

NOTHING OVER A NICKLE

Movie splendor is now provided for
Waacs and Waves in big new canteen

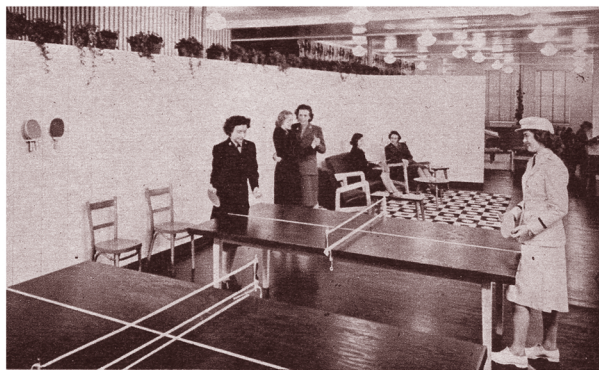


MOST POPULAR SPOT IN SAN FRANCISCO WOMAN'S SECTION OF THE CENTER IS THE BEAUTY PARLOR AND THE MAKE-UP BAR

OUT of the eleven million men in the armed forces, the Pepsi-Cola Company has arranged for recreation facilities and services for seven million of them. Through its president, Walter S. Mack, Jr., who was an ensign in the last war, the company maintains three centers where men (and in one instance women) of the armed forces from all over the world can have a place where they may enjoy all the comforts of home and many more besides. The three centers are the Times Square Service Men's center in New York, the Pepsi-Cola center in Washington, D. C., and the Pepsi-Cola center for men and women in San Francisco. The latter two are both run in conjunction with local committees who supply the volunteer staff. All are open seven days a week from 9 a. m. to 12:30 p. m. In addition to the usual lounge rooms, these centers boast free shaving and shower facilities. Food in the canteen is served at a ceiling price of five cents, and Pepsi-Cola is, of course, free.



WAVES AND WAACS LUXURIATE IN FRILLY FEMININE LOUNGE ROOM.



WOMEN IN SERVICE HAVE SAME RECREATIONAL FACILITIES AS MEN

PIC

JUNE 22, 1943

p. 36