

RESULTS OF INVESTIGATION: Both the *Colsil* #100 and the *Sil-kol-oid* were essentially *tuff*, as stated in their labeling, as follows: "*Colsil* #100 * * * consists of 100% Activated Colloidal Tuff" and "*Sil-kol-oid* is an unusual type of naturally occurring multiple mineral colloidal silicates * * * contains micronized colloid forming Tuff * * *." Only color and flavor had been added to *Colsil* #100 and color, flavor and magnesium oxide (small quantity) to *Sil-kol-oid*.

LIBELED: 11-30-60, E. Dist. Wis.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representation that the *Sil-kol-oid* (in bulk and in jars) was an adequate and effective treatment for the relief of acid indigestion, sour stomach, heartburn, excessive gas and belching, and was of value in relieving the symptoms of or treating peptic ulcer; and that the *Colsil* #100 (in bulk and in jars) was an adequate and effective treatment for calf scours, swine dysentery, bovine coccidiosis, bacterial diarrhea in calves, cows, swine, and sheep.

DISPOSITION: 5-8-61. Consent—destruction.

6607. Salt. (F.D.C. No. 45507. S. No. 50-210 R.)

QUANTITY: 6 ctns., 12 1-lb. cans each, and 20 1-lb. cans, at Denver, Colo.
SHIPPED: 12-20-60, 2-20-61 and 3-1-61, from Sun Valley, Calif., by Salt of the Earth.

LABEL IN PART: (Can) "Natural Organic Salt of the Earth Analysis: Natural Sodium and Chloride 99%; plus 1% organic trace elements, including Calcium, Potassium and Magnesium Salt of the Earth P.O. Box 238, Palma Springs, Calif."

ACCOMPANYING LABELING: Leaflets entitled "What Do You Know About Salt?"

LIBELED: 3-15-61, Dist. Colo.

CHARGE: 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article was "organic" and differed chemically from ordinary commercially available salt; that a patient on a salt-restricted diet may still use the article freely because it differed from ordinary salt; that use of the article instead of ordinary salt would prevent arthritis, heart disease, hardening of the arteries, and calcium deposits in the joints; and that heating salt changes its chemical nature and makes it harmful to the body.

DISPOSITION: 4-28-61. Default—destruction.

6608. Sea brine. (F.D.C. No. 45709. S. No. 46-720 R.)

QUANTITY: 3,120 btls. at Wooster, Ohio.

SHIPPED: 3-2-61 and 3-8-61, from Lakeland, Fla., by Florida Sea Brine Laboratories, Inc.

LABEL IN PART: (Btl.) "8 fl. oz. Sea Brine Concentrated Natural Sea Water Contents This bottle contains 64 drams of highly concentrated 100 percent pure Atlantic Ocean Water. Concentrated 10 times by vacuum evaporation. * * * Concentrated and Bottled by Florida Sea Brine Laboratories, Inc. P.O. Drawer 2435, Lakeland, Florida."

ACCOMPANYING LABELING: Window streamers entitled "We Have Sea Brine"; posters entitled "Contains Natural Minerals and Chemicals * * * Sea Brine * * * Worry Clinic" and "Worry Clinic Drink Sea Water, Crane Recommends"; counter display cards entitled "Now Available * * * Sea Brine" and