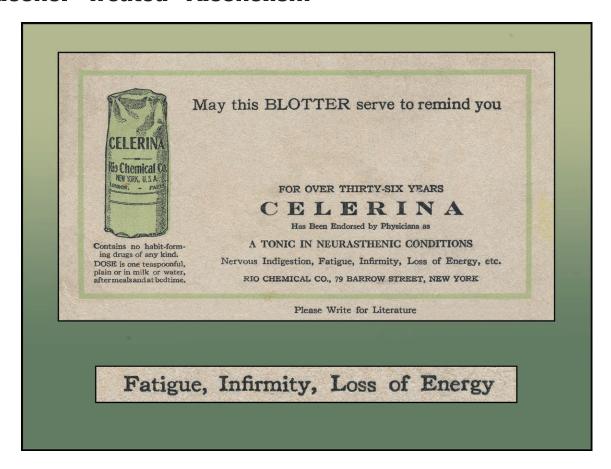
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ANESTHESIOLOGY REFLECTIONS FROM THE WOOD LIBRARY-MUSEUM

Never Mind Its Past Cocaine and Celery: Celerina's Alcohol "Treated" Alcoholism



Advertising its previously cocaine-laced panacea, Celerina, the Rio Chemical Company of St. Louis (and then New York City) released this ink blotter (upper panel) by 1916, promising that Celerina could still treat (lower panel) fatigue, infirmity, loss of energy, etc. The company may also have been reacting to the American Medical Association's blistering 1915 critique of Celerina's vegetable cocktail (Cola, Viburnum, Celery, Ladyslipper, and Prickly Ash) as lacking "any recognizable activity." As for treating "dipsomaniacs" with "84-proof" Celerina, the AMA exclaimed, "Think of prescribing an alcoholic nostrum four times a day to promote recovery from alcoholic excess!" (Copyright © the American Society of Anesthesiologists' Wood Library-Museum of Anesthesiology.)

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