
Teter-ing into Advertising Anesthetic Services

Generated by developing a photograph on postcard-backed paper, “real photo postcards” (RPPCs) became a convenient way for hospitals, and perhaps doctor-anesthetists, to advertise their services in the early 1900s. Although dentists vacillated about whether advertising was professional, they generally advertised more readily than their physician colleagues. However, poorly remunerated physician-anesthetists might certainly have felt economic pressures to advertise their services. Inscribed with “Williamsport Hospital Dr.” this RPPC (above) features a dapper doctor-anesthetist (dentist or physician?) sporting a moustache and a bowtie. The anesthesia machine was manufactured by the Teter Manufacturing Company of Cleveland, Ohio. (Copyright © the American Society of Anesthesiologists, Inc. This image also appears in the Anesthesiology Reflections online collection available at www.anesthesiology.org.)

George S. Bause, M.D., M.P.H., Honorary Curator, ASA’s Wood Library-Museum of Anesthesiology, Park Ridge, Illinois, and Clinical Associate Professor, Case Western Reserve University, Cleveland, Ohio. UJYC@aol.com.