"SMOOTHEST JOB
ON THE ROAD!"

NEW HIGHWAY SIGNS WORK DAY & NIGHT FOR YOU!

DAYLIGHT · · · Here's how the new, big, red, white and blue Pepsi-Cola display sign stands out in daylight — an attractive, eye-catching advertising appeal for the busiest highways in your territory.

The plain unit, illustrated below (without Scotchlite reflectorization), rents at $6.25 per month per unit — on a 3-year contract.

NIGHT · · · This brilliant new highway sign, with word "Pepsi-Cola" reflectorized in red Scotchlite, does a 24-hour selling job for you — is a constant reminder to thousands of your customers. Beautiful in daylight, dazzling at night.

This unit, illustrated below, rents at $7.75 per month per unit on a 3-year contract.

NIGHT · · · Tops 'em all! Completely reflectorized in red, white, blue and gray Scotchlite, the entire Crown in this unit glows in full color — it's a real "stopper". Does a super-selling job for you night and day!

Rental: $13.80 per month per unit — on a 3-year contract.

SCOTCHLITE Makes Every Road a Highway to Greater Sales!

More attention, more readability, more impressive sales messages — that's what these Pepsi-Cola Scotchlited display signs mean to your highway advertising. Get in on this completely new and startling outdoor advertising medium now. Put these good-looking, hard-working highway signs up where they can work for you night and day — every day!

EACH SIGN GIVES YOU...

6,000
DAILY CIRCULATION

2,160,000
YEARLY CIRCULATION

180,000
MONTHLY CIRCULATION

SPECIFICATIONS

All three of these Pepsi-Cola highway signs are constructed of heavy gauge steel finished in baked enamel. Over-all height is 12 ft. including an 8 ft. crown. These signs will be maintained on a full service basis which includes selection of key locations, complete construction, erection and maintenance during the entire life of the contract.

WHERE TO SEND YOUR ORDER

Pepsi-Cola Company has made special arrangements with two leading highway advertising companies to have these display signs made available to all Pepsi-Cola Bottlers throughout the country on a uniform monthly rental basis.

National Advertising Co., Westminster, Maryland, serves all states *East of the Mississippi River* (except Wisconsin, Illinois and Louisiana). Lee Larson & Co., Waukesha, Wisc., serves all other states. Bottlers should send their orders direct to the Company that serves the territory in which he is located.

For additional information please write Advertising Department, Pepsi-Cola Company.

YOU CAN'T BEAT THIS SERVICE

LOCATIONS: Selection of key locations in your sales area.

LICENSE FEES: The low monthly rental includes the payment of all license fees and taxes.

MAINTENANCE: The display signs are serviced at regular intervals which includes replacement of the displays in case of damage, trimming of brush or other obstruction matter, thereby keeping the signs in a clean and fresh condition at all times.

INSURANCE: Insurance is carried on all display signs thereby protecting you from liability.

LOW COST: In short, the low monthly rental fee covers the complete erection and maintenance of these signs in your locality.