

NATURE OF CHARGE: Misbranding, Section 502(a), the following statements in the circular entitled "Why Zerret Works" and similar statements in the circular entitled "Directions for the use of the Zerret Applicator" were false and misleading since the statements represented and suggested that the device was effective in the treatment of disease, whereas it was not effective for such purposes: "Health Through the Hands * * * Zerret is produced by expanding the hydrogen Atom, which in turn produces positive Life Energy. When you hold the Zerret Applicator it works on your life current, expanding the Atoms of the same. As this takes place, it in turn expands all atoms of your being. Expansion of your Atoms produces what is commonly called Relaxation. As Relaxation is maintained from day to day, healing takes place in the most natural way. As this takes place there is a constant discharge of negative energy, which has been causing contraction of the Atoms, which in turn is the cause of all disease. You can readily see that through the use of Zerret we have the key to the cause and correction of disease. These are the facts about the Zerret Applicator. The Proof of the foregoing can only be ascertained by the use of the Applicator, To anyone who suffers from any known disease, you owe it to yourself to investigate this opportunity to become free from that suffering, and in this case, investigation means actually using the Zerret Applicator. If you do investigate, you will be given every cooperation to enjoy this wonderful discovery. We have proof of this from the hundreds of users, who are enjoying good health today. They are well because they did what we are asking you to do now * * * Act today for Health."

DISPOSITION: March 9, 1949. Ruby Dreier, Aberdeen, S. Dak., claimant, having filed an answer denying that the devices were misbranded, but later having consented to the entry of a decree, judgment of condemnation was entered and the devices were ordered destroyed.

DRUGS FOR VETERINARY USE*

- ✓ 2668. Misbranding of McClellan's Rex Liquid Special Rx 4 and McClellan's Poultry Virycide. U. S. v. 11 Bottles, etc. (F. D. C. No. 25999. Sample Nos. 29611-K, 29612-K.)

LIBEL FILED: November 10, 1948, District of Colorado.

ALLEGED SHIPMENT: On or about June 24, 1948, by C. U. McClellan Laboratories Corp. from Los Angeles, Calif.

PRODUCT: 11 quart bottles, 48 pint bottles, and 55 8-ounce bottles of *McClellan's Rex Liquid Special Rx 4*, and 10 gallon bottles, 18 quart bottles, and 17 pint bottles of *McClellan's Poultry Virycide* at Denver, Colo. Analyses of samples showed that the composition of the products was essentially as stated on their labels.

LABEL, IN PART: "McClellan's Rex Liquid Special Rx 4 For Poultry And Turkeys * * * Active Ingredient: diisobutylphenoxyethoxyethyl-dimethylbenzylammonium Chloride-----1.25% Inert Ingredients-----98.75% * * * These ingredients include Water, Isopropyl Alcohol (10%), Glauber Salts, Epsom Salts, Iron Sulfate, Salt, Lactic Acid, Potassium Iodide, Sodium Benzoate, Oil of Anise, Red Pepper * * *" and "McClellan's Poultry Virycide * * * Active Ingredient: Para Tertiary octyl phenoxy ethoxyethyl dimethyl benzyl ammonium chloride-----10% Inert Ingredients-----90% * * *."

*See also No. 2657.

NATURE OF CHARGE: *McClellan's Rex Liquid Special Rx 4*. Misbranding, Section 502 (a), certain statements on the label of the article were false and misleading since they represented and suggested that the article when used as directed was effective in the prevention and treatment of blackhead and coccidiosis of poultry and of pullorum and Newcastle diseases; that it was effective to stimulate digestive functioning, to increase appetite, and to build natural resistance in poultry to diseases; and that the Government had published reports of satisfactory tests showing that the article when used as directed was capable of killing the causative agents of coccidiosis, blackhead, and Newcastle diseases. The article was not effective for such purposes, and the Government had not published reports of such satisfactory tests.

McClellan's Poultry Virycide. Misbranding, Section 502 (a), the following statements on the label of the article were false and misleading since scientists in the U. S. Bureau of Animal Industry had not proved that the product when used as directed would kill the virus that causes Newcastle disease: "* * * Hatching Egg Disinfection: Hatching eggs may be dipped in a solution of McClellan's Poultry Virycide 2 ounces (4 tablespoonsfuls) to 3 gallons of water, left for 5 minutes, allowed to drain and then incubated in the usual way. Scientists of the U. S. Bureau of Animal Industry have proven that this treatment kills the virus that causes Newcastle Disease (Avian Pneumoencephalitis)."

DISPOSITION: December 23, 1948. Default decree of condemnation and destruction.

2669. Misbranding of Redd New Conditioner With Oil and Redd Laxative-Lubricant. U. S. v. 10 Bags, etc. (F. D. C. No. 25814. Sample Nos. 1308-K to 1310-K, incl.)

LIBEL FILED: On or about October 22, 1948, Northern District of Georgia.

ALLEGED SHIPMENT: On or about November 7, 1946, and October 23, 1947, by the Ivy Remedy Co., from New Market, Tenn.

PRODUCT: 10 50-pound bags and 1 25-pound bag of *Redd New Conditioner With Oil* and 6 25-pound bags of *Redd Laxative-Lubricant* at Gainesville, Ga. Analyses showed that the products consisted essentially of mineral matter, such as clay, iron oxide, mineral oil approximately 5 percent, and small proportions of plant material including alkaloid-bearing material, such as *nux vomica*.

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the labels of the articles were false and misleading. The statements represented and suggested that the articles were effective to keep chickens in condition; that they were effective in the treatment of all bowel disturbances of hens and turkeys; that they were effective to clear and clean gently but thoroughly the intestinal tract in hens and turkeys of mucus and bacterial pockets; that they were effective to keep hens and turkeys in condition and to prevent disease; that they were effective to heal sick hens and turkeys and to lubricate and keep the walls of the intestinal tract in a healthy condition; and that they were effective to save chicks from dying and disease. The articles were not effective for such purposes.

DISPOSITION: November 23, 1948. Default decree of condemnation and destruction.