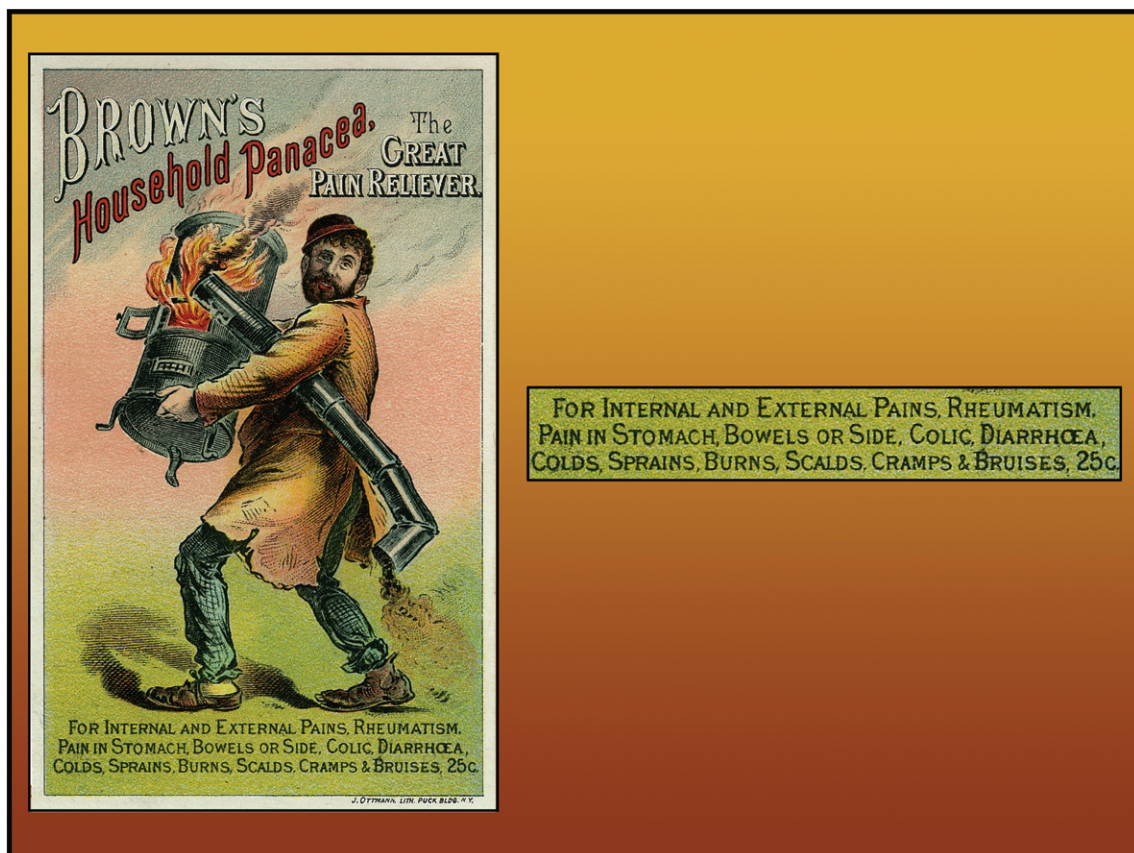


ANESTHESIOLOGY REFLECTIONS FROM THE WOOD LIBRARY-MUSEUM

Brown's Household Panacea: Stealing Away Pain



Symbolizing pain as a burning stove, this “Brown’s Household Panacea” advertising card featured artwork produced by New York’s J. [Jacob] Ottman Lithographing Company. “Sold by all druggists” as a nostrum from the 1870s through the 1920s, “Brown’s Household Panacea and Family Liniment” could be applied externally, at full strength, as a “sure cure for toothache,” cuts, burns, bruises, pains, sprains, stiff joints, and rheumatism. Diluted to a teaspoon of Panacea per cup of water, this cure-all was advertised to be taken internally to relieve sleeplessness, sore throat, stomach pains, colic, or chills. A stronger dose, “a full bottle [of Panacea] in a pint of water,” was touted for relief of chills or colic ... suffered by the family horse! (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.