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Collection Overview

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

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
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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).

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
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
The Light Refreshment, 1953-1958

Image(s)

Never before a woman like this ... [color advertisement], 1955
1 Item (Ink on paper; 14.2" x 10.8").
Image(s): Never before a woman like this ... [color advertisement].
Pepsi-Cola Company, Advertiser
Pepsi-Cola refreshes without filling. Illustration by Len Steckler of a slender, fashionable woman drinking Pepsi.

In Box 1, Folder 4?

Local Numbers
AC0092-0000004 (AC Scan)

Names: Steckler, Len
Topic: Beverages
Fashion advertising
Genre/Form: Advertisements -- 1950-1960

Refresh without filling ... [color advertisement], 1956
1 Item (Ink on paper; 13.8" x 11.0").
Image(s): Refresh without filling ... [color advertisement].
Pepsi-Cola Company, Advertiser
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.

In Box 1, Folder 4?

Local Numbers
AC0092-0000005 (AC Scan)

Topic: Beverages
Diet advertising
Box 2, Folder 2
Includes cartoons by O. Soglow and R. Day; Pepsi’s Album of Real American families, ca. 1944-1949

"An' you're lucky to get it - they been grabbing for it all along the line." [black & white advertisement], 1946
1 Item (ink on paper.; 13.8" x 11.0").

Image(s): "An' you're lucky to get it - they been grabbing for it all along the line." [black & white advertisement].

Pepsi-Cola Company, Advertiser
George Wilde cartoon of a shapely waitress serving a bottle of Pepsi to a man in a restaurant full of men.

In Box 2, Folder 1?

Local Numbers
AC0092-0000001 (AC Scan)

Topic: Beverages
advertising

Genre/ Form: Advertisements -- 1940-1950
cartoons (humorous images)

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").

Image(s): Be Sociable, Have a Pepsi [color advertisement].

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

In Box 2, Folder 4?

Local Numbers
AC0092-0000002 (AC Scan)

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").
Image(s): Be Sociable, Have a Pepsi [color advertisement].
Pepsi-Cola Company, Advertiser
Illustration by B. Peak of couples on the beach sunbathing, playing Scrabble, reading, and drinking Pepsi.

In Box 2, Folder 4?

Local Numbers
AC0092-0000003 (AC Scan)

Names: Peak, Bob, 1927-1992

Topic: Beaches
       Beverages
       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

Subseries 1.2: Mounted Tearsheets, 1961 - 1967

Box 3, Folder 1  Think Young, 1961-1963
Image(s)
Box 3, Folder 2  Come Alive , 1963-1967
Image(s)
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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