

challenge and to improve patient health and perioperative outcomes.

Competing Interests

Dr. Kharasch is the Editor-in-Chief of ANESTHESIOLOGY and his institution receives salary support from the American Society of Anesthesiologists for this position. Dr. Cole declares no competing interests.

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ANESTHESIOLOGY REFLECTIONS FROM THE WOOD LIBRARY-MUSEUM

The Trademarked Red “Elixir of Life,” Hall’s Coca Wine



From the Wood Library-Museum’s Ben Z. Swanson Collection, the obverse (*left*) of this advertising card for Hall’s Coca Wine features Dudley Hardy’s ca.1916 depiction of a lady apparently enjoying the wine as a so-called “Elixir of Life.” As to “What Is It?” (*right*), readers learn from the card’s reverse about the “wonderful feats of endurance” accomplished by native Bolivians and Peruvians after chewing “only a few Coca leaves.” A subsequent anecdote features a knighted professor from the University of Edinburgh who had climbed Ben Voirlich twice “by the aid of coca only.” Touting Hall’s Coca Wine as a nervine and restorative “after illness of any description,” the card highlights the thousand British physicians a day who were prescribing “Hall’s.” To avoid counterfeit coca wines, the public was advised to look for a trademarked red keystone...not displayed on either face of this card! (Copyright © the American Society of Anesthesiologists’ Wood Library-Museum of Anesthesiology.)

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