

## ANESTHESIOLOGY REFLECTIONS FROM THE WOOD LIBRARY-MUSEUM

### A Real Headache for an Anesthesia Machine Maker: “AN-A-CIN” by Heidbrink



A master purveyor of dental supplies and anesthesia machinery, Dr. Jay A. Heidbrink (1875–1957; dentist-anesthetist and manufacturer, Minneapolis, Minnesota) was perhaps the most successful American businessman and dentist-anesthetist of all time. Among his more unusual acquisitions were the rights to “Anacin” and to the trademark “AN-A-CIN” (*top left*) for a “NO NARCOTICS” (*bottom left*) analgesic compounding of acetaphenetidin (phenacetin), aspirin, quinine sulfate, and caffeine. Dentist Heidbrink advertised An-a-cin for toothaches, of course, as well as for “headache, . . . , earache, neuritis, neuralgia, colds, la grippe, influenza, rheumatism, tooth extraction and periodical pains . . .” (*top right*). After a mild reprimand by the American Medical Association (1925) for hyperbolic advertising, Heidbrink assigned the An-a-cin trademark successively to the Anacin Chemical Company (1926) and the Anacin Company (1927). Note that the depicted tin (*bottom right*) proves that even though technically manufactured by the “ANACIN CO.,” An-a-cin was still being distributed by the “HEIDBRINK CO.” Dr. Heidbrink and his namesake company would eventually forsake “Oh, my headache” tins in favor of a merger with the “Ohio” line of anesthesia machinery. (Copyright © the American Society of Anesthesiologists, Inc.)

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