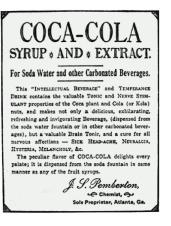


- 0. COCAINE-LACED DRINKS Story Preface
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COCAINE-LACED DRINKS



John Pemberton, inventor of Coca Cola, sold his product as a drug-store fountain drink. This image depicts one of his early advertisements, which dates back to 1886.

Angelo Mariani, a Corsican entrepreneur who had moved to Paris, made a fortune after he added cocaine to Bordeaux wine. His product, "Vin Mariani," became extremely popular in Europe and was <u>imported</u> to the United States.

"Vin Mariani" was a kind of model for John S. Pemberton, an Atlanta surgeon and chemist, who produced his own product: "French Wine Cola." (Pemberton, according to legend, created his Wine Cola as a last-ditch effort to cure a morphine addiction.)

Soon after he introduced his new product, however, Pemberton had bad news. In a few months his cola would be illegal. Atlanta was about to "go dry" in an early (albeit short-lived) experiment with Prohibition.

In 1886, on the cusp of Prohibition, Pemberton developed his now-famous <u>secret</u> Coca-Cola recipe. Sweetening his concoction with distilled fruit oils (instead of the now-prohibited wine), Pemberton <u>advertised his product</u> and set in motion what has become the most recognized trademark (and product) in the world.

After Atlanta's Prohibition failed, Pemberton thought his original French Wine Cola would be more popular than his new concoction. In 1891, he sold <u>Asa Candler</u> the rights to his Coca-Cola formula for around \$2,000.

Candler altered the formula slightly, although he retained the cocaine alkaloid ("Coca") and the <u>kola nuts</u> ("Cola"). The cocaine alkaloid, of course, has not been used in Coca-Cola <u>since 1903</u> (or thereabouts).

How did the cocaine alkaloid become such a popular product? Because of how it works in the human body. Let's take a look at what happens.

See Alignments to State and Common Core standards for this story online at: http://www.awesomestories.com/asset/AcademicAlignment/COCAINE-LACED-DRINKS-Blow

See Learning Tasks for this story online at:

http://www.awesomestories.com/asset/AcademicActivities/COCAINE-LACED-DRINKS-Blow

Media Stream



For Soda Water and other Carbonated Beverages.

This "INTELLECTUAL BEVERACE" and TEMPERANCE DRINK contains the valuable TONIC and NERVE STIM-ULANT properties of the Coca plant and Cola (or Kola) nuts, and makes not only a delicious, exhilarating, refreshing and invigorating Beverage, (dispensed from the soda water fountain or in other carbonated beverages), but a valuable Brain Tonic, and a cure for all nervous affections — SICK HEAD-ACHE, NEURALCIA, HYSTERIA, MELANCHOLY, &c.

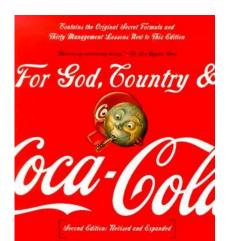
The peculiar flavor of COCA-COLA delights every palate; it is dispensed from the soda fountain in same manner as any of the fruit syrups.





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John Styth Pemberton Inventor of Coca-Cola in 1886 Historic Personalities



The Definitive History of the Sreat American Soft Drink and the Tompany That Makes It

Mark Pendergrast, author of Uncommon Secunds

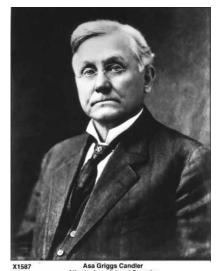
Coca Cola Ad from 1886

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John S. Pemberton Image online, courtesy Library of Congress. PD View this asset at: <u>http://www.awesomestories.com/asset/view/John-S.-Pemberton</u>

For God, Country & Coca Cola Image online, courtesy Basic Books and Google Books. View this asset at: http://www.awesomestories.com/asset/view/For-God-Country-Coca-Cola



Asa Griggs Candler Atlanta druggist and Founder of The Coca-Cola Company Historic Personalities Asa Candler Image online, courtesy Library of Congress.

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