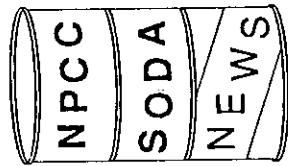


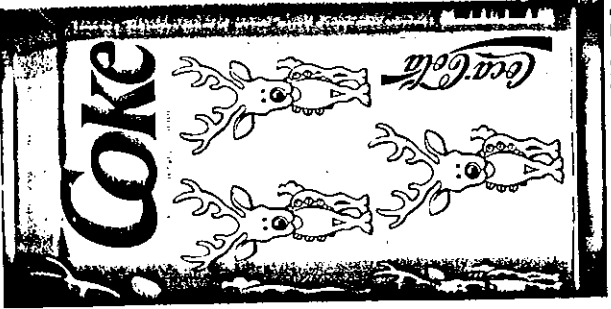
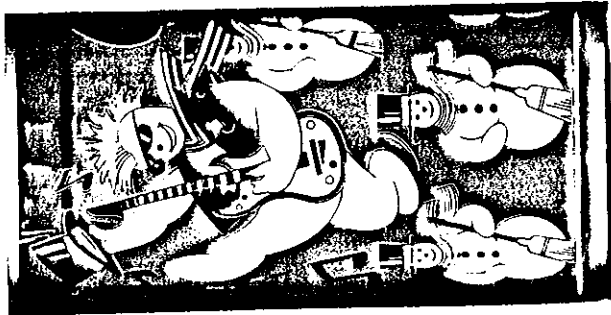
# NPCC

## CAN - O - GRAM

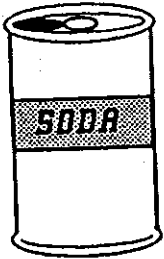
A MONTHLY PUBLICATION OF THE  
NATIONAL POP CAN COLLECTORS



INTERNATIONAL MEMBERSHIP  
NEW CANS, LETTERS TO THE EDITOR,  
UPCOMING EVENTS, INTERNATIONAL  
NEWS, CLASSIFIED ADS, RECYCLING  
INFORMATION, DOUBLE TIMES, NEW  
MEMBERS AND MUCH MORE INSIDE!



CANADIAN CHRISTMAS POP ART CANS ON PAGE 3.  
Date: FEBRUARY 90 Volume: 17 Issue: 7



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



FIRST  
CLASS

GERALD POLLACK  
244 AVENUE D  
RAY CHIEF

11 17 102

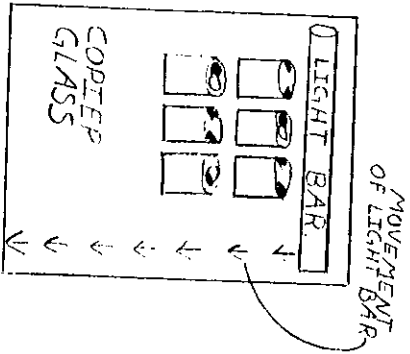
POSTMASTER--ADDRESS CORRECTION REQUESTED

# Editor's Corner

LETTERS TO THE EDITOR

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-on-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 75% 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.



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 at 65%.

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

*Happy Trading,*  
*Tom*

## CAN-O-GRAM

# Classified Ads

FOR SALE OR TRADE

\*\*\*\*\*  
POP CAN COLLECTION FOR SALE  
OVER 1500 DIFFERENT  
\*\*\*\*\*

Most in great condition and from 5-15 years old. Broad range of brands including Twin Cities locals. Few doubles, over 250 feet of shelving. All offers considered, will not separate. Call or write:

MARK FAVORITE  
12532 Dominick Circle  
Minnetonka, Minnesota 55343  
(612-935-4326)

\*\*\*\*\*  
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)  
\*\*\*\*\*

\*\*\*\*\*  
NEW TRADERS FROM POP CANS WEST! Coke: 6 Flags Georgia summer 89, Official Soft Drink of Summer (Atlanta), Roswell Air Show '89. Pepsi: Wet-N-Wild (Orlando, Dallas, Oklahoma), Bell's Amusement Park, Big Splash, Missouri Football. Dr Pepper: 6 Flags Texas summer 89 (reg & diet). Also see display ad in January's newsletter. Nick Gerlich #72, PO Box 53, Canyon, TX 79015  
\*\*\*\*\*

\*\*\*\*\*  
FOR SALE/TRADE: Will sell 24 different grade 1 soda cans for \$24 PPD. Mixture of currents and obsoletes from various parts of the US or will trade for Pepsi cans I need. Send your trade list today. Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439  
\*\*\*\*\*

\*\*\*\*\*  
FOR SALE: 1964 Dr Pepper soda can and matching 1 1/2 x 1 1/2 "Winter warmer hot Dr Pepper" cardboard sign dated January 1964. Can front reads: "Dr Pepper, the friendly 'Pepper-Upper.'" Can back: 1/4 panel, serve Dr Pepper Hot (w/directions), 1/4 Have a Ball of ice cream with Dr Pepper. Both items excellent condition, \$75 for both, NO TRADES. Victoria Herberta #399, PO Box 8154, Houston, TX 77004  
\*\*\*\*\*

# Classified Ads

WANTED

\*\*\*\*\*  
**WANTED:** Coke cans: 89 Inter-Tribal Indian Ceremonial NM; 89 New Mexico State Fair; 88 New Mexico Air Show; all 88 & 89 Coke cans from Gretna, LA; 85 South Atlantic Cannery #1 Bishopville; 86 Superdome Fair LA; Cherry Coke Louisiana State Fair 87; 84 Old West Balloon Race; NFL set NY; Super Bowl set NY; Baseball set NY; all four different South African sets. Have many traders. Mike Spaly #749, 106 Hamilton St, Woodstock, GA 30188 (404-928-1490)  
 \*\*\*\*\*

\*\*\*\*\*  
**WANTED:** New Pepsi can releases from everywhere. Have many to trade. Also have plastic Pepsi trays, magazines ads, 12-pack cartons and bottles. Debbie Rose #758, 3500 Beechgrove Rd, Moraine, OH 45439 \*\*\*\*\*  
**WANTED:** Worldwide trading partners. Write to: David Wilson #859, 353 William St N, Lindsay, ON, Canada K9V-5V5 \*\*\*\*\*

## FOR SALE OR TRADE

\*\*\*\*\*  
**FOR SALE/TRADE:** New Pepsi product being test marketed in Iowa called "Pepsi AM" (has extra caffeine). Have regular and diet \$4.00 empty or \$6.50 full, PPD or will trade for various bank top cans. Marvin Morrison #732, 2721 Sheridan, Des Moines, IA 50310 \*\*\*\*\*  
**FOR TRADE:** Will trade my Fanta Disney sets, 4-Australian Fanta sets of Disney's; 6-New Zealand Fanta sets of Disney's, for Coca-Cola cans I need. Best offer, write me for trades. NO PHONE CALLS! Wilbur Trask #644, PO Box 103, Ipswich, MA 01938 \*\*\*\*\*  
**FOR SALE:** New Canadian Coca-Cola Christmas Pop Art cans, two different cans in both 355ml (12oz) and 280ml (10oz) sizes. All four for \$25.00 (US) PPD. Sorry, no more trades. Kelly Wilson #918, 57 Glen AV, Winnipeg, MB, Canada R2M-1V4 \*\*\*\*\*  
 Please check your ads for mistakes. If you find any, contact your editor for corrections.

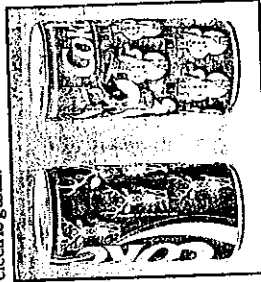
## Collectible cans

# Coke puts designs on Xmas

buoyed by sales of Coke in collectible cans this past summer, Coca-Cola is back with two new designs for Christmas.

The first, Santa's Reindeer, is a green can showing the always popular shiny-nosed sleigh-puller.

The second, Rockin' Snowman, is blue and features traditional snowmen with cornbrooms smiling benignly on a snowpunk with a mohawk haired who plays an electric guitar.



New Christmas cans

But he stresses the designs are promotional items only and the company is firmly committed to its familiar red-and-white cans.

He says Coca-Cola incurs no extra production expense for the collectibles. The extra cost - about \$10,000 for both cans - is for the designing.

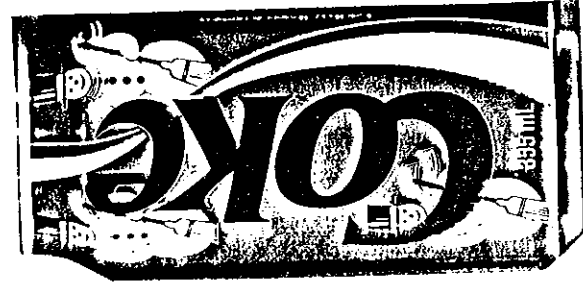
In 1988 Coca-Cola's Coke/Coke Classic had 21.1% of the Canadian cola market. Pepsi came next with 19.9%. Coca-Cola also had 60% of the national fountain sales which make up 23% of the total soft drink market. DC

tion of Coke in certain areas, he wonders about the long-term strategy of using them.

Santa's Reindeer Coke is now available across the country except in Alberta where Coca-Cola has other promotional activities going on.

Rockin' Snowman will be sold towards Christmas - except in Alberta - or earlier if stocks of Santa's Reindeer are depleted.

Flanagan says that if the Christmas cans are the success Coca-Cola expects them to be, the company could bring back collectible cans next summer.



But the cans, designed by Stephen Blair, art director at McCann-Erickson Advertising of Toronto and his colleague Michael Rutherford, have a serious purpose.

John Flanagan, brand manager for Coke in Canada, says that as well as providing strong brand identity, he expects the month-long promotion will boost Coke sales this Christmas by more than 30%.

Flanagan says sales this summer of collectible cans of Coke rose 30% nationally and as much as 75% in Newfoundland.

Roger Baranowski, director of brand marketing at rival Pepsi-Cola Canada, says his company will not be marketing Pepsi in collectible cans.

Baranowski says although the cans have increased the distribu-

Both cans are available in 280ml (10oz) and 355ml (12oz) sizes.

Cans provided by Kelly Wilson #918  
 Article submitted by Dave Brackett #577

# Domestic News

## DIET RITE ADDS FRUIT TO CAN ARTWORK

BY MIKE ELLING #713

The 1987 introduction of RC Cola's Diet Rite drinks included seven different flavors. Considered a success, the salt free drinks quickly became available throughout the country. Initially, the same artwork worked for the flavors with only the colors different between the flavors. For 1990, these cans will include large vignettes of the fruit at the lower right base of the logo.

The seven flavors are Pink Grapefruit, Golden Peach, Tangerine, Red Raspberry, White Grape, Lemon-Lime and Black Cherry. Collectors of diet drinks should quickly get a complete set of the existing "plain" Diet Rite cans if they have not already done so. The new "fruit" cans are already in Louisville, Kentucky; Los Angeles, California; Milwaukee, Wisconsin and New York City.



Diet Rite was the first dietary drink to go into national distribution in 1954. The first cans were introduced in steel in 1955. Made with the doomed cyclamate salts as a sweetener, all cyclamate Diet Rite cans are scarce today.

(Editor: Mike also submitted the article on Cherry RC in the January CAN-O-GRAM on page 14. I somehow omitted his name from the article; Sorry Mike.)

New upscale Diet Rite flavors package has been respiced to create family look. Addition of fruit vignettes to package aids flavor identification.

### CAN-O-GRAM

## Classified Ads

All members are entitled to one free 50-word "FOR SALE OR TRADE" ad per month along with a free 50-word "WANTED" ad. Soda/pop can and sodabillia items only. Non-carbonated and juice beverages are acceptable. AD DEADLINES ARE THE 15TH OF EACH MONTH. Send Classified Ads to: NPCC, PO Box 7862, Rockford, IL 61126.

#### WANTED

\*\*\*\*\*  
WANTED: Quirst flavors, Howdy cola & flavors, Like diet lemon-lime, Patio diet cola, Pepsi Free & Diet Pepsi Free, Pepsi Light (½ sugar & ¼ saacharine and all saacharine versions), New Coke (1st can), Pepsi AM & Diet Pepsi AM, Mt. Dew Red, and verious GREEN flavors. Daniel Meyers #648, PO Box 16131, Minneapolis, MN 55416  
\*\*\*\*\*

WANTED: Glass ashtrays (clear, colored, carnival, milk, black, purple) with silk-screened advertising on them. Must have city and state included. Mint only. Will buy or have hundreds of soda cans to trade. Will you please help me begin a new collecting experience? Victoria Herberta #399, PO Box 8154, Houston, TX 77004  
\*\*\*\*\*

WANTED: All beer cans. I have 1100 pop cans for trade (0,5L; 0,33L; 0,25L & smaller). please send a list of what you have to trade and what brand/flavor you want to: Alex Berentsen #911, Rengersstraat 17, 9902 GV Appingedam, Netherlands  
\*\*\*\*\*

WANTED: Coke South African Memorabilia can 5, 6, 7 & 8. Coke 1986 Disney World cans: Cherry, China, France; Minute Maid Lemon-lime, Captain Hook. I will buy or trade for the cans I need. Bill Swanson #881, 13731 Nicollet Av #302, Burnsville, MN 55337  
\*\*\*\*\*

WANTED: Early Diet Rite "Cyclamate" cans. Have first series Diet Rite 7oz ACL bottles to trade. Mike & Monica Elling #713, Rt 1 Box 172, Sharon, TN 38255  
\*\*\*\*\*

# Events Calendar

\*\*\*\*\*

February 16-18, 1990 (Friday-Sunday)

## THE GREAT GET-TOGETHER

Golden Gate Chapter of the Coca-Cola Club  
Oakland Airport Hilton, San Leandro, California  
Contact: Sally Vandivort, 4515 South St  
Lakewood, CA 90712

\*\*\*\*\*

February 22-25, 1990 (Thursday-Sunday)

## 15TH ANNUAL WESTERN STATES CONVENTION

Sierra Chapter of the BCCA  
Showboat Hotel, Las Vegas, Nevada  
Contact: Jim Thomas, 4084 Pequeno  
Las Vegas, NV 89120 (702-456-4626)

\*\*\*\*\*

February 22-24, 1990 (Thursday-Saturday)

## 7TH ANNUAL OHIO WINTERFEST

Ohio Valley Chapter of the Coca-Cola Club  
Holiday Inn, Interstate 70 at Exit 160  
4645 E Pike, Zanesville, Ohio  
Contact: Butch Badgett, PO Box 1183  
Marietta, OH 45750

\*\*\*\*\*

March 23-24, 1990 (Friday-Saturday)

## INDIANAPOLIS BEER CAN, POP CAN & BREWERIANA

COLLECTIBLE SHOW  
Indiana State Fairgrounds/Natural Resource Bldg  
1202 E 38th St, Indianapolis, Indiana  
Tables \$25.00 each / Admission is FREE  
Contact: John Bundy 317-776-0553  
David Couden 317-637-1592

\*\*\*\*\*

June 21-23, 1990 (Thursday-Saturday)

## NPCC's 7TH ANNUAL NATIONAL EX-TRAVA-CAN-ZA

COLLECTORS CAN-VENTION  
Sweden House Lodge / Leif Erickson Room  
4605 E State St (US Bus 20), Rockford, Illinois  
Contact: Tom Kirschbaum #45 815-874-5915  
Dave Brackett #577 707-426-5553  
\*\*\*\*\*  
Pepsi-Cola Convention, March 1990, Indianapolis  
Springtime in Atlanta, April 12-14, 1990, Atlanta  
Badger Spring Pause, May 4-5, 1990, LaCrosse, WI  
Coca-Cola Convention, August 1-5, 1990, Louisville  
The Indy Show, September 28-29, 1990, Indianapolis

### CAN-O-GRAM

#### WELCOME NEW MEMBERS

TOM REEVES #908  
16019 So E 10th St  
Bellevue, Washington  
98008  
JOSEPH HUNNICUT #919  
1852 Fruitland Ln  
Paradise, California  
95969  
GUNNAR FOERSTEL #921  
452 Thessaly Cir  
Ottawa, Ontario  
Canada K1H-5W5  
RALPH ZEBLEY #923  
Rt 1 Box 151FA  
Preston, Maryland  
21655  
KELLY WILSON #918  
57 Glen Av  
Winnipeg, Manitoba  
Canada R2M-1V4  
HARRY PEATT #920  
PO Box 156  
Roxbury, Connecticut  
06783  
DICK BRADFORD #922  
PO Box 98  
Palmer, Alaska  
99645

#### WELCOME BACK RETURNING MEMBERS

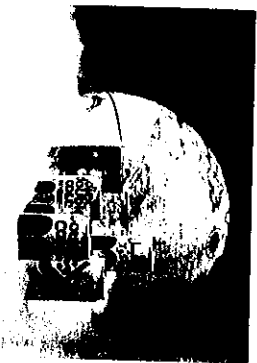
BILL SLATE #26  
PO Box 400  
Markesan, Wisconsin  
53946  
CAROL CROCETTA #215  
295 Sherman St  
Rochester, New York  
14606  
DAVE BRACKETT #577  
1124 Tyler St  
Fairfield, California  
94533  
JERRY WATKINSON #684  
PO Box 1088  
Imperial Beach, Calif  
92032  
KEN DETINA #172  
8945 Emerson  
Des Plaines, Illinois  
60016  
RAY SMOLEY #419  
5358 S Broadway  
Wichita, Kansas  
67216  
MOE JARDIN #586  
2924 Shawn Way  
Rancho Cordova, Calif  
95670  
DAVID LYON #689  
PO Box 463  
Lebanon, Ohio  
45036

#### CHANGE OF ADDRESS

LARRY SUCHARSKI #395  
3651 Baybrook Dr  
Drayton Plains, Michigan  
48020-2358  
GENE JUDD #709  
4720 W 30th St  
Indianapolis, Indiana  
46222  
DAVE GOETT #794  
4125 Holland Dr  
Pleasanton, California 94566

# DOUBLE

A Publication of  
The Double-Cola Company



Chattanooga, Tennessee  
December, 1989

# TIMES

## PAKISTAN WELCOMES DOUBLE-COLA

Double-Cola recently began retail distribution in Pakistan — bringing millions of consumers the great taste of the "World's Favorite Soft Drink."

Bera Industries (Pvt.) Ltd., is now the franchised Double-Cola bottler for northern Pakistan, servicing the Islamabad and Rawalpindi markets — an area with a population of over 5 million people.

Mr. Sanborn, Vice President — International Sales for Double-Cola — U.S.A., said the new plant is located in Hazar Estates which is about a one hour drive from Islamabad. He said the plant features modern bottling equipment from the United States and Pakistan. Sanborn was proud of the plant's highly professional staff under the leadership of Mr. Ayub Butt, CEO of the Bera Industries Organization.

"It's a brand new plant, very modern and very aggressive," Sanborn said. "We are pleased with the excellent personnel he (Mr. Butt) has pulled together from various beverage plants."

Sanborn said the plant's big analysis "passed with flying colors." And since then the franchise has been aggressively selling Double-Cola to the Pakistani people through a fleet of 26 trucks, he said.

"They've had excellent initial response using radio, TV, outside point of sale, and colorful 24-foot highway signs," Sanborn said. "It's very impressive. They already have good outside coverage and instant brand recognition."

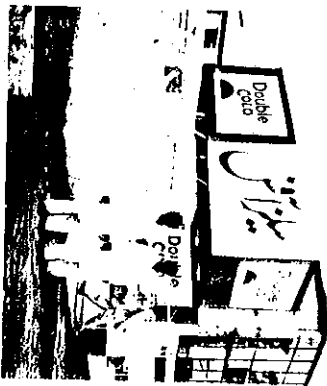
The new Pakistan franchise is introducing Double-Cola in 250 ml. (slightly more than 8 oz.) returnable

bottles. Sanborn said this introduction will be followed by other company flavors.

Bera Industries celebrated the Double-Cola introduction with a large dinner meeting attended by over 100 distributors in the Islamabad/Rawalpindi area.



Colorful outdoor signage now motivates Pakistani consumers to enjoy Double-Cola.



Mr. Ayub Butt, CEO of Bera Industries (Pvt.) Ltd., proudly displays first Double-Cola bottle produced in Pakistan.

Submitted by Dan Meyers #648

### Business

## Second Life for Styrofoam

A growing number of companies are protecting the environment—and profits—by recycling plastics

"I just want to say one word to you: *Just one word... Plastics.*"

That line from Mike Nichols' 1967 film *The Graduate*, became a classic put-down of the Establishment, but 22 years later plastics are no joke. Millions of plastic-foam cups and empty soda bottles clutter roadsides and choke waterways. Though the U.S. faces a staggering excess of all forms of solid waste, plastic refuse is especially onerous: all but impermeable to deterioration, the debris can last for centuries. What's more, a mere 1% of all plastic waste is being recycled, in contrast to 25% of used aluminum.

To improve that sorry performance, an unlikely coalition of ecologists and businessmen, nature lovers and profit seekers, has embarked on a campaign to give plastic foam and other plastics a second life. About 150 companies, ranging from blue-chip behemoths such as Du Pont and Dow Chemical to smaller firms like Wisconsin's Midwest Plastic Materials and Iowa-based Hammer's Plastic Recycling, are involved in reengineering used plastics. Some 20 new firms are entering the business each year, according to the Council for Solid Waste Solutions, a Washington-based trade association.

An outburst of altruism? Not exactly. Companies are sensibly responding to political pressures, as more and more municipalities enact environmental laws mandating recycling programs. Some 20 states are considering some kind of ban or restriction on nonrecycled plastics. Minneapolis and St. Paul have already passed laws that, beginning in 1990, will prohibit nondegradable and nonrecyclable plastic food containers, and a similar law will take effect this summer in Suffolk County, New York. Says John McDonnell, director of environmental affairs at Centumtal Can, which uses recycled plastic to make detergent bottles: "We're trying to stay ahead of the issue."

The cause got a big boost last month with Du Pont's announcement that it would form a joint venture with Waste

Management to build the country's largest plastic-recycling operation. The facility, which will open in 1990, will separate and clean 40 million lbs. of the material a year. But that will only dent the problem: the U.S. annually produces 1.6 billion lbs. of plastic soda, milk and water bottles, enough to fill a line of dump trucks stretching from New York City to Cleveland.



Millions of plastic bottles at Williams's recycling plant in South Carolina are *invaluable to deterioration, the debris can last for centuries.*

In other corporate pair-offs, Dow Chemical and Domtar, a Canadian paper manufacturer, are setting up a recycling operation that will include several large plants. Next month Mobil and GENPAK, a food-packaging manufacturer in Glens Falls, N.Y., will inaugurate the first recycling plant in the U.S. that will handle fast-food containers and other products made of polystyrene foam. The firms will transform the plastic into pea-size pellets that can be used in wall insulation and linings at packaging.

Recycling has another appeal to companies that use plastic: it is relatively cheap. Second-generation plastic costs 40¢ per lb., about 20¢ less than new, pure plastic. "Recycling is simply a good business opportunity," says Du Pont spokesman Paul Wyche.

As with many environmental efforts the greatest obstacle to plastic recycling is

old-fashioned laziness and indifference. Many communities have been unwilling to set up the apparatus—and allot the funds—needed to collect and transport the waste. Even if encouraged to recycle plastic waste, many citizens find it too much trouble to sort through their garage overflowing out the plastic peanut-butter jars and side collection—forcing citizens to separate recyclable garbage—is what some communities demand. Three states, New Jersey, Rhode Island and Florida, require residents to sort their garage for collection.

On top of that, purifying plastic is no easy trick. Six months ago, for example, Continental Can began making detergent bottles from recycled milk containers. All went well until workers began noticing a faint aroma of underwear in the final product. After a few months of tinkering, they finally managed to remove the odor. But that sort of problem is par for the course in the new recycling game.

Some firms argue that degradable, not recycled, plastics are a better solution to the waste problem. Archer Daniels Midland claims to have invented a kind of corn-plastic additive that makes plastics totally degradable when exposed to soil, water or sunlight; currently, no more than 0.5% of all U.S. plastic producers are degradable. But for the process to work, a certain amount of moisture must be present in the soil, and critics argue that handfills are not always moist enough for the plastic to break down. Even some trash that deteriorates can take years to do so, says Jeanne Wirtka, a solid-waste expert at Environmental Action in Washington. "There are newspapers that have been dug up in handfills that are 30 years old and still can't read." Another decided drawback to the degradable material is that it's made from petroleum, a dwindling resource, says Wirtka. "Degradable plastics are a sham."

Everyone can agree, though, that a serious solution to the problem of plastic waste is going to be expensive. Companies are spending about \$20 million a year in researching and advertising plastic recycling, an investment that will surely increase in the next few years. It will be a price well worth paying if it prevents America's refuse problem from getting worse.

—By Barbara Rudepho  
Reported by Mike Connell/New York and Jerome Camer/Washington

**NEW YORK** — Nearly 20 years ago, Linda Higson was working as a teenage nanny in Italy when she was talked into playing a featured role in a Coca-Cola commercial that showed dozens of young people singing on a hilltop.

"I'd like to buy the world a home and furnish it with love," the 19-year-old, blonde-haired Briton sang to open the 1971 Coke commercial that became an industry classic.

The ad led to some minor modeling jobs for Higson, but she eventually went home to a catering business in England, got married and had four children.

Early next year, television viewers are going to see her again, this time with her 16-year-old daughter Kelly, in prominent roles in a new version of the ad that reunites dozens of original cast members and includes Coca-Cola has been reviving up the publicity machinery in recent weeks to

BY SKIP WOLLENBERG  
The Associated Press

For the original ad, they had each been happy to get the fee of about \$50 and did not get any residuals based on how often it linked to air time.

The search for the Higson was complicated by the fact that her name had been listed as "Higson." A detective agency was hired to search Great Britain for a woman with that last name to no avail.

As the shooting date approached last fall, the agency took out a classified ad in several widely circulated English language newspapers to search Great Britain for a woman named by marriage.

The search for the Higson was complicated by the fact that her name had been listed as "Higson." A detective agency was hired to search Great Britain for a woman named by marriage.

McCann got a break when a box was found in its New York office full of photos and IDs for some of the original cast. But many of them had long since moved from Rome, and several women had new last names by marriage.

In one illustration of how much has changed since the first ad was shot, the two women said they each rejected an offer of a compensation plan tied to how often the commercial runs.

The company recently flew the former detective work to locate original cast members for the new commercial, which was shot on the same hill near Rome as the original ad.

The Atlanta-based Coca-Cola and its agency McCann-Erickson had to do some detective work to locate original cast members for the new commercial, which was shot on the same hill near Rome as the original ad.

"The first one was shown so much I said, 'I wish I had a penny for every time it was shown,'" Roos said.

The Atlanta-based Coca-Cola and its agency McCann-Erickson had to do some detective work to locate original cast members for the new commercial, which was shot on the same hill near Rome as the original ad.

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As the shooting date approached last fall, the agency took out a classified ad in several widely circulated English language newspapers to search Great Britain for a woman named by marriage.

"Linda Higson, where are you? If you're commercial 20 years ago, please call (a McCann-Erickson telephone number in New York). We'd love to hear you sing again," the ad said.

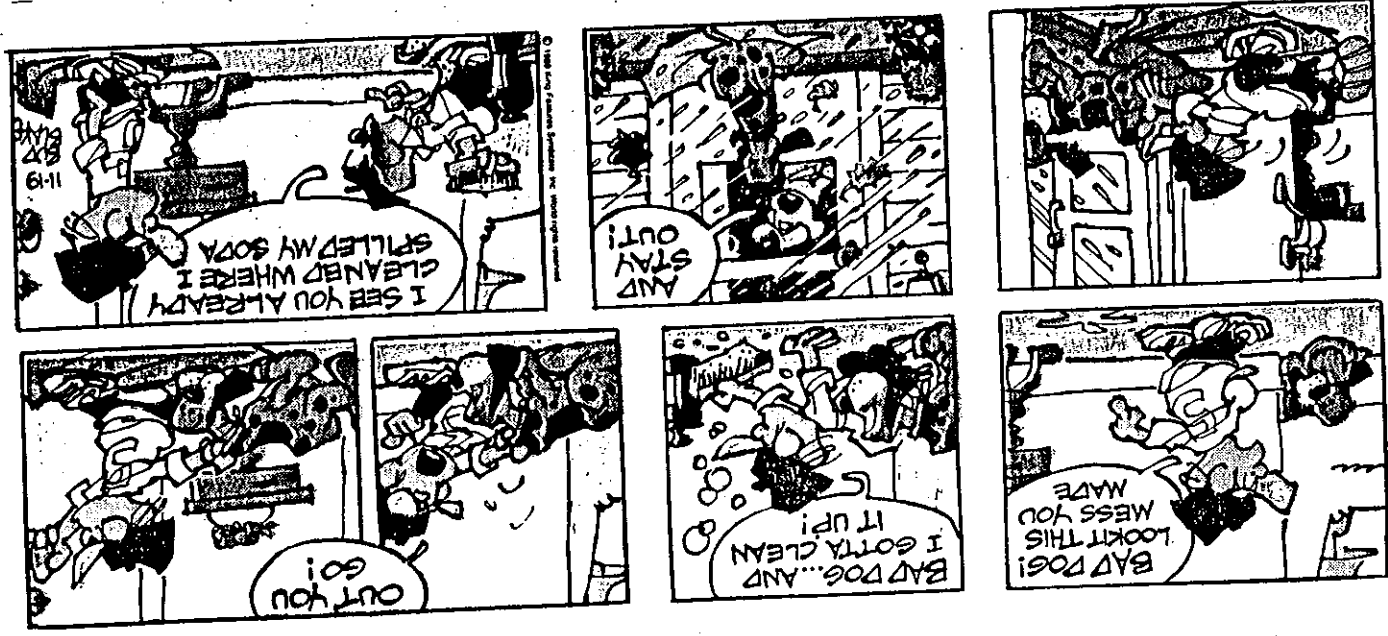
Higson-Nearby missed the ad, but a friend spotted it while reading the international Herald Tribune in the Stockholm airport. He contacted her, and she called the ad agency and agreed to go to Rome for the reunion.

Altogether, about 25 of the 40 principals in the original ad appear in the new version, said McCann-Erickson executive Paul Cap-pelli.

Higson-Nearby said teaching the world to sing again "in perfect harmony" — this time with her daughter — was an interesting diversion from her routine.

"It's like being picked up out of your life and if you are a housewife, it's a little like Cinderella, don't you think?" she said.

# Coke teaches generations how to sing its praises



# New Cans

PAGE 9, TOP ROW  
1989 Coca-Cola Classic Santa Set, Indianapolis, IN

6-can set in both 6-pack and 12-pack versions  
Santa captions are from the following years:  
(1-r) 1935, 1943, 1954, 1955. (R2) 1958, 1961  
Several members have been unable to locate  
the 12-pack version of years 1958 and 1961  
from Indy in the 2-piece steel can. Rumors  
may indicate that these 2 years were NOT pro-  
duced in the 12-pack set at Indy. If you have  
these 2 cans, speak-up; there are members who  
need them to complete their sets.  
Cans provided by Maryland Ousley #694

MIDDLE ROW  
Cherry RC Cola

-(Old Design), Chicago  
-(New Design), Evansville, IN  
From your Editor

BOTTOM ROW  
Pepsi A.M., Somers, NY

Test marketed in Iowa in both regular and  
diet versions.  
From Paul Rebner #742

Diet Pepsi, "NOW! The right one for real cola taste."  
Reformulation, also available in diet caf-  
fiene free. National distribution.

Diet Hubba Bubba Soda, Win a Nintendo Instantly  
This is not a "new" can, however the diet  
version was hard to come by in the spring of  
1989 and is now readily available in parts of  
Indiana. Chicago

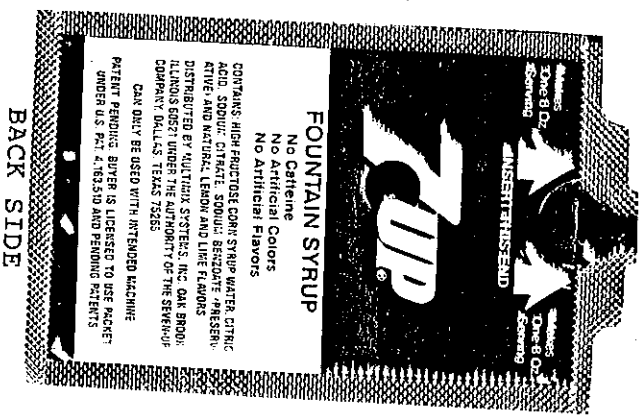
From Maryland Ousley #694  
Vess Cola, Kansas City Chiefs 1989 Schedule  
This is the first can I have seen from Vess  
to promote an event or organization outside  
of the St. Louis area. Maryland Heights, MO  
From Ray Scott #65

\*\*\*\*\*  
DIET 7UP has also reformulated and recolored their  
can from a white background to a silver one.  
SHASTA CENTENNIAL cans have popped up in a two-  
piece steel can as well as a two-piece aluminum.

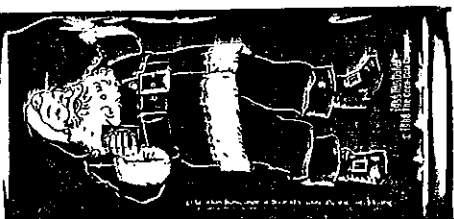
CAN-O-GRAM

## From the Members - For the Members

A new idea in the self serve market is being test  
marketed in the Stamford, Connecticut area by  
the Crystal Rock Company. From Paul Rebner and  
Neal Balkun comes word of self serve fountain  
soda. One inserts an air tight envelope containing  
1.33oz (39ml) of your favorite beverage's syrup  
into a machine that mixes it for you. One envelope  
will make an 8oz serving. One note to point out,  
as with most fountain dispensed beverages, diet  
beverages do NOT use NutraSweet in their formulas.  
The Diet Rite envelope we received has the  
saccharin warning label printed on it. Thanks Paul  
and Neal; keep us posted.







1989 FOOTBALL SCHEDULE

VESS KANSAS CITY CHIEFS

KCMO RADIO 88

1989 FOOTBALL SCHEDULE

DATE	TIME	OPPONENT
SEP 9	1:00	AT DENVER
SEP 16	1:00	AT MINNAPOLIS
SEP 23	1:00	AT WASHINGTON
SEP 30	1:00	AT PITTSBURGH
OCT 7	1:00	AT JACKSONVILLE
OCT 14	1:00	AT INDIANAPOLIS
OCT 21	1:00	AT CINCINNATI
OCT 28	1:00	AT CLEVELAND
NOV 4	1:00	AT OAKLAND
NOV 11	1:00	AT SAN FRANCISCO
NOV 18	1:00	AT SEATTLE
NOV 25	1:00	AT PORTLAND
DEC 2	1:00	AT SALT LAKE CITY
DEC 9	1:00	AT DENVER
DEC 16	1:00	AT MINNAPOLIS
DEC 23	1:00	AT WASHINGTON
DEC 30	1:00	AT PITTSBURGH

1989 FOOTBALL SCHEDULE



WIN A SIDE

LOOK INSIDE TO WIN

SOAPS TO WIN

No purchase necessary.

1. Cut out the coupon and place in a box.

2. Drawings will be held on 12/31/89.

3. Grand prize is \$10,000.

4. Other prizes include \$1,000, \$500, and \$100.

5. Odds of winning are 1 in 100,000,000.

6. Void where prohibited.

7. See back for details.



ONE CALORIE

DIET PEPSI

THE ONLY ONE THAT'S LIGHT AS SWEET.

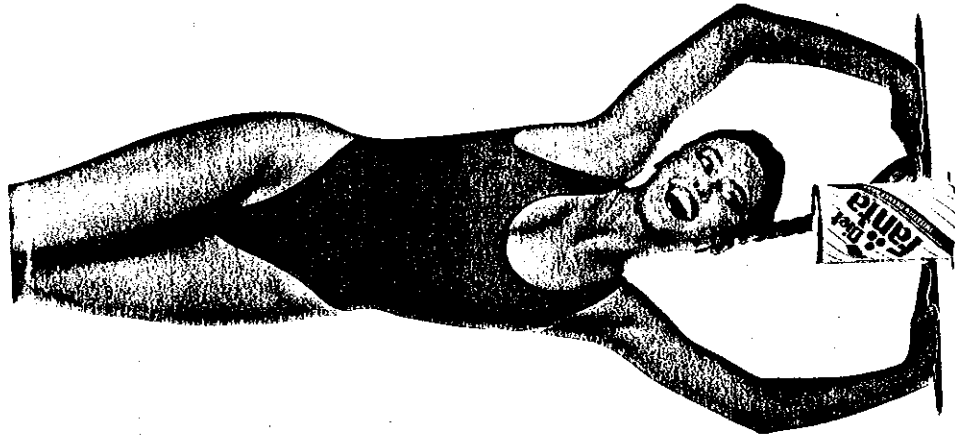
NIETRASWEET



PEPSI

NEW!

FLAVOR



## INTRODUCING A NEW WAY TO LOOK AT FANTA.

Bend, stretch, stand on your head — but get close enough to read "sugar-free" on the new Diet Fanta can or bottle. Now turn your taste buds loose on its exciting new breakthrough orange flavour!

Fanta and Diet Fanta are registered trademarks of The Coca-Cola Company.

Sunday Times Magazine March 19 1989 3

# European News

FEBRUARY 1990

BY BERRY VAN HELMONDT #691

CAN-O-GRAM

ROW 1  
 ST. MICHAEL from England, cola, orangeade, ginger beer and lemonade. They have nice drawings and they cam out this past summer. Unfortunately, I have only one set and I do not have any English trade partners to obtain more.

ROW 2  
 SOURCY mineral water from Holland.  
 PIKI boisson aux Oranges, export can for France.  
 MINI DRINK orange and cola from Holland.  
 LUXY SODA, export can from France.

ROW 3  
 MIT PEPSI IN DIE 90ER JAHRE from West Germany. When you collect the blue caps, you can get money back. On the back shows a 10 German Mark.  
 .(left to right) Pepsi Light; Miranda; Schwip Schwap; & Pepsi

ROW 4  
 Two of the latestest Cherry Coke Pop Arts from West Germany. These are part of the 10-can second set.  
 ME TWO limonade-bier-mix, also from West Germany.  
 PEPSI IGRATISI! 250,000 LLAVEROS DE PIEL SUSCALOS EN LAS AN (Editor: I cannot make out the last word on the can.) New action can from Spain.  
 \*\*\*\*\*

NEXT MONTH: We will have reviews from both the International Ex-Trava-Can-Za in Australia and the Mid-Winter Ex-Trava-Can-Za in Rockford. If you were unable to attend either one of these shows, make plans NOW to attend some of the great shows that are in the months ahead, including the NPCC National Can-Vention June 21-23 in Rockford, IL. DO NOT let your soda go flat, become involved with the National Pop Can Collectors and the CAN-O-GRAM!

