

Exhibit now open!

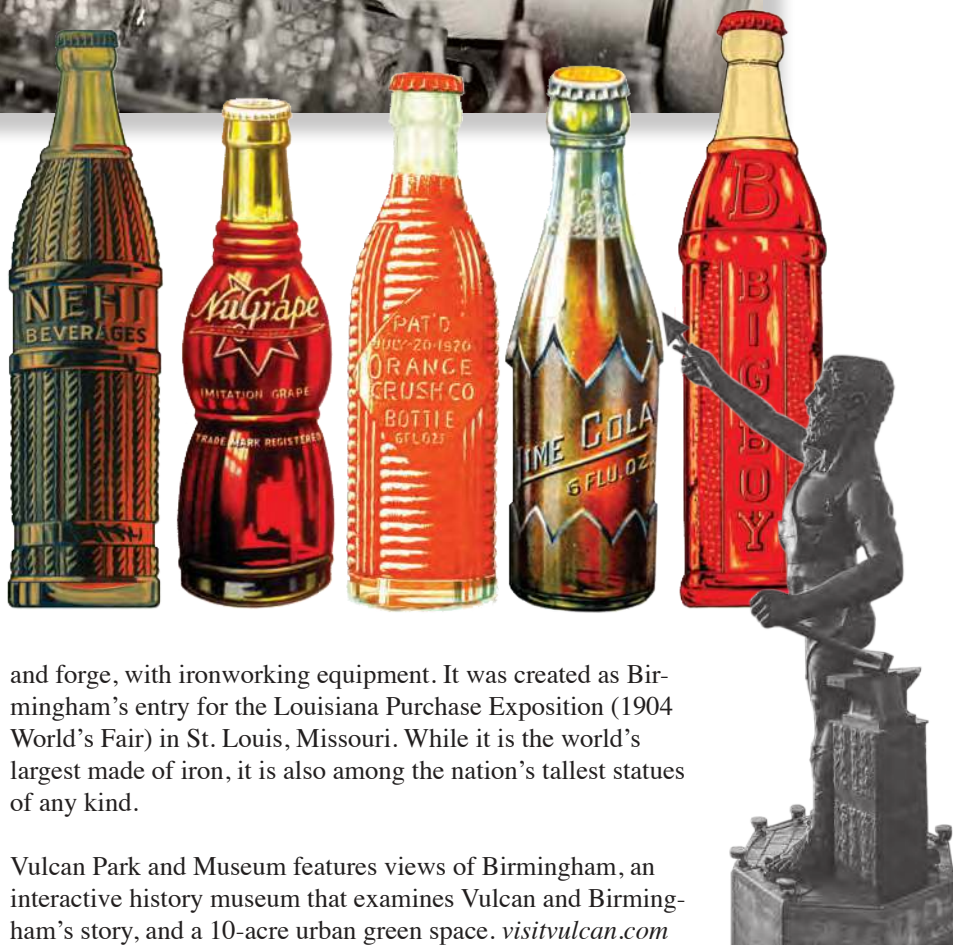
BIRMINGHAM, Ala.—Have you ever heard of Mission Orange, Try-Me Cola, National Dope, NuGrape, Jersey Creme, Glee Ola, Gay Ola or Wiseola? Discover these brands and many more in Vulcan Park & Museum's latest exhibit, *Birmingham Bottling: Soft Drinks in the Magic City*.



Birmingham Bottling tells a comprehensive story of Birmingham's soft drink history, complete with the inventors and innovators, marketers and visionaries, the workers and methods that made Birmingham the center of bottling innovation and one of the most important markets in the world.

Running now until January 2023, visitors will see the Birmingham History Center's collection of vintage bottles from classic companies such as Coca-Cola Bottling Company and Buffalo Rock as well as a flood of imitators and wannabes. This exhibit will quench Birmingham's thirst for sugar and fizz exploring why Birmingham led the nation in soft drink brands. FOHBC member Dennis Smith's *Kola Wars* books inspired the exhibit.

The Vulcan statue is the largest cast iron statue in the world, and is the city symbol of Birmingham, reflecting its roots in the iron and steel industry. The 56-foot tall statue depicts the Roman god Vulcan, god of the fire



and forge, with ironworking equipment. It was created as Birmingham's entry for the Louisiana Purchase Exposition (1904 World's Fair) in St. Louis, Missouri. While it is the world's largest made of iron, it is also among the nation's tallest statues of any kind.

Vulcan Park and Museum features views of Birmingham, an interactive history museum that examines Vulcan and Birmingham's story, and a 10-acre urban green space. visitvulcan.com



How Southern Cities Cornered the soft drink market

So, why is it that Southern cities like Atlanta and Birmingham were uniquely situated to play such an iconic, major role in the soft drink world? Besides the obvious one — the South can be a blazing hot place to live — there are at least three reasons that the soft drink took off in Southern cities.



A SPIRIT OF EXPERIMENTATION

During the years following the Civil War, new scientific and mechanical methods were inventing the South. Birmingham's focus on inventiveness in one area, soda, was also borne for a number of new soft drinks, and advances in bottling technology.



BIG CITY AILMENTS

The stresses of city life — noise, crowding, the time clock — were new to most Southerners. Pharmaceuticals like Dr. Pepper (inventor Charles Alderton) had a ready market for these concoctions, often sold in bottles and labeled for their required quantities.



TEE-TOTALING

In 1880, Alabama signed a law that made it illegal to sell alcohol in Birmingham. This led to the city becoming the Coca-Cola headquarters. John S. Pemberton saw this as an opportunity to develop an alcohol-free tonic. It was a tonic required in Birmingham and throughout the South.

Coca-Cola takes off in Birmingham

Getting started

Charles Alderton started the company in Birmingham and Dr. Pepper in 1880, with the intention of having someone else to bottle soda. In 1902, Atlanta was looking for a place to bottle soda. In 1904, Atlanta was looking for a place to bottle soda. In 1904, Atlanta was looking for a place to bottle soda.

Optimizing territory

Atlanta signed a franchise with the Coca-Cola Bottling Co. in 1902. In 1904, Atlanta was looking for a place to bottle soda. In 1904, Atlanta was looking for a place to bottle soda. In 1904, Atlanta was looking for a place to bottle soda.

Investing in people

Birmingham's location was ideal for the Coca-Cola Bottling Co. In 1904, Atlanta was looking for a place to bottle soda. In 1904, Atlanta was looking for a place to bottle soda. In 1904, Atlanta was looking for a place to bottle soda.

Building in Birmingham

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National recognition

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A Tale of Two Exes

While Atlanta holds the honor of being the birthplace of Coca-Cola and the city of its international headquarters, Birmingham was no small player in the soft drink world.

After the franchising of Coca-Cola in 1902, Birmingham quickly became the soft drink's largest market and the home of its largest bottling operation. It's not surprising that two people connected to the Coca-Cola operation in Atlanta would look for an opportunity 180 miles west.

One of these, James C. Mayfield, of Roanoke, Alabama, learned the trade from none other than John S. Pemberton, the inventor of Coca-Cola. In Birmingham, Mayfield produced a Coca-Cola imitator before moving on to the soft drink he would become most known for.

Mayfield's ex-wife, Diva Brown, claimed to have also picked up the Coca-Cola recipe. Brown made no bones about it: she knew how to mix up the Real Thing and was perfectly willing to sell her knowledge to other bottlers.

