

## ANESTHESIOLOGY REFLECTIONS

### Fleming Brothers' Crudoform Liniment of Chloroform and Ether



In 1888 Pittsburgh's Fleming Brothers Company featured products on an advertising calendar (*above*) titled *The Dream of Life*. Targeting female "rheumatics," the handout included seasonal poetry highlighting painful changes that weather might bring to arthritic joints: "First budding Spring appears, / Next Summer's heat, / Then Autumn's fruits, / Then Winter's cold and sleet." Rheumatism was characterized in this calendar as "That dire disease, whose ruthless power / Withers the beauty's transient flower." To avoid withering their beauty or suffering needlessly from arthritis, ladies were encouraged to liberally rub Crudoform liniment on afflicted areas. (This Fleming Brothers liniment contained a mixture of chloroform and ether.) An inset page (*lower right*) from the calendar does not clarify whether the monkey (pulling the cat's tail) symbolized Rheumatism's taunting of the afflicted or represented the new-found agility of arthritic patients relieved by Crudoform. . . . (Copyright © the American Society of Anesthesiologists, Inc.)

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