



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Pepsi-Cola Advertising Collection

NMAH.AC.0092

Mimi Minnick

1993

Archives Center, National Museum of American History

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Pepsi-Cola Advertising Collection
<b>Date:</b>	1902-1982
<b>Identifier:</b>	NMAH.AC.0092
<b>Creator:</b>	Pepsi-Cola USA (Purchase, N.Y.) (Funder)
<b>Extent:</b>	4.5 Cubic feet (9 boxes)
<b>Language:</b>	English .

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## Administrative Information

### Acquisition Information

Collection donated by Pepsi-Cola USA, May 4, 1984.

### Related Materials

This collection complements the "Pepsi Generation" Oral History and Documentation Collection, #111, which includes 29 oral history interviews with people involved with the creation of Pepsi-Cola advertising, television advertisements and related materials.

Researchers interested in the advertising of Pepsi and other soft drinks and beverages should see the Pepsi Generation Oral History Collection (AC #111). The Warshaw Collection of Business Americana (AC #60) contains soft-drink advertising under the subject heading "Beverages." The N. W. Ayer Advertising Agency Collection (AC #59) is arranged by client name and includes beverage advertising for several clients, including Hires and Canada Dry.

### Processing Information

Collection processed by Mimi Minnick, archivist, 1993.

### Preferred Citation

The Pepsi-Cola Advertising Collection, Archives Center, National Museum of American History

### Restrictions

Collection is open for research.

### 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.

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## Scope and Contents

The collection consists largely of print ads, signs, decals and other marketing and promotional materials. Virtually all of the print ads are for the U.S. audience. The period since World War II is more fully documented

than the earlier period, although there are some advertisements from the 1930s and earlier. Most of the material documents Pepsi's U.S. advertising, although there are a number of signs and three-dimensional promotional items created for the international market. The international materials date primarily to the late 1960s and 1970s. The materials have been arranged in two series.

Series 1 contains print ads.

Series 2 contains three-dimensional marketing and promotional materials, such as signs, bottle carriers, and thermometers. Within each series, materials have been grouped by size, and there under chronologically (when dates are available).

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## Names and Subject Terms

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

### Subjects:

- Beverages -- 20th century
- Bottling
- Carbonated beverages
- Comic strips in advertising
- Packaging
- Point-of-sale
- Prize contests in advertising
- Radio advertising
- Sex in advertising
- Signs and signboards -- 20th century
- Soft drink industry -- 20th century

### Types of Materials:

- Advertisements -- 20th century
- Cartoons (humorous images) -- 20th century

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## Container Listing

### Series 1: Print Ads , 1903 - 1976

#### Subseries 1.1: Unmounted Tearsheets, 1903 - 1976

Box 1, Folder 1	Tearsheets , ca. 1903-1917; 1936-1938
Box 1, Folder 3	Tearsheets , ca. 1943-1945
Box 1, Folder 4	<p><a href="#">The Light Refreshment, 1953-1958</a></p> <p><a href="#">Never before a woman like this ... [color advertisement], 1955</a>  1 Item (Ink on paper.; 14.2" x 10.8".)  Advertiser: Pepsi-Cola Company  Language: English.  Notes: AC0092-0000004 (AC Scan)  In Box 1, Folder 4?  Pepsi-Cola refreshes without filling. Illustration by Len Steckler of a slender, fashionable woman drinking Pepsi.</p> <p>Names: Steckler, Len  Topic: Beverages  Fashion  advertising  Genre/Form: Advertisements -- 1950-1960</p>
	<p><a href="#">Refresh without filling ... [color advertisement], 1956</a>  1 Item (Ink on paper.; 13.8" x 11.0".)  Advertiser: Pepsi-Cola Company  Language: English.  Notes: AC0092-0000005 (AC Scan)  In Box 1, Folder 4?  Pepsi-Cola the light refreshment. Illustration of a slender woman in robe and towling her hair. Open Pepsi bottle sits on the vanity beside her.</p> <p>Topic: Beverages  Diet  advertising  Genre/Form: Advertisements -- 1950-1960</p>
Box 2, Folder 2	Includes cartoons by O. Soglow and R. Day; Pepsi's Album of Real American families, ca. 1944-1949
	<p><a href="#">"An' you're lucky to get it - they been grabbing for it all along the line." [black &amp; white advertisement], 1946</a>  1 Item (Ink on paper.; 13.8" x 11.0".)  Advertiser: Pepsi-Cola Company</p>

Language: English.  
 Notes: AC0092-0000001 (AC Scan)  
 In Box 2, Folder 1?  
 George Wilde cartoon of a shapely waitress serving a bottle of Pepsi to a man in a restaurant full of men.  
 Topic: Beverages  
 advertising  
 Genre/Form: Cartoons (humorous images)  
 Advertisements -- 1940-1950

Box 2, Folder 2 More Bounce to the Ounce, 1953-1958

Box 2, Folder 3 The Light Refreshment, 1953-1958

Box 2, Folder 4 [Be Sociable, 1958-1961](#)

[Be Sociable, Have a Pepsi \[color advertisement\], Circa 1959](#)

1 Item (Ink on paper.; 13.7" x 11.0".)

Advertiser: Pepsi-Cola Company

Language: English.

Notes: AC0092-0000002 (AC Scan)

In Box 2, Folder 4?

Illustration of a swimming pool, people in swim wear, and a woman serving a man hamburgers and Pepsi from a wheeled cart.

Topic: Beverages  
 Swimming  
 advertising

Genre/Form: Advertisements -- 1950-1960

[Be Sociable, Have a Pepsi \[color advertisement\], Circa 1959](#)

1 Item (Ink on paper.; 13.7" x 11.0".)

Advertiser: Pepsi-Cola Company

Language: English.

Notes: AC0092-0000003 (AC Scan)

In Box 2, Folder 4?

Illustration by B. Peak of couples on the beach sunbathing, playing Scrabble, reading, and drinking Pepsi.

Names: Peak, Bob, 1927-1992

Topic: Beverages  
 Beaches  
 Games  
 advertising

Genre/Form: Advertisements -- 1950-1960

Box 2, Folder 5 Think Young, 1961-1963

Box 2, Folder 7 Taste That Beats the Others Cold, 1967-1969

Box 2, Folder 8      You've Got a Lot to Live, Pepsi's Got A Lot to Give, 1969-1974

Box 2, Folder 9      Feelin' Free , 1974-1976

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### Subseries 1.2: Mounted Tearsheets, 1961 - 1967

Box 3, Folder 1      [Think Young, 1961-1963](#)

Box 3, Folder 2      [Come Alive , 1963-1967](#)

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## Series 2: Marketing and Promotional Materials

### Subseries 2.1: Printed Materials, 1910 - 1973

Box 1, Folder 1	Envelope, (a-35), ca. 1941
Box 1, Folder 2	Radio advertising copy, 1938; published photos of bottling plant, 1937, 1937 - 1938
Box 1, Folder 6	Merchandising handbook by Alfred Steele, 1955
Box 5, Folder 8	Decal, (a-36), 1940s?
Box 5, Folder 9	Decals
Box 5, Folder 10	Mounted photographs of bottles, ca. 1910 (b-10), 1935 (b-9)
Box 5, Folder 11	Transparency of billboard; photograph of neon sign; slides of billboards
Box 7, Folder 2	Newspaper clippings , 1916-1939
Oversize 3	Newspaper and magazine clippings
Box 4, Folder 1	Clippings from Panorama, Pepsico International magazine
Box 4, Folder 2	Photographs of Pepsi cups, ca. 1962 (n-36), 1965-1970 (n-37) -- Japan
Box 4, Folder 3	Photographs of Pepsi cups, ca. 1965-70 (n-38), 1970-73 (n-39) -- Japan
Box 4, Folder 4	Flyer for Olympics--Yugoslavia
Box 4, Folder 5	Clippings and photographs--Soviet Union

### Subseries 2.2: Three-dimensional materials, 1902 - 1974

Box 9	Metal tray -- France, (n-49), 1960 - 1960
Box 9	Change tray -- Germany (n-47)
Box 9	Metal sign -- Germany, 1964 (n-48)
Box 9	Metal sign, 1968 (n-53)
Box 9	Metal and plastic sign, 1964 (n-51)
Box 9	Hanging door sign --Taiwan?, 1968 (n-50)



Box 5, Folder 1	Sign, ca. 1955 (a-18)
Box 5, Folder 2	Sign, ca. 1940
Box 5, Folder 3	Paper bag with logo (a-30)
Box 5, Folder 4	Paper bag with logo (a-31)
Box 5, Folder 5	Cardboard carton
Box 5, Folder 6	Cardboard cartons --- international
Box 5, Folder 7	Sticker, sign, thermometer, menu -- international
Box 6, Folder 1	Vinyl beach ball, 1971 (n-1)
Box 6, Folder 2	Vinyl flags, ca. 1971-72 (n-2)-- international
Box 6, Folder 3	Vinyl flags, ca. 1970 (n-3)-- international
Box 6, Folder 4	Vinyl flags, ca. 1970 (n-4)
Box 6, Folder 5	Vinyl flags, ca. 1974 (n-5)
Box 6, Folder 6	Vinyl sack (n-6)
Box 7	Signs, ca. 1902-1938
Box 8	Signs -- Germany (n-41, n-43, n-52)
Box 8	Sign -- Morocco (n-54)
Box 8	Sign (a-22)
Box 8	Decal -- Yugoslavia (n-42)
Box 8	Decal -- Taiwan, ca. 1974 (n-46)
Box 8	Decal, ca. 1965 (n-45)
Box 8	Decals (n-44)

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