



Caught 69 passes for Washington... caught 732 taxis for Pepsi

Pro football's Bobby Mitchell really travels. His job with Pepsi-Cola takes him where the Pepsi generation leads. Who is the Pepsi generation?

Everyone with a young view of things...the millions of livelier, more active people with a liking for Pepsi-Cola—for the taste that's bracing and keen, brilliant and clean! In short, the Pepsi generation is Bobby Mitchell...and a whole lot of people like you!

come alive!
You're in
the Pepsi
generation!



Available in No-Return Bottles

BOTTLED by the PEPSI-COLA BOTTLING CO. of LAS VEGAS under appointment from PEPSI-COLA BOTTLING CO., NEW YORK, N.Y.