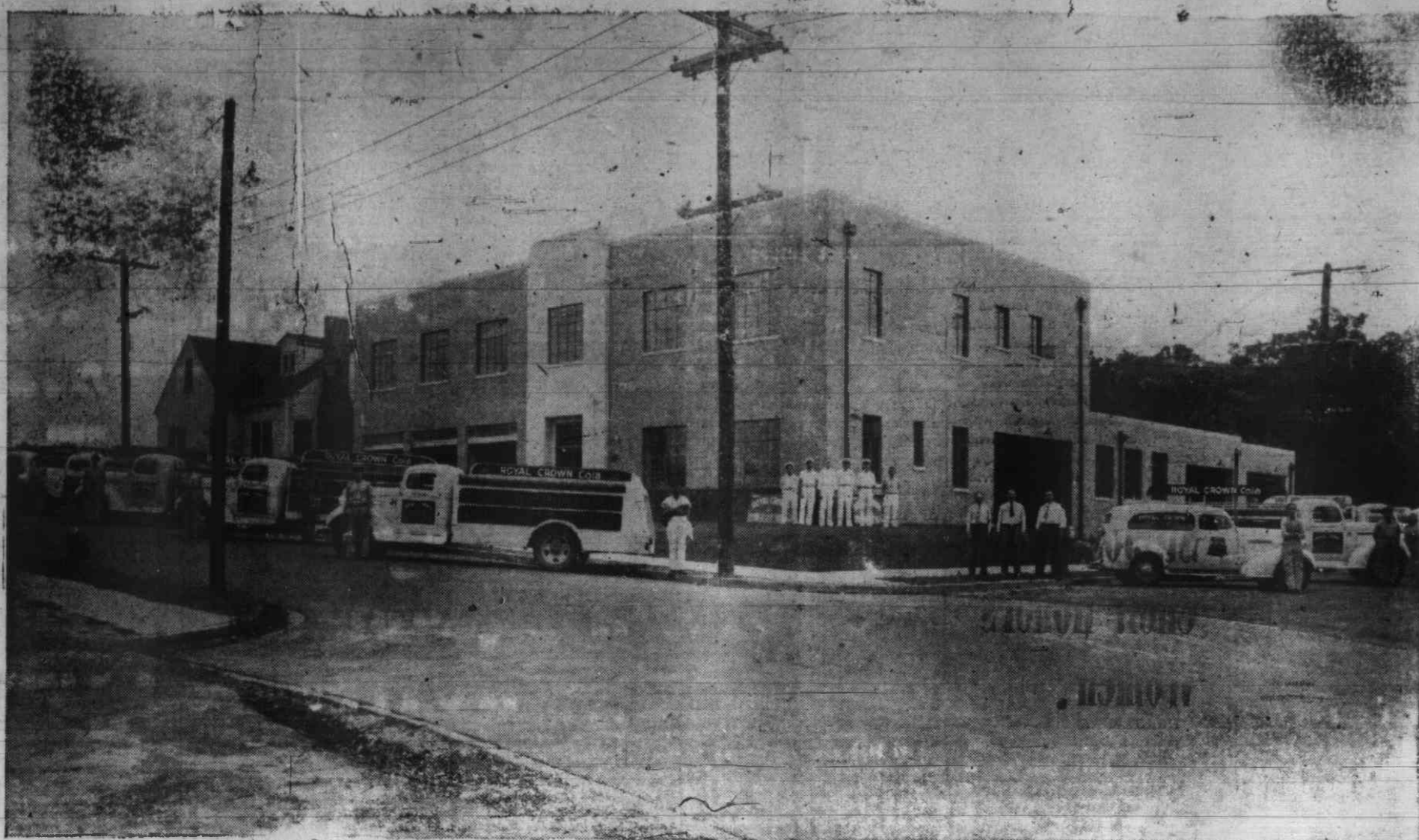


# GREETINGS. . .

From the Management and Personnel of the  
**ROYAL CROWN BOTTLING COMPANY**



At Home  
 New  
 Plant  
 Located  
 Corner  
 Geer St.  
 and  
 Rigsbee Ave.



Visit  
 This  
 New Ultra-  
 Modern  
 Plant  
 Where  
 Efficiency  
 Prevails



*Our New Modern Home....Sales Truck and Personnel*

*Whatever accomplishments have been achieved by us in the beverage field are due to the critical approval of the high quality of our Products, ROYAL CROWN COLA, NEHI, and PAR-T-PAK by the good people of the counties of Durham, Orange, Person, Granville, who are duly appreciative.*

*Only through your fine patronage and appreciation of our uniform standard of quality and efforts to give you good service have we grown with you; and we pledge you our best efforts to continue the policies that have made this business so successful.*



Let Us Be Your BEVERAGE Headquarters In This Community

**PLANNED EFFICIENCY PLUS QUALITY BOTTLED BEVERAGES**

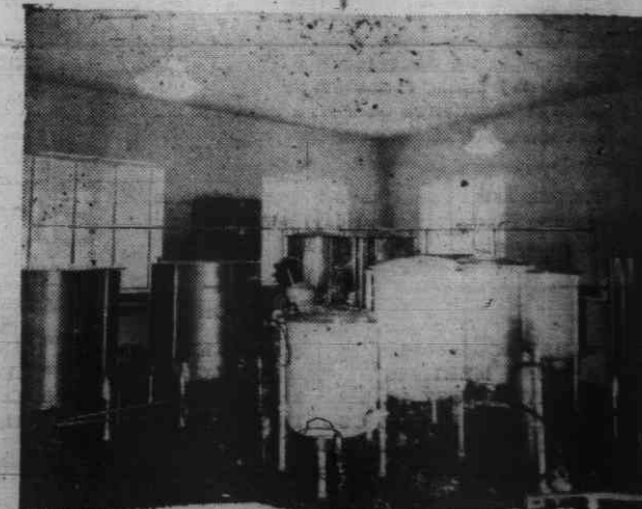
With A Purely Industrial Enterprise Such As A Soft Drink Bottled Beverage business, efficiency of operation is the objective most frequently sought—But not all bottlers are successful in reaching that goal. It may be that the size, location and construction of their present plants are such that necessary alterations would be too expensive in initial cost and they must perforce keep dormant their ambitions for a well laid-out and attractive plant, until such time as an improvement in their financial status permits them to construct an entirely new one, or make the desired changes in the old plant.

The time for the NEW ROYAL CROWN BOTTLING PLANT has arrived and is located at the Corner of Rigsbee Avenue and Geer St., for your inspection we will gladly show you through this new and modern BOTTLING PLANT that has the Approval of Good Housekeeping Bureau. You should know how a Bottled Soft Drink is made as it is liquid food and every person of the million who drink bottled Soft Drinks Daily for their goodness of taste and quality should know a real value in Beverage quality. And it is our place to acquaint Durham homes with this fact. Mothers, Fathers, Daughters and Sons visit our Plant and we are assured of the fact that you will be amazed with the care that we sterilize each bottle before refills with chilled water purified and chilled flavored syrup that gives you the cleanliness and quality that makes for real taste pleasure.

**Formal Opening Wednesday 3 P.M. to 8 P.M.**



BOTTLING ROOM



SYRUP ROOM



**Royal Crown Bottling Co.**

