

4443. Misbranding of "Brown's Blood Treatment." U. S. * * * v. The Dr. Brown Co., a corporation. Plea of guilty. Fine, \$100. (F. & D. No. 6406. I. S. No. 7385-h.)

On December 3, 1915, the United States attorney for the Eastern District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the Dr. Brown Co., a corporation doing business at Philadelphia, Pa., alleging shipment by said company, in violation of the Food and Drugs Act, as amended, on or about April 18, 1914, from the State of Pennsylvania into the State of Michigan, of a quantity of "Brown's Blood Treatment," which was misbranded. The article was labeled: (On bottle) "Brown's Blood Treatment Formerly Called Brown's Blood Cure Guaranteed under the Food and Drugs Act June 30, 1906. Series 4223. Price \$2 per Bottle; 6 bottles \$10. This preparation is used in treatment of Rheumatism, Chronic Sores, Chronic Ulcers, Scrofula, Boils, Carbuncles, Eczema, Tetter, Acne, Psoriasis, Salt Rheum, Nettle Rash, Pimples and Blotches, Poison Oak, and Ivy, and Contagious Blood Poison. The Doctor Brown Company Sole Manufacturers 935 Arch Street Philadelphia Rules of Health—Avoid strong drink of all kinds. Use no vinegar or acid of any kind. Dress warm; wear woolen underwear. Take a warm bath once or twice a week and rub well with coarse towel. Keep bowels well open. Use as little tobacco as possible. This preparation will be forwarded to any address in the United States, by express prepaid, upon receipt of \$2.15. This new style of wrapper adopted April 1st, 1907.—Directions Take one small teaspoonful in half glass of water or milk after meals. Always clean the teeth after eating, as this disease has a tendency to cause decay. Take the medicine regularly, without missing a single dose, if you wish to get well." (On carton) "Brown's Blood Treatment Formerly Called Brown's Blood Cure Guaranteed by the Doctor Brown Company Under the Food and Drugs Act June 30, 1906, Serial No. 4223. Price \$2 per Bottle; 6 Bottles \$10. The Doctor Brown Company Sole Manufacturers, 935 Arch Street, Philadelphia. 8 ounces net weight. Brown's Blood Treatment Is Sold Throughout the United States and Canada by the leading Druggists in each city. It can be obtained from any Retail Druggist through his Wholesaler, or we will forward to any address in the United States by express prepaid or parcel post upon receipt of \$2.15. The Doctor Brown Company, 935 Arch Street, Philadelphia, Pa. This preparation is used in the treatment of rheumatism, chronic sores, chronic ulcers, scrofula, boils, carbuncles, eczema, tetter, acne, psoriasis, salt rheum, nettle rash, pimples and blotches, poison oak and ivy and contagious blood poison. Brown's Blood Treatment has been on the market for more than fifteen years and its sales have constantly increased; not solely from advertising, but from the true merits of the preparation. It is still made by the same formula as originally offered to the public and has never been changed. This new style package adopted April 1, 1914." The circular or pamphlet accompanying the article contained, among other things, the following, to wit, "Treatment Dr. Brown's Blood Treatment eradicates and drives syphilis from the system. It remedies syphilitic Diseases of the Bones, Syphilitic Ulcers, Syphilitic Mucous Patches, Syphilis of the Nervous System, Syphilitic and Scrofulous Skin Diseases, Brain Syphilis, Falling out of the hair, and Syphilitic Rheumatism; tones up the system and eliminates all poison from the blood." "Thousands have been freed of this disease after having tried Mt. Clements, Mich., and Hot Springs, Ark., without success. If you have Syphilis and contemplate getting married, or have had it, be sure you are cured. Do not marry and bring syphilitic children into the world to suffer the untold miseries of Inherited Syphilis. Dr. Brown's Blood Treatment will relieve you permanently and in a very short time, but to be

cured you must persevere with the medicine. If you have any doubt whether you have had it, better take a course of treatment. It will not cost you much. Then you are sure you are cured."

Analysis of a sample of the article by the Bureau of Chemistry of this department showed the following results:

Specific gravity at 15.6° C.....	1.095
Solids (grams per 100 cc).....	12.11
Ash (grams per 100 cc).....	5.78
Potassium iodid (grams per 100 cc).....	5.65
Mercury compound, as mercury (gram per 100 cc).....	0.10
Arsenic: Absent.	

Misbranding of the article was alleged in the information for the reason that the following statements regarding the therapeutic or curative effects thereof, appearing on the label of the bottle aforesaid, to wit, "This preparation is used in the treatment of Rheumatism, Chronic Sores, Chronic Ulcers, Scrofula, Boils, Carbuncles, Eczema, Tetter, Acne, Psoriasis, Salt Rheum * * * Poison Oak and Ivy, and Contagious Blood Poison," and included in the circular or pamphlet aforesaid, to wit, "Dr. Brown's Blood Treatment eradicates and drives syphilis from the system. It remedies Syphilitic Diseases of the Bones, Syphilitic Ulcers, Syphilitic Mucous Patches, Syphilis of the Nervous System, Syphilitic and Scrofulous Skin Diseases, Brain Syphilis, Falling out of the Hair, and Syphilitic Rheumatism * * * If you have Syphilis and contemplate getting married, or have had it, be sure you are cured. Do not marry and bring syphilitic children into the world to suffer the untold miseries of Inherited Syphilis. Dr. Brown's Blood Treatment will relieve you permanently and in a very short time, but to be cured you must persevere with the medicine. If you have any doubt whether you have had it, better take a course of treatment. It will not cost you much. Then you are sure you are cured," were false and fraudulent in that the same were applied to the article knowingly, and in reckless and wanton disregard of their truth or falsity, so as to represent falsely and fraudulently to the purchasers thereof, and create in the minds of purchasers thereof the impression and belief, that it was, in whole or in part, composed of, or contained, ingredients or medicinal agents effective, among other things, as a cure for syphilis in all its forms, in the treatment of all forms of rheumatism, chronic sores, chronic ulcers, scrofula, boils, carbuncles, eczema, tetter, acne, psoriasis, salt rheum, poison oak and ivy, and contagious blood poison, when, in truth and in fact, it was not, in whole or in part, so composed, and did not contain such ingredients or medicinal agents.

On December 10, 1915, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$100.

CARL VROOMAN, *Acting Secretary of Agriculture.*