



Smithsonian

National Museum of American History Kenneth E. Behring Center

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

NMAH.AC.0111

Carol Dreyfus

1986



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Table of Contents

Collection Overview	
Administrative Information	1
Biographical / Historical	2
Scope and Contents	2
Arrangement	2
Names and Subjects	
Container Listing	
Series 1: Research Files, 1941-1985	4
Series 2: Interviewee Files (abstracts), 1984-1985	6
Series 3: Oral History Interviews, 1984 - 1985	8
Series 4: Pepsi-Cola Film and Video, 1946 - 1988	13
Series 5: Pepsi-Cola Audio, circa 1970, undated	20

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	The "Pepsi Generation" Oral History and Documentation Collection
Date:	1938-1986
Identifier:	NMAH.AC.0111
Creator:	Ellsworth, Scott, Dr. (Creator) Archives Center, National Museum of American History
Extent:	7.7 Cubic feet (32 boxes)
Language:	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

Collection donated by Pepsi-Cola Company through Rebecca Madiera in 1983. Interviews made for the Smithsonian Institution in 1984 and 1985.

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

Processed by Carol L. Dreyfus, 1986, and revised by Mimi Minnick, archivist, 1995.

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)*
- Pepsi-Cola World*

Container Listing

Series 1: Research Files, 1941-1985

Scope and Contents: 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 9	Dreyfus, Carol and Thomas Connors. "Oral History and American Advertising: How the 'Pepsi Generation' Came Alive." International Journal of Oral History
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	<p>Come alive! You're in the Pepsi generation! [color advertisement], January 1965</p> <p>1 Item (Ink on paper.; 13.8" x 11.0".)</p> <p>Advertiser: Pepsi-Cola Company</p> <p>Language: English.</p> <p>Notes: AC0111-0000001 (AC Scan)</p> <p>Image of young woman holding an open Pepsi bottle.</p> <p>Topic: Beverages advertising</p> <p>Genre/Form: Advertisements -- 1950-1960</p>

Box 6	Pepsi-Cola World, 1966-1969
Box 7	Pepsi-Cola World, 1969-1984
Box 8	Pepsi-Cola World
Box 9	Ad Catalogues: "Give/Take" Campaign, 1969-1978
Box 10	Ad Catalogues: "Join the Pepsi People" campaign and "Have a Pepsi Day" campaign, 1973 and 1976
Box 11	Ad Catalogues: "Have a Pepsi Day" campaign, 1977, and "Catch that Pepsi Spirit" campaign, 1977 and 1980
Box 12	Ad Catalogues: "Catch that Pepsi Spirit" campaign, 1981, and "Pepsi Now" campaign,, 1981 and 1983

[Return to Table of Contents](#)

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

Box 13, Folder 1	Master Index
Box 13, Folder 2	Richard Alven Notes: Pepsi executive, Purchase, New York
Box 13, Folder 3	Tom Anderson Notes: Producer, New York City
Box 13, Folder 4	John Bergin Notes: President of McCann-Erikson, New York
Box 13, Folder 5	John Corbani Notes: Former Pepsi executive, New York City
Box 13, Folder 6	Tom Dillon Notes: Former BBDO executive, New York City
Box 13, Folder 8	Phil Dusenberry Notes: BBDO executive, New York City
Box 13, Folder 9	Roger Enrico Notes: President of Pepsi-Cola USA, Purchase, New York
Box 13, Folder 10	Norman Heller Notes: Pepsi Research and Development authority, Purchase, New York
Box 13, Folder 11	Philip Hinerfeld Notes: Former Pepsi executive, Boca Raton, Florida
Box 13, Folder 12	Philip Hughs Notes: Pepsi bottler, Tulsa, Oklahoma
Box 13, Folder 13	Donald Kendall Notes: PepsiCo CEO, Purchase, New York
Box 13, Folder 14	Bob Landers Notes: Announcer, Carlsbad, California
Box 13, Folder 15	Rick Levine Notes: Filmmaker, New York City
Box 13, Folder 16	Hilary Lipsitz Notes: President of Sunday Productions, New York City
Box 13, Folder 17	Walter Mack

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

[Return to Table of Contents](#)

Series 3: Oral History Interviews, 1984 - 1985

Scope and Contents: 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

Scope and Contents: Audio cassette reference copies.

Richard Alven

Box 15	Tom Anderson
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Box 15	John Bergin
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Box 15	John Corbani
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Box 15	Tom Dillon
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Box 15	Phil Dusenberry
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Box 15	Roger Enrico
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Box 16	Norman Heller
--------	---------------

Box 16	Philip Hinerfeld
--------	------------------

Box 16	Philip Hughs
--------	--------------

Box 16	Donald Kendall
--------	----------------

Box 17	Bob Landers
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Box 17	Rick Levine
--------	-------------

Box 17	Hilary Lipsitz
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Box 17	Walter Mack
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Box 17	Jesse Meyers
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Box 18	Sid Ramin
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Box 18	Allen Rosenshine
Box 18	Harvey Russell
Box 18	Charles Sandahl
Box 18	Joanie Sommers
Box 18	John Soughan
Box 18	Ed Vorkapich
Box 19	William Durkee
Box 19	Sidney Maran Notes: All uses restricted until January 1, 2084 without written permission of interviewee.
Box 19	Alan Pottasch

Subseries 3.2: Master Tapes, 1984-1985

Scope and 1/4 inch open reel audio preservation masters.
Contents:

Box 20, Folder 1	Alan Pottasch
Box 20, Folder 2	Tom Dillon
Box 20, Folder 3	Philip Hughs
Box 20, Folder 4	Charles Sandahl
Box 20, Folder 5	Philip Hinerfeld
Box 21, Folder 6	William Durkee
Box 21, Folder 7	Tom Anderson
Box 21, Folder 8	Ed Vorkapich
Box 21, Folder 9	Harvey Russell
Box 22, Folder 10	Richard Alven
Box 22, Folder 11	John Soughan

Box 22, Folder 12	Sidney Maran Notes:	All uses restricted until January 1, 2084 without written permission of interviewee.
Box 22, Folder 13	Allen Rosenshine	
Box 22, Folder 14	Phil Dusenberry	
Box 22, Folder 15	Sid Ramin	
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

Scope and Audio cassette original interviews.
Contents:

Box 25, Folder 1	Pottasch
Box 25, Folder 2	Tom Dillon

Box 25, Folder 3	Philip Hughs
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
Box 26, Folder 11	John Soughan
Box 26, Folder 12	Sidney Maran Notes: All uses restricted until January 1, 2084 without written permission of interviewee.
Box 26, Folder 13	Allen Rosenshine
Box 26, Folder 14	Phil Dusenberry
Box 26, Folder 15	Sid Ramin
Box 26, Folder 16	Rick Levine
Box 26, Folder 17	John Corbani
Box 26, Folder 18	Joanie Sommers
Box 26, Folder 19	Roger Enrico
Box 27, Folder 20	Norman Heller
Box 27, Folder 21	Philip Hinerfeld
Box 27, Folder 22	John Bergin
Box 27, Folder 23	Hilary Lipsitz
Box 27, Folder 24	Jesse Meyers
Box 27, Folder 25	Donald Kendall

Box 27, Folder 26	Bob Landers
Box 27, Folder 27	Alan Pottasch
Box 27, Folder 28	Hilary Lipsitz
Box 27, Folder 29	Walter Mack

[Return to Table of Contents](#)

Series 4: Pepsi-Cola Film and Video, 1946 - 1988

Subseries 4.1: Reference Videos

Box 28, Item AC0111-
RV0001

Pepsi-Cola American Television Commercials - Reel 1, 1946-1975
1 Videocassettes (VHS)

Notes:

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)

You've Got a Lot to Live (1969-1972; 1973-1975)

**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) Notes: 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	Pepsi Cola American Television Commercials - Reel 3, 1985-1988 1 Videocassettes (VHS) Notes: 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
combinedRadio Smithsonian Advertising program on Advertising History Collection and "More
Bounce to the Ounce."
Notes: Commercial with James Dean.

Box 29

Inside an American Campaign, Reel 7, 1986-10-06
1 Videocassettes (U-matic) (Duration: 13:00)
Notes: Includes a video script.

Box 29

Pepsi Generation 10th Birthday, Reel 8
1 Videocassettes (U-matic) (Duration: 02:00)

Box 29

Video Montage of Pepsi Ads, Reel 9

Box 29

The Best of Pepsi, Reel 10, 1982

Box 29

Pepsi-Cola Company-Diet Pepsi, Reel 11, 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) Notes: 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) Notes: 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)
<hr/>	
Video 1	Videotape
Reel OF 111.1	Pepsi Commercials, 1977 1 Film reel (color, composite optical soundtrack, print; 16mm, 320 feet)
Reel OF 111.2	Pepsi Commercials (international), 1970s 1 Film reel (black and white, composite optical soundtrack, compilation reel; 16mm, 200 feet)
Reel OF 111.3	Pepsi Commercials (international), undated 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 650 feet)

[Return to Table of Contents](#)

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

Scope and Contents:	<p>Subseries A: Researcher Copies</p> <p>Box 33</p> <p>"Hits the Spot", Pepsi international jingles, 60-minute audio cassette</p> <p>Pepsi youth market advertising jingles, 1969, 60-minute audiocassette</p> <p>"Non-Stop Pepsi Party", Denny Wright & the Hustlers, 60-minute audio cassette recording of original 33 1/3 RPM album</p> <p>Subseries B: Master Copies</p> <p>Box 32</p> <p>Bob Landers, "Taste That Beats the Others Cold" jingles, 7-1/2 IPS tape</p> <p>PepsiCo International foreign jingles, 7-1/2 IPS tape</p> <p>"Non-Stop Pepsi Party", two 7-1/2 IPS tapes</p> <p>"Non-Stop Pepsi Party", 33 1/3 RPM record</p> <p>"Join the Pepsi People Feelin' Free", Pepsi international jingles, 45 rpm single</p> <p>"Pepsi - The Choice of a New Generation," 45 RPM single</p>
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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) Notes: 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)

[Return to Table of Contents](#)