CONTENTS

1 Editor’s Introduction
   Lucas Richert

ARTICLES
3 “Own Name,” “No Name,” and “the Plague of Fancy Names”: Trademarks in the British Pharmaceutical Market, c. 1875–1920
   Laura Robson-Mainwaring
40 The Battle Between David and Goliath: Drug Making and the Dutch Pharmacist versus the International Pharmaceutical Industry, 1865–2020
   Toine Pieters
61 Medical Missions, Pharmaceutical Commerce, and Drug Consumption: The Introduction of Cocaine to China, 1887–1910
   Yun Huang

VISUAL PHARMACY
80 Crafting the Modern via Psychoactivity Advertisements
   Erika Dyck and Mat Savelli

CONVERSATIONS
97 Interview with Toine Pieters
   Rafaela Zorzaneli

REVIEWS
108 Deborah Blum, The Poison Squad: One Chemist’s Single-Minded Crusade for Food Safety at the Turn of the Twentieth Century
   Reviewer: John P. Swann
111 Stuart Blume, Immunization: How Vaccines Became Controversial
   Reviewer: Joshua Mentanko
113 Ido Hartogsohn, *American Trip: Set, Setting, and the Psychedelic Experience in the Twentieth Century*
Reviewer: Chris Elcock

115 David Healy, Joanna Le Noury, Julie Wood, *Children of the Cure: Missing Data, Lost Lives, and Antidepressants*
Reviewer: Katharina Klöcker

117 Uwe Kaminsky, Katharina Klöcker, *Medikamente und Heimerziehung am Beispiel des Franz Sales Hauses: Historische Klärungen—Ethische Perspektiven* [Pharmaceuticals and Residential Care on the Example of the Franz Sales House: Historical Clarifications—Ethical Perspectives]
Reviewer: Jonathan Holst

120 Paul Kelton, *Cherokee Medicine, Colonial Germs: An Indigenous Nation’s Fight against Smallpox, 1518–1824*
Reviewer: Eva-Maria Swidler

122 Claas Kirchhelle, *Pyrrhic Progress: The History of Antibiotics in Anglo-American Food Production*
Reviewer: Clare Gordon Bettencourt

125 Anne Pollock, *Synthesizing Hope: Matter, Knowledge and Place in South African Drug Discovery*
Reviewer: Jonathan Stadler

Reviewer: Yaël Gagnepain

129 Paul Ramírez, *Enlightened Immunity: Mexico’s Experiments with Disease Prevention in the Age of Reason*
Reviewer: Evan C. Rothera

131 Jarrett Zigon, *A War on People: Drug User Politics and a New Ethics of Community*
Reviewer: Ingrid Walker