

LIBEL FILED: May 21, 1952, Southern District of Florida.

ALLEGED SHIPMENT: On or about December 28, 1951, and February 15, 1952, from Chicago, Ill.

PRODUCT: 53 7-ounce bottles of *S-L-Gran* (*soya lecithin*) in possession of the S-L-Gran Agency of Croft Hardware at Miami, Fla., together with a number of circulars entitled "Edible Soya Lecithin A Dietary Supplement."

RESULTS OF INVESTIGATION: The product was shipped in a drum, and upon receipt by the consignee, the product was repackaged into bottles and relabeled.

LABEL, IN PART: (Bottle) "S-L-Gran (Soya Lecithin) A natural food product that helps relieve poor circulation; reduces excess cholesterol, a fatty substance, in the blood."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the bottle label and in the above-mentioned circular accompanying the article were false and misleading. The statements represented and suggested that the article was effective to help relieve poor circulation, to remove excess fat from the liver, to promote liver functioning, to check tendency towards hardening of the arteries, to reduce blood pressure, to help solve the problem of psoriasis and arthritis, and to eradicate incapacitating and continuously painful arthritis calcination of the spine, arteriosclerosis, swollen finger joints, serious muscle spasms, failing blood supply, constriction of the arteries, stroke, impaired mobility, blurred vision, dizziness, foggy headaches, and ringing in the ears. The article was not effective for such purposes. The article was misbranded in the above respect while held for sale after shipment in interstate commerce.

DISPOSITION: June 11, 1952. Default decree of forfeiture and destruction.

3811. Misbranding of Vita-Long tonic. U. S. v. 1,338 Bottles * * *. (F. D. C. No. 33408. Sample No. 22502-L.)

LIBEL FILED: June 19, 1952, Southern District of Texas.

ALLEGED SHIPMENT: On or about October 22, 1951, by Dr. George S. Long Corp., from Pineville, La.

PRODUCT: 1,338 8-ounce bottles of *Vita-Long tonic* at Houston, Tex.

LABEL, IN PART: "Vita-Long To Be Used As A Vitamin Tonic For Young And Old."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the labeling of the article, namely, in an accompanying leaflet entitled "Read what others say about Vita-Long," were false and misleading. The statements represented and suggested that the article would be effective in the treatment of fatigue, nervousness, loss of appetite, irritability, depression, poor complexion, arthritis, gall bladder trouble, stomach trouble, indigestion, rheumatism, and muscular aches and pains, whereas the article would not be effective for such purposes.

DISPOSITION: July 23, 1952. Default decree of condemnation and destruction.

3812. Misbranding of concentrated extract of alfalfa. U. S. v. 6 Bottles, etc. (F. D. C. No. 33288. Sample No. 27976-L.)

LIBEL FILED: June 17, 1952, Northern District of California.

ALLEGED SHIPMENT: On or about November 1, 1951, and May 2, 1952, by the Lucerne Laboratories of Utah, from American Fork, Utah.