

Today in Columbus History: On Tuesday, May 10, 1887, an ad for "Mother's Friend" appeared in the Columbus *Daily Enquirer Sun*. This medicinal liniment was used to "*alleviate in a most magical way the pains, horrors and risks of labor,*" according to its packaging. Supposedly, if used early in pregnancy, it would also cure morning sickness – and create healthy, pretty babies. The ad claims that the company could provide more testimonials – but they were concerned about "*wounding the delicacy of the writers!*" The producer of Mother's Friend was eventually taken to court for false advertising; the medicinal liniment eventually morphed into a beauty lotion used to eradicate stretch marks. HAPPY MOTHERS' DAY!

Compiled by Callie McGinnis, Muscogee Genealogical Society

*Our snippets of Columbus history are usually based on a few days-worth of searching through the most popular sources for Muscogee County history. Meant to inspire readers to explore more about Columbus history, they are not exhaustive dissertations on the topic and may contain mistakes. If you have corrections or additional information, feel free to share them with the group.*

Clipping from Georgia Historic Newspapers (GALILEO).

<https://gahistoricnewspapers.galileo.usg.edu>

# Mother's Friend

Not only shortens the time of labor and lessens the intensity of pain, but it greatly diminishes the danger to life of both mother and child and leaves the mother in a condition highly favorable to speedy recovery, and far less liable to Flooding, Convulsions, and other alarming symptoms incident to slow or painful labor. Its wonderful efficacy in this respect entitles it to be called **THE MOTHER'S FRIEND** and to be ranked as one of the life-saving remedies of the nineteenth century.

We cannot publish certificates concerning this remedy without wounding the delicacy of the writers. Yet we have hundreds on file.

Send for our book, "To Mothers," mailed free  
BRADFIELD REGULATOR CO., Atlanta, Ga.  
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