

(whimsical instrumental music starts) (man coughs) (bell dings) (man coughs) (hand smashing)  
(bell dings)

Narrator: No matter how strong a man is, a cold spot can still hit him out of control. That's why we're seeing Vick's Formula 44, extra strength cough mixture. It relieves your cough with a cough suppressant as effective as codine, but not narcotic. Vick's Formula 44. (crashing) (bell dings) It gives you the strength you need to help keep your cough under control.