

EXHIBIT 4

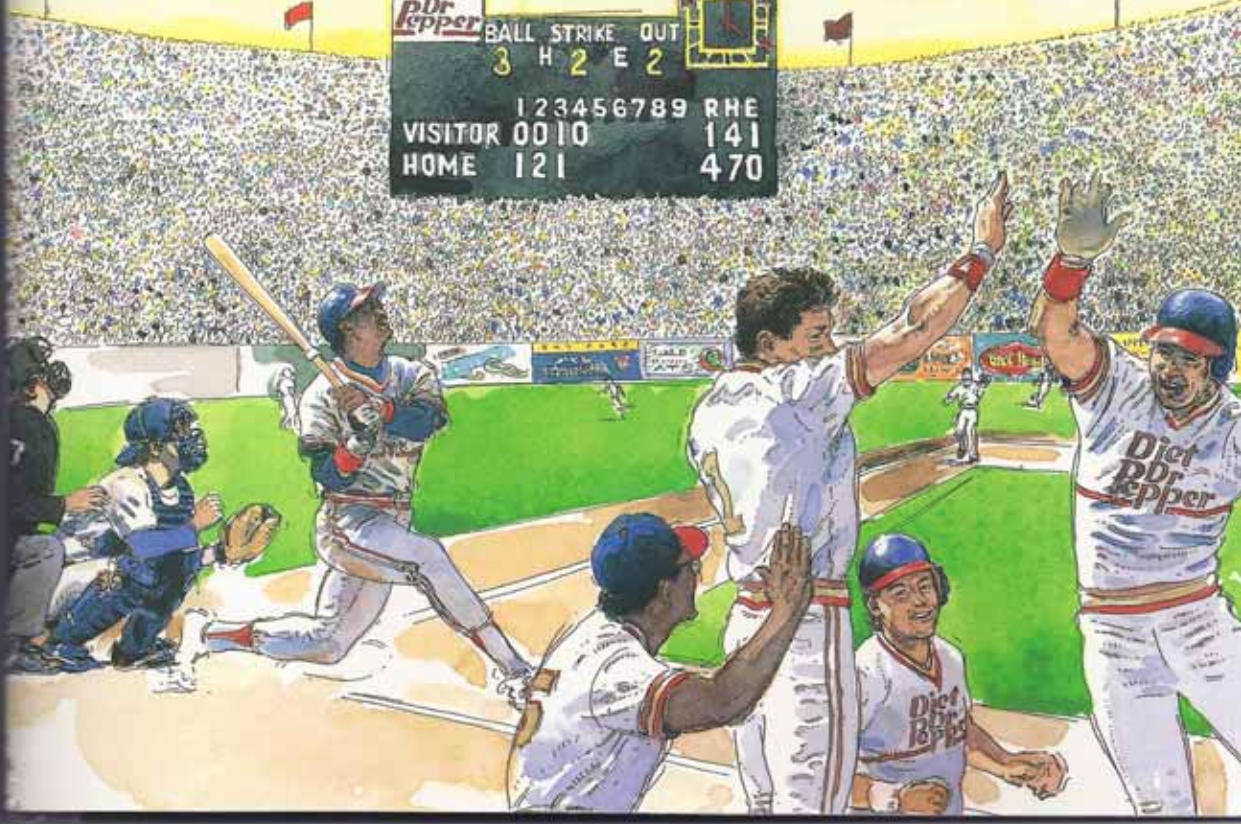
CLOCKDIAL

NUMBER ONE 1991



**Bottlers score
major sales
increases**

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Dublin's red-letter day

Texas bottler observes centenary

Bill Kloster shows an example of the truck back billboards he designed to announce the 100th anniversary in the Dublin franchise's marketplace.



Bill Kloster's archives rank among the world's most extensive collections of Dr Pepper advertising, package and premium memorabilia. He has collected artifacts for 50 years.



This turn-of-the-century scene in the filling room at Dublin Dr Pepper reveals S.H. Prim (left) overseeing the production crew that included Prim's brother J.L. (far right) and nephew Jim (upper center). The man filling bottles in the center is Chester Hogan, father of famed golfer Ben Hogan.



Toy Holt, Dublin warehouse manager, checks for cracked or broken bottles on the filling line during the tour.



Months of preparation and planning culminated in a huge block party commemorating the Dublin, Texas, Dr Pepper bottler's 100th plant anniversary June 7. Morning thunderstorms threatened to put a damper on the outdoor festivities, but the clouds passed through and left a bright, sunny day.

About 4,000 people came to tour the plant and sit in their lawn chairs listening to the music of Carroll Parham's Country Express. A series of presentations from community and Dr Pepper officials praised the Dublin plant and its management. At least 3,000 of those attending presented tickets for the evening's barbecue dinner. Lines were long for plentiful food and free Dr Pepper.

In addition to the general public, the turnout included area Dr Pepper bottlers and business associates, a busload of Dr Pepper Company executives and managers, and members of the 10-2-4 Club. Many of those present extended their congratulations and best wishes to General Manager Bill Kloster, the man who has run the Dublin plant in the tradition of founder Sam Houston Prim.

The event represented a double anniversary for Kloster, who also celebrated his 73rd birthday. But the day wasn't without its bitter-sweet moments as many attendees also expressed their sympathies at hearing news of the untimely death of plant owner Grace Prim Lyon. In an ironic twist of fate, Mrs. Lyon, daughter of founder S.H. Prim, passed away the morning of the plant's anniversary. (See In Memoriam in the Pepper Progress section.) Kloster decided that Mrs. Lyon would have wanted the plans to go on, so he asked a local pastor to briefly eulogize her during the on-stage presentations.

Crowds of people lined up for a tour of the oldest franchised Dr Pepper bottling operation. Employees manned the bottling lines and answered questions as people filed past and into the plant's Dr Pepper artifacts room. From there, celebrants headed outdoors to buy their own cases of Dr Pepper with specially produced commemorative bottle caps reading, "Since 1891. Drink Dr Pepper. Good for Life!"

Collectors of Dr Pepper memorabilia pressed against a horseshoe-shaped table to purchase items commemorating the occasion. Children gathered around clowns creating animal shapes out of balloons or waited in bunches to get their faces painted.

The crowd heard a series of congratulatory presentations from the bandstand, including Texas House and Senate resolutions recognizing the bottler's centennial date. Bill Kloster's grandson, Jeff Kloster (House reader for State Rep. Bruce Gibson) read that governmental body's version. Bill Kloster received keys to the city from the Stephenville Chamber of Commerce; and Robert Hanna, president of Imperial Holly, gave a special plaque to him as one of a small group of Dr Pepper bottlers still using pure cane sugar to sweeten the product.

Dr Pepper Company executives offered gifts worthy of the occasion and commended Bill Kloster's management of the plant and commitment to carrying on its traditions. And the veteran plant manager introduced grandson Mark Kloster, sales manager of the plant in recent years and another generation wooed into the business.

John Albers, chairman and chief executive officer of Dr Pepper Company, presented a photo-engraved plaque of the original Dublin license to Bill Kloster. "Congratulations to Dublin Dr Pepper — the first Dr Pepper bottler in the world to celebrate its centennial," he said.

Albers also presented commemorative collector's bottles to both Bill and Mark Kloster. After production, the mold for the bottle was broken, he said. The same could almost apply to the bottler. "This Dr Pepper bottler is one of a vanishing breed. As soft drink bottlers become more consolidated and capital intensive, the independent mavericks are quickly disappearing," he said. "It's refreshing to see an operation like Dublin carry on the same traditions as its founder."

True Knowles, president and chief operating officer of Dr Pepper Company, gave Bill Kloster a laser-etched centennial trophy/plaque, saying, "Thank you Dublin Dr Pepper and Dublin, Texas, for selling and drinking Dr Pepper for 100 years. You represent our oldest bottler partnership and oldest consumer franchise, and it is you and your ancestors who have held the unique flavor of Dr Pepper in high esteem since 1891."

Throughout the day, Bill Kloster repeatedly said, "Dublin and Dr Pepper have been very good to me. If I could, I'd like to be around for the next centennial so I could continue seeing people drink Dr Pepper made at this location."



E.C. Stratton, retired production manager, gives tips for checking for a good product color and ingredient mix as Gail Rosenstein, wife of Dr Pepper Company's chief financial officer; Jim Cloyd, trade relations manager for the Dallas/Fort Worth bottler, and his wife Helda; True Knowles, and his wife Elizabeth listen intently.



Bill and Mark Kloster show both sides of the collector's bottles presented to them by John Albers. The mold for the bottles was broken after they were produced.



John Albers and Bill Kloster hold the photo-engraved copy of Dublin's original license agreement as Mark Kloster and True Knowles show the centennial laser-etched trophy and plaque.



Three local high school girls take a break from serving fountain Dr Pepper.



Peppers buy memorabilia during the Dublin event.



Dr Pepper drinkers pass around the centennial bottles for a closer look.