Longnecker’s Trade Card against the “Asphyxie” of “The Old Way”

In decrying “The Old Way” of nearly asphyxiating patients with brief administrations of 100% nitrous oxide, dentist F. C. Longnecker advertised images of a patient before and after receiving laughing gas via a mouthpiece from a large bag (above). According to Dr. Longnecker:

With your fingers your nose compress,
The real natural place of breath,
Then by swallowing, you will see
The cause of so much “asphyxie” [sic]
Now laid to my pure gas
With this nose compress and thermometer too,
You will always know how much will do.

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