A French pharmacist and chemotherapeutic researcher, Ernest A. Fourneau (1872–1949) synthesized a nonaddicting and less toxic alternative to cocaine for use as a local anesthetic. His Poulenc Frères Company of Paris filed for a trademark and at least three U.S. Patents to safeguard mass production of this agent synthesized by Fourneau, whose surname in French means “stove.” When distributed from New York by Parmele Pharmacal Company (see the example above from the Wood Library-Museum), the synthetic local anesthetic was prudently released to the English-speaking world as “Stovaine,” rather than the socially awkward “Fourneau-caine.” (Copyright © the American Society of Anesthesiologists, Inc. This image appears in color in the Anesthesiology Reflections online collection available at www.anesthesiology.org.)

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