

ingredients contained therein, a statement of the quantity of contents and adequate directions for use, was not prominently placed on the vial label of the article with such conspicuousness (as compared with other words, statements, designs and devices, in the labeling), as to render such information likely to be read and understood by the ordinary individual under customary conditions of purchase and use; and 502(e) (2)—the label of the article failed to bear the common or usual name of each active ingredient contained therein, since myrrh and benzoin were not declared by their common or usual names, and the proportion of alcohol contained in the article was not declared.

DISPOSITION: 7-22-59. Consent—claimed by John Arthur Geyer Co. and relabeled.

6013. Ree-vita tablets (vitamins). (F.D.C. No. 43285. S. No. 56-241 P.)

QUANTITY: 3,557 30-tablet vials at Kansas City, Mo., in possession of Dr. Reeves Products, Inc.

SHIPPED: 6-7-59, from Englewood, N.J., by Zenith Laboratories.

LABEL IN PART: (Vial) "Ree-Vita One Tablet Provides: * * * Distributed by Dr. Reeves' Products, Inc. Kansas City 5, Mo."

ACCOMPANYING LABELING: Letters entitled "Dear Friend."

RESULTS OF INVESTIGATION: The "Dear Friend" letters were printed locally for Dr. Reeves Products and used for promoting sales of the article.

LIBELED: 6-30-59, W. Dist. Mo.

CHARGE: 502(a)—while held for sale, the labeling accompanying the article contained false and misleading representations that the article was an adequate and effective treatment to calm nerves; eliminate "jitters"; for neuritis-like pain; for regulating the bowels; to increase pep and energy, particularly of adults over 40 years of age; for skin disorders and anemia; to restore natural color to gray hair; and to control degenerative artery disease that attacks men over 40 and women after 55 years of age.

The libel alleged also that the article was misbranded under the provisions of the law applicable to foods, as reported in the notices of judgment on foods.

DISPOSITION: 7-8-59. Consent—claimed by Dr. Reeves' Products, Inc., and relabeled.

6014. Dermathricin Aerospray. (F.D.C. No. 43035. S. No. 45-612 P.)

QUANTITY: 186 3-oz. cans and 217 6-oz. cans at Denver Colo.

SHIPPED: 12-22-58, from Houston, Tex., by Savage Laboratories, Inc.

LABEL IN PART: (Can) "Dermathricin Aerospray * * * Contains * * * Tyrothricin * * * Hexadienol * * * Benzocaine * * * P-Chloro-M-Xylenol * * * and Benzethonium Chloride * * * Distributed by Arendt Laboratories, Denver 10, Colorado."

LIBELED: 5-29-59, Dist. Colo.

CHARGE: 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article was an adequate and effective treatment for all types of burns, and all bacterial, viral, and fungus infections of skin, rectum, and vaginal mucosa.

DISPOSITION: 9-28-59. Consent—claimed by Arendt Laboratories, Denver, Colo., and relabeled.