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H. GAMBE & BRO. LITH. BALTO. MD.

THE PEPSI-COLA CO.

MANUFACTURERS OF

DRINK
PEPSI-COLA
DELICIOUS-HEALTHFUL 5¢
TRADE MARK
REGISTERED

Refreshing, Invigorating,
A Concentrated Syrup for
Fountains & Bottlers' use.

HOME OFFICE NEW BERN, N.C.

Mar. 7th. 1917.

Dr. Jos. J. Watson,
Columbia, S.C.

Dear Doctor:

I am writing you personally about a successful Southern industry. I want you to know us and our product better, and to know something, too, of our aim and endeavor.

I could tell you an interesting story of our seventeen years' struggle against discouragements and obstacles that seemed at times impossible to overcome, but all that is past and as I say, we are now a successful Southern industry - one of the few, one of the very few in our particular line, who have lasted more than a year. For seventeen years in the same location, in the same name, under the same management, under the same formula we have pushed Pepsi-Cola, and today, though there is still much room for expansion, we can say that we are firmly established and prospering.

I said something in the opening of this letter about our aim and endeavor. What we have been trying to do all these years - what we have done SUCCESSFULLY, is to put on the market and popularize a perfectly harmless and wholesome drink that might be called a "liquid confection". Pure sugar, carbonated water, fruit juice, acid phosphate and there you are - Pepsi-Cola! Is there anything alarming, habit-forming or injurious about that?

Pepsi-Cola has been and will be my life's work until the long roll is called. I want you to know it and believe in it as I do. What can I do, Doctor, to convince you that Pepsi-Cola is worthy of your confidence?

Yours truly,

C. D. Bradham
PRESIDENT.

respectfully referred to
Miss G. Burdette