

Issued September 29, 1911.

## United States Department of Agriculture,

### OFFICE OF THE SECRETARY.

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#### NOTICE OF JUDGMENT NO. 1078.

(Given pursuant to section 4 of the Food and Drugs Act.)

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#### MISBRANDING OF CHEWING GUM.

On April 20, 1910, the United States Attorney for the Northern District of West Virginia, acting upon the report by the Secretary of Agriculture, filed information in the District Court of the United States for said district against the Sterling Remedy Co., a corporation, alleging shipment by it, in violation of the Food and Drugs Act, on or about September 2, 1909, from the State of West Virginia into the State of New York of a consignment of chewing gum, which was misbranded. The said product was labeled: "Nerve Gum. A delicious chewing gum, that builds up your nerves, tones the system, makes you strong, full of health and life by enriching the blood. Pleasant and perfect tonic for nervous, thin-blooded women and children, and men old before their time. Sold by druggists or mailed for price 12 chews for 10 cents. Health while you chew. Health purity. For all nervous people. This gum is made of pure gum chicle without any mineral waxes usually contained in common, cheap chewing gums. Its medicinal principles are purely vegetable and entirely harmless. Its slightly bitter taste becomes very agreeable and stimulating. The tonic effects will be noticeable from the beginning, and you will have a 'braced-up' feeling and a good appetite. Nerve Gum will be helpful in any case of weakness from any cause, and all forms of nervousness. In a month's time, pale, sickly, weak men, women and children have grown rosy and shown a gain in flesh, strength and nervous energy. Headaches and colds. Headaches relieved in a few minutes, and the nervous shaky feeling in the morning is quickly allayed by Nerve-Gum. Perfumes the breath, disinfects the mouth, teeth, throat, stomach, and digestive canal, and relieves catarrh, coughs, colds, and sore throat. A blessing to singers,

clergymen and public speakers. A boon to tobacco users Relieving the evil and unpleasant effects of excessive smoking and chewing, neutralizing the nicotine poison absorbed through the mucous lining of the mouth by acting through the same channels. No. 279. Guaranteed under the Food & Drugs Act, June 30, 1906. Originated, owned and distributed by the Sterling Remedy Company. Address: Chicago or New York."

Analysis made by the Bureau of Chemistry of the United States Department of Agriculture showed the product to be ordinary chewing gum, flavored and containing a small quantity of some unidentified bitter principle. Misbranding was alleged for the reason that the ingredients contained in said product were without the therapeutic or curative properties claimed for it in the above label, and the statements on the label as to the curative properties of said product were, therefore, false and misleading.

On May 2, 1911, the defendant corporation pleaded guilty and was fined \$10.

JAMES WILSON,  
*Secretary of Agriculture.*

WASHINGTON, D. C., *August 21, 1911.*