

Investigation into the etiology of many epidemics of gastroenteritis and typhoid has revealed that contaminated well and tap water were the offending agents.

NO EPIDEMIC HAS BEEN TRACED TO BOTTLED CARBONATED BEVERAGES: laboratory and clinical observations indicate that the action of carbon dioxide is both bacteriostatic and fungicidal against many pathogenic organisms. It is particularly effective against the colon-typhoid group.^{1,2,3}

950,000 *B. coli* per cc. decreased to 20,000 in 28 hours.

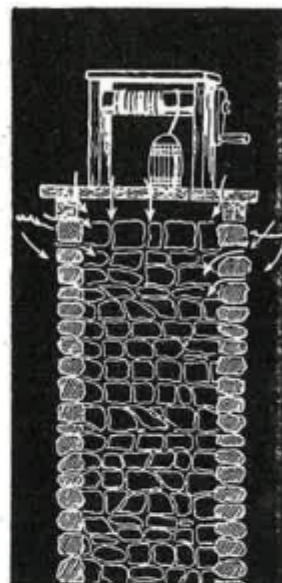
200,000 typhoid bacilli reduced to 25,000 in 4 hours.

The above figures were the result of tests by Young, Sherwood and others in which bacteria were dropped into a bottled carbonated beverage containing 2.6 volumes of carbonic gas.

Modern techniques employed by the manufacturers of bottled carbonated beverages embody the highest principles of chemistry, bacteriology and engineering.

1. Young, C. C., and Sherwood, N. P.: *J. Indust. & Chem. Eng.*, 3:495, 1911.
2. Koser, S. A., and Skinner, W. W.: *J. Bact.*, 7:111, 1922.
3. Donald, J. R., Jones, C. L., and Maclean, A. R. M.: *Am. J. Pub. Health*, Feb., 1924.

UNSAFE



**no epidemic
has been traced to
BOTTLED
CARBONATED
BEVERAGES**



SAFE



AMERICAN BOTTLERS OF CARBONATED BEVERAGES

WASHINGTON 6, D. C.



THE PLACE OF CARBONATED BEVERAGES

in the Diet

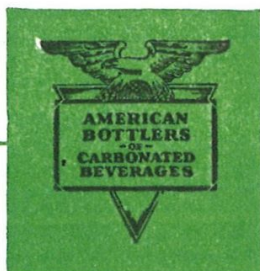
Sweetened carbonated beverages contain approximately 100 calories for each eight ounces, in the form of invert sugar, which is rapidly assimilated and transformed into quick energy.

Thirst is satisfied and dehydration allayed when these palatable, zestful beverages are intelligently consumed and enjoyed.

Sweetened carbonated beverages may be used as caloric supplementation of the diet when the requirement of the seven basic foods recommended in specified amounts by the Food and Nutrition Board of the National Research Council has first been met.

The National
Association

of the
Bottled Soft
Drink Industry



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