

BELIEVE IT OR NOT!



how news does travel—
how fame does spread—
Dr. Pepper's got 'em guessing
—read these

Hot Ones from the Fans

Here, there and everywhere you hear Dr. Pepper discussed. Amazing tales they're telling—some of them hard to

believe. But fancy or fact, the talk going round is proof of sensational success. Here are some things you can hear:

THEY'RE SAYING:

—that Dr. Pepper sales in the past 2 years have increased over 900%.

—that in one downtown office they now ring a gong for recess at 10, 2 and 4.

—that one glass or bottle of Dr. Pepper contains as much nourishment as a bowl of tomato soup with rice.

—that the mayor is in favor of sounding the siren for Dr. Pepper at 10, 2 and 4.

—that a certain stout lady lost 40 pounds in eleven weeks by substituting Dr. Pepper for all solid sweets.

—that a foursome recently consumed a whole case (24 bottles) of Dr. Pepper during 18 holes: —“sixes at the bar— fours on the links.”

—that a certain winning pitcher won't start a game at 4 o'clock until he's had his Dr. Pepper.

—that a poultry fancier experimented on a hen— substituting Dr. Pepper for water and she laid 2 eggs a day.

—that 41 out of 62 at a downtown fountain called for Dr. Pepper between 9:55 and 10:05 a. m.

—that many Doctors are advising Dr. Pepper for acidosis, gastritis and overweight.

—that 90% of Mothers buying drinks for children at a certain Park refreshment stand specified Dr. Pepper —positively.

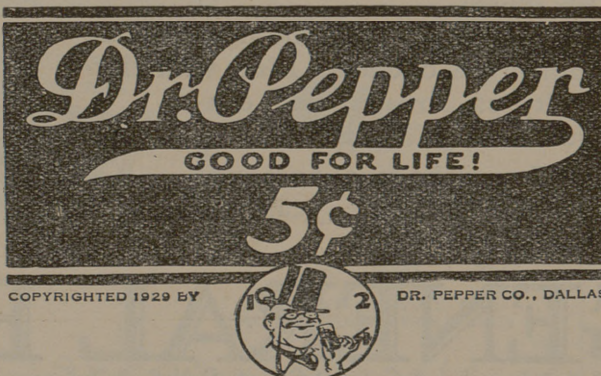
—that if you smoke too much from nervous habit Dr. Pepper will cut down the craving.

—that Flappers are now drinking 3-a-day to promote “S. A.” (SATISFIED APPETITE).

—that at the rate Dr. Pepper is growing it soon will be the nation's biggest seller.

—that one bottle bar owner estimates that with Dr. Pepper alone, he could satisfy 70% of the demand.

—that a steady diet of Dr. Pepper will change old men into boys, who cry for school books and marbles.



DRINK A BITE TO EAT AT 10-2 & 4 O'CLOCK