

Bradham, Caleb Davis

May 27, 1867–February 19, 1934



History. ^[2]Caleb Davis Bradham, founder of Pepsi-Cola ^[3], pharmacist, and Shriner, was born at Chinquapin, Duplin County ^[4], the son of George Washington and Julia McCann Bradham. He was of English and Scot-Irish descent, and his American background included a great-great-great grandfather, John McCann, who was an officer in George Washington's army. He studied medicine at The University of North Carolina ^[5] from 1886 to 1888 and then the University of Maryland from 1888 to 1889. While in Baltimore, he completed his pharmacy apprenticeship training at Lilly Rogers and Company. Back home, his family had financial troubles, thus Bradham ran out of funds to complete his schooling and returned home to teach in the Vance Academy in New Bern, a private school run by Appleton and Augusta Oaksmith.

In 1902, the year he married Sarah Charity Credle of New Bern, he turned his drug store over to an assistant so he could devote more time to developing Pepsi-Cola into a full business. His application to register "Pepsi-Cola" as his trademark was filed September 23, 1902 and is the earliest dated document in the history of the company. The U.S. Patent Office accepted the mark and registered it on June 16, 1903. In April of the same year the trademark was registered in the Office of the Secretary of State of North Carolina.

Bradham formed the first Pepsi-Cola Company in December 1902, and it became a corporation under the laws of North Carolina. It began in the back room of the drug store and was an immediate local success. He mixed his syrup, packaged it, and went out to build sales. He was a popular man and a superb salesman, and it was not long before his drink became a nationally known product. He franchised other territories in rapid succession until, by the end of 1910, there were at least three hundred bottlers spread over twenty-four states. He continued to prosper until after [World War I](#) [6]; then, despite a hard fight, the rise and fall of the sugar market caused his twenty-year-old company to fail. At this time, the technology of bottling had not been perfected, and Bradham knew little of



advertising^[7] and marketing. It was said that "he had a modern business in the wrong decades; he was a third-century ahead of his time."^[8]

Bradham was interested in and always supported the School of Pharmacy of The University of North Carolina^[9]. In 1901 he offered the Bradham Prize to the student making the highest average during the two (later three) years of study. He continued to give the prize until 1930, shortly before his death.

Bradham had three children, Mary Bradham Tucker of Edenton ^[10], Caleb Darnell of New Bern, and George Washington of Greensboro.

American Soft Drink Journal, July 1973.

Birmingham, F.A. "The Pepsi-Cola Story," *Saturday Evening Post* 246 (1974).

"Caleb D. Bradham Claimed by Death." News and Observer. February 20, 1934. Available on Newsbank https://infoweb.newsbank.com/apps/news/openurl?ctx_ver=z39.88-2004&r.... [11]

Hager, George P. Letter to Caleb D. Bradham Jr. Chapel Hill, North Carolina : The University of North Carolina at Chapel Hill, March 13, 1969. Available in Caleb D. Bradham Papers, 1750-1880, PC.1745, folder 1, State Archives of North Carolina, Raleigh. https://axaem.archives.ncdcr.gov/findaids/PC_1745_Caleb_D_Bradham_Pa...^[12]

Martin, Milward W. *Twelve Full Ounces* (1962).

McAllister, H.C. Letter to Caleb D. Bradham Jr. Chapel Hill, North Carolina : North Carolina Board of Pharmacy, March 17, 1969. Available in Caleb D. Bradham Papers, 1750-1880, PC.1745, folder 1. State Archives of North Carolina, Raleigh. https://axaem.archives.ncdcr.gov/findaids/PC_1745_Caleb_D_Bradham_Pa...^[12]

"Mr. Bradham Given Rank as Rear Admiral." *The Morning New Bernian*. January 24, 1917. <https://newspapers.digitalnc.org/lccn/sn96086033/1917-01-24/ed-1/seq-2/>.^[13]

Noble, Alice. *The School of Pharmacy of the University of North Carolina*(1961).

Tucker, Mary Bradham. Personal interview (November 1974).

Additional Resources:

"Caleb Bradham 1867-1934." N.C. Highway Historical Marker C-60. N.C. Office of Archives & History. <http://www.ncmarkers.com/Markers.aspx?MarkerId=C-60> [14]

Caleb Bradham and the Invention of Pepsi-Cola" *Tar Heel Junior Historian* 46, no. 1 (Fall 2006).
<http://www.ncmuseumofhistory.org/collateral/articles/f06.caleb.bradham.and.the.invention.of.pepsicola.pdf> ^[15] (accessed March 19, 2013).

Bradham, Caleb Davis. "Address Book, Accession #: [P.TP.2010.014.002](#) ^[16]," c. 1910-1921. North Carolina Tryon Palace.

"History of the Birthplace." The Birthplace of Pepsi-Cola. Pepsistore.com<http://www.pepsistore.com/history.asp> ^[17] (accessed March 19, 2013).

Wilson, Leonard. "Caleb Davis Bradham." *Makers of America: biographies of leading men of thought and action, the men who constitute the bone and sinew of American prosperity and life, Volume 2*. Washington [D.C.]: B.F. Johnson, Inc. 1916. 428-432.<http://books.google.com/books?id=AP0RAAAAYAAJ&pg=PA428&ots=YjS30GjGUC&pg=PA428#v=onepage&q&f=false> ^[18] (accessed March 19, 2013).

"Caleb Davis Bradham." *The Carolina Journal of Pharmacy* 2, no.1 (June 1916). 200-201. <https://archive.org/stream/carolinajournalo219161917nort#page/200/mode/2up> ^[19]

"Mr. Caleb Davis Bradham." *The Carolina Journal of Pharmacy* 15, no.7 (March 1934). 139. <https://archive.org/stream/carolinajo15193334nort#page/138/mode/2up> ^[20]

Image Credits:

Gerock, "Photograph, Accession #: [H.1988.170.3](#) ^[21]," 1895. North Carolina Museum of History.

"Photograph, Accession #: [H.1988.170.33](#) ^[22]," 1896. North Carolina Museum of History.

Subjects:

[Biographies](#) ^[21]

[Food and drink](#) ^[22]

[Scientists & Inventors](#) ^[23]

Authors:

[Copeland, Elizabeth H.](#) ^[24]

Origin - location:

[New Bern](#) ^[25]

[Duplin County](#) ^[26]

From:

[Dictionary of North Carolina Biography, University of North Carolina Press](#) ^[27]

1 January 1979 | Copeland, Elizabeth H.

Source URL:<https://ncpedia.org/biography/bradham-caleb-davis?page=1>

Links

^[1] <https://ncpedia.org/biography/bradham-caleb-davis> ^[2] <http://collections.ncdcr.gov/RediscoveryProficioPublicSearch/ShowItem.aspx?22011+> ^[3] <https://ncpedia.org/pepsi-cola> ^[4] <https://ncpedia.org/geography/duplin> ^[5] <https://ncpedia.org/university-north-carolina-chapel-hi> ^[6] <https://ncpedia.org/world-war-i> ^[7] <https://ncpedia.org/advertising> ^[8] <http://collections.ncdcr.gov/RediscoveryProficioPublicSearch/ShowItem.aspx?20887+> ^[9] <http://pharmacy.unc.edu/> ^[10] <https://ncpedia.org/edenton> ^[11] https://infoweb.newsbank.com/apps/news/openurl?ctx_ver=z39.88-2004&rft_id=info%3Asid/infoweb.newsbank.com&svc_dat=AMNEWS&req_dat=1028A3D3C62B2DB7&rft_val_format=info%3Aofi/ft%3Akev%3Amtx%3Actx&rft_dat=document_id%3Aimage%252f150B1D29F9026557%25402427489-150B19D7E05031F5%25404/hlterms%3A ^[12] https://axaem.archives.ncdcr.gov/findingaids/PC_1745_Caleb_D_Bradham_Papers.html ^[13] <https://newspapers.digitalnc.org/lccn/sn96086033/1917-01-24/ed-1/seq-2/> ^[14] <http://www.ncmarkers.com/Markers.aspx?MarkerId=C-60> ^[15] <http://www.ncmuseumofhistory.org/collateral/articles/f06.caleb.bradham.and.the.invention.of.pepsicola.pdf> ^[16] <http://collections.ncdcr.gov/RediscoveryProficioPublicSearch/ShowItem.aspx?214297+> ^[17] <http://www.pepsistore.com/history.asp> ^[18] <http://books.google.com/books?id=AP0RAAAAYAAJ&pg=PA428&ots=YjS30GjGUC&pg=PA428#v=onepage&q&f=false> ^[19] <https://archive.org/stream/carolinajournalo219161917nort#page/200/mode/2up> ^[20] <https://archive.org/stream/carolinajo15193334nort#page/138/mode/2up> ^[21] <https://ncpedia.org/category/subjects/biography-term> ^[22] <https://ncpedia.org/category/subjects/food> ^[23] <https://ncpedia.org/category/subjects/scientists-inventors> ^[24] <https://ncpedia.org/category/authors/copeland-elizabeth> ^[25] <https://ncpedia.org/category/origin-location/coastal-41> ^[26] <https://ncpedia.org/category/origin-location/coastal--9> ^[27] <https://ncpedia.org/category/entry-source/dictionary-no>