

Title: Tinfoil hat on. Ryan's tweet is about RC Cola to tell us what the future holds for GameStop
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Royal Crown makes a comeback



With the company's sales director, H.R. Mott, now at the helm, sales figures started to improve for the company. A "shrewd businessman," Mott nixed production of the worst soda sellers and in 1934 brought Chero-Cola back as a plain (not cherry-flavored) cola called Royal Crown, in honor of the line's origins. Over the next decade, sales would jump tenfold, and the Nehi Corporation was back in the game.

According to Dr Pepper Snapple Group, the new Royal Crown cola was perfected over six months by a chemist, but the work paid off as the soda became an "instant sensation." By the '40s, the soda had reached 47 of the contiguous United States, backed by enterprising advertisements featuring the era's biggest stars, like Bob Hope and Bing Crosby.

Overall, the '40s were a very successful decade for Royal Crown. In 1940, the company innovated to hold "publicly performed blind taste tests" versus competitors – and won. Meanwhile, a judge ruled in 1944 that the word "cola" was again fair game for manufacturers, so the company was renamed once more as Royal Crown Cola Company.