

## United States Department of Agriculture,

OFFICE OF THE SECRETARY.

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### NOTICE OF JUDGMENT NO. 636, FOOD AND DRUGS ACT.

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#### MISBRANDING OF A DRUG PRODUCT—"MOTHER'S FRIEND."

On or about March 19, 1909, the Bradfield Regulator Company, a corporation, Atlanta, Ga., shipped from the State of Georgia to the State of Pennsylvania a quantity of a drug product labeled on the bottle: "The Mother's Friend. For the relief of the suffering incident to child birth. The Bradfield Regulator Company, Sole Proprietor, Atlanta, Ga. \* \* \* This is one of the greatest friends to those expecting to be confined. It is a remedy upon which confidence can be placed, one that will assist in a safe and quick delivery, and one that shortens the duration of labor." A circular packed with the produce bore the following statements: "We offer you \* \* \* an agent which will, if used as directed, invariably alleviate in a most magical way the pains, horrors and risks of labor, and often entirely do away with them. It not only shortens labor and lessens the pain attending it, but it greatly diminishes the danger to the lives of both mother and child. It leaves her much less liable to floodings and convulsions and other alarming symptoms which so frequently follow the birth."

Samples of this shipment were procured and analyzed in the Bureau of Chemistry, United States Department of Agriculture, and as it appeared from the findings of the analyst and report thereon that the product was misbranded within the meaning of the Food and Drugs Act of June 30, 1906, the Secretary of Agriculture afforded the said Bradfield Regulator Company and the party from whom the samples were procured opportunities for hearings. As it appeared after hearings held that the said shipment was made in violation of the act, the Secretary of Agriculture reported the facts to the Attorney-General with a statement of the evidence upon which to base a prosecution.

On August 20, 1909, a criminal information was filed against the said Bradfield Regulator Company in the Circuit Court of the United States for the Southern District of Georgia, charging the above shipment, and alleging that the product was misbranded, in that the packages containing said drug bore statements regarding the same which were misleading in the following particulars, to wit, in that said Mother's Friend was not a "remedy upon which confidence could be placed; one that will assist in a safe and quick delivery, and one that shortens the duration of labor"; in that said Mother's Friend will not "invariably alleviate in a most magical way the pains and risks of labor, and often entirely do away with them"; in that there was nothing in said product to warrant the statement that "it not only shortens labor and lessens the pain attending it, but it greatly diminishes the danger to the lives of both mother and child; it leaves her much less liable to flooding and convulsions, and other alarming symptoms which so frequently follow the birth," and that the said statements are deceptive and misleading.

On February 1, 1910, the defendant entered a plea of guilty to the above information, whereupon the court imposed a fine of \$25 and costs of prosecution.

This notice is given pursuant to section 4 of the Food and Drugs Act of June 30, 1906.

JAMES WILSON,  
*Secretary of Agriculture.*

WASHINGTON, D. C., *October 6, 1910.*