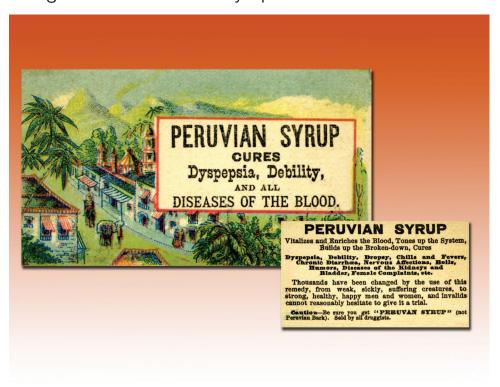
## **ANESTHESIOLOGY REFLECTIONS**

## 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.)

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