

The Bandera PROPHECY

July 6, 2021

Today in Texas history

By Bandera Spirits of Texas

On this day in 1923, the Dr Pepper Company was incorporated in Dallas. Dr Pepper was first made in Waco in 1885.

Wade Morrison, owner of Morrison's Old Corner Drug, employed a pharmacist named Charles Alderton, who, when not filling prescriptions, often served soft drinks to customers. Alderton enjoyed experimenting with various combinations of fruit extracts and sweeteners.

One combination, later to become Dr Pepper, proved enormously popular with patrons. Morrison named the beverage after Dr. Charles T. Pepper, a physician and pharmacist for whom Morrison had worked in Virginia.

Today Dr Pepper is an operating company of Dr Pepper/Seven Up, based in Plano. A collection of Dr Pepper memorabilia forms the core of the Dr Pepper Museum and Free Enterprise Institute, which opened in Waco in 1991.