

Guaranteed by Gas: Neiman's Advertising Bookmark



An 1883 graduate of the "Dental Department of the University of Maryland," Eli H. Neiman, D.D.S., returned home to Pennsylvania to set up practice on York's West Market Street. From there, Dr. Neiman attracted patients using advertisements, such as this floral bookmark (*left*), which touted that teeth were "extracted by the use of Nitrous Oxide Gas...." The reverse side of each bookmark notified potential patients that Dr. Neiman's "ALL WORK GUARANTEED" slogan was backed by his promise that he would extract teeth "Without Pain, or no charge [would be] made." Apparently nobody counseled Dr. Neiman against using a frightening image of a dental extraction (*upper right*) as part of his advertising campaign. This bookmark is part of the Wood Library-Museum's Ben Z. Swanson Collection. (Copyright © the American Society of Anesthesiologists, Inc.)

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