Guide to The "Pepsi Generation" Oral History and Documentation Collection

NMAH.AC.0111
Carol Dreyfus
1986
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<td>20</td>
</tr>
</tbody>
</table>
Collection Overview

Repository: Archives Center, National Museum of American History
Title: The "Pepsi Generation" Oral History and Documentation Collection
Identifier: NMAH.AC.0111
Date: 1938-1986
Extent: 7.7 Cubic feet (32 boxes)
Creator: Ellsworth, Scott, Dr.
Archives Center, NMAH, SI.
Language: English
Collection is in English.
Summary: The Pepsi Generation Collection is the result of an oral history and documentation project conducted in 1984 and 1985 by the Center for Advertising History and supported in part by a grant from the Pepsi Cola Company.

Administrative Information

Acquisition Information

Related Materials
Materials in the Archives Center
Warshaw Collection of Business Americana, Beverages
N.W. Ayer Advertising Agency Records
Pepsi-Cola Advertising Collection

Available Formats
Several reels of television commercials have been digitized and are available in the Smithsonian Institution Digital Asset Management System (DAMS).

Processing Information
Preferred Citation

The "Pepsi Generation" Oral History and Documentation Collection, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Collection is open for research. One oral history is restricted. Only reference copies of the audiovisual materials may be used. Several reels of television commercials have been digitized and are available in the Smithsonian Institution's Digital Asset Management System (DAMS).

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

In 1983, as part of the 20th anniversary of the "Pepsi Generation" advertising campaign, Pepsi-Cola donated to the Archives Center approximately 200 advertising and promotional items (see collection AC0092). The Archives Center accepted these items and proposed an oral history project to document the "Pepsi Generation" story.

The Archives Center embarked upon this project in the spring of 1983. A professional oral historian, Dr. Scott Ellsworth, conducted twenty-nine interviews during 1984 and 1985 with twenty-six people involved in Pepsi advertising, including bottlers, advertising executives, producers, directors, a songwriter, a performer, a publisher, the president of Pepsi, the chairman of the board, and two former Pepsi presidents.

The interviews focus primarily on the "Come Alive, You're In The Pepsi Generation" advertising campaign, Pepsi's adoption of youth-oriented advertising, campaign execution, television commercial production, background of the idea for the "Think Young" campaign, and the company's response to the "Pepsi Generation" campaign.

The Pepsi Generation Collection is the result of this oral history and documentation project conducted in 1984 and 1985 by the Center for Advertising History and supported in part by a grant from the Pepsi Cola Company.

Scope and Contents

At the core of the "Pepsi Generation" Oral History and Documentation Collection are oral history interviews with individuals involved with Pepsi-Cola and its advertising campaigns. In addition to the oral histories there are research files which include an almost complete run of Pepsi-Cola World, interview abstracts, print advertising, and television commercials from Pepsi's best-known advertising campaigns.
Arrangement

The collection is arranged into five series

**Series 1: Research Files, 1943-1985**

**Series 2: Interviewee Files, 1984-1985**

**Series 3: Oral History Interviews, 1984-1985**

Subseries 3.1: Reference Copies, 1984-1985
Subseries 3.2: Master Tapes, 1984-1985
Subseries 3.3: Original Tapes, 1984-1985

**Series 4: Pepsi-Cola Video, 1946-1988**

Subseries 4.1: Reference videos
Subseries 4.2: Master Copies

**Series 5: Pepsi Cola Audio, circa 1970, undated**

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

**Subjects:**
- Advertising agencies
- Advertising writing
- Ambiguity in advertising
- Broadcast advertising
- Marketing
- Music in advertising
- Prize contests in advertising
- Product demonstrations
- Slogans
- Television advertising
- Youth-oriented advertising
- advertising -- Beverages -- 1930-1990

**Types of Materials:**
- Audiocassettes
- Commercials
- Interviews -- 1980-2000
- Oral history
- Videotapes

**Preferred Titles:**
- *Pepsi-Cola (soft drink)*
Container Listing

Series 1: Research Files, 1941-1985

Research files include materials collected by the Archives Center to provide background for the project team and materials produced by Pepsi-Cola, including an almost complete run of Pepsi-Cola World, the company publication, and various trade literature, both advertising and soft drink industry.

Subseries 1.1: Materials gathered by the Center for Advertising History, 1941-1985, undated

Box 1, Folder 1-8 Bibliography and trade literature, 1962-1985
Box 1, Folder 16 National Soft Drink Association Sales Survey of the Soft Drink Industry,
Box 1, Folder 19 Martin, Milward W. Twelve Full Ounces. New York: Rinehart and Winston Holt,, undated
Box 1, Folder 20 Briefing Book, 1984
Box 1, Folder 21 Mack, Walter. No Time Lost: The Autobiography of Walter Mack with Peter Buckley. New York: Atheneum,

Subseries 1.2: Materials produced by Pepsi-Cola, 1943-1984

Box 2 Annual Financial Reports, 1943-1983
Box 3 Pepsi-Cola World, 1941-1958
Box 4 Pepsi-Cola World, 1958-1963
Box 5 Pepsi-Cola World, 1963-1966

Box 5, Folder 4 Come alive! You're in the Pepsi generation! [color advertisement], January 1965

1 Item (Ink on paper.; 13.8" x 11.0").

Pepsi-Cola Company, Advertiser
Image of young woman holding an open Pepsi bottle.

Local Numbers
AC0111-0000001 (AC Scan)

Topic: Beverages advertising
<table>
<thead>
<tr>
<th>Box 6</th>
<th>Ad Catalogues: &quot;Give/Take&quot; Campaign, 1969-1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 7</td>
<td>Ad Catalogues: &quot;Join the Pepsi People&quot; campaign and &quot;Have a Pepsi Day&quot; campaign, 1973 and 1976</td>
</tr>
<tr>
<td>Box 8</td>
<td>Ad Catalogues: &quot;Have a Pepsi Day&quot; campaign, 1977, and &quot;Catch that Pepsi Spirit&quot; campaign, 1977 and 1980</td>
</tr>
</tbody>
</table>

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Series 2: Interviewee Files (abstracts), 1984-1985

Box 13, Folder 1  Master Index

Box 13, Folder 2  Richard Alven
                 Pepsi executive, Purchase, New York

Box 13, Folder 3  Tom Anderson
                 Producer, New York City

Box 13, Folder 4  John Bergin
                 President of McCann-Erikson, New York

Box 13, Folder 5  John Corbani
                 Former Pepsi executive, New York City

Box 13, Folder 6  Tom Dillon
                 Former BBDO executive, New York City

Box 13, Folder 8  Phil Dusenberry
                 BBDO executive, New York City

Box 13, Folder 9  Roger Enrico
                 President of Pepsi-Cola USA, Purchase, New York

Box 13, Folder 10 Norman Heller
                Pepsi Research and Development authority, Purchase, New York

Box 13, Folder 11 Philip Hinerfeld
                  Former Pepsi executive, Boca Raton, Florida

Box 13, Folder 12 Philip Hughes
                  Pepsi bottler, Tulsa, Oklahoma

Box 13, Folder 13 Donald Kendall
                 PepsiCo CEO, Purchase, New York

Box 13, Folder 14 Bob Landers
                 Announcer, Carlsbad, California

Box 13, Folder 15 Rick Levine
                 Filmmaker, New York City

Box 13, Folder 16 Hilary Lipsitz
                 President of Sunday Productions, New York City

Box 13, Folder 17 Walter Mack
                 Former Pepsi president, New York City

Box 13, Folder 19 Jesse Meyers
                 Publisher, Greenwich, Connecticut
| Box 13, Folder 21 | Sid Ramin  
Composer, New York City |
|------------------|------------------|
| Box 13, Folder 22 | Allen Rosenshine  
BBDO president, New York City |
| Box 13, Folder 23 | Harvey Russell  
Pepsi executive, Purchase, New York |
| Box 13, Folder 24 | Charles Sandahl  
Pepsi bottler, Austin, Texas |
| Box 13, Folder 25 | Joanie Sommers  
Singer, Hollywood, California |
| Box 13, Folder 26 | John Soughan  
Former Pepsi executive, Cleveland, Ohio |
| Box 13, Folder 27 | Ed Vorkapich  
Filmmaker, New York City |
| Box 13, Folder 28 | Jock Elliot (no interview) |
| Box 14, Folder 7 | William Durkee  
Former Pepsi executive, Panama City, Florida |
|                  | Sidney Maran  
Former Pepsi executive, Hamilton, Pennsylvania |
| **Restricted**   | Abstract in Control File. |
| Box 13           | Alan Pottasch  
Pepsi director of creative services, Purchase, New York |
| Box 13           | Durkee, William |

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Series 3: Oral History Interviews, 1984 - 1985

The oral history interviews form the bulk of the collection. They contain rich material on the relationship between Pepsi and its ad agency, how television commercials are produced, the early days of television and the bottlers' role in advertising. Approximately 100 television advertisements, 1946-1984, which illustrate many subjects that the interviewees mention in the interviews. These commercials also show developments in television such as changes in editing techniques, greater spontaneity in acting, and the increased use of action scenes. A list of the commercial titles and running times is available.

Subseries 3.1: Reference Copies, 1984 - 1985

Box 15-18

Audio cassette reference copies.

Richard Alven

Box 15
Tom Anderson

Box 15
John Bergin

Box 15
John Corbani

Box 15
Tom Dillon

Box 15
Phil Dusenberry

Box 15
Roger Enrico

Box 16
Norman Heller

Box 16
Philip Hinerfeld

Box 16
Philip Hughes

Box 16
Donald Kendall

Box 17
Bob Landers

Box 17
Rick Levine

Box 17
Hilary Lipsitz

Box 17
Walter Mack

Box 17
Jesse Meyers

Box 18
Sid Ramin

Box 18
Allen Rosenshine

Box 18
Harvey Russell
<table>
<thead>
<tr>
<th>Box 18</th>
<th>Charles Sandahl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 18</td>
<td>Joanie Sommers</td>
</tr>
<tr>
<td>Box 18</td>
<td>John Soughan</td>
</tr>
<tr>
<td>Box 18</td>
<td>Ed Vorkapich</td>
</tr>
<tr>
<td>Box 19</td>
<td>William Durkee</td>
</tr>
<tr>
<td>Box 19</td>
<td>Sidney Maran</td>
</tr>
</tbody>
</table>

All uses restricted until January 1, 2084 without written permission of interviewee.

| Box 19      | Alan Pottasch                |

Subseries 3.2: Master Tapes, 1984-1985
1/4 inch open reel audio preservation masters.

<table>
<thead>
<tr>
<th>Box 20, Folder 1</th>
<th>Alan Pottasch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 20, Folder 2</td>
<td>Tom Dillon</td>
</tr>
<tr>
<td>Box 20, Folder 3</td>
<td>Philip Hughes</td>
</tr>
<tr>
<td>Box 20, Folder 4</td>
<td>Charles Sandahl</td>
</tr>
<tr>
<td>Box 20, Folder 5</td>
<td>Philip Hinerfeld</td>
</tr>
<tr>
<td>Box 21, Folder 6</td>
<td>William Durkee</td>
</tr>
<tr>
<td>Box 21, Folder 7</td>
<td>Tom Anderson</td>
</tr>
<tr>
<td>Box 21, Folder 8</td>
<td>Ed Vorkapich</td>
</tr>
<tr>
<td>Box 21, Folder 9</td>
<td>Harvey Russell</td>
</tr>
<tr>
<td>Box 22, Folder 10</td>
<td>Richard Alven</td>
</tr>
<tr>
<td>Box 22, Folder 11</td>
<td>John Soughan</td>
</tr>
<tr>
<td>Box 22, Folder 12</td>
<td>Sidney Maran</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Box 22, Folder 13</th>
<th>Allen Rosenshine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 22, Folder 14</td>
<td>Phil Dusenberry</td>
</tr>
<tr>
<td>Box 22, Folder 15</td>
<td>Sid Ramin</td>
</tr>
</tbody>
</table>
Box 22, Folder 16  Rick Levine
Box 23, Folder 17  John Corbani
Box 23, Folder 18  Joanie Sommers
Box 23, Folder 19  Roger Enrico
Box 23, Folder 20  Norman Heller
Box 23, Folder 21  Philip Hinerfeld
Box 23, Folder 22  John Bergin
Box 24, Folder 23  Hilary Lipsitz
Box 24, Folder 24  Jesse Meyers
Box 24, Folder 24  Donald Kendall
Box 24, Folder 26  Bob Landers
Box 24, Folder 27  Alan Pottasch
Box 24, Folder 28  Hilary Lipsitz
Box 24, Folder 29  Walter Mack

Subseries 3.3: Original Tapes, 1984-1985
Audio cassette original interviews.

Box 25, Folder 1  Pottasch
Box 25, Folder 2  Tom Dillon
Box 25, Folder 3  Philip Hughes
Box 25, Folder 4  Charles Sandahl
Box 25, Folder 5  Philip Hinerfeld
Box 25, Folder 6  William Durkee
Box 25, Folder 7  Tom Anderson
Box 25, Folder 8  Ed Vorkapich
Box 25, Folder 9  Harvey Russell
Box 26, Folder 10  Richard Alven
<table>
<thead>
<tr>
<th>Box 26, Folder 11</th>
<th>John Soughan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 26, Folder 12</td>
<td>Sidney Maran</td>
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<tr>
<td></td>
<td>All uses restricted until January 1, 2084 without written permission of interviewee.</td>
</tr>
<tr>
<td>Box 26, Folder 13</td>
<td>Allen Rosenshine</td>
</tr>
<tr>
<td>Box 26, Folder 14</td>
<td>Phil Dusenberry</td>
</tr>
<tr>
<td>Box 26, Folder 15</td>
<td>Sid Ramin</td>
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<td>Rick Levine</td>
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<td>Box 26, Folder 17</td>
<td>John Corbani</td>
</tr>
<tr>
<td>Box 26, Folder 18</td>
<td>Joanie Sommers</td>
</tr>
<tr>
<td>Box 26, Folder 19</td>
<td>Roger Enrico</td>
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<td>Box 27, Folder 26</td>
<td>Bob Landers</td>
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<tr>
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<td>Alan Pottasch</td>
</tr>
<tr>
<td>Box 27, Folder 28</td>
<td>Hilary Lipsitz</td>
</tr>
<tr>
<td>Box 27, Folder 29</td>
<td>Walter Mack</td>
</tr>
</tbody>
</table>

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Subseries 4.1: Reference Videos

Box 28, Item AC0111-RV0001

Pepsi-Cola American Television Commercials - Reel 1, 1946-1975
1 videocassettes (vhs)
Campaigns:
- Nickle Nickle (1946-1950)
- Have a Pepsi, the Light Refreshment (1950-1960)
- Commercials for Pepsi Television Specials (1955)
- Be Sociable (1960-1964)
- For Those Who Think Young (1964-1965)
- Come Alive (1965-1968)
- Taste that Beats the Others Cold (1968-1969)

Digital reference copy in the Smithsonian Institution Digital Asset Management System (DAMS)

Box 28, Reel 1

- Nickle Nickle, 1946 - 1950

Box 28, Reel 1

- Pepsi and Pete
  1 videocassettes (u-matic)

Box 28, Reel 1

- Polly Bergen's Farm Tractor
  1 videocassettes (u-matic) (Duration:30)

Box 28, Reel 1

- Polly Bergen's Barn Dance
  1 videocassettes (u-matic) (Duration :30)

Box 28, Reel 1

- Hans Conreid
  1 videocassettes (u-matic) (Duration 1:05)

Box 28, Reel 1

- Harpo Marx
  1 videocassettes (u-matic) (Duration 1:05)

Box 28, Reel 1

- Ballroom Dancing
  1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1

- Be Sociable, 1960 - 1964

Box 28, Reel 1

- Soda Fountain
  1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1

- Going Fishing
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Motorbike
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Amusement Park
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Sand Sailing
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Amphicar
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Rope Swing
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Surf Football
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Big Town U.S.A.
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Inner City
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Leisure Time
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Small Town U.S.A.
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Young America
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Man in Motion
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  This Happy Land
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Young Love
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Portrait of America
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  School
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  After Dark
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Family Love
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Heart Land
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Outdoors
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Outing
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 1  Snow
1 videocassettes (u-matic) (Duration :60)

Box 28, Reel 2  Pepsi-Cola American Television Commercials- Reel 2, 1975-1984
1 videocassettes (u-matic)

Digital reference copy in the Smithsonian Institution Digital Asset Management System (DAMS)

Box 28, Reel 2  Ranch

Box 28, Reel 2  Like Clyde

Box 28, Reel 2  Theme Park

Box 28, Reel 2  Parents Day

Box 28, Reel 2  Skateboard

Box 28, Reel 2  Skateboard

Box 28, Reel 2  Pony

Box 28, Reel 2  Pony

Box 28, Reel 2  New Baby

Box 28, Reel 2  New Baby

Box 28, Reel 2  Frog Jump

Box 28, Reel 2  Frisbee Football

Box 28, Reel 2  Fun Run

Box 28, Reel 2  Family Restaurant

Box 28, Reel 2  Houseboat
Box 28, Reel 2  Band
Box 28, Reel 2  Lacrosse
Box 28, Reel 2  Rodeo
Box 28, Reel 2  Baseball
Box 28, Reel 2  Skywriter
Box 28, Reel 2  Papa
Box 28, Reel 2  Scholarship
Box 28, Reel 2  Dog Wash
Box 28, Reel 2  Dueling Soccer
Box 28, Reel 2  Spanish Folklore Festival
Box 28, Reel 2  Sweet Fifteen
Box 28, Reel 2  Mud Football
Box 28, Reel 2  Mud Football
Box 28, Reel 2  Couples
Box 28, Reel 2  Dancing
Box 28, Reel 2  Dancing
Box 28, Reel 2  Children
Box 28, Reel 2  Kids
Box 28, Reel 2  Ball
Box 28, Reel 2  Spaceship
Box 28, Reel 2  Spaceship
Box 28, Reel 2  Reflections
Box 28, Reel 2  Basement Visitor
Box 28, Reel 2  Shark
Box 28, Reel 2  Sound Truck
Box 28, Reel 2  Sound Truck
Box 28, Item AC0111-RV0003  
1 videocassettes (vhs)  
Digital reference copy in the Smithsonian Institution Digital Asset Management System (DAMS).

Robots, 1985  
Guitar, 1985  
Archeology, 1985  
Lionel Ritchie/Block Party, 1985  
Floats, 1986  
Copier, 1986  
Don Johnson/Glenn Frey Dance, 1986  
Telekinesis, 1986  
Billy Crystal, 1986  
Don Johnson, 1987  
Michael Jackson/Concert, 1987  
Michael Jackson/ Backstage, 1987  
David Bowie/Tina Turner Creation, 1987  
Miami Sound Machine Conga, 1987  
Michael J. Fox/Apartment 10G, 1987  
Mustang, 1987  
Michael Jackson/ Chase Part I, 1988  
Part II: The Chopper, 1988  
Part III: The Museum, 1988  
Part IV: The Finale, 1988  
Hot Feet, 1988  
Thumbs Up, 1988  
E.T. Reunion, 1988  
Michael Tyson Press Conference, 1988
Terri Garr/ Fast Forward, 1988

Michael J. Fox/ Outfoxed, 1988

Box 28, Reel 4  Pepsi-Cola Foreign Television Commercials
             1 videocassettes (u-matic)

Box 28, Reel 5 and 6 combined  Radio Smithsonian Advertising program on Advertising History Collection and "More Bounce to the Ounce."
                                 Commercial with James Dean.

Box 28, Reel 7  Inside an American Ad Campaign
             1 Reel (3/4" U-Matic)
             Exhibit video program.

Box 28, Reel 8  Pepsi Generation 20th Birthday
             1 Reel (3/4" U-Matic, (2:00 spot))

Box 28, Reel 9  Video Montage of Pepsi Ads

Box 28, Reel 10  The Best of Pepsi, 1982

Box 28, Reel 11  Pepsi-Cola Company-Diet Pepsi, undated

Subseries 4.2: Master Copies, 1946 - 1988

Box 30, Reel 1  Pepsi-Cola American Television Commercials - Reel 1, 1946-1975
            1 videocassettes (u-matic)

Box 30, Reel 2  Pepsi-Cola American Television Commercials-Reel 2, 1975-1984
            1 videocassettes (u-matic)

Box 30, Reel 3  Pepsi-Cola American Television Commercials, 1985 - 1988
            1 videocassettes (u-matic)

Box 30, Reel 4  Pepsi Foreign Television Commercials
            1 videocassettes (u-matic)
            1 videocassettes (vhs)

Box 30, Reel 5  More Bounce to the Ounce
            1 videocassettes (u-matic)
            James Dean commercial.

Box 30, Reel 6  Radio Smithsonian program on Advertising History Collection
            1 videocassettes (u-matic)

Box 31, Reel 7  Inside an American Ad Campaign
            1 videocassettes (u-matic)
            Exhibit video program

Box 31, Reel 8  Pepsi Generation 20th Birthday
1 videocassettes (u-matic)

Box 31, Reel 9
Video Montage of Pepsi Ads
1 videocassettes (u-matic)

Box 31, Reel 10
The Best of Pepsi, 1982
1 videocassettes (u-matic)

Box 31, Reel 11
Pepsi-Cola Company - Diet Pepsi
1 videocassettes (u-matic)
Series 5: Pepsi-Cola Audio, circa 1970, undated
Subseries A: Researcher Copies
Box 33
"Hits the Spot", Pepsi international jingles, 60-minute audio cassette
Pepsi youth market advertising jingles, 1969, 60-minute audiocassette
"Non-Stop Pepsi Party", Denny Wright & the Hustlers, 60-minute audio cassette recording of original 33 1/3 RPM album

Subseries B: Master Copies
Box 32
Bob Landers, "Taste That Beats the Others Cold" jingles, 7-1/2 IPS tape
PepsiCo International foreign jingles, 7-1/2 IPS tape
"Non-Stop Pepsi Party", two 7-1/2 IPS tapes
"Non-Stop Pepsi Party", 33 1/3 RPM record
"Join the Pepsi People Feelin' Free", Pepsi international jingles, 45 rpm single
"Pepsi - The Choice of a New Generation," 45 RPM single

Subseries 5.1: Researcher Copies, circa 1970, undated
Box 33  Hits the Spot", Pepsi international jingles, undated
1 cassette tape (Duration 60:00)
Box 33  Pepsi youth market advertising jingles, 1969
1 cassette tape (Duration 60:00)
Box 33  "Non-Stop Pepsi Party", Denny Wright and the Hustlers, undated
1 cassette tape (Duration 60:00)
Recording of original 33 1/3 RPM album

Subseries 5.2: Master Copies, circa 1970, undated
Box 32  Bob Landers, "Taste That Beats the Others Cold" jingles, undated
1 Sound tape reel (7-1/2 IPS tape)
Box 32  PepsiCo International foreign jingles
1 Sound tape reel (7 1/2" IPS tape )
Box 32  "Non-Stop Pepsi Party"
2 Sound tape reels (7 1/2" IPS tapes)
Box 32  "Non-Stop Pepsi Party", undated
1 Disc (33 1/3 RPM record)

Box 32
"Join the Pepsi People Feelin' Free", Pepsi international jingles, undated
1 Disc (45 rpm single)

Box 32
"Pepsi, The Choice of a New Generation", undated
1 Disc (45 RPM single)