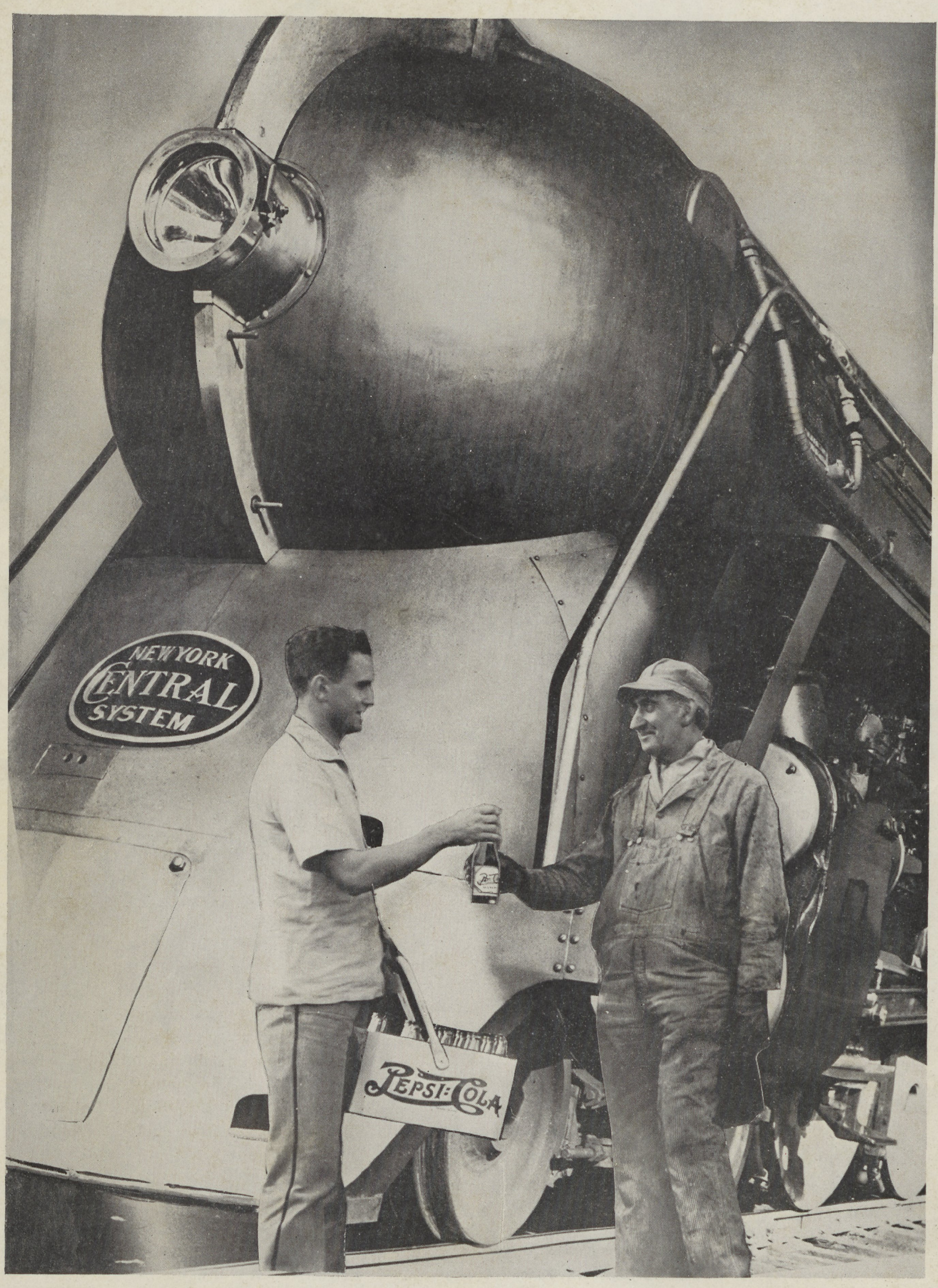
PEPSI-COLA WORLD

TRADE MARK

NOVEMBER 1939
Vol. 1 —— No. 2

ABCB
CONVENTION ISSUE



"TWO FAVORITES"

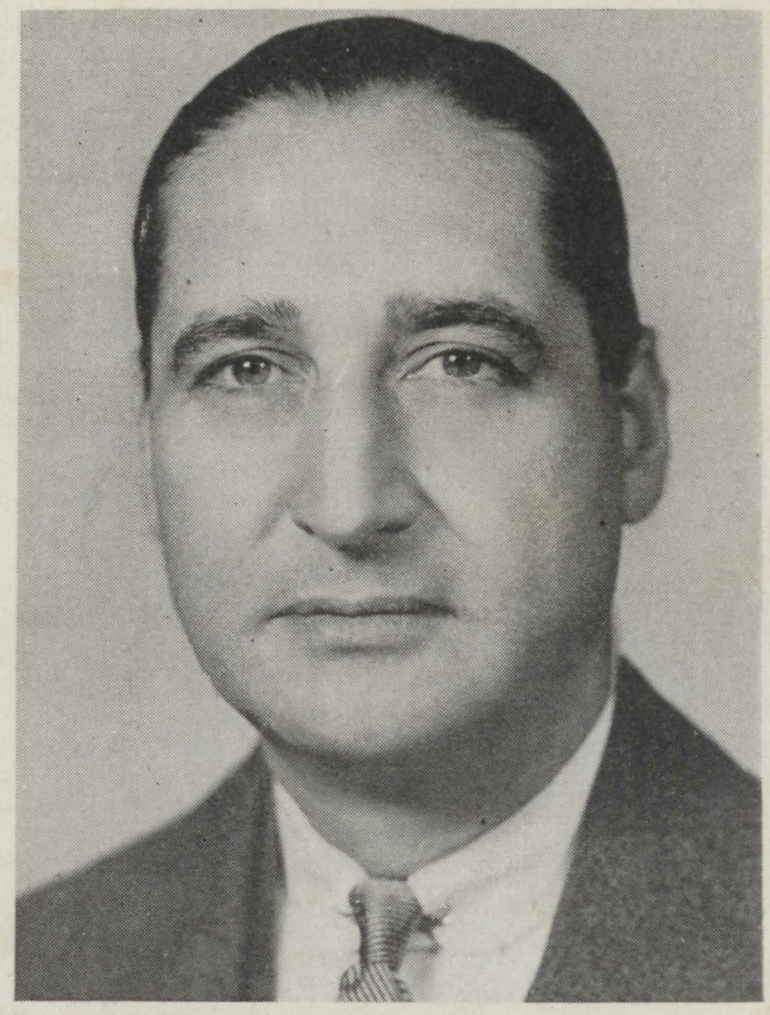
Future of Pepsi-Cola Bright, Mack Avers

Points To Sales Increases And Results Obtained From Company's Present Efforts In Advertising, Sales Promotion and "Follow-Up" Services as Indicative Of "Fair Weather Ahead"

By WALTER S. MACK, JR.
President, Pepsi-Cola Company

IT is a source of tremendous satisfaction to veteran bottlers of Pepsi-Cola — and there are many scattered throughout the United States—to observe the gradual rise in Pepsi-Cola sales, from a modest beginning around the turn of the century, to the imposing sales figures being recorded this year.

It was in 1903 that Pepsi-Cola's trade mark was first registered in the United States Patent Office. But it was as early as 1901, at least, that the beverage appeared on the market and began to create a following which has grown with the years. If I seem to emphasize this, it is because the initial issue of PEPSI-COLA WORLD carried an article by Don G. Mitchell, newly-appointed Vice-President—Sales, in which he observed that Pepsi-Cola was first sold in 1903, and further implied that its growth as a product high in national favor, was of comparatively recent origin. In both of these statements Mr. Mitchell was in error. It might be added that Mr. Mitchell wrote his article while flying from Pittsburgh to New York. In an effort to beat the deadline for the initial issue of PEPSI-COLA WORLD, the Editor, another newcomer to the Company, sent the article to press without checking Mr. Mitchell's facts.



WALTER S. MACK, JR.

Once the magazine was published company executives were quick to note these errors; hence, my corrections as a matter of record.

What of the future of Pepsi-Cola? Pepsi-Cola, in my judgment, is destined eventually to take its place in the beverage sun—as the world's favorite soft drink. Of this I have every confidence. It will reach this position because the existing management of the company has embarked on long-range, effective merchandising and advertising programs. It will do so because the quality of the drink, the large size of the bottle offered for a nickel, and the follow-up service and promotion assistance we have been giving to franchise bottlers, distributors and retailers, make for a more coordinated and united marketing organizaion, locally, nationally and internationally. It will do so because people are always quick to recognize a product that has unusual value, and our existing efforts and general expansion plans serve, and will further serve, to bring home this value to the people generally. Nothing succeeds like success and Pepsi-Cola is an outstanding success—a glowing chapter in the soft drink industry.

I know that Pepsi-Cola bottlers — tried and true men who have been selling Pepsi-Cola for many years, have done much to help place it in the high position in the beverage world it now occupies. My own contacts with these men — contacts which will be closer as time goes on—indicate to me they are giving the management every possible support. Their loyalty and their cooperation will carry us forward in our onward drive and, with all those things being true, fair weather is just ahead.

By the time this magazine reaches you, I will have met, in all probability, many of you who are in attendance at the 21st Annual Convention of the American Bottlers of Carbonated Beverages. To those, however, who have not been able to attend the Convention let me say that I look forward to seeing you in the near future. And, in the interval, please be assured that I realize your success as a franchise bottler means additional success for the Pepsi-Cola Company, and that your problems as a bottler are our problems as well.

ABCB Girds For 21st Annual Convention

Between Two and Three Thousand Expected At Current Function of Soft Drink Industry, Opening in San Francisco October 30th For Five-Day Session—Pepsi-Cola Company Participating, Sends Caravan 'Cross Continent, And Will Fete Its Bottlers During Proceedings

WITH an anticipated attendance of between 2,000 and 3,000 persons, and with the Pepsi-Cola Company participating to a greater extent than heretofore in the corporation's history, the 21st Annual Convention and Exposition of the American Bottlers of Carbonated Beverages will get under way at 11 o'clock, Monday morning, October 30th, in the Palace of Fine Arts, Marina Park, San Francisco, and will adjourn Friday afternoon, November 3rd.

Nothing daunted by the closing on October 29th of the Golden Gate International Exposition on Treasure Island, officers of the ABCB and members of the association's Convention Arrangements' Committee, have perfected plans for a well-balanced program of both business and entertainment for the delegates.

Similarly, Pepsi-Cola's Convention Participation Committee, headed by J. Willard Pipes, appointed Chairman by Walter S. Mack, Jr., Pepsi-Cola President, has spared neither effort nor expense in arranging for adequate representation at the Convention, both in the matter of booths, indexed No. 127, personnel representation, and in making plans for entertaining franchise bottlers, their wives and guests.

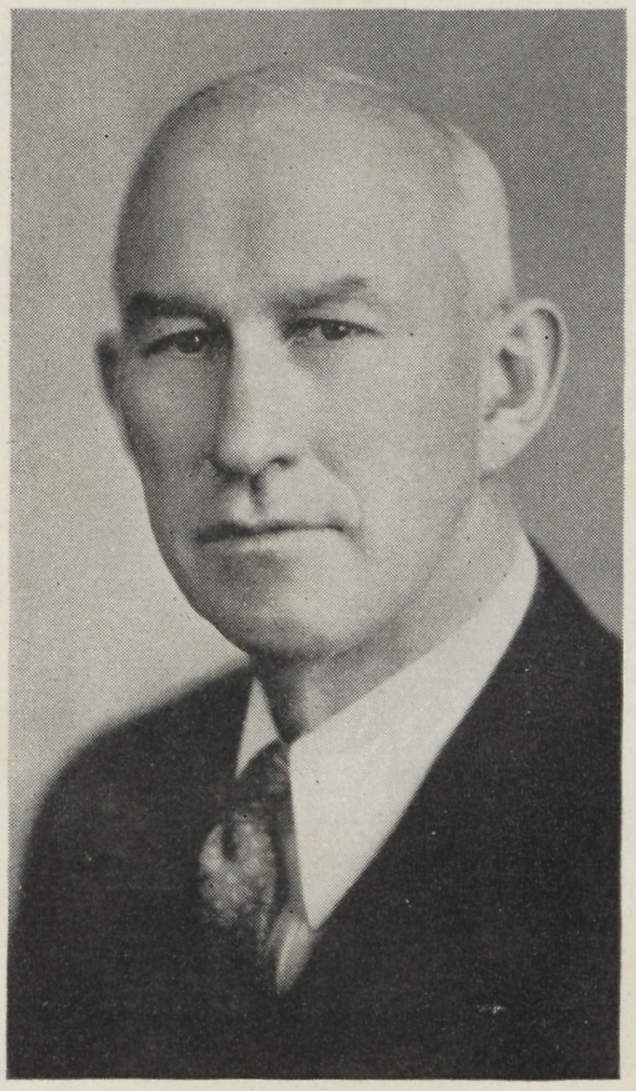
Highlighted in its opening by an address of welcome from Mayor Angelo J. Rossi, of San Francisco, each session of the Convention will be

(*Continued on page* 14)

"GOING PLACES"

Thumbnail Biographies of Officers of the ABCB

All Four Leaders of Industrial Organization, Thoroughly Representative of Soft Drink Business—Glaser and LaPides Affiliated With Pepsi-Cola Family



PAUL F. GLASER

PAUL F. GLASER, of Seattle, Wash., President of the American Bottlers of Carbonated Beverages, is one of the largest manufacturers of carbonated beverages on the Pacific Coast.

Born in Seattle on Christmas Day, 1878, Mr. Glaser attended local grade schools, after which he took a course at a business college. Following graduation he immediately obtained a position as shipping clerk in a local brewery, continuing his connection there until he became general manager.

When prohibition was declared in Washington State in 1916, Mr. Glaser's firm merged with another plant and started the production of near beer and malt syrups with Mr. Glaser as general sales manager. In 1931, however, he opened his own carbonated beverage plant and four years later was forced to install a larger unit due to expansion. Recently he moved into still larger quarters and is one of the largest Pepsi-Cola bottlers on the Pacific Coast.

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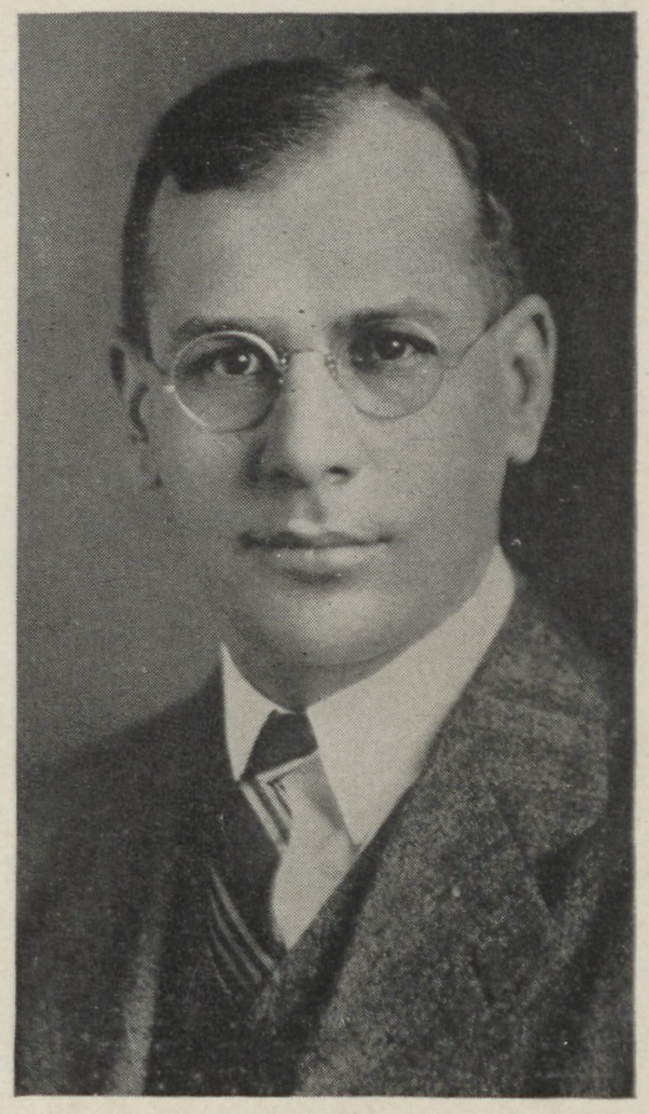
EDWARD WAGNER, of Cincinnati, Ohio, Vice-President of the American Bottlers of Carbonated Beverages, has held office in the A.B.C.B. for the past three years, and has been identified with the industry virtually as long as he can remember.

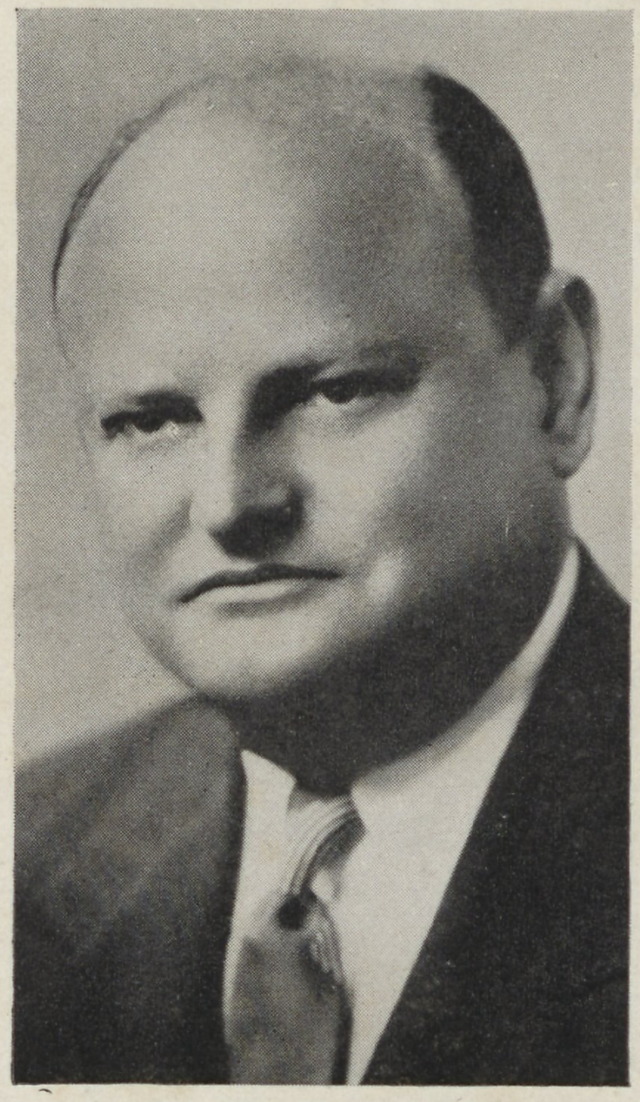
Mr. Wagner was born on Sept. 3, 1898, and was graduated from the University of Cincinnati with a degree in chemistry in 1921. He immediately started work for W. T. Wagner's Sons Company, a firm established by his grandfather in 1868. The management of the company has since been in the hands of his family, Mr. Wagner taking over the managership five years ago.

Besides his leadership in trade organizations of his industry, Mr. Wagner is very active in the activities of the Ohio Bottlers Association, holding a position on the Taxation Committee.

In addition to being Vice-President of the A.B.C.B., Mr. Wagner has also been a member of the Public Relations Committee since 1936.



EDWARD WAGNER



JOSEPH LA PIDES

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JOSEPH LaPIDES, of Baltimore, M.D., Treasurer of the American Bottlers of Carbonated Beverages, and Division Superintendent of the Pepsi-Cola Company, has been in the soft drink industry since 1916. His biography appears on page 15 of this publication.

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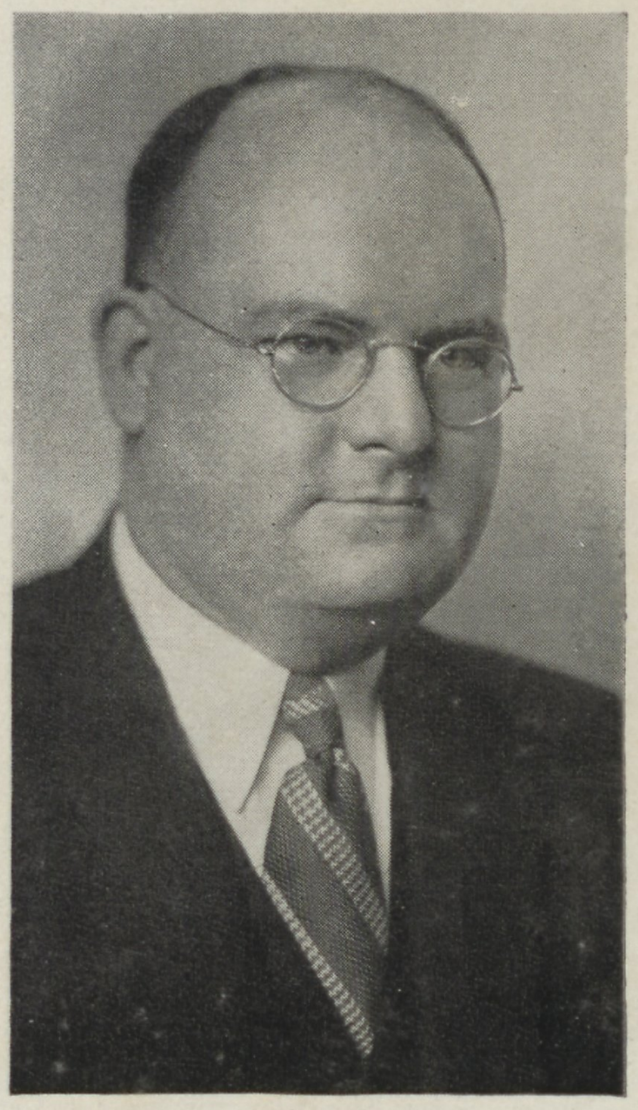
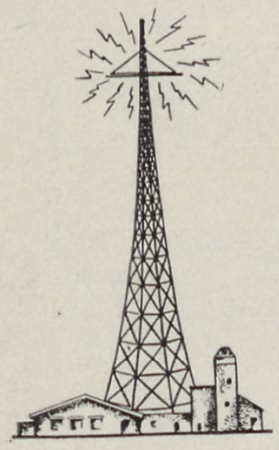
ELECTED Secretary of the American Bottlers of Carbonated Beverages by unanimous vote early this year, JOHN J. RILEY, of Washington, D. C., has been a staff member of the A.B.C.B. since 1924.

Prior to joining the A.B.C.B. Mr. Riley was connected with the Bureau of Internal Revenue for several years. He is a member of the bar of the United States Courts in the District of Columbia, and also of the official bar of the Court of Customs and Patent Appeals, the United States Customs Court, the United States Patent Office, the Interstate Commerce Commission, the Treasury Department, and the Board of Tax Appeals.

Born in Pawtucket, R. I., on July 6, 1899, and educated in the public schools of that city, Mr. Riley is also a graduate of the Rhode Island—Bryant Stratton Business College of Providence, R. I.; Pace Institute of Accountancy, Washington, D. C.; Emerson Institute, Washington, D. C.; Georgetown University (LL.B. Degree); and National University Law School (LL.M., M.P.L. Degree).



JOHN J. RILEY



Dots and Dashes and Straight News

Declaring the present management of the Pepsi-Cola Company had laid down a policy of even greater cooperation between the bottler and the company than heretofore, Don G. Mitchell, Vice-President—Sales, outlined sales and advertising campaigns for 1940 at two meetings held by the Pepsi-Cola Bottling Company of Pittsburgh, Pa., in Fort Pitt Hotel, Pittsburgh, on October 4.

Addressing Pepsi-Cola bottlers from the tri-state area, at a luncheon and sales meeting, Mr. Mitchell made known the national advertising appropriation was larger than ever before in the history of the company, and that merchandising plans had been intensified as a result of surveys and studies made by Pepsi-Cola officials.

Mr. Mitchell complimented the bottlers for their past accomplishments and offered them every possible cooperation to make next year a banner one in point of sales.

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Mr. and Mrs. Edgar T. Higgins, of the Pepsi-Cola Bottling Company in East Chicago, Indiana, recently visited the Long Island City plant of Pepsi-Cola and followed this by a trip to the World's Fair. That evening they saw New York's comedy smash-hit, "Hellzapoppin."

•

"Everybody welcome" marked the opening of the newly-remodeled plant of the Pepsi-Cola representative in Mt. Shasta City, California. New equipment estimated at more than $20,000 has been installed, tripling the output of the plant.

Pepsi-Cola bottlers in Cincinnati were on their toes during the recent World Series, distributing to fans attending the games there, cloth pennants, attached to staffs, and reading:

"Two champions—
"Reds and Pepsi-Cola, 1939."

Well, maybe the Reds *aren't* world's champions, but Pepsi-Cola still is! And the advertising stunt was both ingenious and timely.

•

Two dinners of Pepsi-Cola bottlers in New England were held recently, with V. O. Robertson, territorial representative of the Pepsi-Cola Company in the Middle West and New England, host at both.

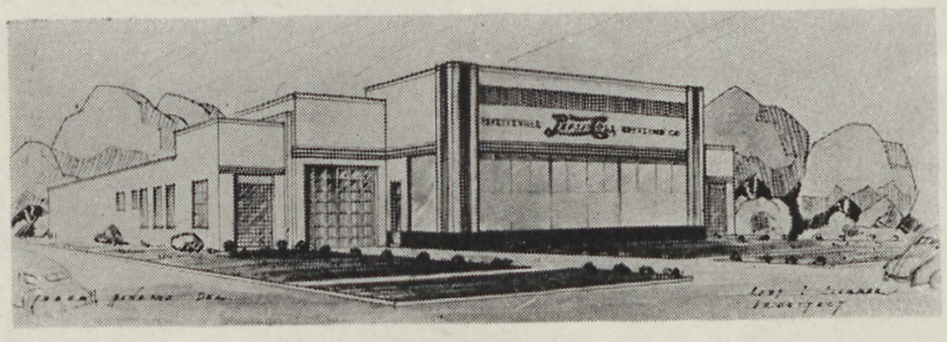
At the first, more than 150 members of the West Warwick, R. I., Plymouth, Worcester and Attleboro, Mass., Pepsi-Cola bottling organizations attended the dinner held in Hotel Biltmore, Providence. Fred Clarke, Sr., President of the West Warwick Pepsi-Cola Bottling Company, was toastmaster.

Mr. Robertson praised the increasing sales of New England Pepsi-Cola bottlers and urged continuation of their intensive sales efforts.

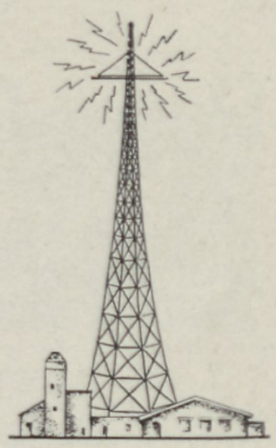
Kelly P. Ham, President of the Pepsi-Cola Distributing Company of West Lynn, Mass., was toastmaster at the second dinner held in Statler Hotel, Boston, Mass. At the function congratulations were extended to the Milton Springs Pepsi-Cola Company on its 100th anniversary in the bottling industry.

MODERNISM, BEAUTY OF LINE, FEATURE NEW PEPSI-COLA PLANTS

Located within a stone's throw of the White House, the new two-story plant, owned and operated by the Pepsi-Cola Bottling Company of Washington, D. C., opened its doors to the public on Nov. 1, equipped with the most modern machinery. The plant, shown above, is operated under the supervision of Samuel and Hyman Schwartzman.



Modernistic in design and equipped with the most up-to-date machinery, the Pepsi-Cola Bottling Company of Fayettville, N. C. is quite proud of its newly-opened plant, shown above, and one of the show-spots of the city. Mr. R. B. Minges, President of the firm, is the son of Mr. L. L. Minges, President of the Pepsi-Cola Bottling Company of Rocky Mount, N. C.



Flashes From Bottlers Here and There

The Pepsi-Cola Bottling Co., of Miami, Fla., has a novel and enjoyable ways of stimulating sales. It's done as follows:

The sales crew is divided into two teams, and the loser pays for a fishing trip for the winning team.

The accompanying picture shows the sales employees and their wives who went on a recent trip in the boat, Tarpon, Cap'n Jim Moore, commanding. Charlie Shelby, who made the arrangements for the trip, won the prize for the most fish caught, landing a kingfish, a snapper and four porgies.

•

V. O. Robertson, Territorial Representative of the Middle West and New England, reports that his area will be featured by more than 25 new buildings housing Pepsi-Cola bottlng plants during the winter months. Among these, he makes known are:

Cleveland has bought a prominent location 150 by 325 feet, and will erect a large, remarkably efficient plant.

Minneapolis and St. Paul will have a new building.

Beloit, Wisconsin, has bought a large lot and plans have been drawn.

Fort Dodge, Iowa, will have one of the outstanding buildings of the year on a lot almost in the center of the town.

Mount Vernon, Ohio, is now arranging for a modern structure. Plans in the making calling for a colonial type plant at the intersection of two prominent highways.

Rochester and Syracuse, N. Y., are seeking the right locations; so is Keesville, and Ogdensburg, N. Y.

St. Louis has been enlarging its plant year after year and has just started a large addition to its garage.

Bowling Green, Kentucky, and New Haven, Missouri, are also making plans for new buildings.

•

Don G. Mitchell, Vice-President—Sales, and J. Willard Pipes, Vice-President—Standardization, were the principal speakers at a luncheon and sales meeting held by Connecticut Pepsi-Cola bottlers in the Stratfield Hotel, Bridgeport, Conn., on October 10.

Mr. Mitchell discussed future merchandising and advertising plans of the company, and Mr. Pipes stressed again the importance of standardization.

•

Commission Merchants, Ltd., Pepsi-Cola Bottlers in Nassau, Bahamas, report the installation in their Pepsi-Cola plant of a new D & L 60-case Bottle Soaker, a new automatic Burns Filler Machine and a New York Ice Machine.

•

Charles Miller, Retail Salesman of the Pepsi-Cola Bottling Co., of Philadelphia, won himself a bonus for placing during September more new retail accounts and more carton orders for Pepsi-Cola than any other member of the sales corps, of the Quaker City organization. Hi, Charlie!

•

The Retail Merchants of Wicomico County Maryland, held their Big Jamboree in the premises of the Pepsi-Cola Bottling Co., Salisbury, Md., on Monday evening, Oct. 2nd. Movies, stunts and refreshments featured the evening's program.

(*Continued on page* 16)

Attractive Pepsi-Cola signs, similar to the above, are to be found scattered along the beautiful Susquehanna Trail, and through portions of Western Maryland. More than 100 of the signs have been placed in conspicuous and strategic spots by Pepsi-Cola's bottler at Newville, Pa.

Pepsi-Cola Represented in Cherokee Strip Feté

Our Bottler in Enid, Okla., Participates in Forty-Sixth Anniversary of Famous "Run" Which Made U. S. History and Brought New Era to Southwest—Few of Early Pioneers Left, D. W. Hill Reports

PEPSI-COLA bottlers in the West and Southwest have at least one advantage over their contemporaries in the East, and that advantage is in wholeheartedly participating in the frequent observance of anniversaries of gone but not forgotten pioneer days — those colorful days "when the nation was young."

Entire cities out yonder "where the handclasp is a little warmer," turn to in doing a bang-up job in celebration of epoch-making days in many states and, for a time, the male population permits whiskers to grow and run riot, dons colorful raiment, and successfully brings back the atmosphere of the years long ever ago.

And the women folks do their part, too, hoop shirts, bustles and sunbonnets emerging from attics to add beauty and quaintness to the feminine residents of this or that state, municipality or hamlet.

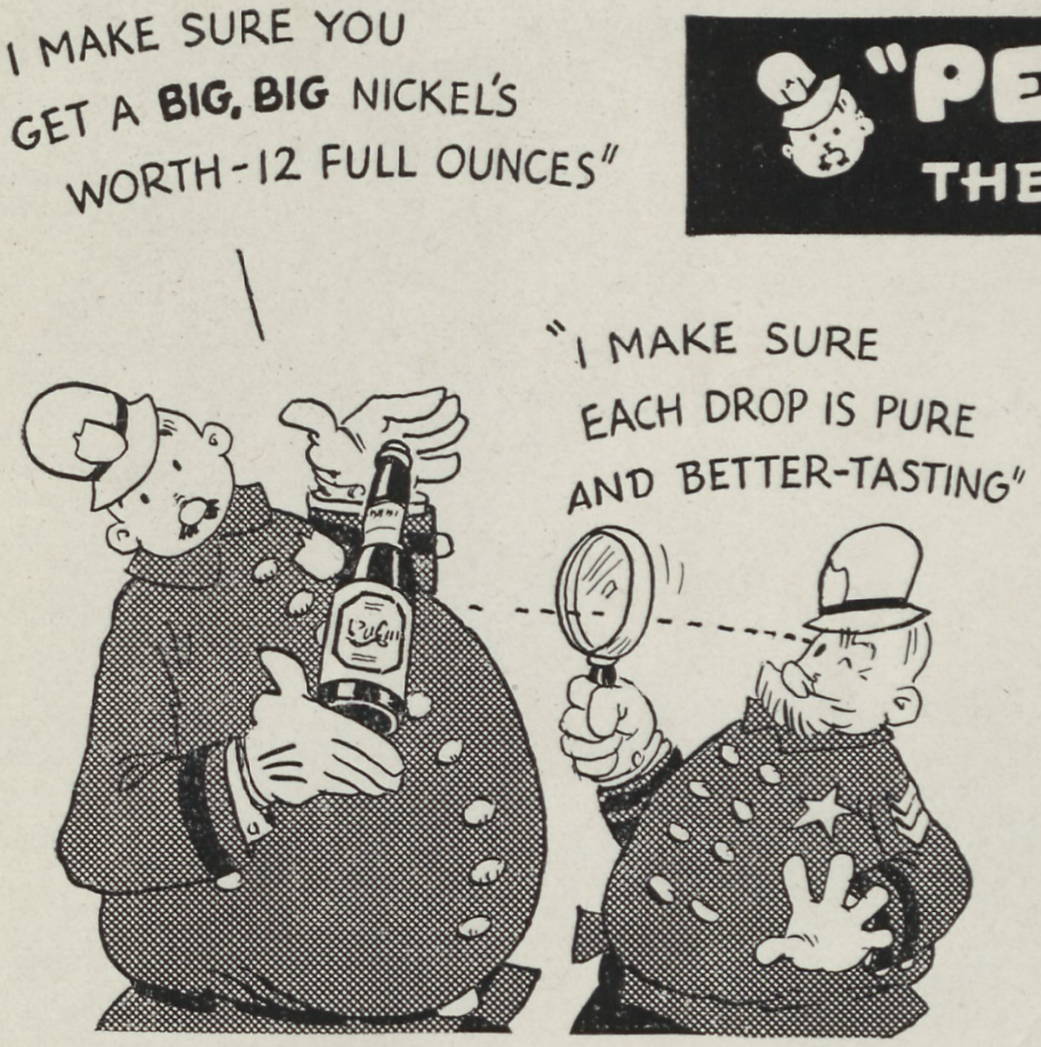
Enid, Okla., was a recent city to don, and once again, frontier garments, and this time in renewed annual celebration of the forty-sixth anniversary of the historic "run" marking the opening of the Cherokee Strip. Parades, music, dancing, floats, barbecues, a rodeo—prancing horses, picturesque cowboys and Indians in full war paint, all helped to recall the hallowed past of a great State and a truly graphic phase in the nation's history.

In fact, and in truth, it was an all-pioneer occasion, with "Red" Phillips, as he is called, and otherwise known as the Honorable Leon C. Phillips, Governor of Oklahoma, leading the

(*Continued on page* 13)

Photo by McConkay Studio

The Enid Pepsi-Cola Bottling Co., of Enid, Okla., did its bit in participating in the annual celebration of the opening of the Cherokee Strip, a function which causes the city to go very much old West each year. Here are Pepsi-Cola folks lending atmosphere and substance to the fiesta—the date being Sept. 16th last. And forty-six years ago on that date, the famous "Run" was made. Y-i-p-p-e! Ride 'em cowboy!



Two New Salesmen Go To Work For Pepsi-Cola

TWO new cartoon comic strip characters were introduced to the American public in over 700 newspapers during the month of October. They are "Pepsi and Pete," the Pepsi-Cola Cops . . . and, according to all indications, they are going to sell a whale of a lot of Pepsi-Cola in the months to come.

Exhaustive research has established beyond a doubt that cartoon strips in newspapers get more attention from readers than almost any other feature in the papers . . . for instance, the cartoon page has more readers than any of the lead stories on page one. Beyond this, the comic strip in advertising has a fine record of producing sales for the products advertised that way.

"Pepsi and Pete," after their initial introduction to the public via the daily newspapers, will shift into the regular colored comic sections in the Sunday newspapers, starting the first Sunday in November.

In the Sunday papers, their adventures will be shown in full color sequences just like the other Sunday comic features. "Pepsi and Pete," created by Newell-Emmett Company, will be shown performing super-human feats in rescuing young ladies in distress. In the first sequence, for instance, they have to swim *up* Niagara Falls to rescue two pretty girls in danger of going over the falls in a small boat. All through the cartoon strip there are sugar-coated references to Pepsi-Cola which do not detract from the humor, but which do plenty of selling for Pepsi-Cola. The surprising thing about the advertised comics is that experience shows they get just as much reading as the regular comics . . . and also surprising is the fact that huge numbers of men and women (in addition to children) read the comics. In fact, the comic section is a proven successful vehicle to reach adult readers.

Pepsi-Cola circulation in the Sunday Comics will total almost 27 million copies per insertion. This, of course, is magnificent coverage of the 30 million families in America . . . and should be further proof of new customers to be won to Pepsi-Cola.

A little later "Pepsi and Pete" will also make their appearance before a huge magazine audience of some 15 million families. Here the Pepsi-Cola cops will extol directly the virtues of Pepsi-Cola, talking about the big, big bottle and the fine quality of the drink itself. We'll tell you more about this in our next issue.

Point-of-sale advertising hasn't been overlooked either. "Pepsi and Pete" will do their stuff in a fine variety of point-of-sale material that will not only get up but will *stay up* in dealers' stores. Samples are now in course of preparation and full information will be sent to our bottlers at the earliest possible date.

All in all, it looks like bigger sales ahead . . . with "Pepsi and Pete" doing their full share of the job with the consumer.

PHOTO FLASHES on the PEPSI-COLA Front

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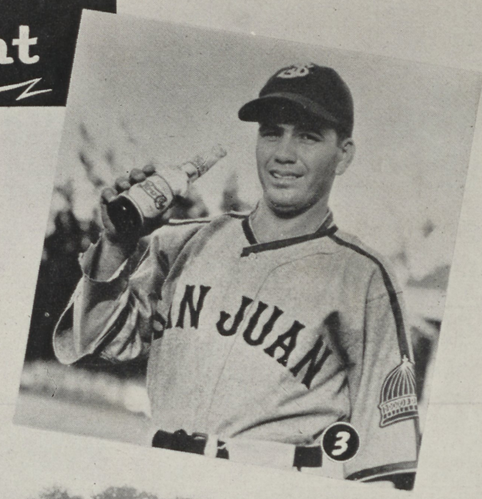

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PEPSI-COLA
TRADE MARK
PEPSI-COLA A NICKEL DRINK-WORTH A DIME PEPSI-COLA

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1—Toby Wing, screen star, making a personal appearance in Orpheum Theatre, Springfield, Ill., paused long enough between shows to have her picture taken with James Canuto, Manager of the Springfield Pepsi-Cola office, and with a background of good ol' Pepsi-Cola.

2—This Pepsi-Cola Sextette, of Big Spring, Texas, standing by a float constructed by the Pepsi-Cola Bottling Company of that city, won second prize in the Colorado City Texas Rodeo Parade last month. And was H. O. Lytle, of that Company, proud of 'em? But definitely.

3—Rafael Cuebas Quintana, famous third baseman of the San Juan Giants, Puerto Rico, quenching his thirst at "the hot corner" with what? Why, Pepsi-Cola, of course! The picture comes to us via L. A. Battle, General Manager of the Pepsi-Cola Bottling Co., of Puerto Rico, Inc.

4—The Pepsi-Cola Soft Ball Team of Wichita, Kan., sponsored by J. W. Gerhardt, Pepsi-Cola bottler of that city. The team rolled up an excellent record this year.

5—Al C. Grabhorn, sales manager, Pepsi-Cola Bottling Co., Albany, N. Y., headed a delegation of Pepsi-Cola employees to New York for a visit to the World's Fair.

6—Back through the years—Here's an old-timey shot of the baseball team of the Durham, N. C., Pepsi-Cola Bottling Company, taken in 1912. Years long ever ago, and all that, with M. R. Burnett, owner, being one of the company's veteran bottlers.

7—Our Pepsi-Cola Bottler, of Sheboygan, Wisc., sends us along this snap showing a Pepsi-Cola display sign over the Post Office of Cascade, Wisconsin.

8—A Pepsi-Cola Bottler, out where the West begins, used this rig, and effectively, in a Pioneer Parade.

9—An action shot of the Pepsi-Cola demonstration staged at Star Market, Wellesley, Mass., by the Pepsi-Cola Bottling Co., of Natick, Mass. Miss Marion Bent is playing the role of demonstrator.

10—Here's an attractive lawn display, picture taken from the up-to-date plant of the Pepsi-Cola Bottling Co., of Atlanta, Ga., just across the road from the lawn.

PEPSI-COLA WORLD

Published by the
PEPSI-COLA COMPANY, LONG ISLAND CITY, N. Y.

Vol. 1 NOVEMBER, 1939 No. 2

TOM F. BARRY, EDITOR

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Contributions to PEPSI-COLA WORLD or correspondence with reference to it, should be addressed to the Editor, care of the Pepsi-Cola Company, 47-51 Thirty-third Street, Long Island City, N. Y.

CONGRATULATIONS, ABCB

PEPSI-COLA WORLD, speaking, for the moment, for the Pepsi-Cola Company, extends its sincere congratulations to the American Bottlers of Carbonated Beverages on the 21st Annual Convention and Exposition of that organization, held in San Francisco, Cal., from October 30th to November 3rd, inclusive.

Trade associations, when worthy of the name, are great forces for good in their particular industry, in industries generally, and in the life of a people.

They are forces for good because they aid in the coordination of the industries they represent—render yoeman service in propagating standards of fair practice—make possible friendly conferences between competitors, by offering a common meeting place for the discussion of mutual industrial problems, by and through public relations programs which aid in winning public favor for any industry, as well as by educating John Q. Consumer and his wife on the place any given product has in the life of Mr. and Mrs. America and the world beyond.

In the top flight of valuable industrial and trade organizations in these United States, is the American Bottlers of Carbonated Beverages. And, to this organization and to its members, PEPSI-COLA WORLD and the Pepsi-Cola Company accords a snappy right-hand salute for past accomplishments, present plans and future work.

BOWS, NODS AND CURTSIES

This month the accolade goes again to Jack Price for his front cover shot of Jock McGraw, noted model and character actor who, attired in the kilts he bought in Glasgow last Summer, attests, and eloquently, his reaction to Pepsi-Cola.

A bow, then, to Frederick Norman Leonard, of Pepsi-Cola's Art Department, for his camera work on the back cover of this issue, and for other art work and camera shots appearing herein.

To the New York Central System, our thanks for the use of its fine big engine, appearing on the inside front cover, and another nod to the railroad for the loan of its engineer, Charlie Chase. (Incidentally, the lad in the picture serving Pepsi-Cola to Mr. Chase, is George Michael O'Neil, Jr., as fine a broth of a boy as we ever laid an eye on.)

And nothing less than a curtsy is due William (Bill) Reydel, VP of the Newell-Emmett Company, Inc., for his article and cuts on "Pepsi" and "Pete," as well as for his fast work in banging out the copy as our deadline came closer and closer.

Finally, to Franchise Bottlers and others who sent us material, text and pictures, bows, nods and curtsies in plural quantities.

HAPPY THANKSGIVING!

The people of the United States have much to be thankful for:

The country is at peace; industry is recording gains, even though nothing to write home about; unemployment has shown a slight decrease, national health has never been better.

True, the European war is making itself felt in this country in various ways, not the least of which is in the deluge of propaganda which besets us at every hand—still, it is reiterated, this nation *is at peace!*

Therefore, the celebration of Thanksgiving Day during the month of November should take on added importance and solemnity. The fact that some states will celebrate Thanksgiving Day on November 23rd—this at the suggestion of President Roosevelt—while others will celebrate the day on November 30th, should make the observance of the National Holiday none the less commemorative.

The Pepsi-Cola Company, through its President Walter S. Mack, Jr., takes this opportunity to extend to all members of the Pepsi-Cola family, the general public and readers of PEPSI-COLA WORLD, its most sincere wishes for a Happy Thanksgiving Day.

Peruvian Pepsi-Cola Bottler Visits New York

Luis Berckemeyer, of Lima, Tells of Existing Conditions In Southern Republic, Citing Potential Market Of One Million For Our Drink—Cotton Is Barometer Of Country's Prosperity, He Declares

BRINGING with him facts about the 100,000 square miles in South America that is Peru, and interesting data on the people and marketing potentialities of that Republic, Luis Berckemeyer, member of the firm of G. Berckemeyer & Co., S. A., Pepsi-Cola representatives in Peru, was a recent visitor to the Long Island City offices of the Pepsi-Cola Company, conferring at length with President Walter S. Mack, Jr., and Phillip C. Crowen, Vice-President, American Export Division.

LUIS BERCKEMEYER

Pepsi-Cola, Mr. Berckemeyer made known, was showing most encouraging progress in his country. Of the 6,500,000 persons in the Republic, about one million, he felt, were potential customers of Pepsi-Cola. The one out of six ratio, he explained, was because of extremely low incomes of Indian and Mestizos populations of the country.

The Berckemeyer firm, with principal headquarters in Lima, was established in 1900, when Gustavo Berckemeyer, father of Luis, established the company which he developed into one of the most prosperous enterprises in South America, importing liquors, cigarettes, groceries and other commodities.

Up to two years ago, Mr. Berckemeyer said, American beverages were little known in Peru, despite the fact that more than $200,000,000, a figure representing two-thirds of the foreign capital invested in Peru, has been invested by American firms. For years local manufacturers of sweet soda water monopolized the drinking field, he made known, selling their drinks for two cents in gold. Within the last two years, however, American beverage companies have made great strides in attracting the soft drink fancies of Peruvians, and Pepsi-Cola is enjoying its fair share of this business.

"Cotton is king in Peru," said Mr. Berckemeyer, who received his education at Warwick College, England. "As cotton goes, so goes the country. When the cotton market is active everyone works in Peru and money flows more easily. When the cotton market slumps every one holds on to money and business is bad."

"Our summer," he went on, "arrives exactly the opposite of the summers in the United States. When Americans are busily engaged in shoveling snow off the sidewalks in January, the Peruvians are getting set for a hot summer, working in the cotton fields and at their other occupations. That's when we start to have our busy season, selling Pepsi-Cola.

"Contrary to popular belief," continued Mr. Berckemeyer, "the winter months in Peru are inclined to be severe some years. The Andes reach their highest altitude in my country. We have seven towering peaks, scaling above 19,000 feet. One mountain peak, Huascaran, stands 22,187 feet above sea level. Seldom does the snow ever melt atop Huascaran."

Mr. Berckemeyer, who returned to South America on October 6, is a director of the Chamber of Commerce of Lima, an organization headed by his father until he died six months ago. In addition to his duties which he shares with his brother, Gustavo, in the firm established by his father, Mr. Berckemeyer finds time to be a member of the Custom Tariff Committee of Peru and a director of the Agricultural Bank of Peru.

Dossin's Marks 41st Birthday By Opening Marquette Plant

"Back in the days when Detroit, Mich., was practically a whistle-stop for railroad trains," the late E. J. Dossin opened a small wholesale grocery store with its traditional hitching post and cracker-barrel philosophers. In his store Mr. Dossin labored over packing horseradish, vinegar, catsup and other condiments and peddled his wares by horse-drawn wagon to grocers in Detroit and nearby cities.

Today in Detroit, now a booming metropolis, Dossin's Food Products Inc., is the sole bottler of Pepsi-Cola in Michigan and occupies plants covering an area of more than two square blocks. In addition to its Pepsi-Cola bottling plant in Detroit, the firm also has Pepsi-Cola plants in Escanaba, Petoskey and Newberry and has opened another building in Marquette.

In celebrating its forty-first anniversary recently, Walter J. Dossin, President of the firm, made known elaborate plans to keep Pepsi-Cola in the front ranks as the leading drink in Michigan.

Pepsi-Cola's Latin American Radio Program Popular

Sunday Aircasts Via Station CMQ In Havana Draw Crowds and Heavy Fan Mail, Phil Crowen Reports After Cuban Trip

A MID-DAY radio program, sponsored by the Pepsi-Cola Company and broadcast over Station CMQ and the Blue Network in Cuba, is attracting a record crowd of Sunday studio listeners in Havana, reports Phillip C. Crowen, Vice-President—American Export Division, just returned from the Cuban city.

One reason for the program's popularity is a featured contest in the pronunciation of difficult Spanish words. The prize is $5 and the contestants are selected at random from the studio audience.

A 14-piece orchestra, a male announcer, and a female announcer, are heard on each program. Other talent, guest stars, changes weekly.

On October 8 last, when Mr. Crowen attended the broadcast, the guest artists were the Trio Matamoras, famous throughout Cuba. Four times during the broadcast each Sunday a Spanish version of Pepsi-Cola's theme song is chanted by the studio audience.

In addition to this Sunday program, Pepsi-Cola sponsors 40 spot announcements weekly on CMQ. This station is heard throughout the West Indies, Central America and the Northern section of South America, and the Sunday broadcast draws heavy fan mail from these countries and Cuba. The station recently won first place in a popularity contest.

Station CMQ in Havana, Cuba, drapes the front of its building with a Pepsi-Cola Program Announcement. The station is heard not only in Cuba but in the West Indies, Central America, and the Northern section of South America.

A candid camera shot of the crowds waiting in line to enter Station CMQ to hear Pepsi-Cola's Sunday program, including a band and guest stars.

HERE'S ONE FOR BOB RIPLEY (IN THE PROSE OF McGUFFEY'S THIRD READER)

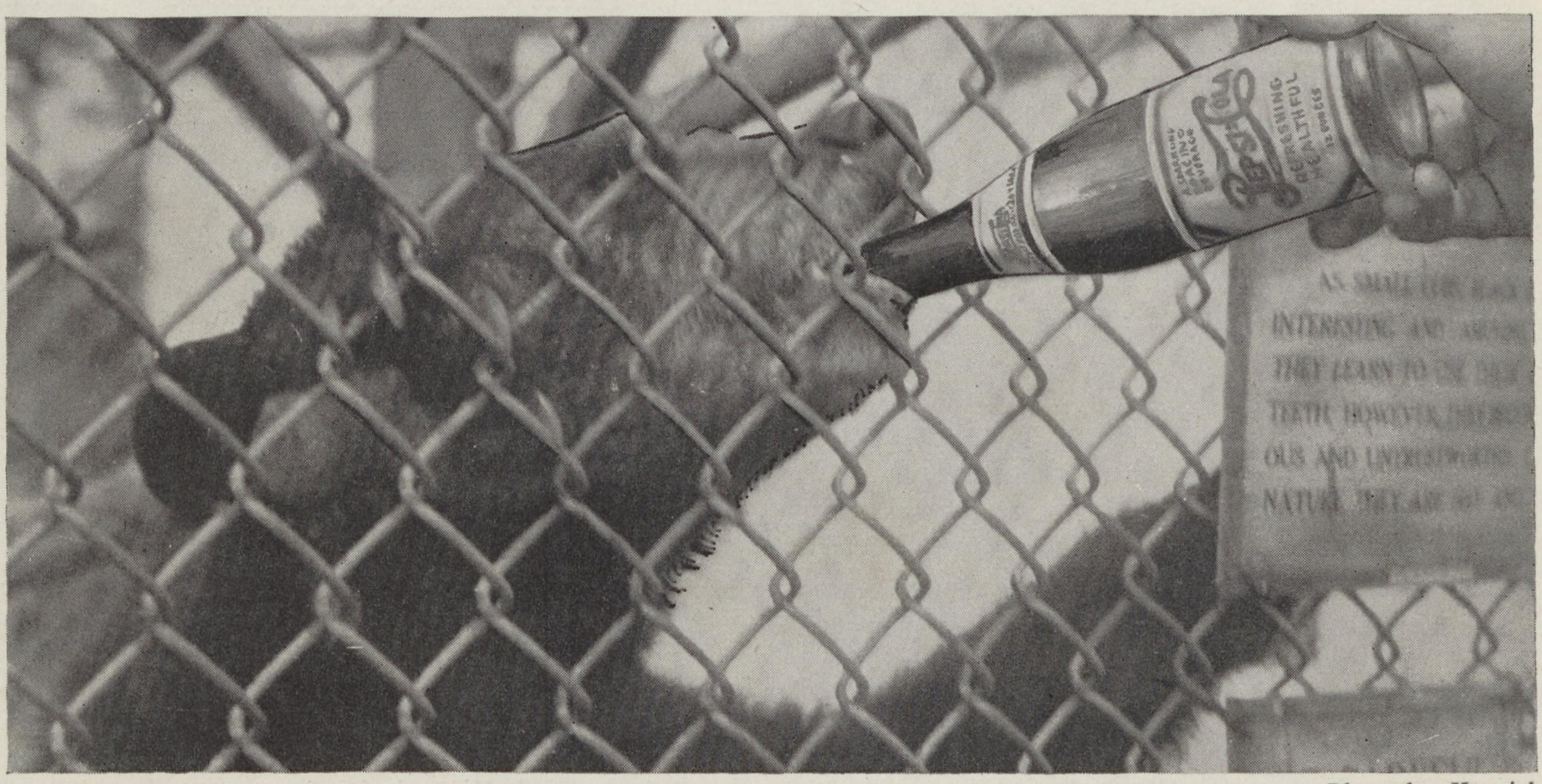


Photo by Kurnick

Oh, see the bear! What is the bear doing? He (or she) is drinking Pepsi-Cola. Does the bear like Pepsi-Cola? Hell, yes, it loves it! Everybody does! Mmmmmm. But where does the bear live? Near Elkton, Md. Who owns the pretty bear that loves Pepsi-Cola? We would not know, but our correspondent says the bear is to be seen in a cage in a roadside stand near Elkton, Md.

Pepsi-Cola in Cherokee Strip Feté

(*Continued from page 6*)

Cherokee Strip parade, astride a hard-kicking bronc', and qualifying for parade leadership because of his arrival in Oklahoma in December, 1892, ten months before the Cherokee Strip was opened.

Naturally, in Enid, as in other parts of the country, Pepsi-Cola played a prominent part in the celebration, the Enid Pepsi-Cola Bottling Company turning out en masse its principals and employees, headed by D. W. Hill. Pepsi-Cola distributors in nearby areas also rallied to the anniversary call, and, attired in cowboy costume, bore down, with thousands of others, in real Western Whoopee.

Mr. Hill advises PEPSI-COLA WORLD that this year's celebration of the anniversary of the opening of the Cherokee Strip was bigger and better than usual. The entire business section of the city was roped off, he reports, and no one not in costume was permitted within the enclosed area. Automobiles were similarly taboo in the business sections of the city, and covered wagons, buggies and other means of transportation, popular in the dusty days of another generation, were the order and the sight of the day.

A note of genuine and understandable regret is sounded by Mr. Hill when he advises that original survivors of the "Cherokee Run" are becoming fewer and fewer. "Soon," he adds—"these sturdy pioneers will have vanished—ever so gently—and all we'll have left—then,—are their memories, and the land they helped to settle, and make famous."

How'st for a cheer, folks—to the lads and lassies who first settled on the Cherokee Strip? It's theirs, and may their descendants prosper and flourish—always!—TFB

Texas Table Tennis Team Scored For Pepsi-Cola Bottler

SAN ANTONIO, TEXAS—Many mediums have been used to advertise Pepsi-Cola to the nation but table tennis appears to be a reasonably new wrinkle.

The M & H Bottling Company of this city, Pepsi-Cola bottlers, sponsored a table tennis team this summer that won a championship tournament conducted under the auspices of the San Antonio Association. By winning the title, the Pepsi-Cola team was recognized as official champion of Texas.

After capturing all the laurels in sight, the Pepsi-Cola "champs" went on a barnstorming trip throughout the state, appearing in exhibitions at night clubs, Civilian Construction Corp Camps and Citizens Military Training Camps.

Newspapers and radio stations in this vicinity cooperated with the Pepsi-Cola team, giving Pepsi-Cola wide publicity.

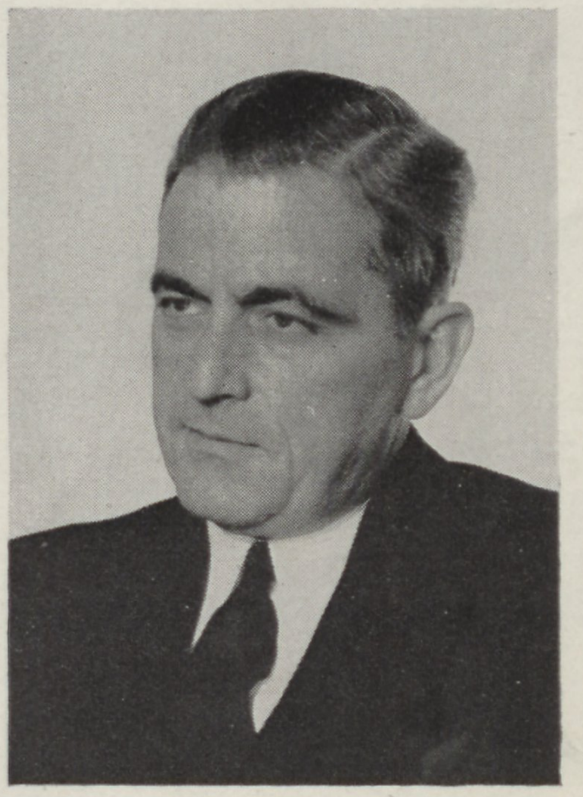
J. Willard Pipes is Elected Pepsi-Cola Vice-President

Standardization Chief, Veteran In Soft Drink Industry, Was Eye-Witness to Russian Revolutions

J. WILLARD PIPES is still receiving letters and wires of congratulation from all parts of the United States, following his recent election as Vice-President in charge of Standardization of the Pepsi-Cola Company.

Mr. Pipes joined the Pepsi-Cola Company early in January last and took over the important standardization department of the company. Since then he has enlarged the operations of this division, and trained a corps of field men to supervise standardization work among Pepsi-Cola's more than 450 franchise bottlers in the United States.

Mr. Pipes, a veteran of the soft drink field, with



J. WILLARD PIPES

more than twenty years spent in the beverage business, and with competing companies, is forty-eight years old, a native of Pittsburgh, Pa., and widely known in the bottling industry throughout the United States.

From 1914 until after the close of the World War, Mr. Pipes was in government service, spending much of that time in Russia as a special agent of the United States. While in Moscow and Petrograd, Mr. Pipes was an eye-witness to the Kerensky Revolution, which marked the overthrow of Czar Nicholas, and to succeeding counter revolutions, operating in close contact with the American Embassy in Russia and the Wilson administration in Washington.

The new Pepsi-Cola Vice-President lives at 148 East 48th Street, Manhattan.

ABCB 21st Annual Convention

(*Continued from page 2*)

studded with addresses by speakers well-versed in questions affecting the soft drink industry, and in demonstrations of ABCB services, all invaluable as additions to the fund of technical and general knowledge of the delegates.

Wives of delegates to the Convention, and other feminine guests, have also been the subject of much thought by the Convention Committee, plans having been made for their entertainment via boat rides, motor tours, visits to various historic points in San Francisco, and at luncheons and teas in well-known hostelries in the Golden Gate area.

Tuesday evening, October 31st, and noon Wednesday, November 1st, will be red-letter periods for Pepsi-Cola franchise bottlers attending the Convention.

In the first instance, Tuesday evening, Pepsi-Cola will "throw" its "Glamour Party," wherein the parent company, through Mr. Mack and the Convention Participation Committee, will play host to the franchise bottlers at a dinner and "frolic" of epoch proportions. The Palm Room of the Palace Hotel will be the setting for the hilarity, with Eddie Sligh, Chicago night club impresario, staging a show, with music furnished by a "name" band. Souvenirs and door prizes will be distributed, and a number of spectacular stunts, definitely on the "surprise-surprise" side will be pulled from the hat of M. Pipes and his associates.

Noon, November 1st, will mark the second of the Pepsi-Cola functions, when Mr. Mack will again play host, this time at a luncheon to franchise bottlers, also held in the Palace Hotel, Pepsi-Cola headquarters during the Convention. Speakers at the luncheon, in addition to Mr. Mack, and from the Pepsi-Cola family, will include Don G. Mitchell, Vice-President, Sales; Mr. Pipes, Vice-President, Standardization, and Phillip C. Crowen, Vice-President, American Export Division.

As this is written (October 18th) indications are that scores of the Pepsi-Cola bottlers attending the ABCB Convention will be members of the Pepsi-Cola Caravan to leave Grand Central Terminal, New York, at 4:20 P.M., Thursday, October 26th.

The Caravan will cross the continent via the New York Central System, Chicago & Northwestern Railway, Union Pacific System, Southern Pacific System, Denver & Rio Grande Western, and Wabash Railway, with a Chicago stopover of some twelve hours, to permit of visits to Pepsi-Cola bottling plants in the "Windy City." Other stops, some brief, some not so brief, are scheduled, with the Caravan arriving in San Francisco at 8:25 A.M., Monday, October 30th, or just about four days later. There's lightning calculating for you!

The Caravan begins its homeward journey from Townsend Street Station, San Francisco, at 9:00 P.M., Friday, November 3rd, stopping off at Los Angeles for a full twenty-four hours. For part of the time, while in "L. A.," the Pepsi-Cola travelers will be the guests of Fawcett Publications, Inc., and are scheduled to lunch at one of the more heavily-patronized Brown Derby hostelries, later making a tour of a movie studio, meeting some screen stars, and seeing Beverly Hills, the beach resorts and Hollywood Bowl.

During the trip back East, additional sightseeing will be had at Salt Lake City, Denver, and other points, the bottlers arriving in New York at 8:00 A.M., Eastern Standard Time, Friday, November 10th, or so the New York Central says, anyway. The trip will be a great one, from scenic, contact and entertainment points of view.

Officers of the ABCB, whose pictures and biographies appear on Page 3, include Paul F. Glaser, of Seattle, President; Edward Wagner, of Cincinnati, Vice-President; Joseph La Pides, of Baltimore, Treasurer, and John J. Riley, of Washington, D. C., Secretary.

Members of the Executive Board of the ABCB include: George S. Derry, of Pennsylvania; John F. Leary, of Massachusetts; Thomas F. Mansfield, of New Jersey; Jeff D. Martin, of Nebraska; Virgil Browne, Jr., of Kansas; Doyle E. Hutchinson, of Kentucky; J. W. Milner, of Mississippi; John R. Sousa, of California; William H. Callanan, of New York; Thomas Moore, of Minnesota; H. R. Mott, of Georgia; and George C. Snyder, of North Carolina.

"Pepsi" and "Pete", Rollicking Cops to Roam Streets of Louisville, Ky.

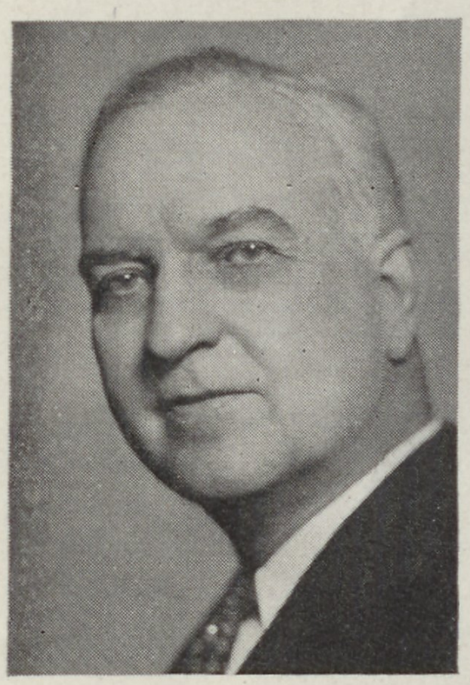
Under the sponsorship of Edgar J. Arnstine, of Pepsi-Cola Louisville Bottlers, Inc., "Pepsi" and "Pete", new comic characters featured in Pepsi-Cola's display and comic strip advertising, will soon be seen in the flesh in that Kentucky city.

Arnstine has had a costumer create uniforms for "Pepsi" and "Pete" and has engaged two character actors to impersonate "the cops", while a third actor, walking with the pair, will represent an animated Pepsi-Cola bottle, via papier-mache replica. The trio will be seen at football games, other sporting events and wherever large crowds foregather.

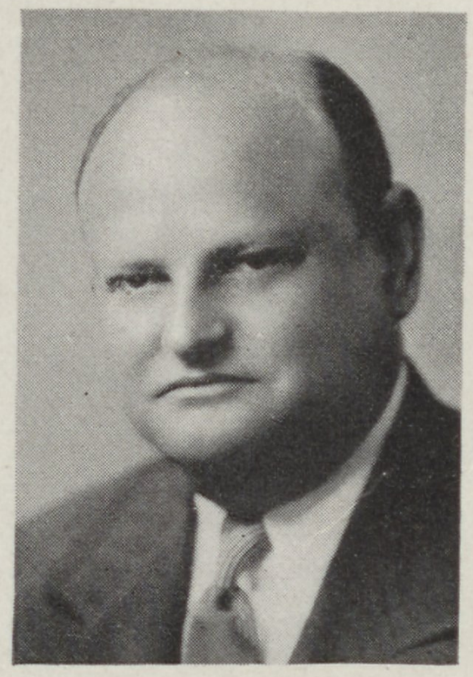
"Backgrounding" Pepsi-Cola's Superintendents

All Four Territorial Representatives Are Veterans In Soft Drink Industry, And Cover Wide Areas—Spend Much of Their Time Travelling Around Country, Contacting Bottlers

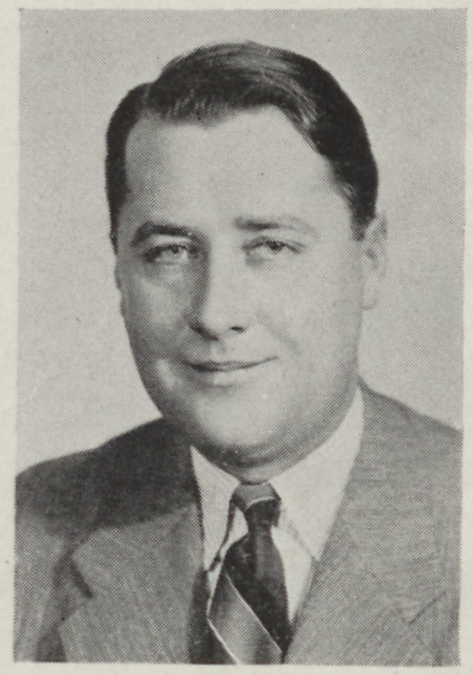
Franchise bottlers and plant managers throughout the United States naturally know their own Division Superintendents, but may or may not be curious as to the identities, appearances and backgrounds of Territorial Superintendents representing other areas. PEPSI-COLA WORLD, *therefore, anticipating news and making news, (we hope, we hope) sets down brief biographies of these Superintendents, and reproduces their pictures herewith:*



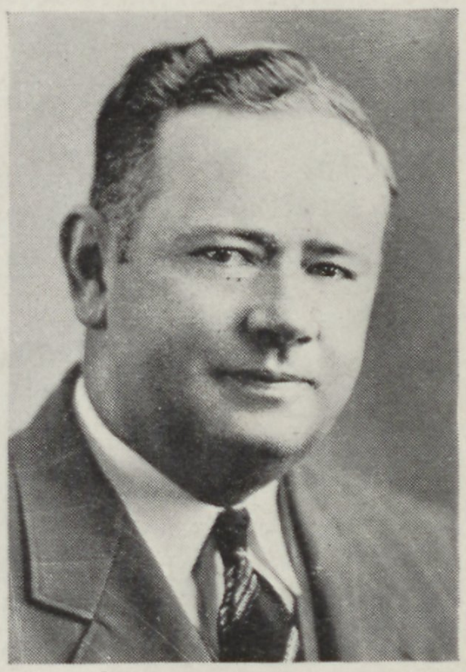
V. O. ROBERTSON



JOSEPH LA PIDES



C. L. JONES



NEEL DEARING

V. O. ROBERTSON, Territorial Representative for the Pepsi-Cola Company in the Middle West and New England, was born in Williamsburg, Miss., and at an early age his family moved to nearby Hattiesburg where he spent his childhood.

After graduating from the University of Mississippi he set out to make a place for himself in the business world. After managing a theater for 10 years in the sun-drenched city of Jackson, Miss., he decided the bottling industry held more of an allure than booking double-features 365 days a year.

Mr. Robertson's first venture into the bottling business carried him to Florida in 1914 and for 25 years, with the exception of a brief period spent in governmental work in Massachusetts, he has travelled the country without ever losing the zest and ambition that marked his entry into the soft drink field.

Assisted by his brother, George H., Mr. Robertson works out of the city of Chicago, and Pepsi-Cola bottlers throughout New England and the Middle West are frequently visited by him.

He has many hobbies but enjoys speaking at dinner-parties, commencements, high school and college banquets and conventions the most. He is frequently in demand to address bottlers conventions and the calendar on his desk always carries notations of future speaking enagagements.

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C. L. ("BUD") JONES, Far Western Division Superintendent, was, as he puts it, "practically raised in the beverage industry," having worked "at and in" every phase of the business.

He was born in Stanford, Texas, in 1907, and his education "covered a lot of territory," the altogether photogenic Mr. Jones attending schools in Arkansas, Missouri, Tennessee and New York.

He is married to the former Grace K. Warner of Atlantic City, N. J., and, in that "Bud's" biography was received just as the forms were closing, we'll have to "go in" with this none too fullsome "piece," developing his background in later issues of PEPSI-COLA WORLD.

JOSEPH LaPIDES, Southern Territorial Representative of the Pepsi-Cola Company and Treasurer of the A.B.C.B., has been identified with the carbonated beverage industry for more than twenty years.

Born in Baltimore, Md., Mr. LaPides was educated in his native city but travelled to New England in 1916 to enter the bottling business. After five years there he returned to Baltimore where he has since lived, and launched his own bottling firm.

A member of the Maryland Bottlers of Carbonated Beverages since it was created in 1921, Mr. LaPides has served as President of the organization for the past four years.

Mr. LaPides is not only well known to Pepsi-Cola bottlers throughout Southern territory he covers, but has spent many years fighting adverse legislation affecting the soft drink industry.

•

NEEL DEARING, Southwestern Division Superintendent is another member of the Pepsi-Cola family who can truthfully say he "grew up in the bottling industry."

At the age of seven, in the town of Bonham, Texas, he was hired to wash bottles in his father's plant during the summer months. And washing bottles in those days, he reports, was not the easy task it is today. Promoted to city salesman at the ripe old age of twelve, he found the job made difficult at times by the antics of an old white fire horse which invariably ran away with him each time the city fire alarm rang. The horse, it seems, was quite happy to take Mr. Dearing out on his route after finishing the "run" to the fire.

Mr. Dearing's father advanced him to the managership of the plant when he was fifteen, and he held the position for almost twenty years after which he joined the ranks of the Pepsi-Cola Company. In April, 1936, he was appointed District Superintendent for the Southwestern Division.

His chief pride and joy he reports, are his wife and three children, Dorothy Lee, Martha Jane and Neel, Jr.

Dots and Dashes and Straight News Flashes From Bottlers Here and There

(*Continued from page* 5)

D. I. Gustave, of Tulare, Cal., has purchased the Pepsi-Cola Bottling Co., of Tulare from E. R. Carlton & Son. Mr. Gustave has been a Pepsi-Cola distributor since 1936 in Tulare and Kings Counties in California.

•

Mrs. L. H. D. Cook, attractive wife of the Pepsi-Cola representative in Corpus Christi, Texas, was another recent visitor to Pepsi-Cola's Long Island City plant. Mrs. Cook was accompanied by her sister and brother-in-law, Mr. and Mrs. Self of Harrison, N. Y.

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M. O. Minges, Pepsi-Cola representative of Greenville, N. C., reports that his company is now distributing regularly to fourteen counties in that state. Launched in 1932, under the management of Mr. Minges, the company is credited by Greenville newspapers with being one of the largest bottlers operating in Eastern North Carolina, occupying one of the most attractive industrial buildings in Pitt County. The building, newly erected in 1935, was further improved in 1937, to take care of the constantly increasing sales.

J. R. McGrede, Pepsi-Cola bottler of Harlingen, Texas, has just bought a lot about 200 feet square in the heart of that city, and will soon begin the building of a new $35,000 bottling plant, the construction being part of his Pepsi-Cola expansion program.

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With a view to increasing production 40 per cent, the Petersburg Bottling Co., of Petersburg, West Va., has placed orders for a new Meyer-Dunmore washer, another Dixie bottler, and accompanying necessary machinery, the new equipment being made necessary by increased business.

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The Pepsi-Cola Bottling Co., of Fayetteville, N. C., distributes each week a newsy mimeographed sales' bulletin captioned "The Weekly Bugler," and carrying the subhead, "Loyalty Is Its Own Reward."

•

M. B. Burnett, President of the Durham Pepsi-Cola Bottling Co., reports that for many years he has made a point of arranging visits to his plant by school children, and these visits, constantly increasing in number, have made many fast friends for the company and its product.

The Pepsi-Cola girls' softball team, sponsored by the Hartman Beverage Company of Knoxville, Tenn., won the Knoxville girls' championship for 1939, but was eliminated in the finals of the State Tournament, held in Nashville. The Pepsi-Cola girls won twenty games during the summer season and lost but two. Their team is featured by a twelve-year old girl pitching ace, reports B. F. Hartman, official of the company, and he further confides the girls are "plenty pretty," but you can see that for yourselves.

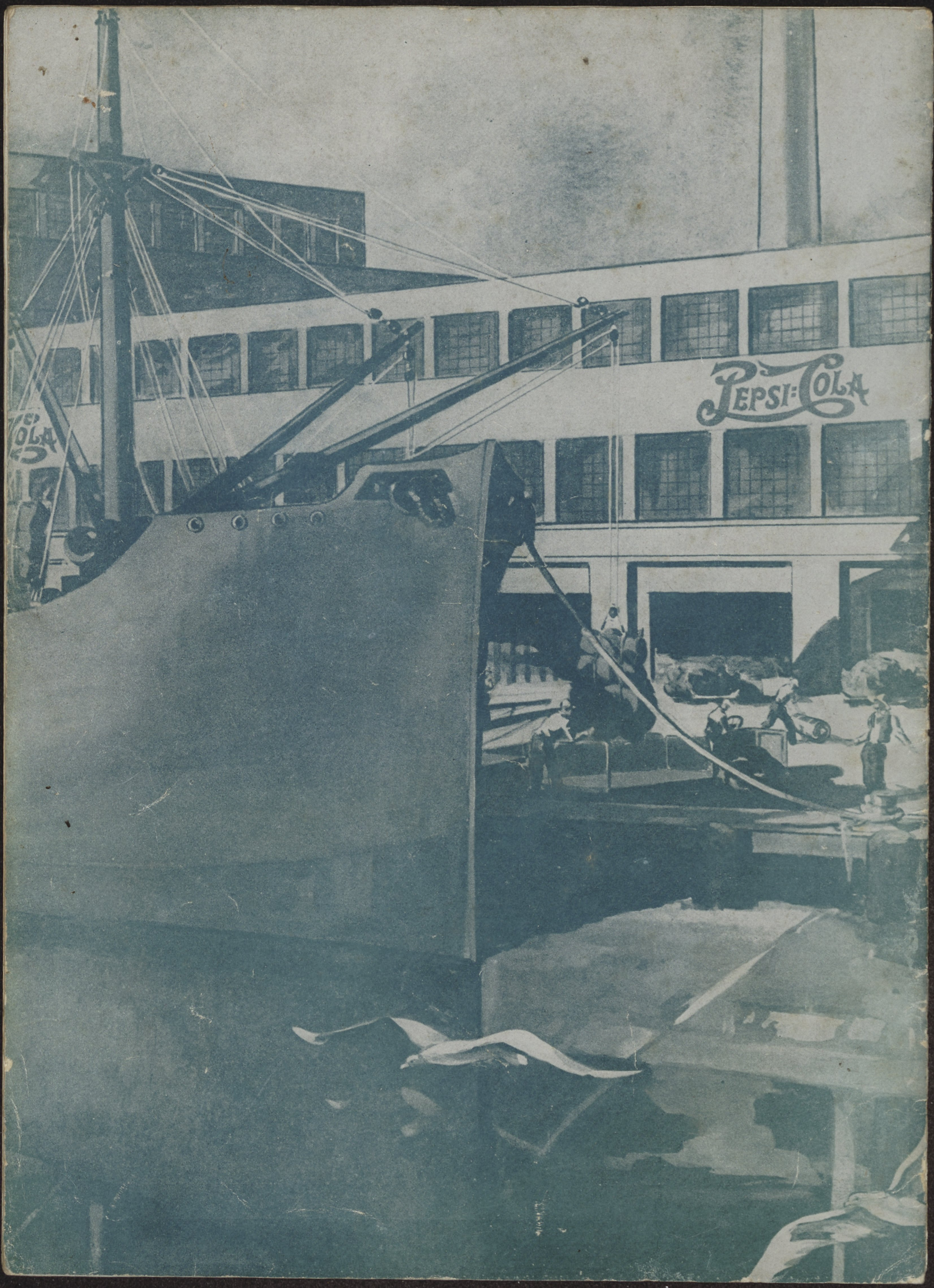
PRINTED IN U.S.A.

MAIL & EXPRESS PRINTING COMPANY, INC.
NEW YORK, N. Y.

154

Photo by Redwood Empire Ass'n.

Delegates to the 21st Annual Convention and Exposition of the American Bottlers of Carbonated Beverages will have ample opportunity to see, in all its natural beauty and towering strength, the Golden Gate Bridge at San Francisco, the world's tallest and longest single span suspension bridge. The Convention opens October 30th and closes on the afternoon of November 3rd.


PEPSI-COLA