PEPSI-COLA COMPANY
3 West 57th Street, New York 19, N. Y.
Telephone: MUrray Hill 8-4500

May 16, 1950

Dear Pepsi-Cola Bottler:

THIS MAY WELL BE THE MOST IMPORTANT SINGLE ANNOUNCEMENT THAT PEPSI-COLA COMPANY WILL MAKE ABOUT A NEW PIECE OF EQUIPMENT THIS YEAR!

It is the new and successful Tote-Bar system which makes it possible for the first time to sell a properly carbonated, ice-cold (under 40 degrees) Pepsi-Cola to crowds of 5,000 or more with rapid-fire, high-profit speed.

TOTE-BAR OFFERS REVOLUTIONARY NEW ADVANTAGES

Many of you saw the Tote-Bar at the various regional conventions that were held early this year. You saw that it was light enough (under 40 pounds with capacity fill) to be carried easily by a girl. It enables the vendor or "hustler" to carry 50 finished 6-oz. drinks -- more than twice as many as bottles - with 1/3 less weight.

The method of direct dispensing into the cup of an ice-cold drink eliminates the cumbersome and expensive cooling of bottles and the added expense of the second container into which the drink must be poured, in the ball park, sports arena or civic auditorium the serving of soft drinks in bottles is forbidden.

HOW TO USE ENCLOSED THREE FOLDERS

Enclosed you will find three Tote-Bar folders. The first one gives a high-spot story of successful Tote-Bar operations to date and describes its purpose. This folder is for you to use when talking with managers of ball parks, sports arenas or municipal or civic auditoriums in explaining the advantages of the Tote-Bar system.

The second folder describes the Tote-Bar and the filling unit which together comprise the Tote-Bar System. This can also be used in calls as above.

The third folder offers a plan of action for getting Tote-Bars started in

your territory, describes the three ways in which you can get Tote-Bars into use and has a return post card. If you will secure the information called for on that post card about one or more locations, we will be glad to work with you on setting up a demonstration operation in your territory.

PRICE YOURSELF INTO HIGHER SYRUP PROFITS

The recommendation we make as to the way in which you should sell Pepsi-Cola to a concessionaire who wishes to use it is this:

> Either loan or sell him the equipment. If you loan it to him, you will have control of the use of the equipment.
>
> Instead of selling him Pepsi-Cola syrup only, experience so far with the Tote-Bar indicates that it is much more profitable to the Bottler and completely acceptable to the concessionaire to sell a "package" of Pepsi-Cola syrup, Pepsi-Cola cups, CO^2 gas on the basis of 4¢ a drink. Ice is optional, depending on whether you intend to keep a man permanently on the operation or whether it would be more convenient to let the concessionaire supply that.
>
> On this basis, the concessionaire has a gross of 6¢ a drink (for 10¢ Pepsi) out of which he has to pay his "hustlers" commission, cost of the concession and incidental expenses. Some concessionaires with whom we have talked have said that it costs as much as 6-1/3¢ to serve a properly chilled soft drink, so the price of 4¢ in some cases will represent an actual saving.
>
> If you sell a package deal this way, your drink costs should run around 2¢ a drink, leaving you a gross of 2¢ for cost of delivery, amortization of equipment and a man to get the operation started.

TOTE-BAR BUSINESS IS VOLUME BUSINESS

Obviously, the Tote-Bar system is designed for large crowd use. As a general rule of thumb, if you are considering it for a ball park, sports arena or civic auditorium there should be at least 100 to 120 events per year in the spot, and the average attendance should be about 5,000 per event. Local conditions, nature of the crowd, ability of hustlers to move through the crowd and sell drinks will all have a bearing on this.

We suggest that you start working on the top crowd spot in your territory. You have a new and completely different method of dispensing Pepsi-Cola than you have ever been able to offer before, and the biggest concessionaires, the biggest sport and auditorium spots will be interested because you can show them how to make more money.

TOTE-BAR SYSTEM PRICES

The Tote-Bar system - both the Tote-Bar itself and the filling units - are manufactured by The Charpiat Corporation, Denver, Colorado. Their present prices are as follows:

Tote-Bar	72.00
Cup Rack	9.00
2-Faucet Filling Unit	745.00
1-Faucet Filling Unit	445.00
1-Faucet Unit for filling at Bottling Plant carbonator (has no carbonating system)	245.00

THE TIME IS RIGHT

Right now at the start of the big summer selling season is the time to start talking with local concessionaires, laying out the Tote-Bar system program and planning to cash in on a new, high-profit source of income from Pepsi-Cola syrup this summer.

Please do not make the mistake of thinking that Tote-Bar system cost of equipment is too high until you have figured out the job it can do for you in selling drinks in a specific location in your territory. Fill out and return the enclosed post card as quickly as possible, or get in touch with us by wire or phone for additonal information you may need in making this one of the most important new Pepsi-Cola developments of the year.

Sincerely,
PEPSI-COLA COMPANY

George E. Bliss

George E. Bliss
Assistant Vice-President,
Fountain Sales Division

/gr

HOW TO PLAN

"TOTE BAR SYSTEM"

SALES IN YOUR TERRITORY

• THERE ARE THREE MAJOR STEPS IN DETERMINING HOW YOU CAN GET THE MOST OUT OF THE "TOTE BAR SYSTEM" IN YOUR PARTICULAR TERRITORY:

FIRST

Determine how many of the following you have in your territory:

By making a check through directories, local newspapers, etc., get a line on all possible places in your territory where large mass crowds gather. This is a rough indication of how intensively you may wish to push the "TOTE BAR SYSTEM" in your area:

Baseball Parks
City Auditoriums
Sports Arenas
City Parks
Rodeos
Football Stadiums & Bowls
Race Tracks
Dog Tracks
High School Football & Softball Games
Beaches
Amusement Parks
Club & Fraternal Fairs, shows and benefits
Armories
Coliseums
Airport Hangars
Factories
Barn Dances
Open Air Theaters
State Universities

SECOND

Get an approximate idea of the frequency of use and average attendance at these spots:

By checking the management of these arenas, stadiums, through local newspapers, by checking all local calendars of events, you can begin to sort out the really promising spots for a "TOTE BAR SYSTEM" operation.

THIRD

Decide which of these three ways of doing business with the "TOTE BAR SYSTEM" best fits *your* method of operation:

1. Becoming Your Own CONCESSIONAIRE. This means that YOU scout out, negotiate for and develop your own concession spots.

If you have the time, the man-power and the possibilities in your territory, this method gives the best chance of highest returns. YOU own the "TOTE BAR SYSTEM". YOU operate it, YOU take the full return.

2. Retaining Control of "TOTE BAR SYSTEM," while Franchising Local Concessionaires to Use it. If there are well-organized, efficient Concessionaire operators in your locality, this may be the answer for you. By retaining ownership of the "TOTE BAR SYSTEM" equipment, you keep control of it at all times, and insure a steady return.

3. By Inducing the Sale of "TOTE BAR SYSTEM" equipment to Local Concessionaires, Thus Developing a Syrup Outlet. This method gives you least control, but does entail the least outlay and investment.

WITH ANY OF THESE METHODS, BY SELLING THROUGH THE TOTE BAR SYSTEM, YOU CAN INCREASE GROSS PROFIT FROM YOUR CONCESSION BUSINESS BY AS MUCH AS 8 TO 10 TIMES!

- Send the attached postcard TODAY for more complete information and figures on what the profit prospects on the "Tote-Bar System" might be for YOUR territory!

For Information Concerning the Price of a "TOTE-BAR SYSTEM" Especially Planned for Your Needs,

SEND POSTCARD TODAY!

Announcing the

"TOTE BAR SYSTEM"

The New Successful Portable Dispenser

The first idea that really solves the problem of selling mass crowds Pepsi-Cola COLDER . . . FASTER . . . CHEAPER!

And the Profit Possibilities Are *Immense*...

Just look!

From Ball Parks – Drive-in Theaters – Armories – Auditoriums – the story's the same...

"GREATEST PROFIT IDEA SINCE BOTTLED DRINKS!"

Denver City Auditorium

- CONCESSIONAIRE SOLD 20,480 DRINKS
- GROSS PROFIT IN ONE MONTH . . . $1,228.00
- 2900 DRINKS IN ONE DAY!

International Amphitheater . . . Chicago . . .

- SOLD 1750 DRINKS IN ONE NITE!
- GROSS PROFIT: $262.00
- FOR FIGURES ON THESE AND OTHER SUCCESS STORIES, SEE SPECIAL BULLETIN!

NOW YOU CAN GET IN ON THE GROUND FLOOR OF THIS GREAT DEVELOPMENT

It's another "PEPSI Exclusive"

ONLY YOU can have this in your territory!

Look how many spots become

"PEPSI SPOTS"

with the "Tote Bar System!"

- BASEBALL PARKS
- CITY AUDITORIUMS
- SPORTS ARENAS
- CITY PARKS
- RODEOS
- STATE UNIVERSITIES
- RACE TRACKS
- DOG TRACKS
- HIGH SCHOOL FOOTBALL & SOFTBALL GAMES
- AMUSEMENT PARKS
- BEACHES
- ARMORIES
- COLISEUMS
- AIRPORT HANGARS
- FACTORIES
- BARN DANCES
- OPEN AIR THEATERS
- FOOTBALL STADIUMS AND BOWLS
- CLUB & FRATERNAL FAIRS, SHOWS & BENEFITS

FULL DETAILS ON THE

MOST REMARKABLE PORTABLE DISPENSER

IN SOFT DRINK HISTORY!

THE AMAZING

"TOTE BAR SYSTEM"

First THE "TOTE BAR SYSTEM" CONSISTS OF THE FOLLOWING UNITS:

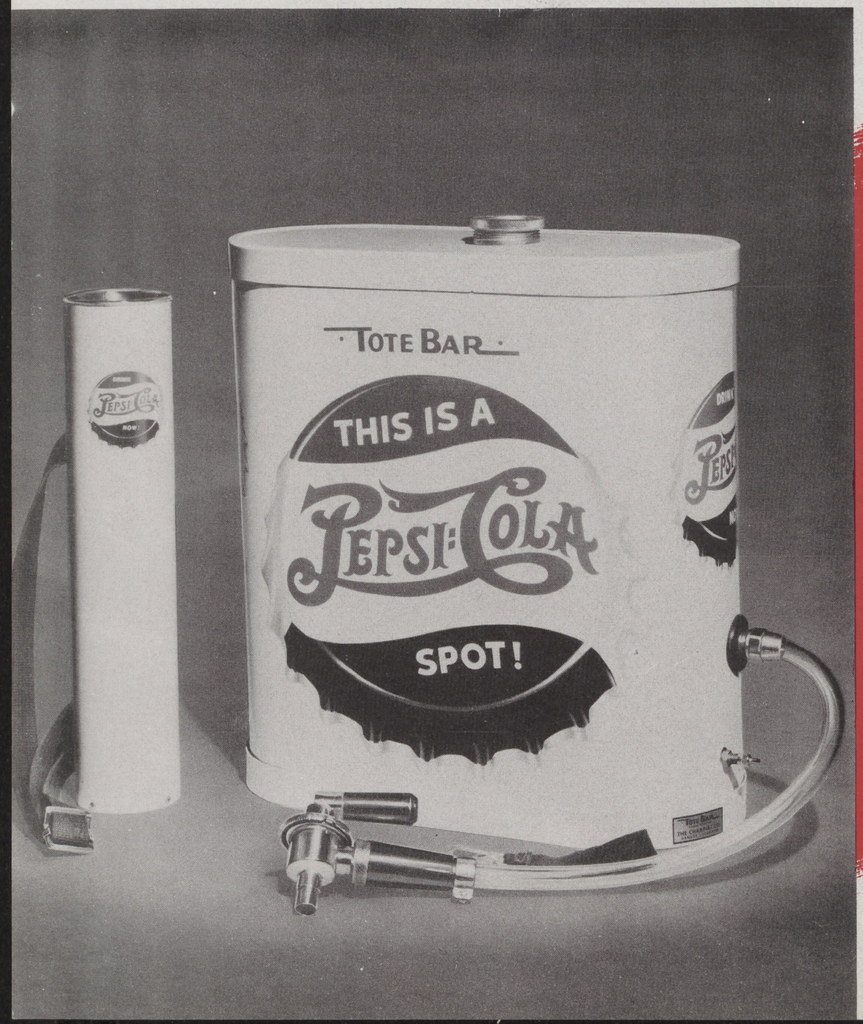
Handsome — Clean — Light in Weight — Easy to Operate as 1-2-3! All you do is:

1. Remove Filler Cap from top of "Tote Bar". Fill the Tank through filler tube, direct from Premix Faucet of the Carbonated Syrup Dispensing Unit.

2. Replace Filler Cap.

3. Load the CO_2 Gas Bottle. This takes only a second.

And you're ready to dispense a perfectly-mixed, ice-cold, well-carbonated delicious Pepsi!



Comfortable — Fool-proof Harness — Sturdy — Long-lasting.

Harness is so designed that "Tote Bar" is perfectly comfortable when fully loaded.

Faucet is attached to harness as shown, holding it in convenient position for immediate dispensing at any time.

Entire Faucet and Tube units can be disassembled for cleaning.

WEIGHT (with capacity load): Under 40 lbs.

CAPACITY: 50 finished 6-oz. drinks.

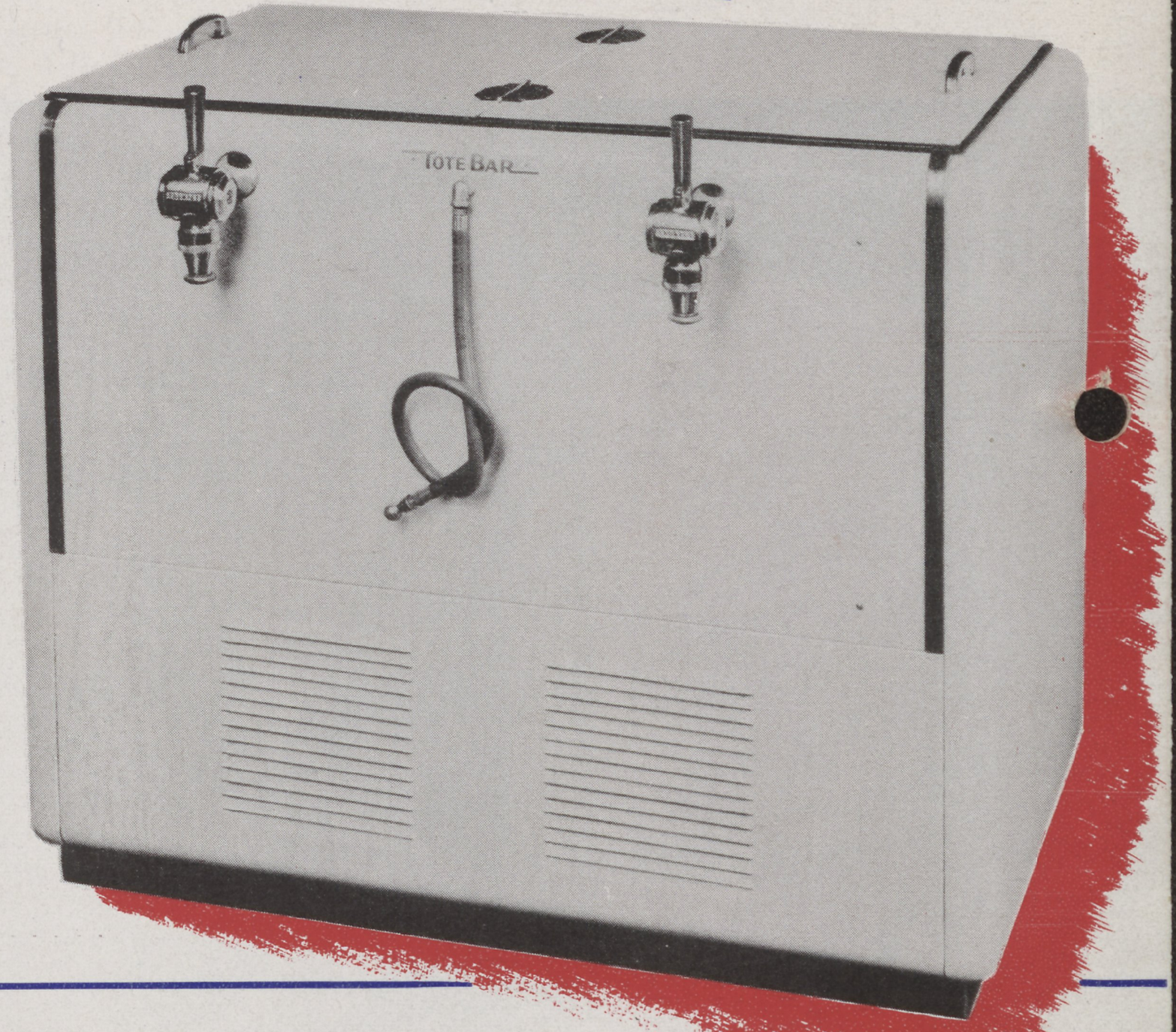
FILLING TIME: Approximately two minutes per Tote-Bar.

Second...

THE "TOTE BAR" FILLING STATION

ONLY 3 SIMPLE CONNECTIONS ARE NEEDED:

1. Water Supply
2. CO_2 Supply
3. Electric Supply



•This is your *entire* "Base-of-Operations" with this system—Takes up only 42" by 25½" floor space.

•Finished in baked enamel, the "Tote Bar" Filling Unit has two hinged lids which can be opened from either end. Inside are the water cooling coil, water storage tanks, life-time continuous carbonator and two five-gallon syrup tanks. To put the Unit into service, it is only necessary to fill the two five-gallon tanks with Pepsi-Cola syrup and completely fill the interior with crushed ice.

FOR AN ACTUAL "TOTE BAR" DEMONSTRATION, WRITE, WIRE OR PHONE ED CHARPIAT, President, The Charpiat Corporation, Denver, Colorado—who can arrange for you to see it in operation either in Denver, Wichita, Kansas or Chicago, Ill.

The "Tote-Bar System" is Sold with a one-year Guarantee against defective parts and workmanship by the Charpiat Corporation.