



Soda Fountains, Soda and their Pharmacist Inventors

“Make mine a lemon-lime lithium citrate please, and my friend will have a cocaine and caffeine concoction, thanks.”

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Disclosures and Conflict of Interest

Dr. Singla declares no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings and honoraria.



Objectives

At the conclusion of this program, the pharmacist will be able to:

1. Describe why soda fountains originated in drug stores.
2. Name early 20th-century laws/constitutional amendments that impacted the practice of pharmacy and the evolution of the soda industry.
3. Identify popular soda flavors of today that were invented by pharmacists.



All of your important questions will be answered

- › Which popular soda flavors were invented by pharmacists?
- › Who invented the malted milk shake?
- › Where was it legal to buy whiskey during prohibition?
- › How was soda kept cold before electricity?
- › Which Soda started out as a cocktail?
- › Why is Santa so jolly and wearing a red suit?
- › Which pharmacist invented soda was named after a gastrointestinal enzyme?



Introduction

- › Soda water was first introduced in the 18th century
- › Belief that naturally carbonated water contained healing powers.
- › Initially sold at pharmacies and were flavored with syrups
- › Soda became a popular part of American culture
 - Soda fountains sprouted up across the nation

Coke Ad from 1907



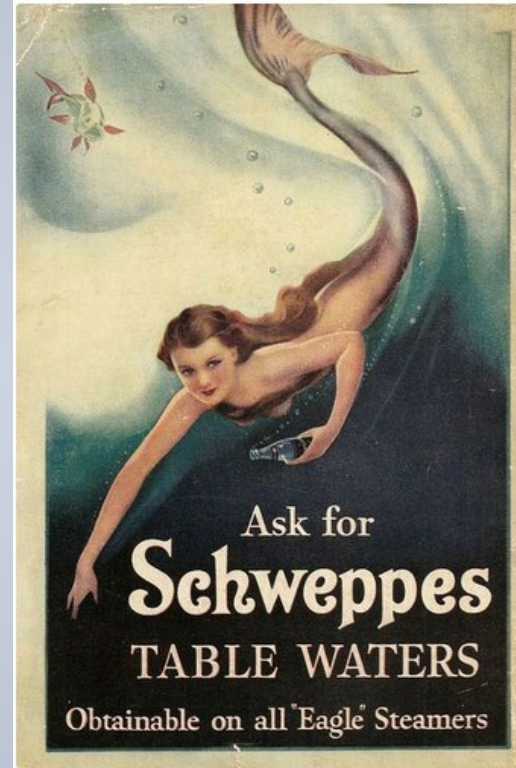


Origins of Soda

- › In Europe, the healing powers of natural mineral waters have been prescribed for hundreds of years.
- › Bathing or drinking the water was thought to cure a wide variety of illnesses.
- › Packaging and transporting soda water was difficult, so chemists tried to make their own.
- › It 1767 Joseph Priestley, the British chemist who identified oxygen, figured out a way to put carbon dioxide into water
 - used a fermenting yeast mash to infuse water with the gas

Getting the “pop” into soda

- › In 1783, the Swiss scientist Johann Jacob Schweppe invented a manually cranked compression pump for carbonating water.
- › It was still almost impossible to get carbonated water to market without losing its fizz
 - Corked stoneware bottles were used
- › In 1813 Charles Plinth invented the soda siphon
 - Dispensed bubbly water without compromising the remaining mixture’s carbonation
 - Had to be refilled at a carbonated liquid facility



Left, a Schweppes ad from 1937, more than 150 years after the mineral water company was founded. Right, early carbonated waters were sometimes sold in rounded “torpedo” bottles, forcing them to lie flat so the liquid contents would dampen the cork, preventing it from shrinking.



Getting the “pop” into Soda Pop

- › 1832, American inventor John Matthews created a lead-lined cast iron box where sulphuric acid and calcium carbonate (marble chips) were mixed to generate carbon dioxide gas.
- › The gas was then purified and put into a tank containing water and hand-rocked for 15-30 min creating carbonated water.
- › America’s glass industry wasn’t advanced enough to support bottling
 - Soda water was available at soda fountains



FIG. 344—FRENCH SODA COUNTER.

An illustration of a French soda water apparatus, featuring soda syphons and carbonating machines below the counter, circa 1830s.



Benjamin Stillman: Creator of the Carbonated Drink Industry

- › Chemistry professor at Yale College who believed that carbonated waters could be used as medicine
- › He designed a larger-capacity carbonation apparatus and opened two pump rooms in New York City.
 - These were designed with marble counters and ornate brass soda dispensers.
- › Stillman focused on the medicinal properties of soda water and he failed to see people were more interested in using it as a drink or mixer.
- › As his company failed, the soda trend was catching, and successful fountains soon popped up in other cities like Philadelphia and Baltimore.

GETTING THE POP INTO SODA

Early soda machines required oversized cranks to manually carbonate water, like these devices from the 1870s.

To keep drinks cool before the days of electricity and refrigeration, natural ice (harvested from lakes and ponds during winter and stored in icehouses) was placed around the containers.

LEMONADE
AND
SODA - WATER MACHINE.

NATHANIEL GEORGE WILCOCKS,
ENGINEER AND
Soda Water Machine Manufacturer.

There are over 1000 Manufacturers in the United Kingdom using these Machines for making

Soda, Potass,	Lemonade, Ginger
Seltzer, Carrara,	Beer, Ginger Ale,
Lithia, Magnesia,	Orangeade,
and	Gingerade, Nectar
Tonic Waters, etc. ;	and
	Champagne Cider.

Directions and Recipes for the Manufacture of all Aërated Drinks given to purchasers of Machines, etc.

MACHINES FROM £30 TO £200.



NO. 1 COMPLETE, WITH DOUBLE FILLING STAND FOR SYPHONS OR BOTTLES.

The Theory and Practice of Soda Water Manufacturing reduced to its simplest form by
MONDOLLOT'S PATENT CONTINUOUS SODA WATER MACHINERY,
Specially contrived to avoid the use of the Gasometer.
MOST SIMPLE TO WORK AND ENTIRELY AUTOMATICAL.
GOLD MEDAL: PARIS, 1878.

No waste of Sulphuric Acid. No danger of Explosion.
ALL SIZES KEPT IN STOCK IN LONDON.

No Skilled Labour required. No previous knowledge necessary.
MACHINES TO MAKE FROM 75 DOZ. TO 1000 DOZ. PER DIEM.



Getting the “pop” in soda pop

- › Pharmacist Jacob Baur started the Liquid Carbonic Company in 1888
- › His apparatus would take carbon dioxide out of the air and concentrate it in tanks.
- › His Liquid Carbonic soda fountains were manufactured and marketed in the early 1900's and these made it easy for anyone to start a soda fountain
- › Syrup companies began to provide the pharmacist with free syrup dispensers in exchange for advertising.





In their heyday, soda fountains were elaborately designed places for rejuvenation. Left, the counter at the Clarkson & Mitchell Drugstore in Springfield, Illinois, circa 1905. Via the Abraham Lincoln Presidential Library and Museum. Right, an 1894 ad for an ornate fountain produced by Charles Lippincott & Co.



Why Drugstores?

- › Elias Durand was the first pharmacist to add a soda foundation in his Philadelphia drug store in 1825
- › The first soda shops were situated in drugstores
 - Carbonated water was believed to have healing properties
 - Pharmacists already had the skill set to make syrups or flavorings
- › Pharmacists then started adding health-providing ingredients
 - Sarsaparilla was linked to curing syphilis.
 - Phosphoric acid could help hypertension

Acid phosphates like Horsford's, seen in these advertisements from the 1870s, gave many soda fountain drinks a distinctively tart flavor.



Soda Water and Narcotics

- › Sodas of the 19th century also incorporated narcotics.
- › Prior to the Pure Food & Drug Act of 1906, there were few legal restrictions on what could be put into soda-fountain beverages.
- › Many customers came to soda fountains early in the morning to get a refreshing and “healthy” beverage to start their day off right
- › “Bracer” and “pick-me-up” referred to the physical and mental stimulation sodas could provide



Toxic History of Soda Pop

- › Pharmacists used “nervines,” a category that included strychnine, cannabis, morphine, opium, heroin, and a new wonder drug called cocaine (isolated in 1855).
 - Cocaine was seen as a marvelous medicine that could do you no harm. Ingredients like cocaine, kola nuts and phosphoric acid were all viewed as something that really gave you an “edge”.
- › Throughout the mid-19th century, soda fountains spread clear across the U.S.
- › The health drink became a beloved American refreshment, capable of competing with the best cocktails in the world.

Imagine it's the latter part of the 19th century...



At this small-town soda fountain in the 1890s, a pharmacist whips up a fizzy concoction for a customer.

© CORBIS

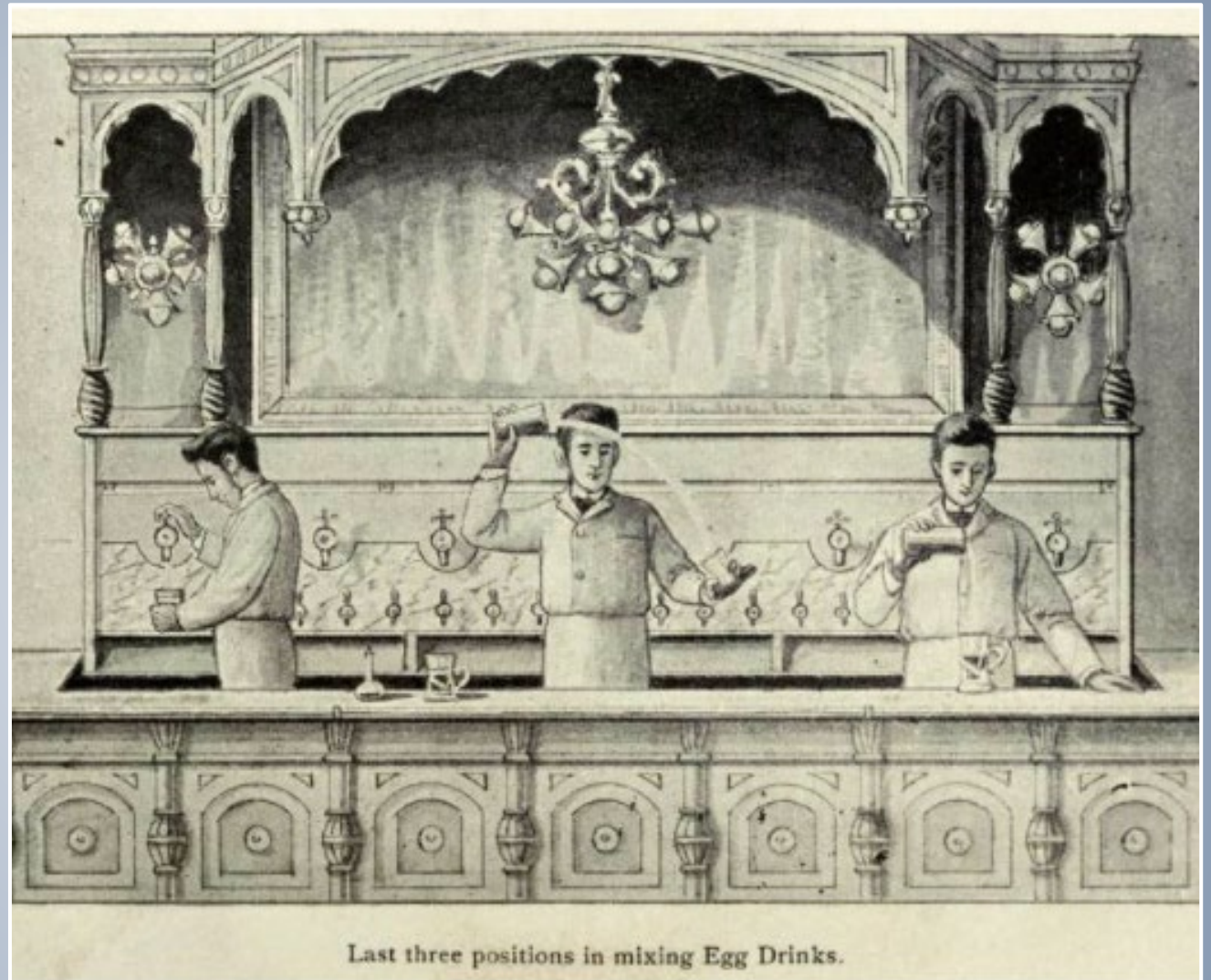
SODA JERKS

Soda throwers or soda jerks, (after the jerking arm movement required to operate the taps), had to be just as skilled as bartenders at mixing drinks.

- Many bartenders started working at soda fountains.

One of the most complete records of these innovative cocktails is DeForest Saxe's 1894 book entitled [*Saxe's New Guide, or, Hints to Soda Water Dispensers.*](#)

- Tulip Peach, Swizzle Fizz, Opera Bouquet and Almond Sponge
- Classic egg creams and flavored phosphates.



An illustration of proper mixing form as published in Saxe's 1894 book.



Early Flavors

- › Around 1900 the medical profession realized there were no health benefits to carbonated water on its own, so it became a treat.
- › Lemon flavored drinks were the first fad because of lemonade and frequent use of lemon syrups as a base flavor for many medicines
 - All citrus-flavored sodas were popular in the mid-1800s because their essential oils were easy to extract and preserve.
- › Other staples included chocolate, vanilla, cherry, and wintergreen, although shops were always testing new recipes looking for the latest hip drink.
- › Most soda mixtures used a simple syrup, but flavors were more tart than today's sodas.



Bottling of Soda Pop

- › At the turn of the century bottled soda sales were also booming
- › The crown cap, invented by William Painter in 1892, improved sanitation and leakage issues with earlier corked bottles.
- › in 1899, two entrepreneurs named Joseph Whitehead and Benjamin Thomas convinced Coca-Cola co-founder and pharmacist Asa Griggs Candler to give them the exclusive rights to bottle his product.
 - Coke would soon become the greatest success of the bottling movement
 - Instead of building their own bottling facilities they sold franchises to regional bottlers all over the country.
 - Their biggest competitor at the time, Moxie, refused to do this

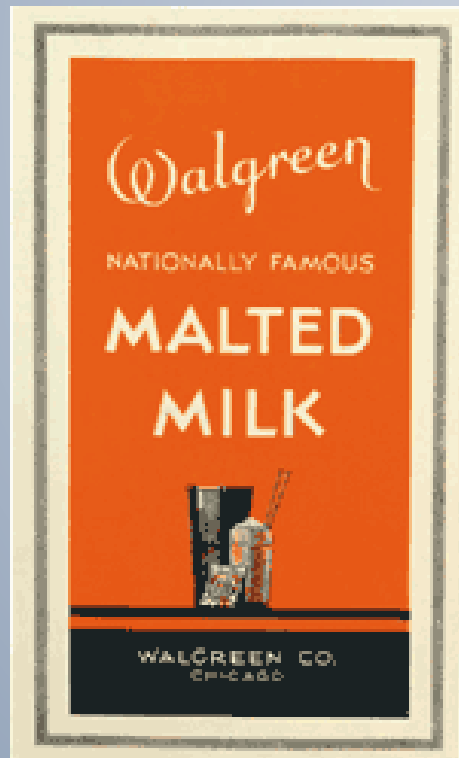
Vallee Pharmacy, Westbrook, ca. 1910





Walgreens and the Malted Milk Shake

- In 1890 popular refreshments included the original milkshake (carbonated water, sweetened flavored milk and a raw egg!) and the ice cream soda, flavored soda water with a scoop of vanilla ice cream.
- Walgreens began in 1901, with a drug store on the corner of Bowen Ave and Cottage Grove in Chicago, owned by Galesburg native Charles R. Walgreen, Sr.
- In 1922, the company introduced a malted milkshake, which led to its establishing ice cream manufacturing plants



Toxic Hx of Soda Pop



In the 1890s, Coke was directly marketed as a medicinal drink.

- › By 1900, Americans started to notice the dangers of unregulated medications.
- › Coca-Cola was developed while looking for an antidote to morphine addictions following the Civil War
 - The company's first advertisement ran in 1866 as a health drink, "containing the properties of the wonderful Coca plant and the famous Cola nuts."
- › In 1906 the Pure Food and Drug Act was passed and required dangerous/addictive ingredients to be clearly labeled
 - After which the majority of Coca-Cola's cocaine and caffeine was removed
- › In 1914, the Harrison Narcotics Tax Act became law and it banned the use of cocaine and opiates in OTC products



Toxic Hx of Soda Pop

- › The harshest public criticism was reserved for alcohol.
- › As temperance grew, customers turned to the soda fountain as the main social gathering place.
- › In 1919, there were more soda fountains in the US than the number of bars and nightclubs today
- › Carbonated drink companies played to the temperance movement
 - Hires Root Beer was marketed as a non-alcoholic drink



Hires' Root Beer was originally sold as a temperance drink, seen in this ad from 1893.



By the early 20th century, soda fountains were an integral part of neighborhood drugstores, such as this counter in the People's Drug Store, in Washington, D.C. pharmacy, circa 1920. Via Shorpy.



Prohibition Soda Fountains

- › Prohibition was another reason for soda fountains in drugstores.
- › During Prohibition you could get the best drink in town at a drugstore.
- › Doctors could write prescriptions for people to go get a pint of whiskey.
- › Pharmacies could legally possess and dispense alcohol with licensing
- › Customers would pick up their medicinal liquor and have a drink at the fountain with friends.

Prohibition 1920-1933

- › The word “soft drink” came about to distinguish cocktails made with soda water vs. hard alcohol
- › Almost every drugstore had a soda fountain by the early 1920’s.



SEE REVERSE SIDE FOR INSTRUCTIONS
DO NOT REFILL OR TRANSFER UNDER PENALTY 17

NATIONAL PROHIBITION ACT

BOOK NO. **C209100** BLANK NO. **20**

FORM NO. 1403 - REVISED FEB. 1922

Rx *Opt. Summits of 270 tbd*

PERMIT NO. *2107* (DATE) *Feb-16* 192*2*

FOR *David Solom*
(GIVE FULL NAME OF PATIENT)
274 Main St
(STREET AND NO.)
Mass
(STATE)

FOR USE OF DRUGGIST OR PHARMACIST ONLY

PERMIT NO. *2637*
(DATE DELIVERED) *November 5 1922*

CANCELLED

John M. Cassidy
(SIGN FULL NAME AS ON PERMIT)
274 Main St
(STREET AND NO.)
St. Barnabers Mass.
(CITY) (STATE)

THIS PRESCRIPTION MUST NOT BE REFILLED

FOR DRUGGIST OR PHARMACIST ONLY

Jas. M. Cassidy
(NAME OF DRUGGIST OR PHARMACIST UPON WHOM DRAWN)
274 Main St
(STREET AND NO.)
St. Barnabers Mass.
(CITY) (STATE)

John M. Cassidy
(SIGN FULL NAME)
(STREET AND NO.)
(CITY) (STATE)

SEE REGULATIONS FOR PENALTIES IMPOSED



Interior of the Drug Store
Our Hospital at 1017 N.
West Jackson Ave.



The Soda Dispenser

- › The invention of the soda dispensers changed the way soda was made.
- › No longer a need for syrup dispensers and now the soda and syrup were mixed in one apparatus.
- › Everything became uniform in taste and brands become recognizable.
 - Coca Cola and Pepsi began making soda dispensers, which they supplied to the pharmacies free of charge.
- › Eventually, sodas were bottled and sold everywhere, and people no longer had to go to the drugstore for a soda.



Decline of the Soda Fountain

- › By the end of the 1920s, more Coca-Cola was sold in bottles than served at fountains.
- › And over the next decade:
 - Prohibition was repealed
 - After WWII, America's growing car culture made roadside stands like Dairy Queen popular.
 - Soda fountains were also labor intensive and retail was moving to a self-serve model

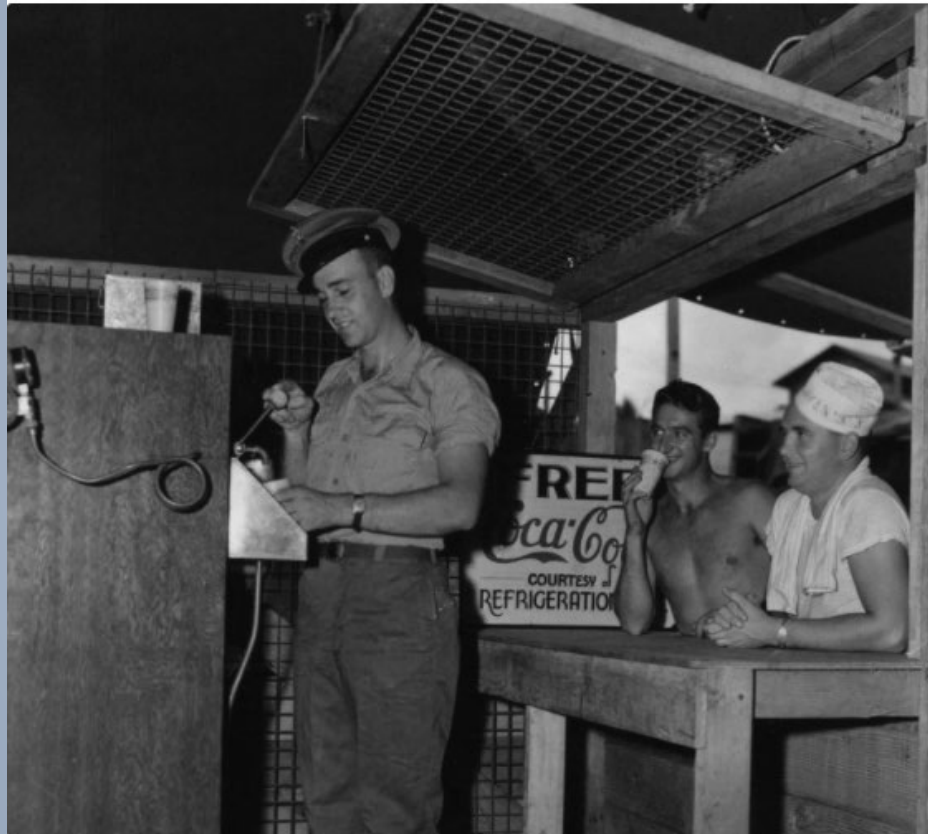


Left, early Coca-Cola ads, like this one from 1905, emphasized its energizing medicinal effects on the mind. Right, in 1921, the company promoted its soda fountain drinks with ads that outlined the best way to hand-craft a Coke.

Interior of Porter's Drug Store, Boothbay Harbor, ca. 1930



Coke's Global Expansion



During the 1940s, Coca-Cola built soda fountains in far-flung locations in order to serve its drinks directly to American troops, like at this fountain in the Philippines.

- › Coca-Cola aggressively expanded abroad during World War II by supplying American troops bottle of Coke for 5 cents.
- › At the end of the war, in the bombed-out cities of Europe one of the first things first you might see was U.S. troops carrying bottles of Coca-Cola.
 - That made the U.S. troops very loyal to them
 - It also made Coca-Cola iconic around the world
 - The drink became symbolic of America—and even freedom in a way.



Soda beyond the fountain

- › The thirst for carbonated drinks didn't evaporate along with soda shops
 - Consumers turned to bottled beverage
 - Following the war, many Americans purchased their first home refrigerators
 - After being forced to remove their narcotic ingredients, sodas increasingly relied on sugar to hook their customers.



The Future of Soda Pop

- › The growing awareness of soda's unhealthy impact is hurting soda sales.
 - sugars can be just as addictive as drugs like morphine and cocaine
- › Statistics show a decline in American soda purchases over the last few years.
- › Bottled artisanal sodas have made a comeback.
- › A few authentic soda fountains have opened in recent years to re-create the complicated drinks of yore, [Ice Cream Bar](#) in San Francisco, or [Franklin Fountain](#) in Philadelphia.



The Franklin Fountain in Philadelphia replicates the classic soda-fountain atmosphere and vintage recipes like juleps, phosphates, and egg creams. Via [thefranklinfountain](#) on flickr.



Vernor's Ginger Ale: The oldest pop still around

- › Invented by Detroit pharmacist James Vernor who was working on a formula for upset stomach
- › Left his ginger-ale syrup in an oak cask when he went off to fight in the Civil War in 1862
- › Upon returning in 1865 his syrup ended up with a distinct flavor thanks to the wood.
- › Vernor originally sold the soda pop in his drugstore, but by 1896, the drink was so popular that he was able to close the drugstore and focus purely on selling the soda.
- › Vernor's Ginger Ale made a modest claim: that it aided digestion.
 - large amounts of ginger extract were in the beverage then



Hires Root Beer—Inspired by a honeymoon



- › Philadelphia pharmacist Charles E. Hires was served root tea on honeymoon in 1875.
- › When he got back home, he started selling root tea packets, which people could take home to brew their own drinks (1876).
- › By 1884, Hires decided people would buy more if it was premade and decided to change “tea” to “beer”.
 - combined 25 herbs, berries, and roots with carbonated.
- › An 1887 ad for Hires Root Beer mix described the product as a “delicious beverage, possessing properties which will change any morbid action of the stomach, fever and kidneys, and keep them in a healthy condition, promoting strength and vigor.”



Dr Pepper: Oldest Major Soft Drink Brand in America

- › Dr Pepper is the oldest major soft drink in America, having been created, manufactured, and sold in 1885 by pharmacist Charles Alderton.
- › It was marketed as having a unique taste and originally sold as an energy drink and a “brain tonic” made with 23 secret ingredients.
- › It was served in Morrison’s Old Corner Drug Store in Waco, Texas, and the owner of the store, Wade Morrison, gave it the name “Dr Pepper” (the period was dropped in the 1950s for stylistic reasons as well as to eliminate any connotation of a medical link).
- › Dr Pepper wasn’t nationally marketed until 1904, when it was introduced to about 20 million people at the 1904 World’s Fair Exposition in St. Louis.

<https://www.drpepper.com/en/faq>

<https://www.medicalbag.com/home/features/grey-matter/the-origins-of-soda/>

<https://www.rd.com/list/soda-origins-facts/>

Dr Pepper: Oldest Major Soft Drink Brand in America

- › It was advertised as a “pure food beverage,” declaring that it was “absolutely free from caffeine, cocaine, or any injurious drugs.”
- › Dr Pepper added caffeine in 1917 and turned its sugar content into an advertising claim that it provided a pick-me-up at “10-2 and 4 o’clock,” hours when blood sugar level waned.



<https://www.drpepper.com/en/faq>

<https://www.medicalbag.com/home/features/grey-matter/the-origins-of-soda/>

<https://www.rd.com/list/soda-origins-facts/>

<https://www.drpeppersnapplegroup.com/company/history>

Coca-Cola: Used to be a cocktail



- › In 1886 at Jacobs's Pharmacy in Atlanta, pharmacist Dr. John Pemberton sold the first glass of Coke, which was made from coca leaf extract and caffeine from the kola nut.
- › Coca-Cola syrup was originally marketed as a stimulant and headache cure.
 - It started out as “Pemberton’s French Wine Coca,” but a temperance law forced the removal of wine from his recipe and it was replaced with sugar.
 - Company accountant, Frank Robinson, names the drink “Coca-Cola,” and thinking the two Cs would look well in advertising, pens the famous Spencerian script logo
- › Dr. Pemberton never realized the potential of the beverage he created. Just prior to his death in 1888, sold his remaining interest in Coca-Cola to pharmacist Asa G. Candler.

<https://www.coca-colacompany.com/company/history>

<https://www.medicalbag.com/home/features/grey-matter/the-origins-of-soda/>

<https://www.rd.com/list/soda-origins-facts/>

Coca-Cola: Advertising

- › 1891 Calendars are first used for advertising
- › 1896 Soda fountain urns and clocks are first used for advertising purposes
- › 1904 The first advertising for Coca-Cola appears in national magazines.
- › 1907 The Company begins its long association with athletes with a series of ads featuring noted baseball players.
- › 1925 The Board of Directors passes a resolution placing the secret formula for Coca-Cola in a bank vault at the Trust Company Bank in Atlanta. Outdoor billboards are introduced
- › 1928 The Company begins its long-term association with the Olympic Games



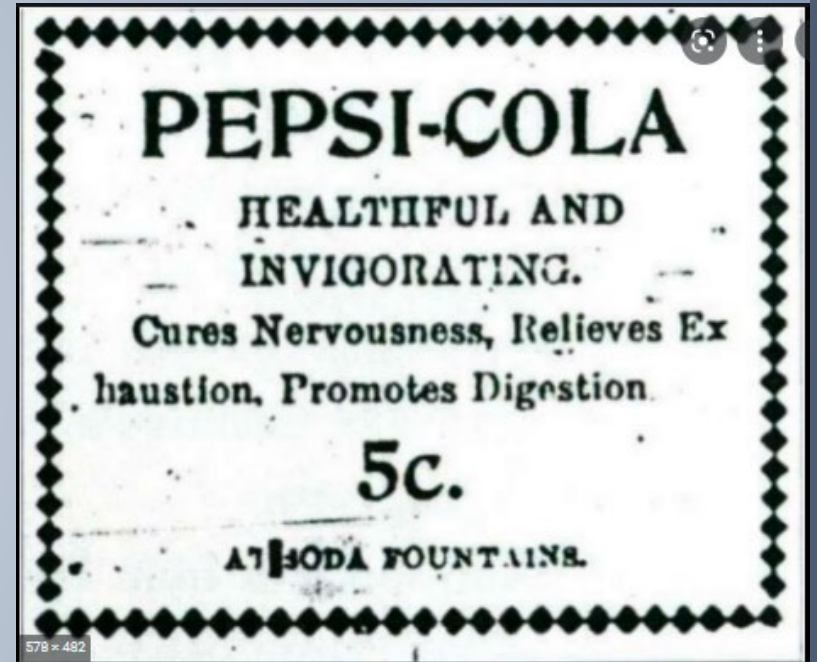
Coca-Cola: How did Santa become so jolly and lovable?



- › Santa did not always look this way.
- › The Coca-Cola Company began its Christmas advertising in the 1920s to increase sales during the slower winter months.
- › In 1931 illustrator Haddon Sundblom was commissioned to paint a Santa that was both wholesome and realistic.
- › He used his Scandinavian heritage and the Clement Moore poem "A Visit From St. Nicholas" to create the big, red, jolly vision of Santa that the Company used for more than 30 years.

Pepsi: Known for medicinal properties

- › North Carolina pharmacist Caleb Bradham served a mix of sugar, water, caramel, lemon oil, kola nuts, nutmeg, and other additives to create “Brad’s Drink” in 1893.
- › Developed to aid in dysPEPSIa, with one of its main ingredients being the digestive enzyme PEPSIn,
 - renamed Pepsi in 1898.
- › Adopted the slogan, “The Original Pure Food Drink” after passage of the Pure Food and Drug Act.
- › By 1931, Pepsi-Cola had gone bankrupt twice due to sugar price fluctuations.
- › In 1941 company was sold to candy manufacturer Loft Inc., where it replaced Coca-Cola in its retail stores after that company refused to lower the price on its syrup. Over time, Pepsi came to be a serious rival of Coke.
- › Pepsi challenge was one of their most successful advertising campaigns and is the reason Coca-Cola changed their formula with New Coke



Royal Crown Cola

- › In 1905 Georgia pharmacist Claud Hatcher decided to supply his family's grocery store with drinks and started producing and bottling RC Cola.
- › Although never as renowned as its rival Coca-Cola:
 - used the soft-drink industry's first taste tests to prove that it was a superior soda.
 - Country song "RC Cola and Moon Pie,"
 - Many industry firsts:
 - › first aluminum cans, the first diet cola, and the first caffeine-free diet cola.



7-Up: A mood stabilizer

- › Created by business man Charles Leiper Grigg in 1929 and originally contained the mood-stabilizing drug known as lithium citrate.
- › First called Bib-Label Lithiated Lemon-Lime Soda, but was quickly shortened to 7 Up
 - The origin of the name is not clearly known
- › Lithium citrate was popularly used in the late 19th and early 20th centuries for people with various psychological disorders
- › Advertisements for 7 Up emphasized its lithium citrate ingredient and claimed that it “takes the ‘ouch’ out of ‘grouch.” and became a market leader by 1936.
- › Lithium removed after 1950, when research showed that the drug had potentially dangerous side effects.



Through 1950, the ingredients for 7UP included lithium citrate, a mood-enhancer—this ad is from the 1930s.

Where Can I visit a Soda Fountain Today: Doc's Soda Fountain: Girard, Illinois

- › Decked out with a 1920s Coca-Cola theme and an original soda fountain from when [Doc's Soda Fountain](#) first opened in 1929, this Route 66 spot also has a museum of herbal remedies, medicines, and elixirs in homage to the pharmacy in which it was once housed.
- › Order a "cow" of any flavor, or one of its Route 66 beers.



JOHN SIMM/FLICKR CREATIVE COMMONS

3.5 hours away near Springfield

Where Can I visit a Soda Fountain Today: Zaharakos Ice Cream Parlor and Museum: Columbus, Indiana



KARL/FLICKR CREATIVE COMMONS

4 hours away by Indianapolis

- › Known to long-time locals as "The Greeks," this [popular downtown destination](#) was first opened as a homemade and specialty candy shop in 1900 by the Zaharakos family from Sparta, Greece.
- › Restored by new owner Tony Moravec in 2006, this historic landmark has a turn-of-the-20th-century look in honor of the time period in which it first opened.
- › It still has its 40-foot-long Mexican onyx soda fountain from the 1904 St. Louis World's Fair, a 1908 Welte Orchestrion (a player organ), and the original 1911 mahogany double bar back with amazing marble pillars, mirrors, and glass.
- › Order a soda made with hand-drawn seltzer mixed with original flavored syrups and the Gom sandwich, the classic Zaharakos sloppy joe grilled on thick white bread.

<https://www.countryliving.com/life/travel/g3441/best-old-fashioned-ice-cream-parlors/>



Where Can I visit a Soda Fountain Today: Crown Candy Kitchen: St. Louis, Missouri

- › A St. Louis tradition since 1913 when it was founded by two Greek immigrants—the descendants of one still run the joint—[Crown Candy Kitchen](#) was featured on the Travel Channel's "Adam Richman's Best Sandwich in America" for its thick stacked sandwich.
- › Don't eat too much, though, because it's family policy that no one leaves without dessert!
- › Enjoy a Butterscotch Malted or a Chocolate Phosphate while listening to tunes from the vintage jukebox and checking out the Coca-Cola collectibles. Pick up a box of their chocolate candy for the road!

4.5 hours away



ANN-DABNEY/FLICKR CREATIVE COMMONS

<https://www.countryliving.com/life/travel/g3441/best-old-fashioned-ice-cream-parlors/>



Where Can I visit a Soda Fountain Today: Saugatuck Drug Store, Saugatuck, MI

- › Located in Lake Michigan Beach town and popular tourist destination.
- › Good Neighbor Pharmacy independently owned
- › Described as a modern old fashioned Drug Store

2.5 hours away



Savannah, GA: Soda Fountain, Prohibition Museum, Girl Scouts and Ghosts!

LEOPOLD'S ICE CREAM

- › [Leopold's Ice Cream](#) in historic downtown Savannah dishes out its own handcrafted ice cream, made using the same original secret recipes and techniques as when it was founded by the Leopold brothers in 1919
- › One of the founders' sons, Stratton Leopold (a Hollywood producer of blockbuster films like *Mission Impossible 3*) opened the new Broughton Street location, incorporating the shop's original black marble soda fountain, wooden back bar, and telephone booth.
- › When he's not working on a film, he's there serving up old-fashioned fountain drinks and Leopold's signature flavor, tutti-frutti.

AMERICAN PROHIBITION MUSEUM



Questions?

"The history of pharmacy... is a curious and interesting study, even to the non-professional inquirer..."

The records of the past are full of teaching to those who consult them earnestly."

— William Procter, Jr

"Father of American Pharmacy"

(quoted from AIHP website at: <http://pharmacy.wisc.edu/aibp>)





Post-Test Question #1

Why was soda mostly available in drug stores when it first become popular around the turn of the 20th century?

- A. Drug stores had refrigeration to keep soda cool
- B. 1914 Harrison Narcotics Tax Act mandated soda be sold as a prescription only
- C. Pharmacists had the skill set to make carbonated water, syrup and flavorings
- D. Glass was not invented so there were no bottles to transport soda



Post-Test Question #1

Why was soda mostly available in drug stores when it first become popular?

- A. Drug stores had refrigeration to keep soda cool—no one had refrigeration
- B. 1914 Harrison Narcotics Tax Act mandated soda be sold as a prescription-only—this act took the cocaine out of Coke
- C. Pharmacists had the skill set to make carbonated water, syrup and flavorings. Yep, they sure did have the skills!
- D. Glass was not invented so there were no bottles to transport soda—The history of glass-making dates back to **at least 3,600 years ago** in Mesopotamia.



Post-Test Question #2

The 18th Amendment (National Prohibition Act) required that eleven ingredients considered addictive and/or dangerous be listed on the drug label:

- A. True
- B. False



Post-Test Question #2

Answer: False

1906 Pure Food and Drug Act required that eleven ingredients considered addictive and/or dangerous be listed on the drug label

The 18th Amendment (National Prohibition Act) prohibited the manufacturing, transportation and sale of alcohol within the United States



Post-Test Question #3

Which popular soda brand today was not invented by a pharmacist?

- A. Coca-Cola
- B. Pepsi
- C. Dr Pepper
- D. 7-Up



Post-Test Question #3

7-Up was created by businessman Charles Leiper Grigg in 1929, lithium was included in the formula until the 1950's.

REFERENCES: PLEASE INDICATE JOURNAL NAME, YEAR,
ISSUE/VOLUME, PAGES (KEEP IN FONT SIZE 8)



Take Home Points

- › The legacy of pharmacist-created soda flavors is still strong, with many of the brands now recognized worldwide
- › Today the soda fountain has become a part of American nostalgia and only a few vintage soda fountains still survive

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