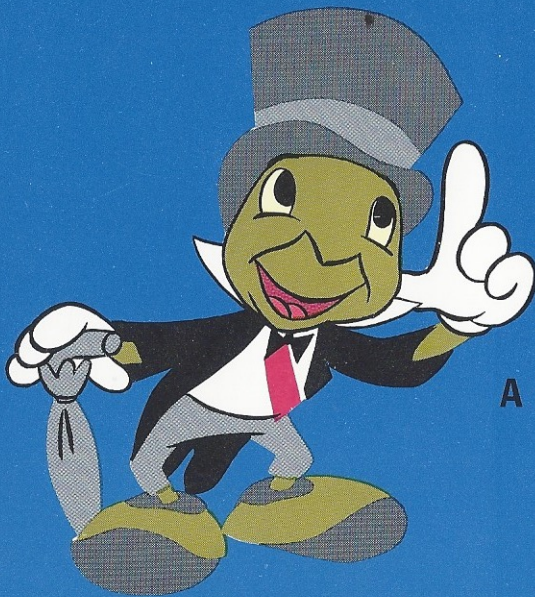




**PEPSI-COLA, PLEASE!**



**A GUIDE FOR "SMALL WORLD" REFRESHMENT  
HOSTS AND HOSTESSES**







# MAY I PERSONALLY WELCOME YOU TO OUR PEPSI-COLA ORGANIZATION . . .

In our "Small World", our goal is a simple one. When a guest says, "Pepsi, please", we want him or her to enjoy it . . . and depart with a friendly feeling towards our entire Pepsi-Cola organization.

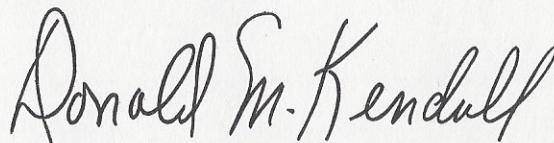
For this reason, I want to point out that you are not a "counter girl", or a "counter boy" . . . a "waitress", or a "bus boy". You are an "ambassador of happiness" for our "Small World", and an ambassador of good will for the entire Pepsi-Cola team.

This is one of Pepsi-Cola Company's most important person-to-person ventures in meeting our world-wide consuming public.

How you act and what you say . . . your friendly treatment of each and every guest . . . are of major importance.

You are, in effect, my personal representative as President of this company.

Good luck in your assignment! And when our guest says, "Pepsi, please", make sure you preserve an old friendship, or make a new one.

A handwritten signature in black ink, reading "Donald M. Kendall". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

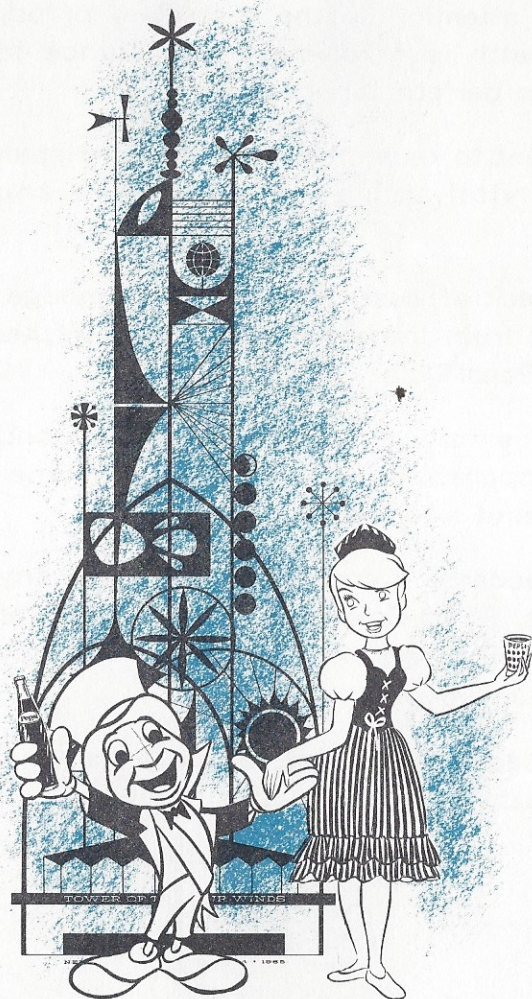
PRESIDENT  
PEPSI-COLA COMPANY







# FRIENDLY SERVICE MAKES FRIENDS



Pepsi-Cola and friendship go together.

When Fair visitors say, "Meet me at the Tower of the Four Winds", we hope they'll plan to have a Pepsi-Cola when they get together.

People don't drink Pepsi-Cola merely to quench their thirst. Water is normally available at a nearby drinking fountain.

The sharing of a Pepsi-Cola is a social occasion. You, as a Host or Hostess, must make sure that it's a friendly one.

Friendly Pepsi-Cola service is a simple matter of "thinking of others". You are the Host or Hostess. Make certain your guests receive the friendly courtesy which you yourself might desire.

Be alert to the guest's every need . . . and anticipate that request for special service.

Present a sparkling smile . . . never a bored back.

Pepsi-Cola has a long and distinguished history (as old as this century) as a refreshment traditionally shared among friends.

Now it's up to you to preserve this same friendly atmosphere here in New York in 1964-1965.

Friendly service makes friends!



## SPARKLE FRESH CLEANLINESS

A Pepsi-Cola Bottling Plant is operated with a surgeon's attention to cleanliness and order.

This same attention to the protection of our guest's health is of primary importance to Pepsi-Cola's perfect service plan.

It's important to remember that spic and span service is vital to a guest's pleasure and enjoyment.

A small speck of dust, an accidental smudge, can detract from the guest's enjoyment of his refreshing Pepsi-Cola.

Cleanliness is first . . . a matter of attitude and a genuine appreciation of neatness and order . . . a dislike of sloppiness and disorder.

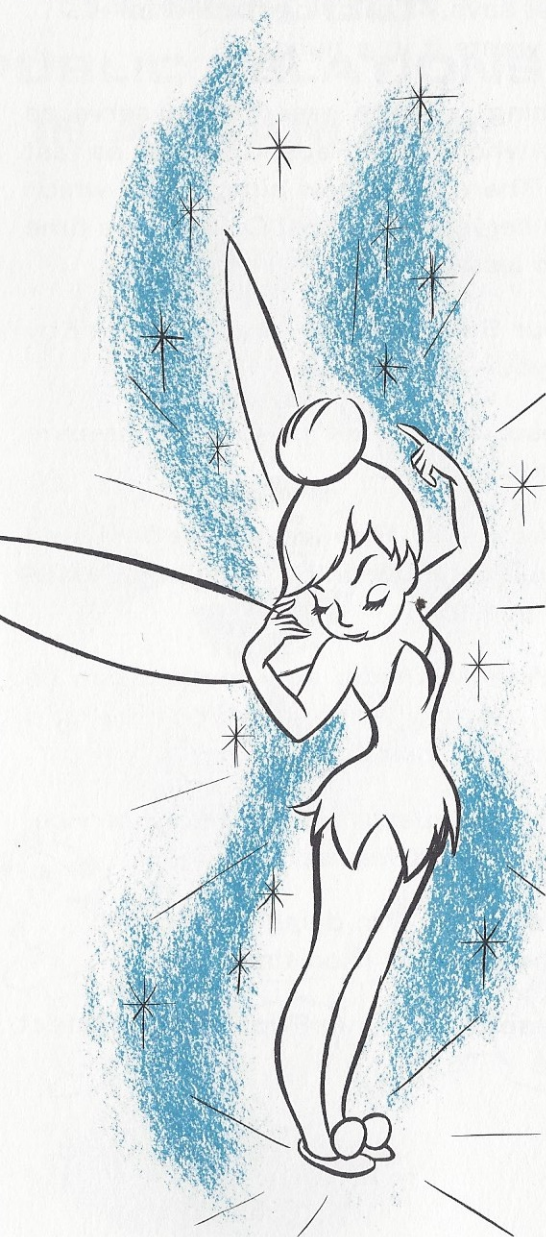
Then, it becomes a constant check of many little details. Pepsi-Cola Service is the sum of many little things which add up to refreshingly clean surroundings.

Here's a basic check list to serve as your constant guide . . . . .





## . A PEPSI-COLA PRACTICE!



★ **YOUR COSTUME.** It must be neat and fresh. You'll have your accidents which will result in a telltale spot. Please secure a fresh uniform at the earliest moment.

★ **YOUR PERSONAL APPEARANCE.** It must conform to "Small World" standards at all times.

Neat and manicured nails with clear polish . . . the very best in personal good grooming . . . are Pepsi-Cola Service "musts".

★ **THOUGHTFUL HABITS.** You must make all adjustments of hair, make-up and wearing apparel "back-stage" . . . never in front of guests. The use of handkerchiefs, or adjustments in appearance, are prohibited in front of our guests.

★ **THE SERVING AND REFRESHMENT AREAS** . . . are of particular importance. **Everyone** must help to keep these areas neat and clean at all times.

Cleanliness is vitally important. It makes every drink more pleasant.



# **SPEED CAN MAKE A PEPSI-COLA PAL!!**



When a guest says, "I'm dying for a drink," . . . he probably wants it in a hurry.

Without rushing . . . it's essential to serve as many people who wish a Pepsi-Cola just as fast as possible. There are a few simple tips which will help you serve more Pepsi-Cola in less time . . . and with less effort:

- ★ **Watch Your Step:** Make every step count by planning your moves ahead.
- ★ **Plan Ahead:** Use slack periods to prepare for the "rush" hours.
- ★ **Use Both Hands:** Reduce your effort and increase your production by using both hands whenever possible.
- ★ **Improve Your Methods:** Any method can be improved. As you learn, develop new and simpler ways of doing things.

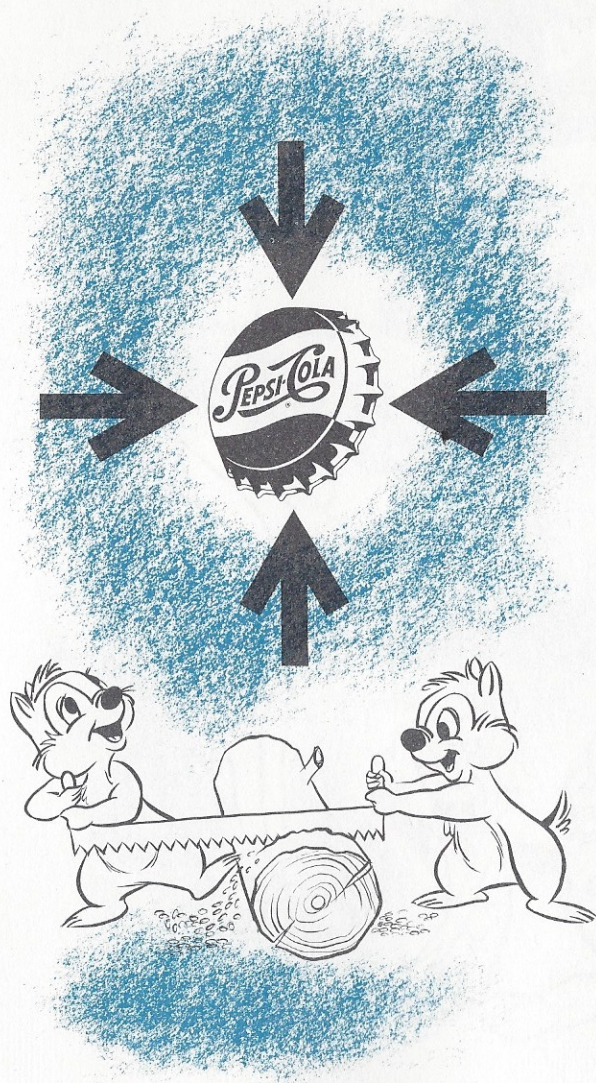
Our Pepsi-Cola guests want friendly service, but they also want **fast** service.

When a guest says, "I'm dying for a drink" . . . make sure he receives it on time.

**Speed** is essential in our Pepsi-Cola perfect service plan.



# PEPSI-COLA PUBLIC RELATIONS IS A TEAM JOB!



You are provided with a locker in which to store your own personal belongings. But while at work, we have no personal and exclusive job properties, reflected in statements such as, "This is my job", or, "That's his job".

We will experience "slow" periods and "rush" periods . . . and when we're rushed, everyone has to pitch in.

Pepsi-Cola products would never reach the "Small World" without teamwork among the suppliers, the bottlers, the salesmen and many other people in this world-wide organization.

And, our Pepsi-Cola service requires understanding and coordination between "on stage", "back stage" and supervisory personnel.

We can have only one thing in mind . . . the friendly, clean and speedy service of our guests.

Pepsi-Cola Perfect Service is **everyone's** responsibility.



## "IT'S BEEN OUR PLEASURE!"

In serving Pepsi-Cola to our guests, we have a wonderful opportunity to make friends, every time we serve an ice-cold, refreshing drink.

Our Pepsi-Cola Refreshment Centers, will be equipped to serve 5,000 refreshing glasses of Pepsi-Cola, each hour the Fair is open.

Friendliness . . . cleanliness . . . speed . . . and teamwork . . . These are the four ingredients of our Pepsi-Cola perfect service plan.

A friendly contact will start when our guest says, "Pepsi, please". We hope it will end as he or she says, "Thank you for the wonderful service", and we reply, "It's been our pleasure".

And it always is "our pleasure" . . . when we can provide the **best** in refreshment . . . and make a friend for Pepsi-Cola.

