

The PEPSI-COLA WORLD

Volume 13

JULY, 1953

Number 5

REGIONAL SYRUP MEETINGS



Washington, D. C., Region Bottlers at the National Accounts and Fountain Sales meeting.



Bottlers from the Syracuse Region met in New York City to discuss fountain syrup equipment.

BOTTLERS HEAR KENDALL TALK ON DEPARTMENT FUNCTIONS

NEW YORK, N. Y. — Donald M. Kendall, Vice President in charge of the National Accounts and Fountain Sales Department, presided at a recent series of Regional meetings attended by Bottlers interested in expanding their fountain syrup business. The meetings were held in Cincinnati, St. Louis, Jacksonville, Washington, D. C., and New York City. Bottlers heard Kendall outline the functions of his Department and its plans for 1953. The presentation included a new financing program covering fountain syrup equipment. Half of each day was devoted to a demonstration and instruction period for syrup equipment.

Top Level Arrangements

Kendall told his audience that the Department serves as a liaison between Bottlers and grocery chains when a franchise has one or more units of a national or chain account which cannot be reached locally. The department crosses the lines of franchise limitations and reaches national headquarters offices to open doors for Bottlers to sell both bottled Pepsi and syrup. These top level arrangements are necessary in an operation as wide spread and complex as the grocery chain field.

Chain Grocery Sales

Sales of Pepsi-Cola through grocery stores represent approximately 47% of the total business. The National Accounts Department has developed and strengthened Bottler relations with the major chains which account for 42% of the total grocery business in the United States. It has carried on a strong campaign to place carton racks, carton carriers, and vending machines in super markets throughout the country; has greatly increased the use of point-of-purchase material in chain stores, and has assisted in developing new sales aids. One example of the results of these efforts is the over-all increase of 23.5% recorded for Pepsi-Cola in Safeway stores in 10 cities west of the Mississippi. In Kansas City the increase soared to 72.6% in one year. In New England, carton racks placed with the aid of the Department in A & P stores increased sales by 53%.

Simple factual advertisements prepared by Robert Doorly, Manager of Grocery Chain Sales, appear in more than 200,000 copies of leading food trade journals each month. Here the retailer learns of all of the links in our merchandising chain and the cash register benefits he can obtain by full and continued use of the tools offered him by Route Salesmen for Pepsi-Cola.

The increased case sales and greater "brand share" of grocery chain sales are only part of the effect which the assistance of the National Accounts and Fountain Sales Department brings to Bottlers of Pepsi-Cola. Other Divisions of the Department operate in these major markets: Military; Industrial; Transportation; Concessions; Cup Vending; Soda Fountains in chain drug and variety stores, bars and restaurants; and Theatres.

Theatre Market

Pepsi is now in the dominant soft drink position in the theatre market. Sixty-two Bottlers have sold more than a million cases of Pepsi through the 469 Fox Theatres alone since they were converted to Pepsi in 1950. Within the last two years, more than 50 nationally known theatre

SUCCESS STORY FOR PEPSI IS TOLD BY NEW BERN BOTTLER

by FORREST E. MINGES

Pepsi-Cola Bottling Company of New Bern, N. C., Inc.

NEW BERN, N. C. — Hard work, determination, and an abiding enthusiasm for Pepsi-Cola combined to forge a solid position for the product in this territory during the past six years. It was in New Bern, some time before the turn of the century, that the very first delicious swallow of Pepsi trickled down the throat of a satisfied customer. The trademark has since become an international symbol for refreshment. However, it was not until 1946 that a concerted effort was made to push Pepsi up to its rightful position in its birthplace.

The first step toward establishing Pepsi as a leading soft drink in this area was the opening of a warehouse in July 1946. From this supply point, four Route

Salesmen began to ply the five counties with day and night service. The Salesmen we select believe in the product and the firm for which they work. Alert, willing, and neat, they give courteous and attentive service, keep their trucks in sparkling condition, and proudly carry on in the face of keen competition.

Outstanding service and enthusiasm has paid off to such a degree that in the spring of 1951 it was necessary to add bottling machinery to keep the supply flowing. The sales force has grown to 13. The production crew backs up the salesmen with the best possible product, bottled in the beautiful 10-ounce package, and packed in freshly painted

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Lexington Management Draws Praise From Regional Office

by W. C. DURKEE

Columbus Regional Manager

LEXINGTON, KY.—One of the up-and-coming plants in the Columbus Region is the Lexington branch of the Cincinnati operation. Sales have risen steadily for the past two years under the competent leadership of General Manager Bob Baxter. The sales organization is headed by Joe Isert who has had several years' experience in the soft drink business. The ambitious and energetic Route Salesmen are a credit to the sound training given them by Joe Isert.

Laboratory reports show quality control to be above reproach, and plant housekeeping immaculate. Both the exterior and the interior of the plant are a credit to the product. Frequent tours of

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The PEPSI-COLA WORLD

VOLUME 13 JULY, 1953 NUMBER 5

Published by PEPSI-COLA COMPANY
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Bottlers from the Columbus Region met at Cincinnati to hear the fountain syrup sales story.

Regional Fountain Syrup Meetings

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chains have been converted totally or in part to Pepsi-Cola. The theatre market, which is under the direction of Alan Finley, now encompasses 40% of the 11,000 houses which have 400 or more seats. Pepsi is exclusive in 70% of the houses of the five major theatre chains.

Concession Sampling Valuable

Many Bottlers have discovered that concession business is valuable because of the advertising and sampling impact, the prestige, and the big sales opportunities. Concessions at ball parks, race tracks, stadia, circuses, and carnivals represent a highly specialized market requiring extensive advertising support. For this reason, the Department waits for the Bottler himself to express his interest in this type of market. At the Bottlers' request, agreements have been made between the Company, the Bottler and the concessionaire which have resulted in putting Pepsi into major league ball parks and many other important sports arenas; into race tracks at Denver, Detroit, Chicago, Cleveland, and St. Louis; into the Cotton Bowl and the Orange Bowl; state parks and municipal stadia, all of which are serviced by the Bottlers in the area. The Augusta, Ga., Bottler was assisted in placing vending machines on location at the Savannah River Hydrogen Bomb Plant which will house some 47,000 employees. Frank Rankin heads the Concession Division.

Hundreds of thousands of gallons of Pepsi have been sold through cup vending machines in military installations over the past few years. The majority of Atlantic Fleet ships having cup machines use Pepsi exclusively. Recently the USS New Jersey, through cup vending machines, sold more than 300,000 drinks in less than a month's time. Because land installations are generally made more effectively by solicitation at Bottler level, the National Accounts Department has restricted itself to those military groups which are subject to top echelon policy. The Military Division is now under the direction of Norman Tunell.

The Industrial and Transportation Divisions, under the direction of George Haas, Jr., have stirred active interest in on-premise vending through working with top management in the steel, oil and automobile industries, with national catering concessions which handle plant food supplies, and with employee-welfare groups. Sears Roebuck stores throughout the country installed hundreds of bottle and cup vending machines. Twenty major railroads and top steamship and airlines have been signed to serve Pepsi.

Jim Ippolito, head of the Chain Soda Fountain Market, has 29 major drug and variety chains across the continent ringing up high volume syrup sales and helping to sample and advertise Pepsi-Cola for the benefit of all Bottlers.

Another segment of the soft drink market, cup vending, accounts for a billion and a half drinks annually. The Cup Vending Division, under the direction of Paul Little, is understandably enthusiastic about converting more of this profitable flow to Pepsi-Cola syrup. With an increasing number of bottlers going into cup vending, and 7 1/2 million gallons of cola syrup already being dispensed by this means, it is evident that this market represents another strong link in the chain of availability and sampling which leads to bigger take-home sales of bottled Pepsi-Cola.



Jim Morrill, Newburgh, N. Y., Route Salesman, helps TV star Ruth Woods hand out Pepsi to the enthusiastic crowds attending a Supermarket opening. Tom Tenney, President of the bottling firm, welcomed the assistance of Robert Doorly, Manager, Grocery Chain Sales, in arranging for the successful promotion.



Fonty Flock, holding trophy, enjoyed a refreshing Pepsi immediately after winning the Stock Car Race, annual Memorial Day Classic at the Raleigh, N. C., Speedway. S. T. Gaddy, President of the plant which sold about 30,000 bottles of Pepsi to the 15,000 attending racing enthusiasts, was grateful for the assistance of Frank "Rip" Rankin, head of Concessions for National Accounts. Rankin arranged for an exclusive for Pepsi at this event as well as at the U. S. Open Golf Tournament held in June. Pepsi's prestige grows with representation at sports events which draw people from all parts of the nation.



Former star players of the New York Yankees, Joe Gordon, left, and Lefty Gomez, right, listen attentively as Frank Rankin, Manager of the Concessions Division of National Accounts, tells them about refreshing Pepsi-Cola. The elite of baseball met at the Minor-Major League Convention in Phoenix, and Pepsi was on hand to make friends with the big buyers of soft drinks who control the concessions in baseball parks throughout the nation.



L. P. Frans, Hickory & Spruce Pines, N. C., talks about sales.



Bill Silver, Bristol, Conn., with Regional Manager Burns.



John Holeman, President and General Manager, Jacksonville, at the Florida syrup meeting.



Frank Baker, Vice President in charge of sales, and Willard Gleason, Vice President of the West Warwick, R. I., operation.



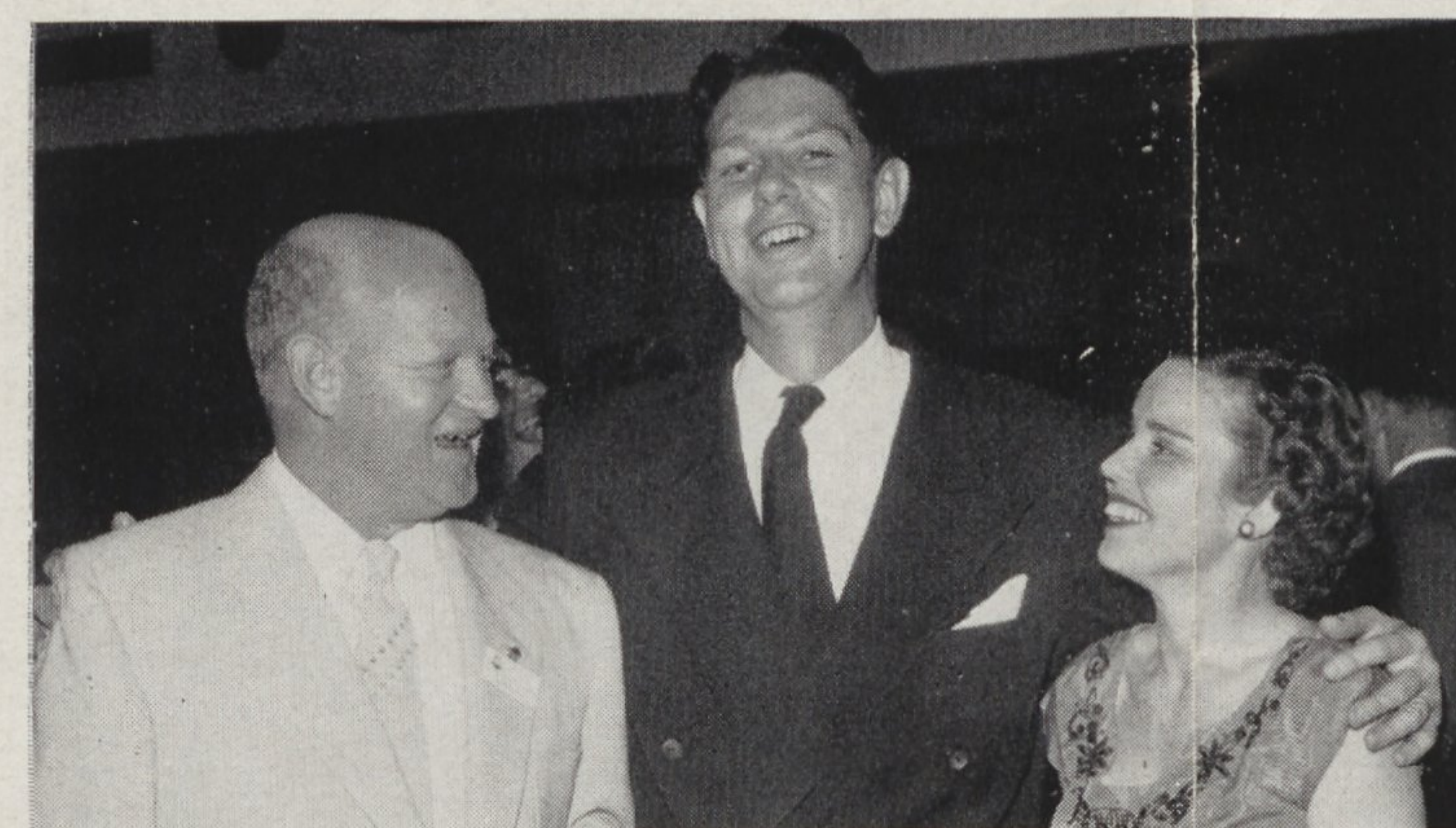
E. R. Burnett, center, Durham, N. C., tests fountain equipment at the Washington, D. C., demonstration, with the help of Vice President Don Kendall, left, and Regional Manager Carl Salts.



At the fountain syrup meeting held in New York City, seated, from left: George Spak, Binghamton, N. Y., and Mr. and Mrs. Samuel Freeman, Utica, N. Y. Standing: Bill Leader, Fairfield, Conn., Benjamin Karutis, Amsterdam-Schenectady, N. Y.



At the Jacksonville meeting: Mr. and Mrs. Joe Hutto, Tallahassee, Fla., chat with J. V. Martin, right, of Perry, Fla.



Mr. and Mrs. Everett Smith, Charleston, S. C., at the Florida meeting with Atlanta Regional Manager Richard Petrie, center.



John Hackney, Jr., Norfolk, addresses the Jacksonville group.



C. R. Shelby, Vice President, Miami, Fla., bottling plant.



John Coble, President of the Columbia, S. C., bottling firm, splashed advertising for Pepsi on every available spot at the State Fair. He was assisted by Roy Jones, National Accounts.

Pepsi Big Seller At Kresge Fountain

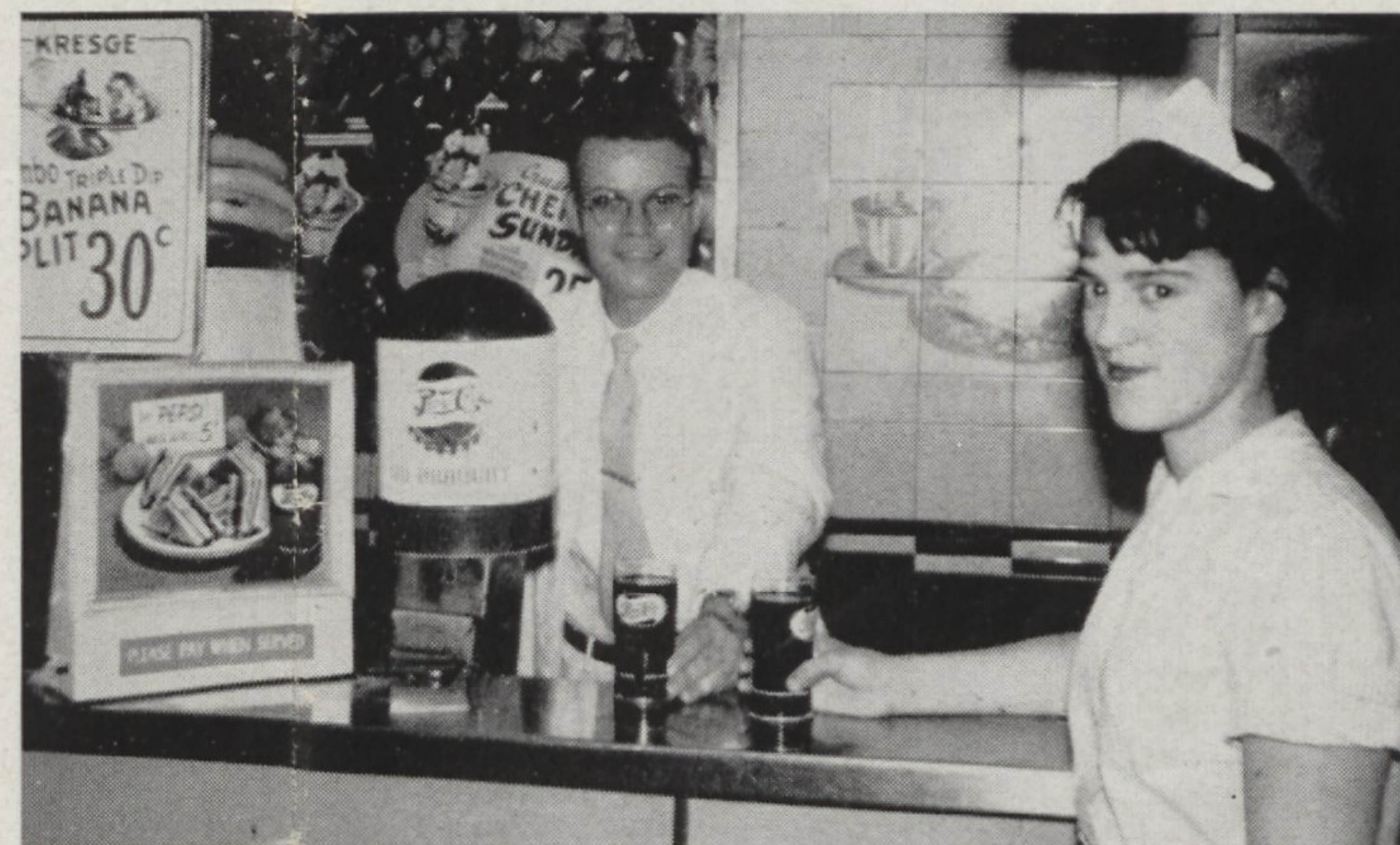
by ROCCO PIRRO
Sales Manager, Albany

ALBANY, N. Y.—An S. S. Kresge Store in this city has chalked up some impressive fountain sales records due to the enthusiasm of Fountain Manager Elwood Hamilton. The fountain seats 126 people and has sold 40,000 of our drinks in the past nine months. Pepsi outsells the closest competitor 3 to 1.

Mr. Hamilton was instrumental in having an entire window devoted to a display for Pepsi. (See cut in right-hand column.) The display was maintained for a whole month on one of the busiest streets in upstate New York.

Hamilton and Store Manager H. L. Nearing arranged for store employees to have one of our vendors, replacing a competitive cola machine.

Because fountain sales give us a chance to sample some of our potential customers, we are definitely interested in this phase of the business.



Kresge fountain manager Hamilton, an enthusiastic promoter of Pepsi-Cola, has made it the Number One refresher at his store.



A wall display reminds Kresge customers of the big, big drink.

Egbert Everbright . . .



Work fascinates Egbert. He can sit and watch it for hours. The fact that the new building would be a rich prospect for vending machine placements just doesn't occur to our Everbright.



New Bern's enterprising Route Salesmen pose in front of the attractive home-built refreshment stand which has brought much additional special events business. Front row, from left: Woodrow Miller, Robert Wilson, Assistant Sales Manager John Nichols, Sales Promotion Manager Robert Williams, and Regan Jones. Back row, from left: Sidney Baysden, Leslie Tyndall, Robert Hadnott, W. J. Wells, Lee Tingle, George Allen, and Fred Johnson. Salesman William Gaskins missed the picture.

NEW BERN

(Cont'd. from Page 1, Col. 2)

cases. Through the cooperation of the Parent Company, a splendid advertising program covering radio, screen, roadway signs, newspapers and other media constantly direct the attention of the public to the fine quality of Pepsi-Cola, its wholesomeness and purity.

The teamwork which produced these results was reinforced with the Rewards for Action program. The men buckled down even harder, and before long merit points were accumulating for each of them. The many worthwhile items they have been able to purchase certainly justify the extra efforts they have made. Throughout all the competition with each other, they have retained their friendly spirit of cooperation and super service. The majority of these men have been with us a long time, some of them since the warehouse was opened. Each has shown a steady increase in sales. Their loyalty to the product and the company has paid off in many ways. Most of them have cars, own their own homes, and have added major furnishings through their Rewards for Action earnings.

One of our top salesmen, Ed McLawhorn, who was high man in the country last year in terms of merit point earnings, typifies the opportunity given to Route Salesmen for Pepsi through the incentive program. Electrical ap-

pliances Ed has purchased with merit points include: mixmaster, toaster, percolator, roaster oven, broiler and grill, ice-cream freezer, alarm clock, lamps, sewing machine and a radio and phonograph combination.

He has also purchased a power lawn mower, an outboard motor, a shotgun, pistol, fishing reel, 17-jewel wrist watch, suede jacket, and sport shirts.

The McLawhorns have ordered

with their merit points three 72-piece sets of silver plate, a set of china, a set of aluminum cooking utensils, a chicken fryer, an end table, pinking shears and a wool blanket.

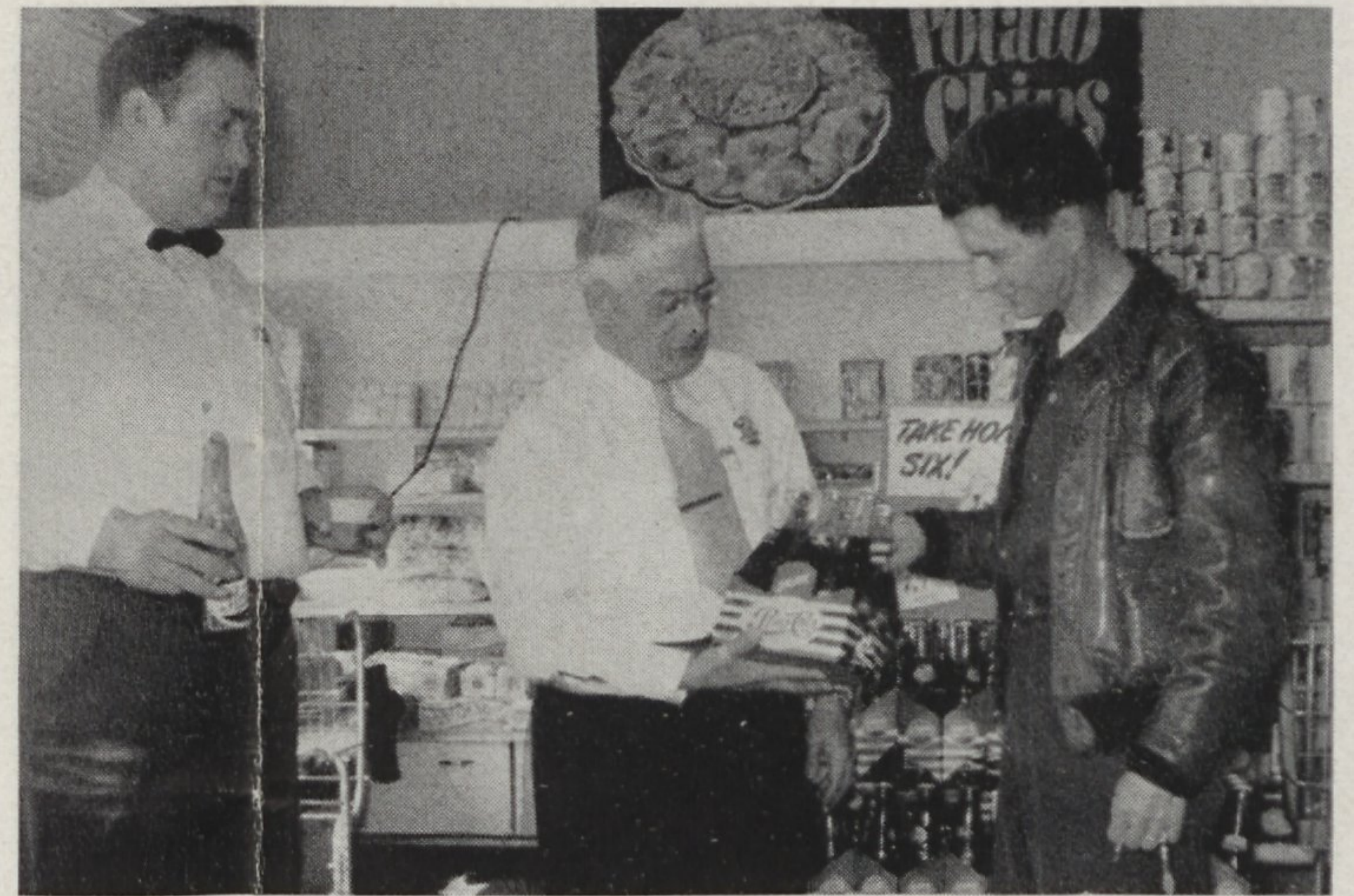
In New Bern as well as in the rest of the country and the world, Pepsi is a growing business limited only by the amount of effort and enthusiasm put behind the product which brings pleasure to millions.



Modesto, Calif., held a 3-day sampling and advertising tie-in promotion with a local theatre. Note sampling booth below.



Lexington's attractive plant serves as a constant reminder of the high quality of the product.



Route Manager Ernie Watson, left, and Sales Manager Joe Isert conduct one of the store samplings which have helped to make new customers for Pepsi in Lexington. Watson did such an outstanding job as Route Salesman that General Manager Baxter promoted him to his present position where he can pass on to the other members of the sales force his training and experience.

LEXINGTON

(Cont'd. from Page 1, Col. 3)

the plant allow local groups to observe the bottling of Pepsi and the precautions taken to ensure maximum pleasure for those who enjoy the beverage.

Lexington does an outstanding and consistent job on outside and inside point-of-purchase and custom advertising. Store samplings help to promote the product. Both Baxter and Isert are enthusi-

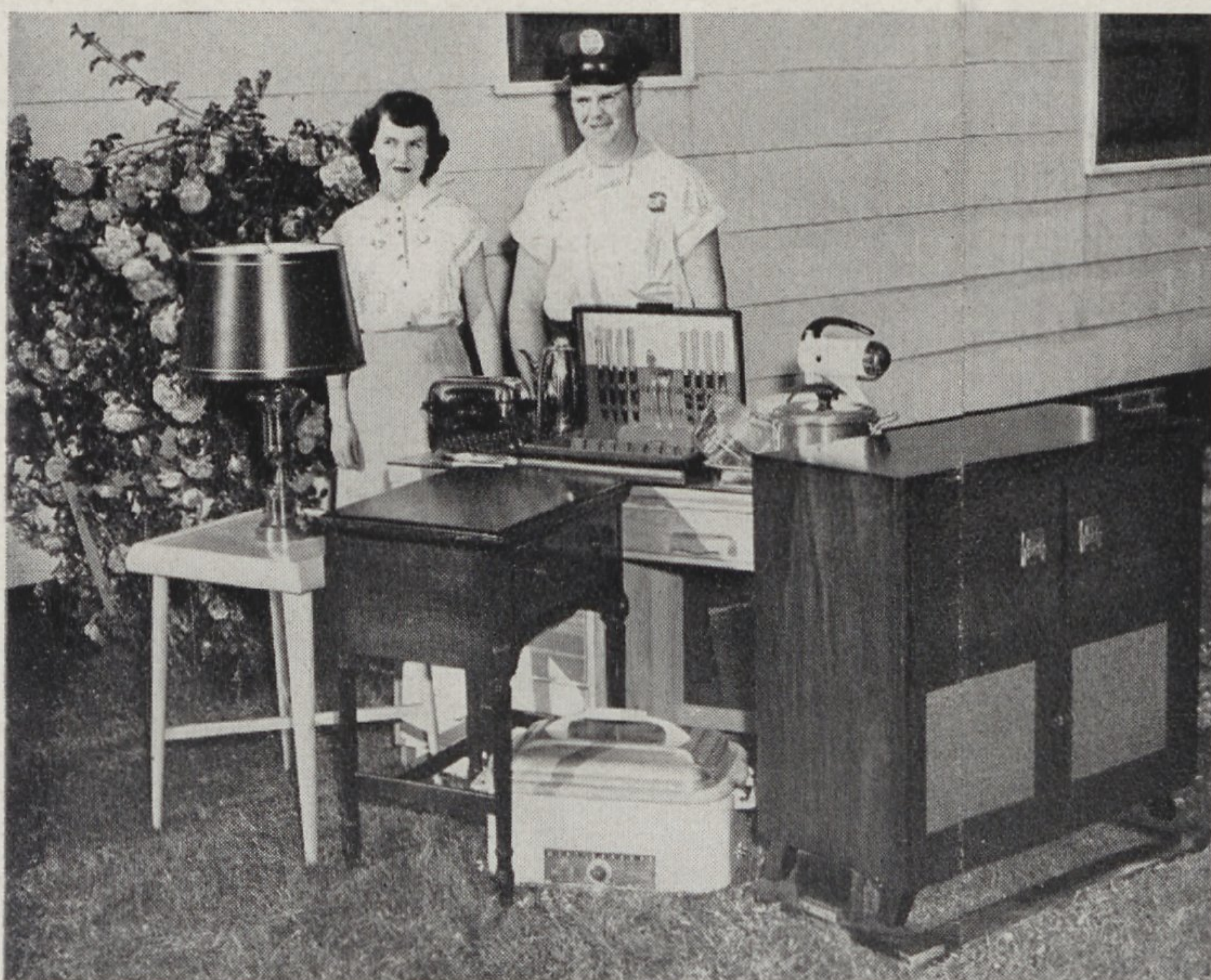
astic about the carton carriers and they have purchased hundreds of these merchandising aids.

A continued program of reconditioning and repainting the route trucks keeps those "rolling billboards" in A-1 condition for the public eye at all times.

We at the Columbus Regional Office agree that Lexington is doing a splendid job selling Pepsi. We are proud of growing organizations as this one.



Route Salesman Shirley Kissick was top man in the Lexington sales group in RFA merit point winnings for the 1952 contest.



The Ed McLawhorns exhibit some of their rewards for action.

Advertising Trucks Build Sales In Buffalo, N. Y.



A fleet of advertising trucks is largely credited with major sales increases in the Buffalo franchise. Six supervisors ride the trucks selling vending machines, erecting signs and opening new accounts. The trucks are equipped to carry several types of vending machines for display purposes, metal signs for outdoor use, car cards, cardboard signs, and the necessary materials for indoor displays. Harry Winter, Vice President of the bottling firm, says the fleet has worked out very well as shown by the number of vending machines placed. Supervisors in charge of the fleet, from left: Al Schneggeburger, Jr., Robert LeRoy, Joe Drees, Courtney Kohl, Joe Guatta, and Al Klein (not shown).