

## ANESTHESIOLOGY REFLECTIONS

### An Advertising Card for Peruvian Syrup



Not made in Lima or Cusco, so-called “Peruvian Syrup” was actually manufactured by J. P. Dinsmore of New York and distributed from Boston by Seth W. Fowle & Son. By combining cocaine and “protoxide of iron,” Dinsmore’s potion promised to transform “weakly, sickly, suffering creatures” into “strong, healthy, happy men and women.” Through advertising cards (above), the aggressive promoters of Peruvian Syrup insisted that it “vitalizes and enriches the blood, tones up the system.” (Copyright © the American Society of Anesthesiologists, Inc. This image also appears in the *Anesthesiology Reflections* online collection available at [www.anesthesiology.org](http://www.anesthesiology.org).)

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