Pepper-Up: A Summer at the Dr Pepper Museum

Presented by Melissa Liesch
Presentation Overview

History

Collections Internship

- Responsibilities
- What did I work on?
- Metrics

Exhibits Internship

- Responsibilities
- Postcard Exhibit
- Bottling Room Exhibit

Take-Aways
The Dr Pepper Museum

- Located in downtown Waco, TX
- Opened: May 1991
- Historic Building/Museum
  - 1906 Artesian Manufacturing and Bottling Company
  - Kellum-Rotan Building
Collections

Supervisor: Rachael Nadeau Johnson

- Contract work on the KDP-DPS Project
- System Used: CatalogIt
- Types of Items
  - Newspapers
  - Advertisements
    - Bottle Riders
    - Static Clings
    - Shelf Talker
  - Other paper items and a few objects
1915 Dr Pepper Newspaper Ad

1917 Dr Pepper Newspaper Ad
FREE (Up to $1.39)
2-Liter of ANY (REG. or DIET) 7UP®
When You Buy ANY Turkey
[fresh or frozen, 10lbs or larger]
Metrics

Total items inventoried: 1,872

Deaccession recommendations: 499

Cataloged/Inventoried: 1160

Disposal recommendations: 213

*These numbers are approximate
Exhibits

Supervisor: Joy Summar-Smith

- Collaborated on two exhibits
  - A Postcard Exhibit (New exhibit)
  - The Bottling Room (Renovation)
Postcard Exhibit

- Responsibilities/Contributions
  - Research
    - The towns
    - Interesting Facts
    - Pictures for video
  - Writing Text Panels
  - Design of Text Panels
  - Install
Greetings from the Dr Pepper Museum,
Before social media and smartphone cameras, travelers frequently picked up postcards to document their travels and share their trip with family and friends back home. A popular type of card showcased street scenes from a wide range of communities as their residents went about their daily lives. Each postcard displayed in this exhibit were not only good mementos of a person’s travels, or fun surprises for family and friends at home, but they were also a way to connect people over long distances. They also had the added benefit of providing advertising for the soda industry and provide a glimpse of what sodas were popular in different communities at the time.

Browse the postcards, find some interesting trivia about each community showcased, and see if you can spot the soft-drink logos.

- The Dr Pepper Museum Staff

Curated by Holt Getterman
Postcards Provided by:
Paul Ward, Roger Camp
The Texas Collection, Baylor University
Bottling Room Exhibit

- Responsibilities & Contributions
  - Research
    - Machinery
  - Scent Company
- Project ongoing into the fall
**Take-Aways**

**Collections**
- Catalog
  - It is awesome
- Pace Yourself -
  - It never ends
- Collection is not where I see myself

**Exhibits**
- Start things earlier than you think
- Be Flexible -
  - Things Change
- I very much enjoy exhibits work
Thank You!
Sources

Dr Pepper Museum Website: History of Dr Pepper Museum

Photo Credit: Melissa Liesch

18-Month Report courtesy of Rachael Nadeau Johnson Collections Manager at the Dr Pepper Museum