

# Sparkling-Good Idea

ISAAC E. Emerson graduated from the University of North Carolina in 1879, then worked as a chemistry instructor there.

In 1888, settled in his drugstore in Baltimore, he came up with the idea of an effervescent powder for use as a headache remedy.

His concoction became so popular that he gave up the drugstore in favor of manufacturing a product he named Bromo-Seltzer at his company, Emerson Drug Company.

## **New Idea Begins to Bubble**

In the late 1950s, Emerson scientists wondered if they could take that powder that bubbled when water was added and create a sparkling beverage instead of a headache remedy.

Fizzies was born! They were produced in seven flavors—grape, cherry, orange, punch, berry, lemon-lime and root beer and contained enough food coloring to turn the young drinkers' tongues to telltale hues.

Wild rumors circulated that swallowing a tablet without water would make your stomach explode.

## **About to Fizzle?**

Interest in the instant beverage peaked in the 1960s. Unfortunately, the Fizzies formula used an artificial sweetener called cyclamate, and that was banned after researchers found a link between it and some cancers.

The last of the original Fizzies were produced in 1969. In the

1990s, a new unsweetened formula was made (just add sugar and water!), but didn't succeed.

Recently, Fizzies has returned to the marketplace. Made with no sugar, just sorbitol, they contain a day's supply of vitamin C and come in seven flavors—sour apple, lemon-lime, root beer, cherry, orange, blue razz and fruit punch.

For more information, see the link at [www.reminisce.com](http://www.reminisce.com).