

TAKEN and NOW!

From Small-Town America Comes Big-Time Cough Relief

(NAPSA)—Beginning more than a century ago, the drugstore became the center of activity in small-town America. The soda fountain was the social center—even on Sunday, when enterprising owners would serve “sundaes.” It was where couples would meet to sip sodas and fall in love. And starlets would come in hopes of being “discovered.”

Innovative and creative pharmacists were counted on to develop miracle cures behind the counter. A pharmacist in Atlanta developed a hangover cure he called Coca-Cola. While another pharmacist in Newnan, Ga., devised a product which he called Creomulsion Cough Medicine. The unlikely ingredient that he used was emulsified creosote. Amazingly enough, it not only coated the throat, suppressed coughs, but relieved bronchial irritations due to colds, even irritations due to smoker's cough. It was America's first cough medicine!

In 1920, an Atlanta investor tried the product and was so impressed, he called his friends at the Coca-Cola Company to test the product and its suitability for bottling and mass production. Soon Creomulsion was being sold in more than 6,000 markets throughout the United States, Mexico and Canada.



A popular cough remedy for more than 80 years actually originated at a Georgia drugstore.

Today, Creomulsion is a favorite of families throughout the world, manufactured and distributed by Summit Industries, the company founded by that enterprising Atlanta investor. And it is sold in a variety of formulas for adults and children. There's Creomulsion Adult Formula with the most powerful cough suppressant available without a prescription; plus Creomulsion for Children, a soothing cough formula specially formulated for a child's delicate system.

The next time you visit your neighborhood drugstore, you might not find a soda fountain—or a pharmacist willing to whip you up a miracle cure. But you will find Creomulsion, right where it's been for more than 80 years.