regular flavors, diet cola only (saccharin)  
From Tom Kirschbaum

MIDDLE ROW  
26% MORE...FREE\*\*, Diet Coke (English Side)  
GRATIS 25% DEPLUS, Diet Pepsi (French Side)  
-both cans are from Don Mills (Toronto), ON

Both from Bob Russell  
YOU CAN'T BEAT THE FEELING! Coke, Belgium  
DOVE C'E SPORT C'E COCA-COLA. GIRO D'ITALIA, Sprite, Italy  
Both from Jeroen Putmans

BOTTOM ROW  
JOLLY COLA, Copenhagen, Denmark  
COLOMBIANA la nustral Gaseosas, Colombia  
MIRINDA ORANGE (SINASAPPEL), Belgium  
TEEM, Belgium  
Bottom from Jeroen Putmans

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PAGE 11, TOP ROW  
JAFFA DRINK Lemon-lime, Holland  
SUNKIST ORANGE, Holland  
TEEN'S COLA, Holland  
PRIESCHE VLAG CHOQ ROMIG, Holland

MIDDLE ROW  
SINALCO TAFELGETRANK MIT FRUCHTSÄFTEN, West Germany  
SINALCO CITO, Holland (under the authority of West Germany)  
SPAR ORANGEN LIMONADE, Frankfurt, West Germany  
GESÜGTMIT NATREBEN DIÄTSÜßE, West Germany

BOTTOM ROW  
(We need help on two more "Unsolved Mysteries" this month. If you know what country these two Fanta oranges are from, please contact the newsletter.)  
FANTA PORTAKAL, 330ml, MUSECCEL Marka  
-side view (more information provided)  
FANTA PEPSIN KOISYRAD FRUKTIDRYCK, 0.33L, Reg. Varumärke  
-side view (more information provided)  
All cans on page 11 are from Jeroen Putmans

Thanks to Bill Swanson, Debbie Rose and Wilbur Trask for sending in articles on (New) Coke II.

