

B O T T L E C L U B N E W S P A P E R

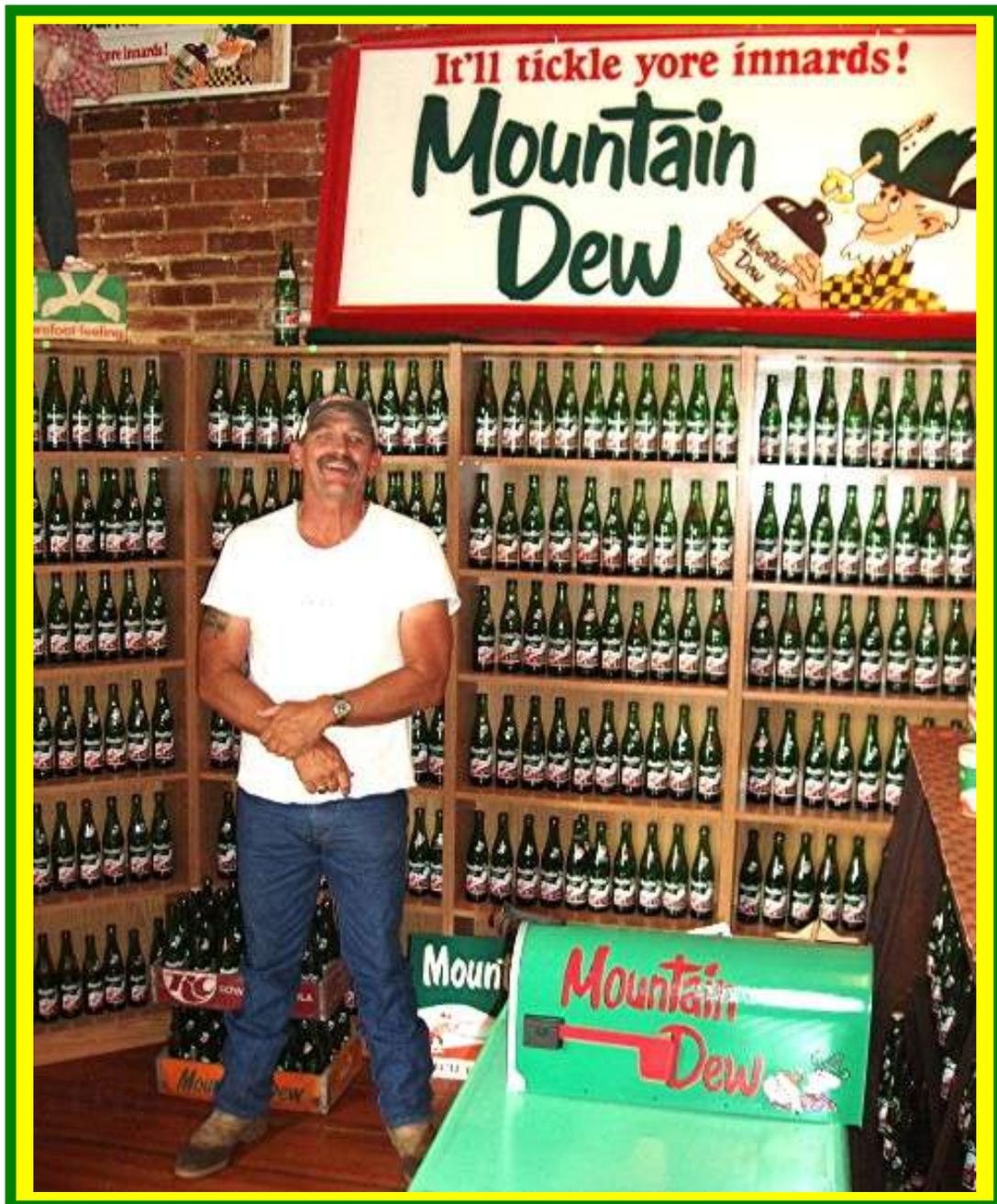


Raleigh Bottle Club Newsletter

Hillbilly Willy's

Wartrace, Tennessee

Home of the *Mountain Dew* Collection of
Stan Dismukes



WARTRACE IS THE PLACE TO BE

Chances are you have never heard of Wartrace, Tennessee. Chances are even greater that you have never been there. Until earlier this summer I too had never been there. While roaming through the rolling hills of middle Tennessee in search of small town antique shops and flea markets I ended up in the very unique and interesting little town of Wartrace. As I turned left into town my wife noticed a store front sign, "Ice Cream and Antiques", two things dear to my heart. I made a quick right turn and parked in the first space available.

As we approached the entrance I noticed the Mountain Dew hillbilly character painted on the front window. I quickly went back to the car to get my camera. After taking a few pictures of the store front I opened the door and went inside. At that point my day took a new direction. Believe it or not, I forgot all about the ice cream. All I could see were Mountain Dew bottles, signs and collectibles from the ceiling to the floor. We were greeted by Rita Dismukes, the owner of the ice cream shop and the adjoining Real Estate office. Rita turned out to be the wife of Stan Dismukes, the Mountain Dew collector. I asked permission to take some photos for the Raleigh Bottle Club newsletter. While I was taking pictures Rita called Stan to see if he could come by for a few minutes to talk with me about his collection. In just a short time Stan arrived and for the next hour gave me a guided tour.

Stan owns a cattle farm in the beautiful country side just outside of Wartrace and is never very far from his collection. He was born in nearby Lebanon, Tennessee and never strayed far from home. Stan's collection started with a visit to a local garage sale where he bought his first hillbilly bottle for the outrageous sum of 25 cents. Sometime later he read in the paper that some hillbilly bottles were selling for more than \$3000.00. This bit of information seemed to peak his interest in Mountain Dew bottles. For the next 25 years he has traveled thousands of miles searching yard sales, flea markets, antique shops, bottle shows, and the internet for his next piece of Mountain Dew memorabilia. Stan is believed to have the largest collection of Mountain Dew bottles in the country. He has over 1100 different Mountain Dew bottles and several hundred duplicates, bringing his total to over 1500 bottles. As you can see from the photos, Stan's collection extends far beyond just bottles. If it has the Mountain Dew logo, odds are very good you will find it someplace in the building.

Stan's collection has reached a point that he seldom finds an item he doesn't have. To satisfy his collecting urge Stan has added Tennessee whiskey bottles to his list. Some of the older Tennessee whiskies are rare, and according to Stan, very expensive. Maybe on my next trip to Wartrace I can get a few pictures of his rare Tennessee whiskies.

Get out your map of Tennessee and mark the town of Wartrace with a bright red circle. You don't want much time to pass before you pay a visit to Hillbilly Willey's. If you like the area, Rita just might sell you a few acres in the beautiful hills of Tennessee. If you're just stopping in to see Stan's Mountain Dew collection, Rita will make you one of her delicious and famous Mountain Dew milkshakes while you wait for Stan to arrive to give you the grand tour.

Chances are you'll be glad you made the trip. I surely was.

.....Marshall Clements

Willy's "*Dew*" Signs



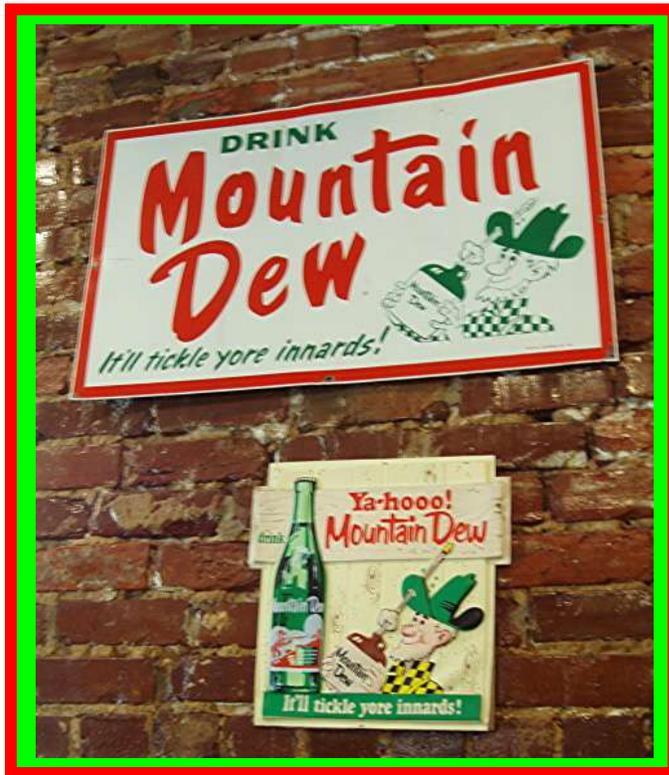
These Hillbilly Willy dolls are hard to come by. Willy stands high in the corner of the Ice Cream Parlor looking over Stan's Mountain Dew museum. It stands 38" tall including the base. This doll originally held a Mountain Dew jug with a cork extending through the hat. Even though this doll is missing the jug and cork it is still a very rare and expensive piece of Mountain Dew memorabilia.



Above: This attractive sign is 3' X 6'. It is painted on Plexiglas which gives it a nice bright finish. It is the framed front panel from an outdoor sign. Because of their extreme fragile condition very few of these signs still exist.

Below: A new issue sign not authorized by Mt. Dew. Although this is not an extremely rare sign it is a very nice embossed advertisement piece.



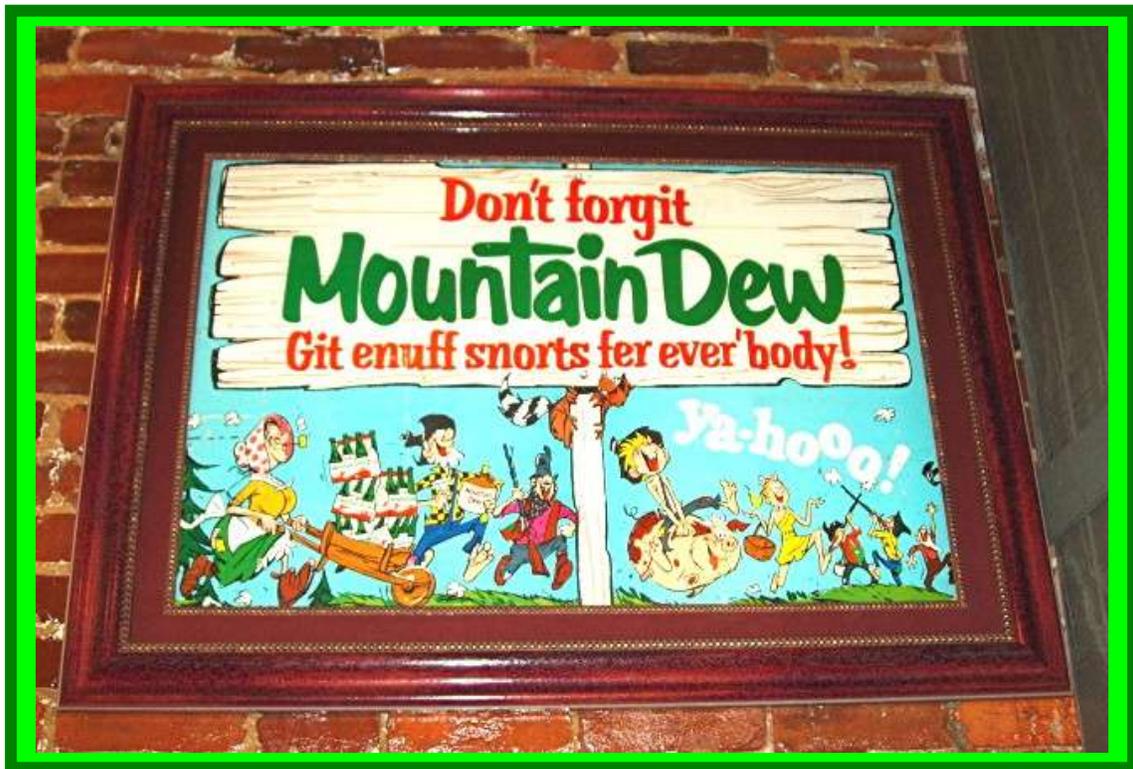


Above Top: This sign is 18" X 30" and is often referred to as the 'Smart Hillbilly'. A near mint condition sign like this is very hard to come by.

Above Bottom: A molded plastic stand-up counter top sign is from Canada. It is approximately 17" x 17". Good condition molded plastic signs are easily damaged and very hard to find.

Below: This limited edition artist print was issued to commemorate a one time Mountain Dew exhibition at the museum in Johnson City, Tennessee. This is a very rare piece.





Above: An extremely rare cardboard sign. It has been framed to preserve the quality. As a general rule the more 'family members' shown on a piece of Mountain Dew advertisement the more desirable it is to collectors.

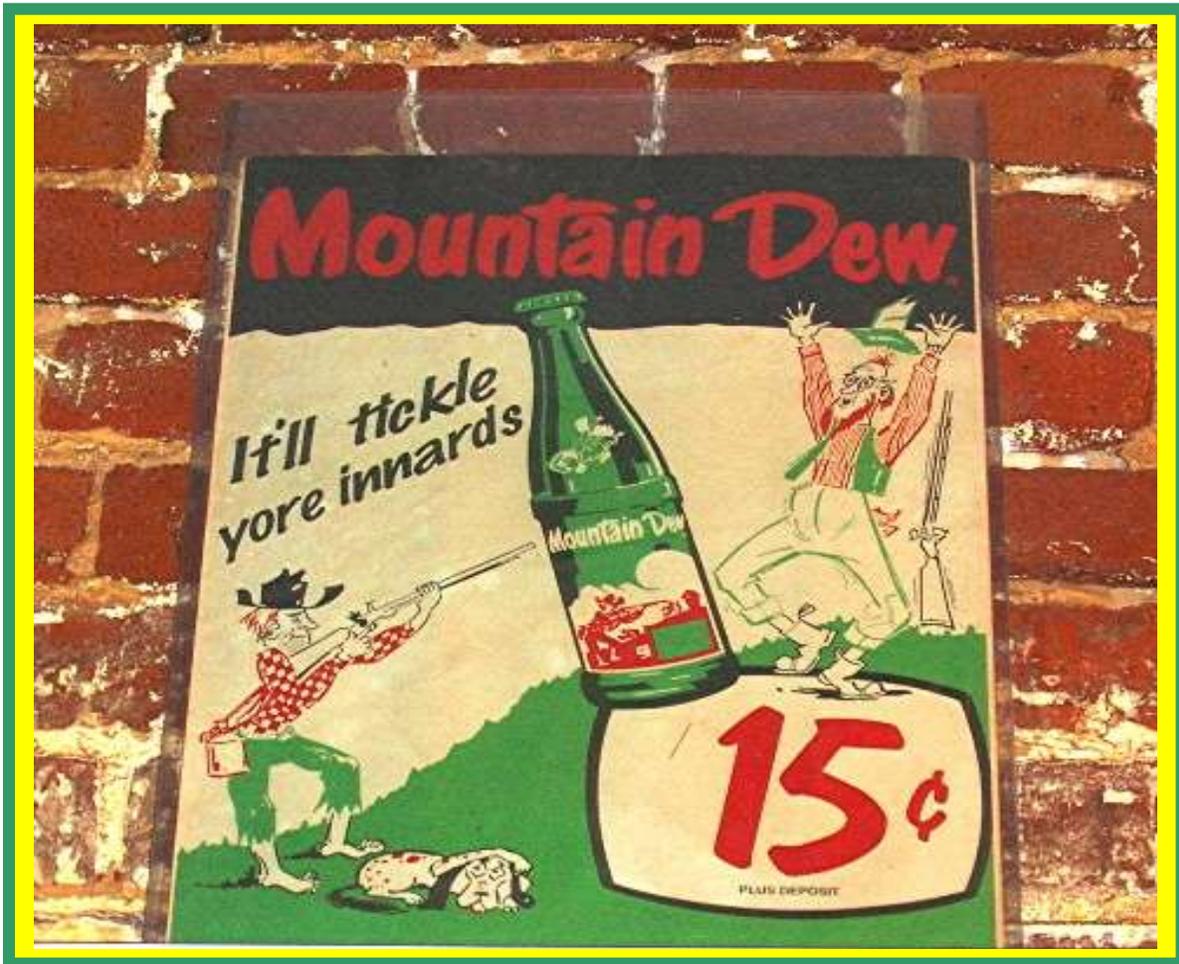
Below: This Paper sign is very hard to come by. Paper and cardboard collectibles are easily damaged and often faded or stained due to acid in the paper or acid in the backing used in framing. This paper sign is in excellent condition.



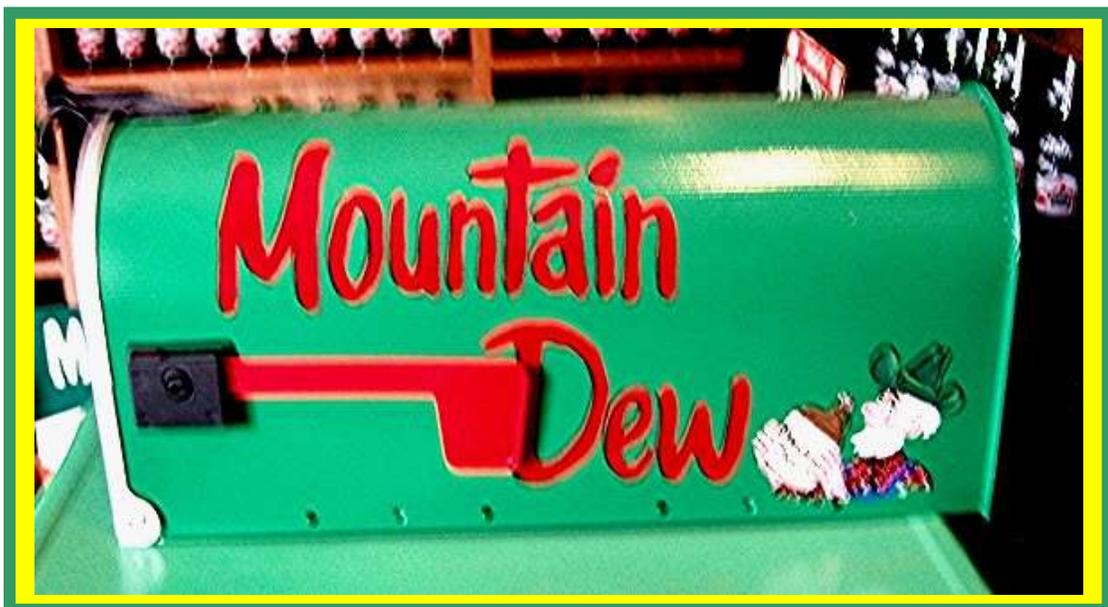


The two sign on this page are both Canadian issued. The top sign is 17 x 53 inches and rare. This sign was issued prior to 1960. Pepsi became the new owner of Mountain Due around 1965 and the Mountain Dew characters began to disappear from their product advertisement. The sign below is an example of a 70's advertisement piece. Although it contains no Mountain Dew characters it is still a highly collectible sign.





The above sign is made of paper and extremely hard to find. *This sign has been highly reproduced and reproductions are currently selling on Ebay for under \$20.00.* The mailbox below is a fantasy item that has no significant dollar value but if you want to add one to your collection you might have to look long and hard to come up with it.



Dews... BY THE CARTON



The cartons in the top photo are all for 12 ounce bottles. Notice the differences in the three cartons. If you are a big time Dew collector you might have these three cartons in your collection but the ones in the bottom photo are another story. The 'pull open can' carton is extremely hard to find. Most cartons of this style were torn open and badly damaged to get to the product. The middle carton contains six Barney and Ally green bottles but the carton itself is the real collectors dream. Only one or two of these are known to exist. The 10 oz one way bottles on the right are hard to find but the 'ONE WAY BOTTLES' carton with the original bottles is extremely rare. If you own all 6 of these cartons you are a true DEW collector.



The two cartons in the top photo are seen on Ebay from time to time. If you want to be a DEW collector perhaps this would be a good place to start. Don't get too impatient. Sooner or later they will show up.

The bottom photo is a 10 oz. bottle carrier with an unusual logo and carton insert. You will have to look a little harder to come up with a carton like this..... especially if it has six Barney and Ally bottles inside.

Yahoo!.... Bottles of DEW.

The bottles on the right are two of the most highly sought after Mountain Dew bottles. They are considered the anchor bottles in every Mountain Dew collection. The 'party jug' on the right is the most sought after bottle by collectors. There are only five known party jugs making it extremely rare. The Charlie and Bill 24 oz. bottle was discontinued by Pepsi and route salesmen were ordered to destroy the bottles. The surviving bottles are quite expensive...if you can find one for sale.



A RARE HALF DOZEN

L to R:

1. The unusual 1 pint 10 ounce bottle is very hard to find.
2. The small 10oz. Australian bottle with the original cap.
3. In the front middle is the rare NDNR 10 oz. foil label bottle
4. The famous 'Barney and Ally' Bottle.
5. The 32 oz. bottle with 'Golden Age' embossed on the bottom.
6. The bottle in the center is the famous 'Party Jug' showing most of the mountain dew family.



Styrofoam covered Mountain Dew bottles are not rare but it would take you a very long time to accumulate six bottles like this. Go to Ebay and see how many you can find. You'll be surprised.



A DEW Scan of *HILLBILLY WILLY'S* Innards



Above: This 654321 numbered bottle is the only one currently known to exist. Stan has 15 numbered bottles and 9 are unique. All numbered bottles are considered extremely rare. No one knows for sure the significance of the numbers.

Right: Stan has his bottles arranged by category, starting in the front cabinet with his name bottles. The display case in the middle has a lot of his more expensive bottles including the 15 numbered bottles. The end case contains 'town' bottles.

...got that ticklin feeling yet?



Above: More of Stan's 'town' bottles.

Top Right: This case contains 'filled by' and 'bottled by' bottles.

Bottom Right: A closer look at the bottles in the top display case. When you have rare items available for the public to view it is extremely wise to keep them away from the yung'uns.

The bottles displayed in front of the TV have a foil or paper label. The four dolls hanging from the shelf and the Hillbilly Willy on top are all advertising pieces issued by Mountain Dew. The bottom picture gives you an idea of just how massive Stan's collection is. Every wall in the building is covered with bottles, signs and various advertisement pieces.



Thanks to Stan and Rita for their fine Tennessee hospitality.

WANTS AND DESIRES

WANTED

Coca-Cola Water bottle TOP.

Any style, but prefer the one with the sail boat.

Contact Steve Williams at (317)848-4921
or steve.williams@chiefind.com

FOR SALE

MOUNTAIN DEW

Over 300 hard to find bottles including:

- ...tri-city bottles
- ...numbered bottles
- ...Australian bottle
- ...various hard to find bottles and advertisement pieces

Contact: Stan Dismukes 772-473-7730
Email: cowboydj1999@aol.com

2-LITER SODA BOTTLES WANTED

Will pay reasonable price for glass, two liter, soda bottles in very good condition, w/cap and bright color. ACL or Styrofoam.

*Marshall Clements (919) 423-8557
blobtop@gmail.com*

Will pay top dollar for bottles embossed 'Wilmington, N.C'

Sodas Medicines
Whiskeys Beers
Milks

Contact:
Chris Whitehurst
cbw315@yahoo.com

***** WANTED *****

Raleigh, N.C. Memorabilia

(old items embossed or labeled RALEIGH, N.C.)

ephemera - advertisement - license plates
- BOTTLES -

Contact: Jack Murdock 919-829-5766

***** WANTED *****

TAB BOTTLES

Will pay reasonable price for unusual colors or odd sized TAB bottles.

Contact: DeeAnn Nichols
919-383-2094

BLAST FROM THE PAST



The above photo is the mini-Lizzie car offered in a Mountain Dew prize contest. The photo and the car is from the collection of Stan Dismukes

This min-Lizzie car is super rare and is believed to be the only one known to exist. It is a two seater, motorized car with wooden spoke wheels. To promote the sale of Mountain Dew this car was offered as a prize for those who drank Mountain Dew. Anyone collecting six Mountain Dew bottle caps could enter their name in a drawing for the mini-Lizzie. There are no records of who the winners were or just how many cars were given away. The only thing we can be sure of is Stan had to pay more for this prize than six bottle caps.

**RALEIGH BOTTLE CLUB
MEMBER FOHBC**



BOTTLE COLLECTORS

If you have not yet joined the FOHBC I would strongly encourage you do so. There is no better way to keep up with what is going on in the world of bottle collecting. Membership includes a subscription to the BOTTLES AND EXTRAS magazine. Membership information can be found on the website:

www.fohbc.com



*Send your payment to:
PSBCA -The Soda Fizz
341 Yellowstone Drive
Fletcher, N.C. 28732*

SODA BOTTLE COLLECTORS

If you are a collector of painted label soda bottles you need to be a member of Painted Soda Bottles Collectors Association. A one year membership includes bi-monthly issues of Soda Fizz magazine. This magazine is a must for the soda bottle collector. Soda Fizz is the premier magazine for the collector of painted label soda bottles. For additional information contact:

psbca@thesodafizz.com

THE BOTTLE WORLDS PREMIER WEB SITE

www.raleighbottleclub.org

If you have constructive ideas or suggestions please contact Robert Creech at:
raleighbottleclub@gmail.com

Upcoming Events

NOVEMBER 14 DE FUNIAK SPRINGS, FLORIDA

The Emerald Coast Bottle Collector's 11th Annual Show & Sale, (7 AM to 4 PM), at the De Funiak Springs Community Center, De Funiak Springs, FL. Info: **RUSSELL BROWN**, PH: (850) 520-4250 email:

abrown2@panhandle.rr.com

NOVEMBER 22 - GREENSBORO, NORTH CAROLINA

The Southeast Bottle Club's Greensboro Antique Bottle, Pottery & Collectibles Show & Sale (Sun. 9 AM - 3 PM, Adm. \$1, Set-up 7 - 9 AM; No Early Adm.) at the Farmer's Curb Market, 501

Yanceyville St., Greensboro, North Carolina. Free appraisals, free bottles for kids, food available, 160 tables. INFO: REGGIE LYNCH, 4734 Pimlico Lane, Waxhaw, NC 28173, PH: (704) 221-6489, E-mail: rlynch@antiquebottles.com. Website: www.antiquebottles.com/greensboro.

NOVEMBER 29 - BETHLEHEM, PENNSYLVANIA

Forks of the Delaware Bottle Collectors Association's 36th Annual Show & Sale (9am - 3pm, early buyers 7:30am), at the Bethlehem Catholic High School, Madison & Dewberry Avenues, Bethlehem, PA. Info: **Bill Hegedus**, 20 Combridge Place, Catasauqua, PA 18032, ph: (610) 264-5945.

JANUARY 8 - 9 - PALMETTO, FLORIDA

The Sun Coast Antique Bottle Collectors Association's Show & Sale, (early admission: Friday 4pm - 7:45pm, general admission: Saturday 9am - 5pm) at the Manatee Civic Center, 1 Haben Blvd, Palmetto, FL 34221. Info: **George Dueben**, PO Box 4141, Seminole, FL 33775, ph: (727) 383-8189, email:

res08w341@verizon.net.

FEBRUARY 6 - ROME, GEORGIA

Rome Antique Bottle & Collectibles Club's 34th Annual Show & Sale (8:30am - 3:30pm), at the Rome Civic Center, Turner McCall Blvd, Rome, GA. Info: **Jerry Mitchell**, PO Box 475, Beemen, GA 30110, ph: (770) 537-3725, email: mitjt@aol.com or **Bob Jenkins**, 285 Oak Grove Rd, Carrallton, GA 30117, ph: (770) 834-0736

FEBRUARY 19 & 20 - COLUMBIA, SOUTH CAROLINA

The 37th Annual South Carolina Antique Bottle Show & Sale (Friday 11 am - 6pm, Saturday, 9am - 1pm No early admission fee) at the Meadowlake Park Center, 600 Beckman Rd, Columbia, SC 29073. Info **Marty Vollmer**, ph: (803) 755-9410, email: maryvollmer@aol.com or **Eric Warren**, email:

scbottles@aol.com

MARCH 7 - BALTIMORE, MARYLAND

The Baltimore Antique Bottle Club's 30th Annual Show & Sale (8am - 3pm), at the Physical Education Center, CCBC-Essex, 7201 Rossville Blvd, (I-695, Exit 34). Info: **Eric Ewen**, ph: (410) 265-5745, email:

teresaanderic@comcast.net , www.Baltimorebottleclub.org

MARCH 19-20 - FLORIDA

The Deland M-T Bottle Collectors Club 40th Anniversary Antique Bottle & Insulator Show, Dealer set up Friday 2-4PM. Fee for early buyers Friday 3-7 pm and 7:30 - 9am on Saturday is \$20. Regular show admission and parking for all buyers on Saturday 9am - 3pm is free. There are 150 sale tables available for this show. Info: **Brian Hoblick** (386) 804-9635 hoblick@aol.com or **Louis O'Quinn** (386) 943-2766

louisquinn@hotmail.com