

NPCC

CAN - O - GRAM

A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS



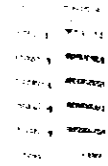
INTRODUCE THE
LIMITED EDITION

WINTER COOL COLLECTION

SAME
GREAT
PEPSI

SEASON'S

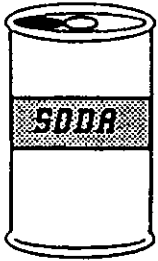
GREETINGS



FROM THE WHOLE NPCC STAFF!

Date: DECEMBER 1990 Volume: 18

Issue: 5



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

C O L L E C T O R ' S P R O F I L E
WITH TOM REEVES #908

Previous to 1988, I collected cut glass items and Ironwood Indian sculpture. I like to wander through antique malls and flea markets. In 1988, at the age of 61, it occurred to me that if for example green glass Coke bottles were selling for \$8 or so each maybe I should start collecting something new at current prices which could become valued collectibles for my grandchildren years from now. It could also provide me with an interesting and novel hobby. Pop and beer cans appeared to be an inexpensive and diverse choice.

So where to start? Not knowing any can collectors or even if anyone was interested in cans, I started buying pop and beer cans off the local grocery store shelves. It was amazing how quickly the fever overcame me and the house rapidly became stockpiled. Sound familiar?

In vacation travel by car, air and cruise ship, I added dozens more cans from Mexico and several western states.

As my interest grew, I searched for books and data on cans and collecting of them. After much stumbling around and many inquiries, the NPCC and other similar groups came to my attention. Having joined the NPCC (and the Pepsi group) and having made a few trades, I consider myself a true can and memorabilia collector.

This past summer I was able to visit Stuart Wiley and Gabriel Romero in Mexico City and see their fantastic Coke collections. I also visited Dave Brackett in Fairfield, California and was totally mind boggled at his house and garage full of pop cans from all over the world. Wally Gilbert in Escondido, California also showed me his extensive collection. I met Jerry Watkinson in San Diego and bought several cans from him.

Having recently talked to Debbie Rose of Moraine, Ohio and made a trade with her, I've decided to try to limit my collecting to Pepsi and Coke while my marriage is still intact and I can still get my car in the garage.

Hopefully in the future I will meet all of you fellow addicts to swap cans and tell tales of the one that got away. Stop in if you are in Seattle.

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

WANTED: Desperately looking for a Fanta Black Orange (Sweden 1985) can. Will pay top price in money, cans (Coke, Fanta, 7 Up, Canada Dry & Schwepps) or bottles (Cokes from Africa & Eastern Europe!). Also looking for any Fanta cans. Olivier Paduart #949, 27 Rue Des Francs, B-1040 Brussels, Belgium

I'm trying to complete all my sets from the USA and the rest of the world. I'm looking for cans from the Disney set, NFL set, etc. (Just cans with "Coke" in the name.) I'm especially looking for the Liberty set cans: Austria, Scotland, Phillipines. All other Coke cans are welcome too. Jeroen Putmans #891, V Mellincrodestr 3, 5688 RB Oirschot, Holland

WANTED: Cola flavor cans. I need old and new cans from everywhere. I'll buy or trade for the cans I need. I also want the South African Yo-Yo cans, all flavors. Bill Swanson #881, 14630 Garrett Av #613, Apple Valley, MN 55124

WANTED: South African Coke sets and singles. Have for trade Australian Cokes and sets, Tasmanian cans, Winna-Can in Coke and Diet, Max Headroom Winna Computer, Top 20 in Diet and Coke Ghost-busters can, Ausmusic 90 in Coke and Diet. Also other pop promotions and Santa sets (6). List sent upon request. Mike Palan #969, PO Box 29, Exeter, TAS, Australian 7275

...and to all, a good night!

See you next year and next month in

Rockford at the

MID-WINTER EXTRAVA-CAN-ZA!

Melody Christmas

Tom + Dave

C L A S S I F I E D A D S
FOR SALE OR TRADE

TRADE: For Paul Rebner and Bill Swanson; I have hundreds of 5½ to 6 ounce juice cans steel and cola flavor 12oz cans, steel through aluminum as per their respective want ads in the November issue of the CAN-O-GRAM. Arnold Richter # 443, 305 N State Rd, Fairmount, IL 61841 (217-733-2745)

FOR SALE/TRADE: Pepsi 1990 Goodwill Games 4 can set \$3.00. New Coke II 16oz \$2.00. Mt. Dew Sport, reg & diet \$2.00 each. Northwest Pepsi Cool Can set \$3.00. All full or empty plus postage or trade. Thomas Reeves #908, 16019 So E 10th St, Bellevue, WA 98008 (206-644-2415)

FOR SALE/TRADE: Hundreds of Coke bottles including Eastern Europe and Africa plus hundreds of soda cans from Europe. Looking for soda cans or will sell. Olivier Paduart #949, 27 Rue Des Francs, B-1040 Brussels, Belgium

On account of an accident, my trading really suffered. I would like to ask all my trading partners to send me a letter so we can pick up trading again. I still also need new trading partners. Thanks! Jeroen Putmans #891, V Mellincrodestr 3, 5688 RB Oirschot, Holland

 Overseas Pepsi Collectors, New Pepsi Winter Cool 7 can set for trade for overseas commemoratives and special issues. Trade for one set or extras for your trading stock. 3 Pepsi, 3 Diet Pepsi & 1 Diet Caffeine Free Pepsi. Tom Kirschbaum #45, PO Box 7862, Rockford, IL USA 61126 (815-874-5915)

WANTED

WANTED: Longneck Jolt Cola bottle in opaque glass with intact crown. Also Naranjada can from Spain with giraffe pictured (November 1990, page 10, bottom row, can 3 & 4.) Arnold Richter #443, 305 N State Rd, Fairmount, IL 61841 (217-733-2745)

TRADE ONLY: I always answer every letter. Do the same and we'll trade. Chris Morin #762, 8 Impasse de Belledonne, 38240 Meylan, France

Pepsi to dress up for the holiday season

Burger boycott: Burger King Corp. ran counter ads Sunday and Monday in several hundred newspapers, including USA TODAY, the Los Angeles Times and the Miami Herald. The ads state that when BK buys TV ads, it is "supporting traditional American values on television, especially the importance of the family." On Sept. 1, a pressure group, Christian Leaders for Responsible Television, launched a one-year boycott of BK for buying ads during shows allegedly featuring sex, violence and "anti-Christian values." Last week, the group called off the boycott after reaching a "mutual understanding" with BK. BK says the ads don't signal changes in its TV ad policy.



PEPSI CUPS: Winter scenes and a cool yule Santa deck the cups. M&M's minus other colors; and Cap'n Crunch's Christmas Crunch cereal will be red and green "crunchberries."

AD NOTES
 BY STUART ELLIOTT
 Funny ads by the BBDO agency will tout the designs. A print ad asks, "Who needs eggnog?" A TV ad features the Polar Bear Club - hearty swimmers who brave chilly winter waters for their dips. Santa's appearance on the Pepsi products differs dramatically from the traditional Santa you've seen for decades in ads for arch-rival Coca-Cola. Unlike Coke's jolly old elf, the Pepsi Santa is a cool yule dude in neon red and green.
 Pepsi is the latest marketer to bring out special Christmas-time versions of its regular products. The trend is growing faster than a kid's Christmas list, because it helps build sales. Brands dressed for the holidays including Mexico and South Korea.

This Christmas, Santa Claus is going to be a pop. A soda pop, that is. Starting this week, you'll see Pepsi-Cola and Diet Pepsi in holiday dress. Pepsi-Cola Co. is calling the big yule promotion its Winter Cool Collection. On the way: seven festive yule scenes pictured on 12-ounce cans, 24-liter bottles and cups of Pepsi and Diet Pepsi. Among them are Santa in the tropics, hip snowmen, a pair of pen pals and the sheet music to "Winter Wonderland." The collection follows Pepsi's smash-hit Cool Cans promotion this summer. Then, there were four special Pepsi cans in pop-art and optical styles.
 The yule cans and bottles will be on sale through Dec. 31. Plans call for Pepsi to distribute 5 billion seasonal sodas in the USA and other countries.



WELCOME BACK RETURNING MEMBERS

ANN & ED EWELL #118 JOHN HANTZ #193
 6230 N St Rd 1 6846 New Jersey
 Ossian, Indiana Hammond, Indiana
 46777 46323-1962

WILLBUR TRASK #644 JERRY WATKINSON #684
 PO Box 103 PO Box 1088
 Ipswich, Massachusetts Imperial Beach, California
 01938 92032

ICHIRO TAKANASHI #752 ED PROTIN #756
 1-12-14, 204 Denenchofu PO Box 1164
 Ota-Ku, Tokyo 145 Clarksville, Maryland
 Japan 21029-1164

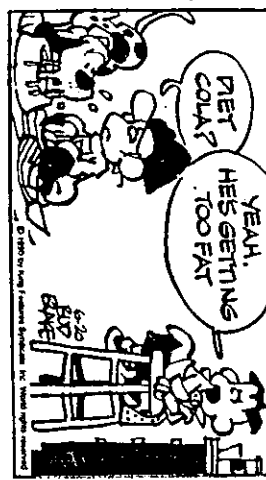
CHRIS MORIN #762 TOM REEVES #908
 8 Impasse de Belledonne 16019 So E 10th St
 France Bellevue, Washington
 38240 Meylan 98008

CHARLIE SHARON #917 KELLY WILSON #918
 PO Box 86 57 Glen Av
 Orangeburg, New York Winnipeg, Manitoba
 10962 Canada R2M1V4

CHANG E O F A D D R E S S
 CHARLIE SHARON #917 OLIVIER PADUART #949
 PO Box 86 27 Rue Des Frances
 Orangeburg, New York B-1040 Brussels
 10962 Belgium

WAYNE ANNANDALE #951 MOREAU JEAN CHRISTOPHE #954
 10A Horotutu St Ru Du Calvaire 26
 One Tree Hill, Auckland 6061 Montignies/s/sbre
 New Zealand Belgium

Tiger
 WHAT'S THIS STUFF
 IN STRIPES
 WATER BOWL?
 PIET COLA
 PIET COLA?
 YES! HE'S GETTING
 TOO FAT!



Bud Blake

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. Only pop/soda cans, sodabilla items, noncarbonated and juice beverages will be accepted. NO AD WILL APPEAR FOR MORE THAN THREE CONSECUTIVE MONTHS. Non-member ads will be accepted on a case by case basis upon the review and approval of the Director of the NPCC. Display ads are available at \$5 for a 1/4 page, \$9 for a 1/2 page and \$15 for a full page. Display ads must conform to a 8 1/2 X 11 inch sheet of paper to be properly reduced to fit the newsletter format. AD DEADLINES ARE THE 15TH OF EACH MONTH. All classified ads should be sent to: NPCC PO Box 7862, Rockford, IL 61126, USA.

FOR SALE OR TRADE

FOR SALE: Complete collection of 5,000 plus cans. Only major label changes also some cone tops. Collection started in 1976. I will also include my traders. Will only sell complete collection. Jim Balskey, 125 Horn, Lewisburg, OH 45338 (513-962-2146)

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)

TRADE: 1981 German Pepsi Space 12 can set; 1981 German Mirinda Sports 12 can set; 1990 German Coke American Barbecue 8 can set; etc... I collect Coca-Cola and steel beer cans. Make an offer. Ingo Mettes #910, J Verleunstraat 17, 5682 TT Best, The Netherlands

FOR SALE: Entire can collection to be sold. I have over 1,000 cans from the 1970's and early 1980's, most in excellent condition. I have several unique cans as well as complete sets of 7-Up Uncle Sam and States are Turning 7-Up. Have partial collection of RC Cola baseball and football cans. Send your want list to: Tracy Wright #959, RR 1 Box 196 Henry, IL 61537

PLEASE remember to RENEW before 31 December 1990.

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

January 20, 1991 (Sunday 10:30 to 2:30)
FOURTH ANNUAL MID-WINTER EXTRAVA-CAN-ZA
 POP CAN & SODABILIA TRADE SESSION
 Sweden House Lodge / Scandia Room
 4605 E State St (US Bus 20), Rockford, Illinois
 Tables \$7.50 each / Admission is FREE
 Contact: Tom Kirschbaum #45 815-874-5915
 Kevin Paul #962 815-877-8350

January 5 & 6, 1991 (Saturday & Sunday)
NOSTALGIA & COLLECTIBLES SHOW & SALE
 Pasadena Exhibit Center
 300 E Green St @ Marengo, Pasadena, California
 Admission: \$5.00 (good for both days)
 Contact: Doug Wright Productions, PO Box 69308
 West Hollywood, CA 90069 (213-656-1266)

 The Indy Show, March 1991, Indianapolis, Indiana

June 20-22, 1991 (Thursday-Saturday)
NPCC's 8TH ANNUAL

NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION
 Sweden House Lodge / Leif Ericson Room
 4605 E State St (US Bus 20), Rockford, Illinois
 Contact: Tom Kirschbaum #45 815-874-5915
 Kevin Paul #962 815-877-8350

September 1991 International Extrava-Can-Za III
 Milano, Italia (Milan, Italy)
 Contact: Dave Brackett #577 707-426-5553

R E T U R N E D N E W S L E T T E R S
 WAYNE ANNANDALE of Auckland, New Zealand
 Wayne's CAN-O-GRAM, along with other members
 listed in the November issue, is being returned to
 us because of "No Such Address" and "Left Address."
 If any member knows the whereabouts of Wayne along
 with Patrick Watson, Dennis Bright and Jenny
 Giblin please have them contact Dave Brackett.
 They WILL NOT received their newsletters until we
 have their correct addresses.

Please check your address label for correctness of
 YOUR address. Send ALL corrections to: NPCC/Mem-
 berships, c/o Dave Brackett, 1124 Tyler St, Fair-
 field, CA 94533 (707-426-5553). Thank You!

CAN-O-GRAM

Y O U C O U L D B E A W I N N E R !
CONTEST/DRAWING

- 1) To enter, mail in six different recently re-leased cans, special or regular issue, domestic or overseas, along with a filled out entry form. Only one entry per member so DO NOT send in more than six cans. Contest/Drawing is open to all active NPCC Members.
- 2) **DEADLINE:** All cans and entry forms must be received by 15 January 1991.
- 3) Drawing will take place at the Mid-Winter Extrava-Can-Za on Sunday, 20 January, 1991 in Rockford. (You do not have to be present at the drawing to be eligible to win.) Winners' names will be listed in the February CAN-O-GRAM.
- 4) **FIRST PRIZE:** One night's stay at the 1991 Can-Ventio in Rockford.

SECOND DRAWING: Breakfast for two (you and a spouse or guest) at the Can-Ventio Saturday Morning Breakfast Banquet.

THIRD DRAWING: One rental table for the Saturday Sway Meet.

CONSOLATION DRAWING: All the cans sent in for the drawing (minus your six entry cans.)

5) Prizes are NOT transferable. If any winner is unable to attend the Can-Ventio in Rockford, NO prize will be awarded!

Join us next June 20, 21 & 22, 1991 and mail your cans in TODAY and avoid the Christmas rush.

E N T R Y F O R M

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

1) _____ 2) _____

3) _____ 4) _____

5) _____ 6) _____

Mail to: NPCC/Contest, PO Box 7862, Rockford, IL 61126 USA



BY: Paul Wilson

SODA MART / CAN WORLD, 1035 Redwood Dr., Goodlettsville, TN 37072, Phone (615) 899-2338, FAX (615) 858-5238
Home of: The Museum of Beverage Containers & Advertising, and Interactive Booths for collectors.

NATIONAL POP CAN COLLECTORS VOLUME 90-3

BOOTH'S & BOTTOMS UP

This article is the third in a series on cone top soda cans, most of which were produced in the early 1950's. As we proceed through the brands in alphabetical order, please let us know if we are missing any brands, generations, or flavors.

BOOTH'S

According to a notation on the Booth's cone top cans, the company has been in existence "Since 1896". Two early "Booth Bros" embossed bottles have been cataloged. One is a clear glass Hutchinson bottle and the other is an aqua straight sided bottle. Both have pictures of the Liberty Bell embossed in the glass.

Four different generations of painted label bottles have been noted, dating from 1951 to 1966.

The soda was first placed in cone top cans by the Booth Bottling Company in Philadelphia, Pennsylvania about 1954. A lady's head is featured at the top of the can's label. Different skin colorations of the face account for three different cataloged generations of this brand.

It appears that sometime after introduction of the cone top cans, the company was sold to Frank's Beverages, also located in Philadelphia. In 1981, a tab top can with the Booth's label was sold by Frank's.

YEAR	BOOTH'S	DESCRIPTION: Name, flavor, label with white head inside circle.	VALUE: \$58.00	GENERATION #	1
1951	1-1	Booth's	1951	Booth Bros	(1-5) Cone
1952	1-2	Booth's	1952	Booth Bros	(1-4) Cone
1953	1-3	Booth's	1953	Booth Bros	(1-5) Cone
1954	1-4	Booth's	1954	Booth Bros	(1-5) Cone
1955	1-5	Booth's	1955	Booth Bros	(1-5) Cone
1956	1-6	Booth's	1956	Booth Bros	(1-5) Cone

berg, a mob of cretillers calling him a con man. "In my heart," says Duke, "I know that's not what I am."
Before the cretillers' meeting, he stopped in on an old friend, looking for moral support. "Well," he said along about mid-morning, "I guess I've got to go face them." He stretched his face, drew a deep breath, and marched on the floor.

No one showed up. Feeling pretty beat up, Duke drove back to Atlanta, giving himself a pep talk. At least he had a job now. His former employer had hired him back in his Atlanta office. No, he couldn't go back to being the person he was before Cajun Cola, he reasoned. And he couldn't be Mr. Cajun Cola anymore, either. He needed a new identity, one that absorbed what had happened to him. "I don't want to be an old man, sitting in a rocking chair, saying, 'Remember The Wall Street Journal,'" he says. "I'll stay in Shreveport was it, I don't think I'll ever see anything like that again, I need to heal."

And as Duke well knows—the holds a master's degree in counseling, after all—counseling is part of the process.

The sunny morning after the atrocious rains, I visit him again. He offers me one of the folding chairs. "I haven't really settled in," he says. Soon he is telling the Cajun Cola story all over again—in such detail, in fact, that he finds he needs props. His old diary would help. "It's in that closet," he says, pointing. But he hasn't gone in there since he moved in; it's probably a mess.

A little further along, he begins to wonder about some of the fan mail he received. It too is probably in the closet. And hey, he says later, do you know that Cajun Cola got a mention posthumously: in *Life* magazine's issue on the 80s? It's with some of his other clippings in... the closet.

You know, says Duke, hesitating for a moment, I think I'll go get it.
He opens up the closet, grabs a box marked 'Duke,' and starts thumbing through it. Every once in a while he says "hmm" or "huh." Next he finds a croquet set. He drags that out and underneath—much to his delight—uncovers what he calls "the last surviving case" of diet Cajun Cola. "This might be worth something someday," he muses.

Out come posters, an alligator hat, a box of letters. He finds a laminated copy of his clipping from *The Wall Street Journal*, propped against the wall, and stares at it. "I don't imagine there are many people in Shreveport

who've been on page one of *The Wall Street Journal*," he says with satisfaction.
Then he dives back into the closet. As he unfolds and reads clippings, he begins to smile. There's a mock-up of a promotional ad he planned with a potato chip company; there's a table tent for a joint venture with a



As dusk falls Duhé comes alive. Do you know I still get letters from people who come across Cajun Cola? He asks. 'A lot of people really liked it. People thought there ought to be a Cajun Cola.'

honor concern, here, of all things, is the March 1985 issue of *JNC*, magazine. Next, he looks at a copy of the note he sent me. The one in which all the exclamation points reappeared, he says. "I feel like I ought to hear the theme from *The Twilight Zone*."

For once his apartment is starting to look lived in.
As dusk falls Duke comes alive. Did I tell you about my meeting with Paul Prudhomme? he says. Do you know I still get letters from people who come across Cajun Cola? Canfield still has more than 200 cases left, and distributors throw it on shelves from time to time. "A lot of people really liked it," Duke says. "People thought there ought to be a Cajun Cola."

He grows quiet again. "In bankruptcy, you feel like the lowest kind of person there is," he finally says. "You have to come to terms with the fact that the dream you went after does not work."
"A lot of what I did was acting on the best information I had at the time. I think I pulled together a credible group of businessmen each step of the way. Maybe people shouldn't have believed me. Maybe they should have made me wave money in front of their faces, and not worked on spec."

Duhé gets up, and begins pacing. "Everybody wants to be associated with a winner, someone who is making something out of nothing," he says. "These people don't want the guts to do it themselves, but they want to believe so badly. It's easy for a smooth-talking entrepreneur to come across as credible and believable. I was so convinced to my dream that I was blind to the fact that I had

limited abilities. When you are in dream mode, you won't listen. But I wish someone had tried to tell me. People only stopped liking the idea when I couldn't pay the bills."
Duhé sits back down, a tired huffing. He falls dead silent. I wait a bit before I speak. "Looking at him now—his face drained, his body collapsed into the chair—I strain to see the Rick Duke who sent me that note just over two years ago. Back then, Duke always sounded like a kid on a ride, alternately scared and thrilled. As amazed as he was—Mr. Canfield told me to call him Alan!—he once reported—there was always a sense that he knew how things were going to turn out. One way or another, sooner or later, Cajun Cola was going to make him rich. Hearing read similar stories before, he felt sure he knew how this one ended."

So did I. If that deal comes through, I always told him at the close of our conversations, "let me know so I can write about it." It never occurred to me that that deal might never come through, that Rick Duke might fall. Intellectually, of course, I knew that business failed; that people lost fortunes, that dreams dissolved. But failures, by the time I hear about them, have already been assigned a greater purpose. How many CEOs have I heard chuckle about that first company, that early shin strap they took? That's where they learned never to take on a partner again, or always to check on sales. But how I wonder, at the time, did their failures feel like this?

People who start businesses know, deep down, that they are as vulnerable as Rick Duke, who sits struggling to explain his failure to himself, to understand it in a way that allows him to move on with his life. And all of us who talk about failure as an opportunity, a magnificent learning experience, are really trying to blot out a hard truth about entrepreneurship. In becoming calloused to the risks involved—it is merely talking about failure will bring it upon us—we prevent that starting a business is just another way to make a living. But failure hurts. It takes a toll. And I find myself mourning that voice on the phone, the Rick Duke who was always on the verge of a big deal, who always had a great line. "Cajun Cola is like *Hollister*!" he once said. "It just won't go away."

In his own time, Duke may come to understand that it was not he who failed; it was his business.
Help, I don't know about you, Duke suddenly interrupts, but I could use something to drink.

He gets up and waves his way through all the memorabilia, careful not to disturb the Cajun Cola museum. I hear him crack an ice tray. A pop pops. He returns with two glasses of soda. Raising his glass—it is filled with Cajun Cola—he proposes a toast. "Here's to the last interview I ever give about this."
Then he closes his eyes and takes a big gulp. "Tell me the truth," he says. "Do you think it's too spicy?"

HOT PRODUCT, COLD WORLD the story of Cajun Cola, continued from November. From INC. MAGAZINE, submitted by Sam Detina #172.

23 hours each way to meet with a local distributor in Toronto. Finally, in November, he loaded a trailer with furniture and a pickup truck with Cajun Cola and headed to New Orleans. Maybe the tourists would go for it. "I figured, if you're going broke in Shreveport, why not go broke in New Orleans?" he says. No matter where he went, Duke, a business novice, was coming toe-to-toe with one of commerce's harshest lessons. For a brief time he had managed to patch together a coalition, a group of people united by their true interest in Cajun Cola. Some had dropped out, but a core group stood by him. He called them his "friends." Sure, they liked him. But they had their own reasons for being involved. Canfield wanted to produce the concentrate, Eisenberg wanted national exposure, and Bozell wanted a lucrative retail outlet. When it looked like none of them would get what they came for, they turned on Duke. "I felt deserted," he says.

Media inspired and media driven, Cajun Cola had always found an ally in the press. Then, on November 14, 1988, the media disembarked from the Cajun Cola bandwagon. Send Spicy Cajun Cola South," read the *Shreveport Journal*. Duke, feeling betrayed, vowed that "if I could have gotten away with hurting the reporter physically, I would have."

Get to New Orleans. Show them all. Six months after appearing on the front page of *The Wall Street Journal*, Rick Duhe moved into a small spare bedroom at his aunt and uncle's house in a New Orleans suburb. One night, bringing awake on his twin bed, he calculated that he was \$100,000 in debt, not counting his own salary. The next morning he loaded his car with Cajun Cola and set off to find somebody who might be interested in carrying it. Rovermont restaurants, independent grocers, T-shirt shops. Some days, he'd sell it at a loss because he needed pocket cash.

Every once in a while, one of his creditors would track him down. They didn't want to hear about the next big deal. "There was always a deal that was going to happen next week," says Eisenberg—or the new potential investor. They wanted their money. "People that seem warm and fuzzy at one time stop being that when you can't pay them," Duke observes. "When your company is going downhill, and you can't tell people when you'll be able to pay them, what kind of dialogue can you have?" Betrayed and iso-

lated, Duke just wanted to go home. "OK, MOM," RICK DUHE SHOUTS INTO the phone. "Well, I hope you are having a glorious birthday evening. The thunder is so loud that Duke's voice can hardly be heard; lightning has knocked out his connection twice. Each bolt seems to grow brighter and brighter, illuminating his small living room. There isn't time to see a broken wicker rocking chair, a rowing ergometer, a rickety card table, and two fold-

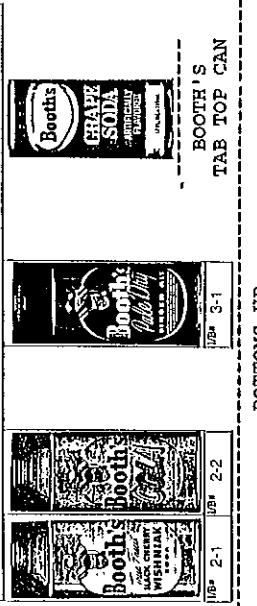
ing chairs. A six-pack of Cajun Cola sits on the mantle, each can turned so that it faces out in perfect alignment—a trick Duke learned in the soda business. Hanging up the phone, Duke welcomes me in and offers me a seat. He is greatly relieved that neither of his parents mentioned Cajun Cola. Even now, in April 1990, nearly a year after his bankruptcy, his dad will usually ask, "Has anything happened with it?" What he's really asking, as Duke knows, is whether they will see any of their money again. Duke has asked me not to reveal how much they've invested; he wants to spare them further embarrassment. Suffice it to say that they've invested far more than anyone else. "I know the money was given out of love, but something like this can tarnish your relationship with your parents," Duke says softly. "It's more me than them. I don't think I'll ever feel OK about who I am until I pay them back."

Of course, they wanted to protect him. But they couldn't do much. Last July his mother sent him a clip from the local newspaper. "Thought you'd better read this, she wrote in

a note, before you get into town. All he had to read was the headline: "Cajun Cola Sinks." The same reporter who had heralded Cajun Cola's arrival was now announcing its demise. "I guess you know you've made it when your bankruptcy lists the first business page," says Duke. "I was a celebrity. My failure could not go unnoticed." The story reported that Duke had filed for personal bankruptcy, a Chapter 7 liquidation, listing more than \$500,000 in debts with assets estimated at less than \$50,000. His attorney, Ralph Scott Bowie Jr., figures that maybe half of those debts relate to Cajun Cola. It was hard to tell, he admits, because Duke didn't have much documentation. Some of the creditors' names, though, are familiar: Lin-Chris Munchies, \$3,500; KTUX-FM, \$10,000; Eisenberg, \$14,000; Daytona Budweiser, \$16,000; Nancy Menasco, \$20,000. Documents list about 75 creditors.

For a time, Duke talked of reorganizing. I'll take a job, he told Bowie, and work on Cajun Cola in my spare time. But after reviewing the documents and talking with Duke, Bowie concluded that "he had no apparent ability to reorganize." A friend from his church, Bowie practically had to drag him out of town. "Put Cajun Cola out of your life and behind you forever," he told him. "Line up all your debts, declare bankruptcy, and start a new life a mile without Cajun Cola." A lie, he might have added, without many of the things Duke had relied on: the Florida lake-front home, from which he conducted much business; and, most irreplaceable of all, his pride. "It hurts to lose," says Duke. "For a long time, I tried not to think about it." Look at how far you got, folks told him. How many people could come up with something like that and actually make it happen? Others assured him that his failure was just a detour on the way to success, a "mini-M.B.A.," as Duke puts it, "in the school of hard knocks." After all, he came out of nowhere and sold 30,000 cases of the stuff, more than 700,000 cans, which translates into roughly \$150,000. "The kid will be back," predicts Canfield. Some days, even Duke believes it.

BRAND: BOOTH'S	DESCRIPTION: Same as GN #1 - Good face on lady	DATE: 1953	SIZE: 12 oz.	VALUE: \$65.00	GENERATION # 2
IBM/FLAVORS: (2-1) Black Cherry (2-3) Cola					
BRAND: BOOTH'S	DESCRIPTION: Same as GN #1 - Skin colored (with orange) on lady's face	DATE: 1953	SIZE: 12 oz.	VALUE: \$65.00	GENERATION # 3
IBM/FLAVORS: (3-1) Grape/Ale					



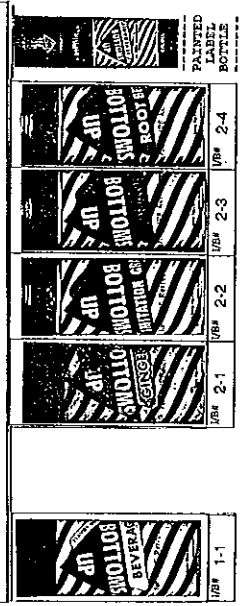
BOTTOMS UP
BOOTH'S
TAB TOP CAN

All of the Coca-Cola collectors can "droll" over Bottom's Up cone top cans. They were filled by the Tri State Flavor Company which was a division of the Quaker State Coca-Cola Bottling Company of Butler, Pennsylvania.

To save money, the first generation of Bottom's Up was a generic type can with the flavor on the cap instead of on the face of the can. A second generation can followed with the flavor actually printed on the can's label.

No other cans beyond the production of the cone tops are known to exist, but at least four generations of 8 ounce bottles dating from 1956 to 1974 have been cataloged.

BRAND: BOTTOMS UP	DESCRIPTION: Upside down name - "Bottoms" - never on crown top.	DATE: 1951	SIZE: 12 oz.	VALUE: \$65.00	GENERATION # 1
IBM/FLAVORS: (1-1) Flavor on cap					
BRAND: BOTTOMS UP	DESCRIPTION: Upside down name + flavor	DATE: 1953	SIZE: 12 oz.	VALUE: \$65.00	GENERATION # 2
IBM/FLAVORS: (2-1) Grape/Ale (2-2) Grape (2-3) Orange					



BOTTOMS UP
LAMPED LABEL BOTTLE

D E C E M B E R D I S C O V E R I E S

PAGE 9, TOP ROW

Pepsi Winter Cool Collection, National Distribution
3 Pepsi, 3 Diet Pepsi, 1 Diet Caffeine Free
4 of the 7 shown, "12 Pack" available in some
markets.

MIDDLE ROW

Pepsi Hydrofest, Honolulu, HI
Pepsi 1990 Tulsa State Fair, Somers, NY
Pepsi The Pride of Philadelphia, Philadelphia, PA
2 of 16; Listing can, Manayunk/Roxborough
(see page 17 for complete listing)

30TOM ROW

Pepsi Clementon Amusement Park, Philadelphia, PA
Pepsi ATCO Raceway, Philadelphia, PA
Pepsi Batavia, NY Bottling Corp, Cicero, NY
Pepsi Natl Championship Air Races 1990, Somers, NY

PAGE 10, TOP ROW

Pepsi Nut Tree, Redding, CA
Blockbuster Video Sizzling Summer, Honolulu, HI
-Diet Pepsi (front view)
-Diet Caffeine Free Pepsi (rear view)
Diet Lemon Lime Slice "Fido Dido," Rolling Meadows IL
-Lemon Lime Slice (Ed: Who is Fido Dido?)

MIDDLE ROW

MT PEPSI IN DIE 90ER JAHREI, Burgbrohl, Germany
-Pepsi -Mirinda Orange
-Cola St. Louis Blues, Maryland Heights, MO
-Oct/Nov/Dec 1990 Schedule
Hawaiian Punch Aloha Week 90, Honolulu, HI

30TOM ROW

7 Up Dinosaurs! Parasaurolopus, Honolulu, HI
Diet 7 Up Dinosaurs! Chasmosaurus, Honolulu, HI
The New Times Phoenix 10K, Phoenix, AZ
-7 Up -Diet 7 Up

M A N Y T H A N K S!

Tom Reeves, Bill Swanson, Ray Scott, Maryland
Dusley, Ed Protin through Maryland, Gene Judá and
Andy McClyman (a co-worker of my dad's) for keep-
ing us informed on the Pepsi Winter Cool set. (I
hope I didn't forget anyone.) With their help, I
have pieced together within two weeks this sur-
prising development. I appreciate your efforts and
do the other members.

F R O M T H E M E M B E R S . . . F O R T H E M E M B E R S

Traditionally this time of the year there is a
slow down of new can releases and activity between
the soft drink giants. As the holiday season is
now among us and 1990 rapidly closing, the "COLA
WARS" have returned. Pepsi is hitting hard in
North America with their version of the pop art
cans while Coke is releasing various promotional
cans and sets around the rest of the world.

The Pepsi Winter Cool Collection consist of:

- Pepsi Diet Pepsi
- Santa Swimming Snowman with surfboard
- Winter Wonderland Santa with diet logos
- Pepsi House Penguins

Diet Caffeine Free Pepsi Total of seven in all.
Snowman w/keyboard scarf Different markets may
lease times, but all seven are on the shelves.
may have different re-

- Pepsi Pride of Philadelphia 16 can set has been
released in the Philadelphia area according to Bud
Frank and the 16 cans in the set are as follows:
Germantown West Philadelphia
Upper Darby South Philadelphia
Wilmington Bucks County
Fishtown The Main Line
Cape May North Philadelphia
Cherry Hill Haddonfield
Camden Pennsauken
Manayunk/Roxborough Listing of Neighborhoods

Tennessee's (Volunteers) All Time Greats have hit
the stores in eastern Tennessee on Pepsi. Geff
Moore will keep us posted on how many there will
be in this set. There are at lease three different
and we will have them for you next month.

Who is Fido Dido? He has now made appearances in
Texas and Chicago on Lemon-Lime Slice and Diet.
Gunnar Foerstel first reported his appearance in
Canada on 7 Up and now he is south of the border.

Are there any US Coke Santa sets out this year?
There have been no reports on any sightings
however there is a 6 can Santa set being released
in South Africa this season. In keeping their
word, Maurice Hoogsteden informed us during the
summer that new sets will appear every two months.

CAFFEINE-FREE

DIET PEPSI



© NUTRA-SWEET

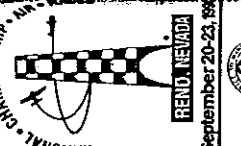
THE PRIDE OF MANHATTAN ROBOROUGH

Take Pride in Manhatten Roborough and RECYCLE The Choice of a New Generation

NATIONAL CHAMPIONSHIP

RENO, NEVADA

September 20-23, 1990



Continental Provisions (Continental)

ONE CALORIE

DIET PEPSI



© NUTRA-SWEET

THE PRIDE OF Philadelphia

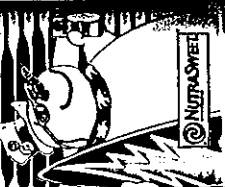
Take Pride in Philadelphia and RECYCLE The Choice of a New Generation

100

1990 Pepsi-Cola **Batavia** Bottling Corp. Batavia, New York

ONE CALORIE

DIET PEPSI



© NUTRA-SWEET

PEPSI BUDDY DAY

1990 **TULSA STATE FAIR**

BATAVIA

SAVE \$1.00

Bring the month of August, bring the can to **ATCO Raceway** and receive \$1.00 off the general admission price.

1171 E. 534 West, Alton, N.J.

SEE THE **U.S.A. EASTERN NATIONALS** AUGUST 10, 11, 1990

Joining Don "Big Daddy" Garlin

PEPSI



© NUTRA-SWEET

FREE ADMISSION WITH THIS PEPISCAN

1990 **AMERICAN BARBECUE**

AMERICAN BARBECUE SOCIETY

SAVE \$2.00

Clementon Amusement Park

1990 **AMERICAN BARBECUE**

PEPSI



AMERICAN BARBECUE

NO. 4 IT'S "BARBECUE TIME" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

AMERICAN BARBECUE

NO. 5 T-BONE STEAK WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

健怡 可口可樂



AMERICAN BARBECUE

NO. 2 SALAD "SUN FRANCHISE" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

AMERICAN BARBECUE

NO. 7 "BARBECUE TIME" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

UNITED EDITION

Cherry



AMERICAN BARBECUE

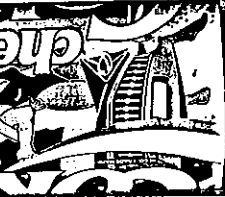
NO. 3 HOT SAUCE "TEXAS" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

AMERICAN BARBECUE

NO. 6 "BARBECUE TIME" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

COLLECTOR CAN

Cherry



AMERICAN BARBECUE

NO. 1 CHICKEN "CHICKEN" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

AMERICAN BARBECUE

NO. 8 "BARBECUE TIME" WITH THE "T-BONE STEAK" ON THE MENU. This is a special event for the American Barbecue Society. The menu includes T-Bone Steaks, Pork Ribs, and more. The event is held at the American Barbecue Society's headquarters in Philadelphia.

FREE
ADMISSION
\$1 WITH THIS CAN
 One of the most
 exciting exhibits
 ever seen in
 the Midwest
 at the
WISCONSIN STATE MUSEUM
 480 Lincoln Drive
 Madison, Wis. 53706

WES IN DIE 90ER JAHRE
 1990er Jahre
 1990er Jahre
 1990er Jahre
 1990er Jahre

ONE CALORIE
SIZZLING SOUP
DIET
PEPSI

TRÜBE DUNKEL ANTON
MIT PEPSI IN DIE 90ER JAHRE
 1990er Jahre
 1990er Jahre
 1990er Jahre
 1990er Jahre

VIDEO SPECIAL
DIET
PEPSI

NO SALT SODA
ST. LOUIS
HOCKEY
RENTS
DEBOTS
ALLER
EMERGENCY
TICKETS
FOR
CALL
1-800-333-3333
12 FL. OZ. 354 ml

SEPTEMBER 1990	SEPTEMBER 21-30
OCTOBER 1-7	OCTOBER 13-27
OCTOBER 8-15	OCTOBER 28-29
OCTOBER 16-27	
OCTOBER 28-29	

DIET
PEPSI

NO SALT SODA
ST. LOUIS
HOCKEY
RENTS
DEBOTS
ALLER
EMERGENCY
TICKETS
FOR
CALL
1-800-333-3333
12 FL. OZ. 354 ml

SEPTEMBER 1990	SEPTEMBER 21-30
OCTOBER 1-7	OCTOBER 13-27
OCTOBER 8-15	OCTOBER 28-29
OCTOBER 16-27	
OCTOBER 28-29	

LISTEN TO
PAWYSP
FOR A CHANCE
TO WIN
ONE OF FIVE
NEW NISSANS
1990 NISSAN SENTRA

ITALIA '90
 IL PRONIZIO OFFICIAL DELLA COCA COLA DEL MONDO ITALIA '90

AMERICAN COUNTRY FAIR
AUGUST
11th-20th
1989

COCA COLA
ITALIA '90
ITALIA '90
ITALIA '90

THE COCA COLA
Skate
Fair
Aug 17 - Sept 3, 1990
GRAND OPENING
Aug 17 - 18:00
Admission - \$5.00
Children - \$2.50
Children - \$1.00
Children - \$0.50

COCA COLA
¡Sensación de Vivir!

COCA COLA
Skate
Fair
Aug 17 - Sept 3, 1990
GRAND OPENING
Aug 17 - 18:00
Admission - \$5.00
Children - \$2.50
Children - \$1.00
Children - \$0.50

COCA COLA
ITALIA '90
ITALIA '90
ITALIA '90

COCA COLA
Skate
Fair
Aug 17 - Sept 3, 1990
GRAND OPENING
Aug 17 - 18:00
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Children - \$2.50
Children - \$1.00
Children - \$0.50

DIET PEPSI
AT BISHOP MUSEUM
PARSAUROLOPHUS
 Parallel crated with
 75-80 million years ago
 Size: up to 35 tons
 and 4 tons

DIET PEPSI
AT BISHOP MUSEUM
CHASMOZANTUS
 Opening crated
 75-80 million years ago
 Size: up to 17 tons
 Paint color

Official Soft Drink
THE NEW TIMES
PHOENIX 'OK
12 FL. OZ. (354 ml)

The Official Soft Drink
THE NEW TIMES
PHOENIX 'OK
12 FL. OZ. (354 ml)

ITALIA '90
ITALIA '90
ITALIA '90

You Can't Beat the Feeling!
COCA COLA
VERPANI MET FOESTEMMINGVOM
THE COCA COLA COMPANY
DIET PEPSI
INH. 0.33 L
ESMANSIA MET PLANTENEXTRACT

You Can't Beat the Feeling!
COCA COLA
VERPANI MET FOESTEMMINGVOM
THE COCA COLA COMPANY
DIET PEPSI
INH. 0.33 L
ESMANSIA MET PLANTENEXTRACT

ITALIA '90
ITALIA '90
ITALIA '90

ITALIA '90
ITALIA '90
ITALIA '90

D E C E M B E R D I S C O V E R I E S
continued

PAGE 15, TOP ROW
 94 WYSP/one of five new Nissans, Philadelphia, PA
 -Coca-Cola Classic -Diet Coke
 Coca-Cola 150th Erie County Fair 89, Twinsburg, OH
 California State Fair 90, Sacramento, CA
 -Classic Coke
 -Diet Coke
 -Sprite
 -Diet Caffeine Free Coke
 Coca-Cola AstroWorld Ultra Twister, August 26, '90
 CCE, Atlanta, GA

MIDDLE ROW
 Coca-Cola Italia '90, Mexico
 Coca-Cola Asian Games? 1990, Thailand
 Coca-Cola iSensaciou de Viuir! Spain
 Coca-Cola Italia '90, Belgium

BOTTOM ROW
 Coca-Cola Italia '90, France (front view)
 (Italia '90, red lettering)
 Coca-Cola Italia '90, Holland (side view)
 (Italia '90, black lettering, same as France)
 Coca-Cola You Can't Beat The Feeling! Germany
 Coca-Cola Italia '90, Germany
 (Italia '90, red lettering, same as France)

PAGE 16, TOP ROW
 Cherry Coca-Cola, London, UK & Dublin, Ireland
 -Collector Can, Summer scene
 -Limited Edition, ice cream soda
 Diet Coke, Taipei, Taiwan (ROC)
 Kinley Orange, Bnei-Brak, Israel
 -Hebrew side

MIDDLE & BOTTOM ROWS
 Coca-Cola American Barbecue set, Germany
 1) Chicken Chicago
 2) Hot Sauce Texas
 3) Salad San Francisco
 4) It's T-Bone Time
 5) Arizona Corn Classic
 6) Barbecue Burger Brooklyn
 7) Perfect Perfume
 8) Top-Tip Zum Dipp

 Are YOU planning to attend the Mid-Winter Extrava-
 Can-Za trade session next month in Rockford?
 Perhaps some of these cans will be available for
 sale or trade. Mark January 20 on your calendars.

D E C E M B E R D I S C O V E R I E S
continued

PAGE 12, TOP ROW
 Coca-Cola World Cup Finals, South Africa
 -Trophy
 -Netherlands

MIDDLE ROW
 -Sweden
 -Czechoslovakia

BOTTOM ROW
 -West Germany
 -Uruguay

PAGE 13, TOP ROW, from Greece
 Coca-Cola Light
 Coca-Cola: Italy '90/ Athens '96
 Diet Fanta Orange

MIDDLE ROW, from Cyprus
 Coca-Cola Italia '90
 Coca-Cola 40 Years in Cyprus
 Coca-Cola 1988 Olympic Games

BOTTOM ROW
 Diet Coke Yo-Yo, Taiwan (ROC)
 Coca-Cola Yo-Yo, Taiwan (ROC)
 Coca-Cola Bottler of the Year 1980-1981-1982,
 Braamfontein, South Africa, front & rear view

 This month, we thank the following members for the
 cans pictured in this issue:

- Tom Reeves #908
- Gene Judd #754
- Bud Frank #515
- Jeroen Putmans #891
- Joe Belliveau #871
- Marcel Verberkt #728
- Nick Larson #916
- Dave Brackett #577
- Maryland Ousley #694
- Bob Russell #608
- Ray Scott #65
- Maurice Hoogsteden #731
- Bill Swanson #881
- Tom Kirschbaum #45

Next month we will feature all the cans submitted
 for the contest/drawing. The response has not been
 what we had hoped for, but some lucky member will
 win a FREE night's stay during the Can-Venture
 next summer. Mail your 6 cans and entry form early
 to avoid the Christmas rush and make your plans
 TODAY to this NPCC event. (For contest/drawing
 details, see page 5.)

