

## ANESTHESIOLOGY REFLECTIONS

### 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 “Williamport 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](http://www.anesthesiology.org).)

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