Pouring It On
Continued from Page 14
ing sugar prices frequently have played havoc with prof-
its of the syrup companies and diabetic syrups cost.

The parent some 33% less. So far, the sav-
sings hasn't been passed along to bottlers. But
insiders believe that as the sugar-free drink guilps down
cold drinks and soft drinks, the total market, distributors will
begin to share in the sugar.

The other major change is in packaging. Nonreturnable
cans and bottles are helping to boost volume—and revis-
ing bottlers' economics in the bargain. Returnable bot-
tles, while costing the bottler slightly more initially, through their back-
and-forth trips enhance prof-
nability for the bottler. A

The non-returnable (NR) bottles make its breakthrough when a design was developed incorporating bulges at the ends of the bottles to allow the fragile sides to touch and

And, finally, it is meant for the man who

And, above all, who is willing to accept the

And, above all, who is willing to accept the

However, many bottlers are not so keen on the refi-

The guide gives you the simple techniques that

These guide gives you the techniques they use to

These techniques give you control of vast

These techniques give you control of vast

These techniques give you control of vast

When we sell the goods, we get the goods

When we sell the goods, we get the goods

When we sell the goods, we get the goods

When we sell the goods, we get the goods

We hope for a good margin, that's all. It

We hope for a good margin, that's all. It

We hope for a good margin, that's all. It

We hope for a good margin, that's all. It

}.

3.

4.

5.

6.

7.

the power they hold in the market.

It is meant for the kind of man who has, first

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,

It is meant for the kind of man, second,