

CHARGE: 502(a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the device was effective for providing a daily rejuvenating treatment, streamlining one's figure, increasing one's powers of endurance, improving one's chances against certain types of heart attacks, improving the body metabolism, strengthening the heart, keeping the joints flexible, improving the digestion and elimination, and equalizing the blood pressure; overcoming stagnation of blood circulation and body metabolism, breathlessness, circulatory disorders, lack of strength, pep, and energy, overweight, and premature old age; making one into a "new person," enabling one within 10 days to feel younger, and in 30 days enabling one to stand taller, feel lighter, look healthier, eat heartier, and sleep more soundly; providing positive weight control by "burning up" excess calories before they turn into dangerous fat; enabling a person past 60 to have the body and stamina of a young healthy man of 35, with high energy, strong heart, normal blood pressure, regular elimination, quiet nerves, lungs in top shape, erect posture, and muscles and joints flexible and pliable, with the feel of a youngster and the working ability of "the proverbial horse"; helping the heart by keeping the heart muscles from becoming soft, flabby, and weak; overcoming a tendency to be easily winded while climbing stairs, lifting heavy objects, or engaging in strenuous work; alleviating any disease, ailment, or injury which has affected the conditions of the shoulders, arms, back, legs, stomach, pelvic region, chest, and other parts of the body; acting as a "heart-conditioning, fat-consuming and muscle-toning" exercise; preventing the "chronic middle-aged ailments" such as digestive upsets, heartburn, acidosis, postural diabetes, constipation, headaches, neurasthenia, fatty degeneration of the heart, breathlessness, chronic fatigue, piles, "heart failure," kidney disorders, chronic ailments, and sudden death; preventing high blood pressure, albuminuria, glycosuria, cerebral hemorrhages, angina pectoris, and Bright's disease; preventing one from being a hopeless cripple due to arthritis; enabling a diabetic to cut down the necessary daily dose of insulin; overcoming the after-effects of infantile paralysis; overcoming serious spinal injury and its after-effects; overcoming convulsions in persons who would otherwise have convulsions at frequent intervals; overcoming high blood pressure; overcoming low blood pressure, and overcoming stiff and swollen joints.

DISPOSITION: 11-12-58. Consent—claimed by Exercycle Corp. and relabeled.

5812. Vibro-Massage unit. (F.D.O. No. 42203. S. No. 29-637 P.)

QUANTITY: 16 devices at Dallas, Tex.

SHIPPED: 6-24-57 and 8-22-57, from Lohrville, Iowa, by Giro Power Mfg. Co.

LABEL IN PART: (Metal plate on device) "Vibro-Massage Unit * * * Model MV 6."

ACCOMPANYING LABELING: Leaflets entitled "Magic Belt Massage."

RESULTS OF INVESTIGATION: The device consisted of a stand or base into which a long metal tube with an electric motor on top was mounted. A long web belt was attached to each end of the motor and when the motor was switched on the belt would vibrate. The motor was enclosed in a protective and decorative covering, to which a dial was attached for adjusting the speed of the motor.

LBELED: 10-8-58, N. Dist. Tex.

CHARGE: 502(a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article was an adequate and effective treatment for relieving stiffness and soreness; reducing excess weight; improving elimination, weak instep, sore feet, and impaired circulation; breaking up congestion; stimulating kidneys and the nerves running to the intestines; overcoming congestion in the lower lungs; improving the digestion; overcoming liver sluggishness; overcoming congestion of the bronchial tubes and lung trouble; providing a deep kneading action for relieving congestion and sluggishness; helping to wake up dormant, congested organs in the abdomen; "doing away with unwanted bulges and fatty accumulations"; causing "pounds . . . to disappear"; and overcoming nervous tension.

DISPOSITION: 11-7-58. Consent—claimed by Edwin P. Farr and Joseph E. Farr, Dallas, Tex., and relabeled.

5813. Renhill Cyclon Massager. (F.D.C. No. 42247. S. No. 35-150 P.)

QUANTITY: 12 unlabeled devices and 6 labeled devices at Philadelphia, Pa.

SHIPPED: Between 7-3-58 and 8-25-58, from Newark, N.J., by Renhill Products Co.

LABEL IN PART: "Renhill Cyclon Massager."

ACCOMPANYING LABELING: Leaflet entitled "Here's New Body Beauty and Better Health" and card entitled "Slender-Health Massager."

RESULTS OF INVESTIGATION: The devices were an electromagnetic type vibrator mounted between two aluminum plates. The plates and vibrator were enclosed by polyurethane foam and a terry cloth cover.

LIBELED: 10-28-58, E. Dist. Pa.

CHARGE: 502(a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article was an adequate and effective treatment for stimulating blood circulation; relaxing nervous tension; increasing body nutrition; improving general metabolism; relieving constipation; reducing the figure; decreasing fatigue; relieving aches and pains from arthritis, rheumatism, lumbago, fibrositis, and bursitis; breaking down excess fatty tissues; aiding nature's own method of overcoming or relieving diseased conditions; providing passive exercise; and promoting and maintaining a general feeling of well-being.

DISPOSITION: 11-10-58. Default—destruction.

5814. Vibratone device. (F.D.C. No. 42214. S. No. 28-934 P.)

QUANTITY: 19 cartoned devices at New Orleans, La.

SHIPPED: Between 8-19-58 and 9-23-58, from Dallas, Tex., by the Walton Mfg. Co.

ACCOMPANYING LABELING: Booklet entitled "Line Design Vibratone," advertising formats, and a newspaper advertisement tear sheet.

RESULTS OF INVESTIGATION: The newspaper tear sheet and the advertising formats were furnished by the shipper, and a copy of the booklet was enclosed in each carton containing a device.

The device consisted of a stand or base into which a long metal tube with an electric motor on top was mounted. A long web belt attached to each end of the motor vibrated when the motor was switched on. The motor was enclosed in a protective and decorative covering, to which a dial was attached for adjusting the speed of the motor.