

FOUNTAIN-SYRUP

Point of Purchase

ILLUMINATED MATERIAL

CLOCKS

F 803
804
722 **G** 182

(not co-op items)



F-722



F-803 (Modular)



G-182



F-804 (Modular)

F-803

SIZE: 9¼" long x 12¼" high x 5" deep
COLOR: Full color
WEIGHT: 6 lbs. per carton
PRICE: **\$12.80** per carton of 1
F.O.B. CHICAGO, ILLINOIS

F-804

SIZE: 17" long x 12¼" high x 5" deep
COLOR: Full color
WEIGHT: 9 lbs. per carton.
PRICE: **\$14.50** per carton of 1
F.O.B. CHICAGO, ILLINOIS

Order direct from

TEL-A-SIGN INC.
960 W. 22 St.
CHICAGO, ILL.

F-722

SIZE: 17" outside diameter x 3½" deep
COLOR: Full color
WEIGHT: 4 lbs. per carton
PRICE: **\$9.13** per carton of 1
F.O.B. NEW YORK, N. Y.

Order direct from

L. HOLZER DISPLAYS
BOX 477
SCARSDALE, N. Y.

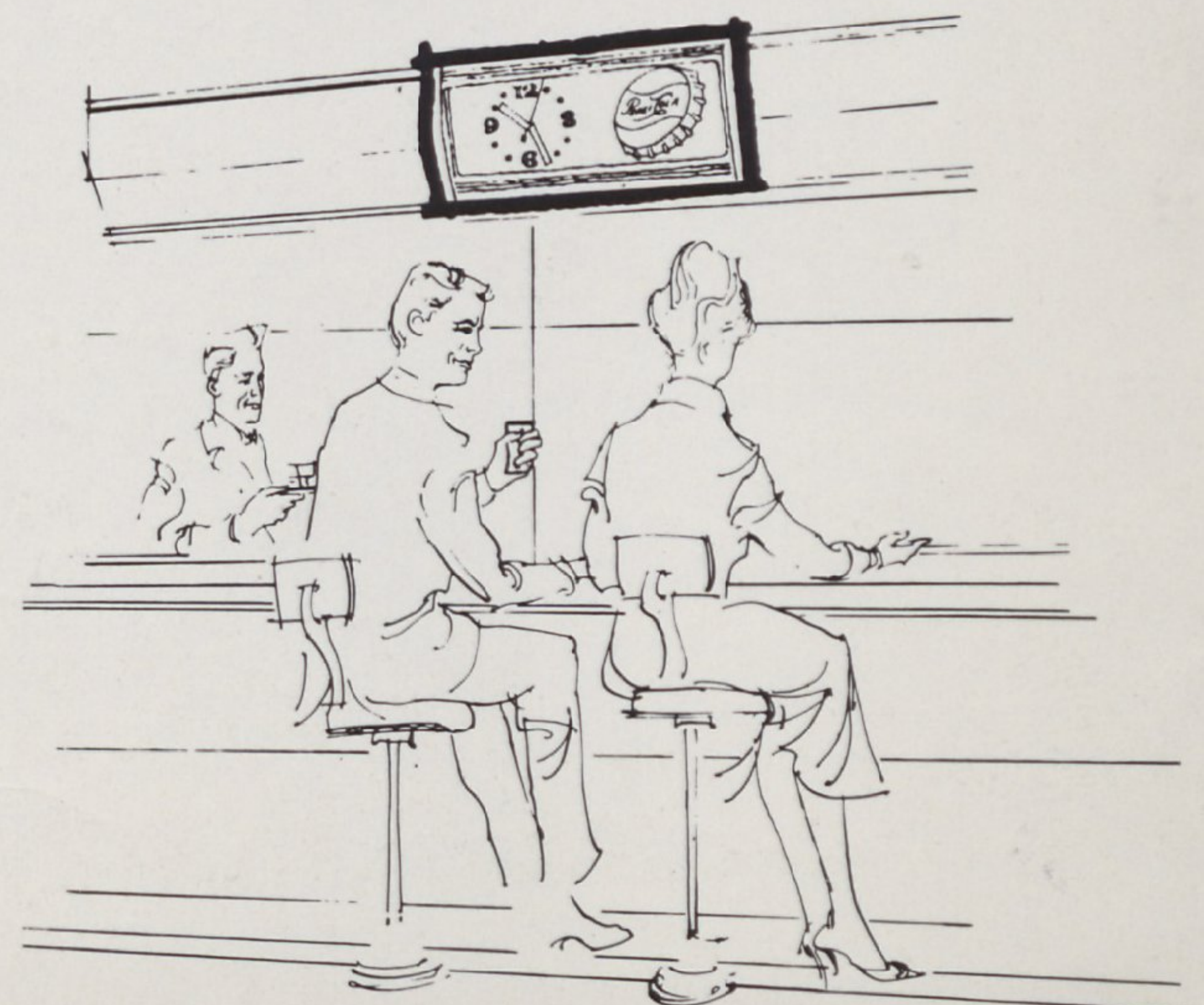
G-182

SIZE: 14½" wide x 19½" high x 3" deep
COLOR: Full color
WEIGHT: 4 lbs. per carton
PRICE: **\$18.25** per carton of 1
F.O.B. CHICAGO, ILLINOIS

Order direct from

RELIANCE ADV. CO.
141 W. JACKSON BLVD.
CHICAGO, ILL.

You asked for it and here they are — two new distinctive clocks to round out your Modular Illuminated Sign Program. Since so many Bottlers have requested the G-182 and F-722 electric clocks, these have been retained for 1960. All four may be used separately, or, in the case of the two new clocks, as companion pieces with the other units of the Modular series.



Point of Purchase

**ILLUMINATED MATERIAL
MENU BOARD
PRIVILEGE ATTACHMENT**

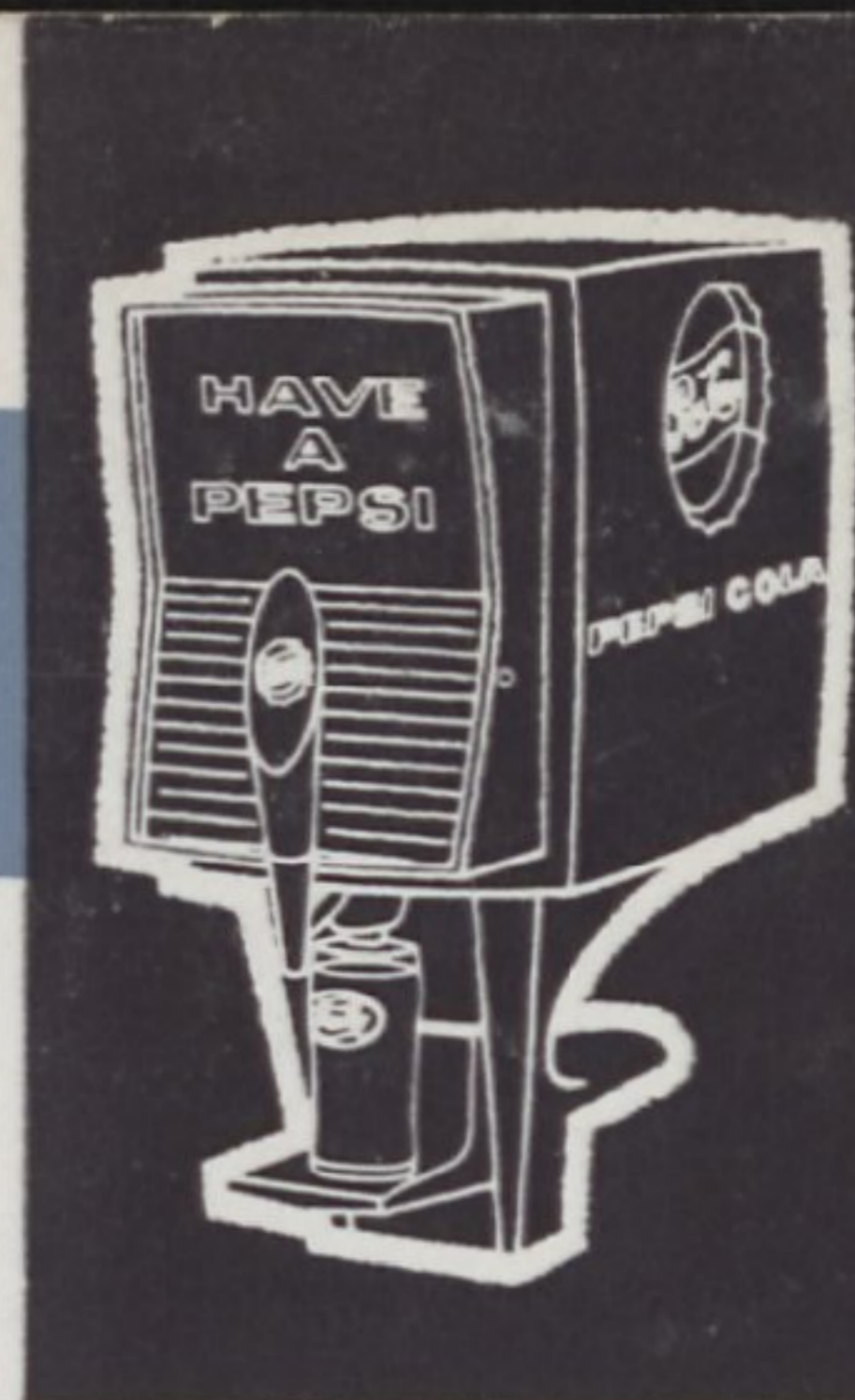
F 813 G 271

(co-op items)

F-813 Menu Board

SIZE: 49 $\frac{1}{4}$ " long x 12 $\frac{1}{4}$ " high x 5" deep
COLOR: Full Color
WEIGHT: 23 lbs. per carton
MATERIAL: 22-gauge steel with gold hammertone finish; gold anodized extruded aluminum; white metal gold plated and extruded polystyrene and is shipped to you ready for installation.
PRICE: **\$22.53** per carton of 1 including font of 100 letters, and numbers plus 20 complete sandwich strips.
 F.O.B. CHICAGO, ILLINOIS

FOUNTAIN-SYRUP



The item you need to round out your Fountain Point-of-Purchase Program—a new Menu Board that may be used as a single unit or as an integral part of the Modular Series.



F-813

G-271 Privilege attachment for 48" Modular Units

SIZE: 36" long x 4" high
COLOR: Black letters on White
MATERIAL: Gold anodized aluminum with extruded polystyrene
PRICE: **\$7.50** per carton of 1
 F.O.B. CHICAGO, ILLINOIS

Each unit contains a complete font of letters.

Attachment adaptable for 48" illuminated units ordered after February 1, 1960 only.



F-271



FOUNTAIN-SYRUP

Point of Purchase

ILLUMINATED MATERIAL

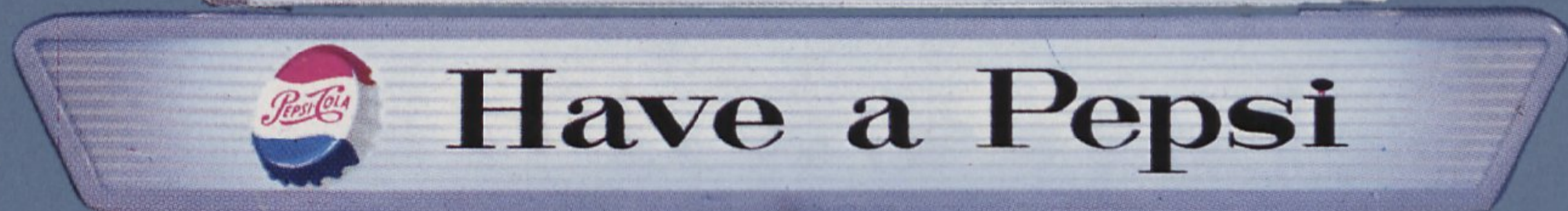
ILLUM. COUNTER SIGN

G 169
thru
174

(co-op items)



G-172



G-169

G-169
SIZE: 21" long x 4 1/4" high
MATERIAL: molded translucent butyrate, fluorescent lamp 6' cord.

PRICE: **\$40.00** per carton of 4
PREPAID

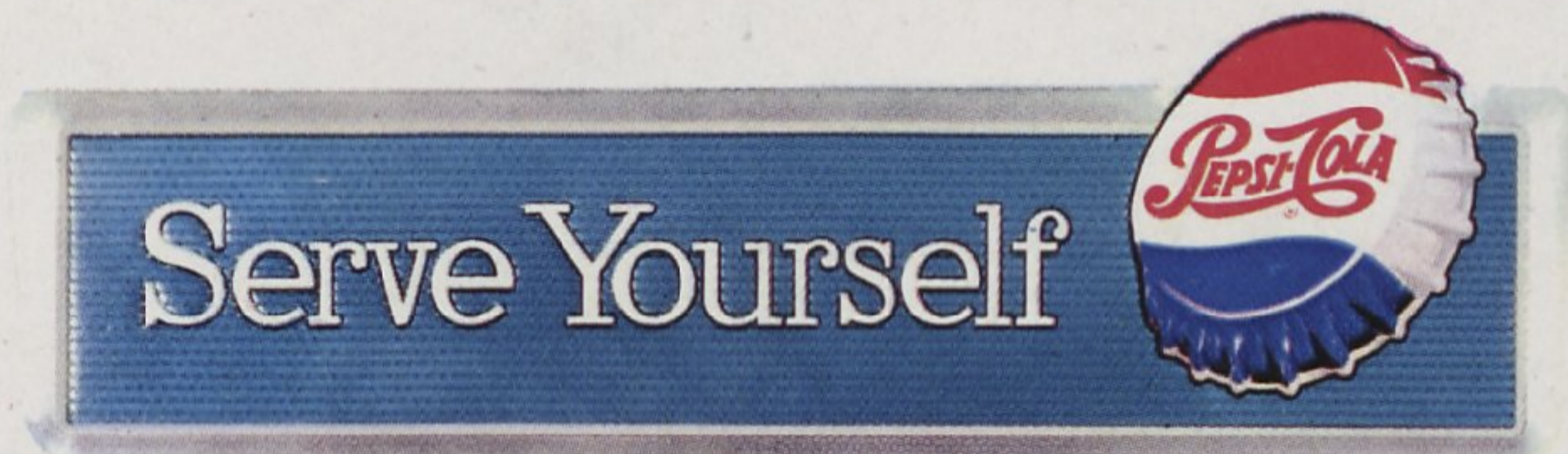
Includes 4 "Please Pay Cashier" plaques unless otherwise specified.

Privilege plaques for G-169

G-170 "Thank You, Call Again"
G-171 "Serve Yourself"
G-172 "Please Pay Cashier"
G-173 "Please Pay When Served"
G-174 "Hot Pop Corn"
SIZE: 16 1/2" long x 4 1/2" high
MATERIAL: Ebonite
PRICE: **\$10.00** per carton of 10
PREPAID



G-170



G-171



G-173



G-174



Fully illuminated, easy to install, and an effective merchandiser ... this Point-of-Purchase display will work for you in many ways ... Theatre concession stand, at the cash register, or as a back-bar piece—It's liberal dealer privilege panel will assure good placement.

Point of Purchase

ILLUMINATED MATERIAL

ILLUMINATED PLAQUE

F 721

FOUNTAIN-SYRUP



(co-op item)

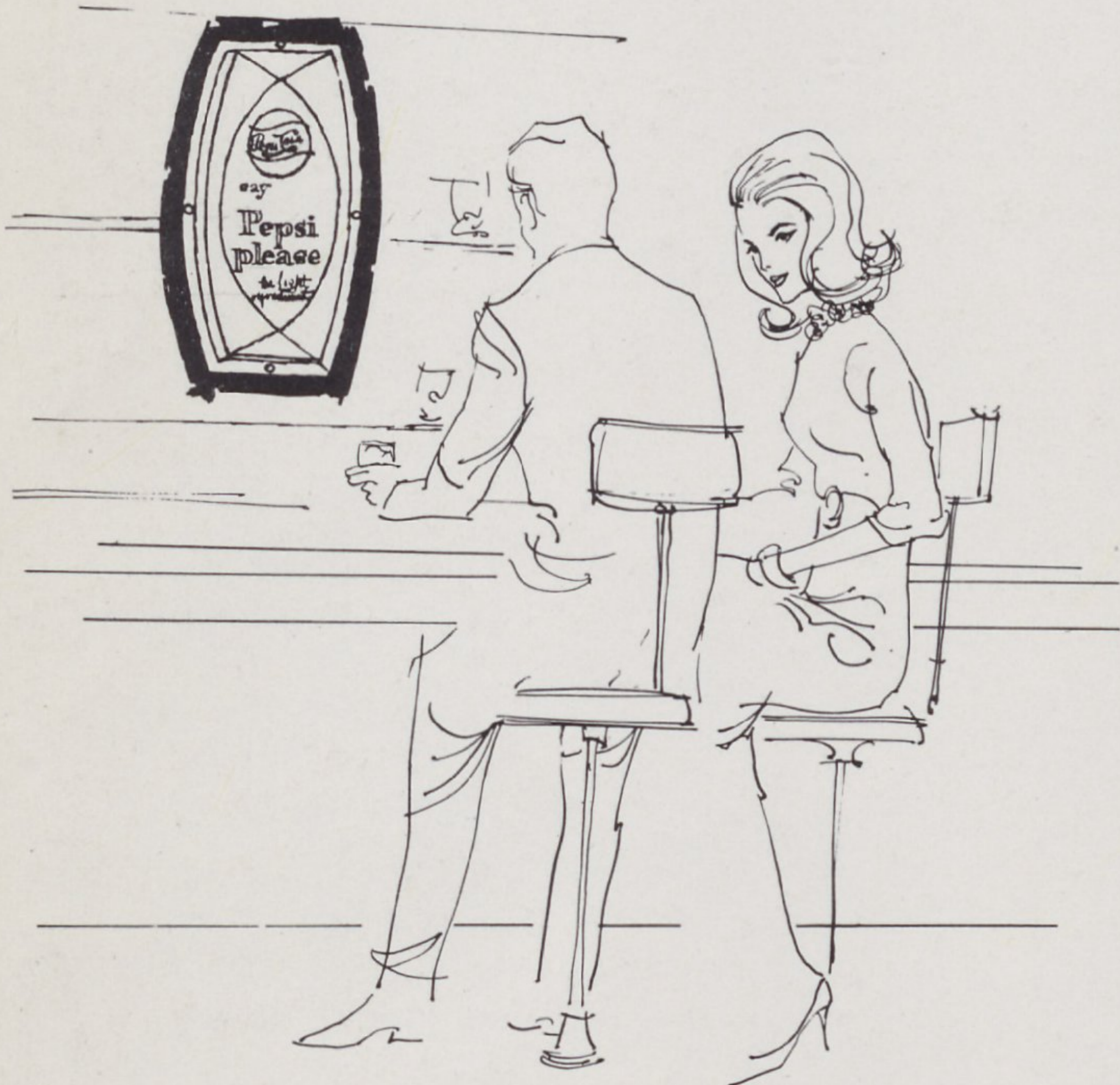
SIZE: 10" wide x 18" high x 6" deep

COLOR: Full color

MATERIAL: Heavy plastic embossed with masonite backing, easel for hanging, illuminated by one 20 watt bulb. Socket provided with six feet of wire cord.

WEIGHT: Approximately 8 lbs.

PRICE: **\$23.00** per carton of 5
F.O.B. CHICAGO, ILLINOIS



F-721

If you need a piece of point-of-sale to do a special job, here is a sculptured "prestige" piece with plenty of Pepsi sales power. It's attractive . . . and effective. On concession stands, in cold drink outlets or as part of your modular displays.