dmbb40423.mov / Vicks: Cough Silencers, 1960s / Duke Digital Repository

Narrator: There are times when you can't afford to cough. (man coughing)
(fabric ripping) (playful music) (man coughing) (crowd laughing) (water whooshing) (man coughing)
(woman coughing)
(typewriter clanking) (glass whirling) (man coughs) (balloon pops)
(glass shattering) (metal clinking) (man coughs) (statue crashes) (fire whooshing)
(man coughing) (water crashing)
(tank ticking) (man coughs) (explosion booming)

Narrator: At times when you can't afford to cough, let Vicks Cough Silencers help. Ordinary cough drops just soothe your throat, but Cough Silencers are Super Cough Drops. They have powerful medicine that goes to work to help suppress the very urge to cough, but we don't call them Super Cough Drops for nothing. They cost a quarter a box.