

United States Department of Agriculture,

OFFICE OF THE SECRETARY.

NOTICE OF JUDGMENT NO. 1170.

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

MISBRANDING OF DR. TOWNS' EPILEPSY TREATMENT.

On April 19, 1911, the United States Attorney for the Eastern District of Wisconsin, acting upon a report by the Secretary of Agriculture, filed information in the District Court of the United States for said district against Dr. Towns' Medical Co., a corporation, Fond du Lac, Wis., alleging shipment by it, in violation of the Food and Drugs Act, on or about August 30, 1910, from the State of Wisconsin into the District of Columbia, of a drug product labeled "Dr. Towns' Epilepsy Treatment," which was misbranded. The product was labeled as follows: (On carton) "Established 1874 Dr. Towns' Epilepsy Treatment Our Field The World * * * Guaranteed By Dr. W. Towns, under the Pure Food and Drugs Act, June 30, 1906. Serial No. 5051. This remedy possesses wonderful healing * * * properties. This Medicine is unequalled for the Relief of Convulsions, Spasms, St. Vitus Dance, Opium Habit, Hysteria, Alcoholism also a splendid Remedy for * * * Tumors and all kinds of Skin Diseases." (On bottle) "Dr. Towns' Epilepsy Treatment * * * Permanently relieve any case of Epilepsy, Spasms, Convulsions, Insomnia, St. Vitus Dance, Hysteria, Alcoholism, Paralysis, and other nervous diseases." (On circular) "Dr. Towns' Epilepsy Treatment" "Dr. Towns' Epilepsy Cure. A Twentieth Century Cure for Epilepsy." (In booklet) "Most Physicians claim that there is no permanent relief for epilepsy or fits. I claim that there is a positive, permanent and speedy relief. * * * My treatment for this disease has been tried, tested and proven to be a remarkable success for many years and those who take the treatment seldom have a repetition of the attack after the first week's treatment. Even physicians who have used the treatment in their practice state that it will permanently relieve 95% of all cases of epilepsy, as well as other nervous

diseases." "The treatment is * * * a remedy unprecedented in affording permanent relief in all nervous conditions." "My treatment has cured cases of 45 years standing." "My treatment is calculated first to put an end to the primary cause of epilepsy, and then to eradicate the subsequent causes. That my treatment has been successful is proved by the remarkable array of results during almost two score years that I have been treating this disease." "Seldom more than one fit should occur after the commencement of my treatment." "My treatment arrests the disease at once and by keeping the nervous system under the influence of the treatment for several months, a permanent relief should be effected." "My treatment is the sovereign remedy for epilepsy * * * It has cured a remarkable number of the most severe cases ever come to my attention * * * It is effective, reliable * * * and once you give yourself over into my hands you never again will find yourself attacked by this fearful disease." "I claim for my treatment a superiority over all other known curative agents."

Analysis of a sample of this product, made by the Bureau of Chemistry of this Department, showed the treatment to consist of (1) A water solution of bromide of ammonium, and chloride of sodium, with valerian, flavored and sweetened; (2) a sulphonal pill, massed with talcum and tolu, and sugar coated; and (3) black pills composed of charcoal, sugar, phosphorus and inorganic matter, combining a small amount of strychnin-bearing material. Misbranding was alleged for the reason that the above quoted statements from the label appearing on the carton and bottle of the treatment, and in the circular and booklet packed with said bottles, are false and misleading, because they convey the impression that the treatment in question possesses therapeutic properties of high value in the treatment of epilepsy and diseases of the nervous system, when in fact the agents of which said treatment is composed, taken singly or together, cannot be relied upon for a cure of epilepsy or kindred diseases, any beneficial effect which the treatment might have being only temporary and palliative.

On May 2, 1911, the said corporation pleaded guilty, and was fined \$25.

JAMES WILSON,
Secretary of Agriculture.

WASHINGTON, D. C., *October 20, 1911.*