

How it works. Immediately after the treatment starts, Cholerine begins to dissolve the mucous that forms on the intestines and adheres to the sides, which mucous prevents the proper functioning of the digestive organs * * *. By Eliminating the mucous, all nutrients are assimilated * * *. Keep your hens clean inside * * *. Cholerine * * * will improve your flock to such an extent that you cannot fail to see the long-wished-for result and the healthy, happy hen * * *. It will * * * decrease your death loss, giving the baby chick a normal appetite from the beginning, making a strong, healthy body * * *. "Should diseases break out among young chicks, such as White Diarrhoea, Coccidiosis, Nutritional disease, etc., give * * * until disease abates. * * * chicks very noticeably affected * * * pour down their throats * * *. For Sick Hens and Pullets * * * in severe cases;" (circular entitled "Giving the Chick a Chance," accompanying liquid) "Prevention of disease is better than to cure. The best way to prevent disease among young chicks is to build up its body in such a way that it will become disease-resisting, and for this purpose Germo Cholerine is invaluable * * *. Coccidiosis (Bloody Diarrhoea) is the most dreaded of all diseases of young chicks * * *. Treatment * * *. Give Cholerine * * * and continue until the disease has abated or entirely disappeared. During this period be sure that Cholerine is constantly before them. If some of the chicks are too sick to drink pour down * * * their throats * * *. This will save every chick not too far gone with the disease. Chicks given Cholerine from the start as recommended rarely develop this malady. * * * Cholerine Given Two or Three Times A Week * * * will keep them in perfect health;" (carton, tablets) "Cholerine * * * unequaled in the treatment of Cholera, Roup, Limberneck, White Diarrhoea, and other diseases of Poultry * * *. In treating cases of Cholera, Roup, Limberneck, and diseases known to mature fowls * * *. It regulates the system—diverting the proper portion of food to flesh-making and the proper portion to egg production. It puts hens in a healthy, hustling, laying condition * * *. To ward off disease * * * to keep flock in a healthy, vigorous condition at all times * * *. As a special aid in preventing and treating some forms of Diarrhoea, or bowel trouble * * *. When baby chicks are noticeably affected * * *. White Diarrhoea is a germ disease and requires * * * Cholerine to prevent its ravages. As a preventive * * *. Feed Cholerine to chicks * * *. Good health promotes rapid growth."

On May 7, 1928, no claimant having appeared for the property, a decree was entered adjudging the product misbranded, and it was ordered by the court that the said product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

16133. Misbranding of Cholerine. U. S. v. 72 Bottles, et al., of Cholerine. Default decree of condemnation, forfeiture, and destruction.
(F. & D. No. 22646. I. S. Nos. 17426-x, 17427-x. S. Nos. 672, 673.)

On March 22, 1928, the United States attorney for the District of Oregon, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of seventy-two 8-ounce bottles, 66 pint bottles, 22 quart bottles, 43 half-gallon bottles, 90 gallon bottles, eight 5-gallon bottles, eight 10-gallon kegs, and one 50-gallon barrel of Cholerine, remaining in the original unbroken packages at Portland, Oreg., consigned in various lots on or about January 7, March 1, and September 5, 1926, and May 11, 1927, respectively, alleging that the article had been shipped by the Germo Manufacturing Co., from Wilmington, Calif., and transported from the State of California into the State of Oregon, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of sodium, iron, and magnesium sulphates, extract of red pepper, sassafras oil, and free acid, colored red with a coal-tar dye.

It was alleged in the libel that the article was misbranded in that the following statements regarding the curative and therapeutic effects of the said article were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: (Circular in an envelope tacked to barrel and kegs) "Save These Directions and Follow. Cholerine is a preventative for Chickenpox, Roup, Common Diarrhoea, Coccidiosis (bloody diarrhoea), Limber Neck, Diphtheria, and Canker Sores, and is a sure death to worms * * *. As a special aid in preventing and treating some forms of Diarrhoea or bowel trouble, we recommend four tablespoonfuls to one gallon of water. When baby chicks are noticeably affected, pour

* * * down their throats * * *. White Diarrhoea is a germ disease and requires * * * Cholérine to prevent its ravages. As a preventive * * *. For Sick Birds * * *. In Severe Cases * * *. For Removing Worms For birds infested with worms;" (bottle label) "As a special aid in preventing and treating some forms of Diarrhoea or bowel trouble * * *. When baby chicks are noticeably affected, pour * * * down their throat * * *. As a Preventive * * * Cholérine * * *. Unequalled in the treatment of Cholera, Roup, White Diarrhoea, and other Diseases of Poultry * * *. In treating cases of Cholera, Roup, and Limberneck * * *. Prevention is better than cure. To ward off disease and * * * to keep your flock in a healthy vigorous condition at all times;" (yellow circular accompanying portion of product, headed "What is Cholérine?") "Cholérine * * *. A Scientific Preparation which supplies the necessary minerals to your flock. A Preventive for Chickenpox, Roup, Common Diarrhoea, Coccidiosis (Bloody Diarrhoea), Limber Neck, Diphtheria, and Canker Sores, and is sure death to worms * * *. Cholérine is a Scientific preparation so compounded as to supply the mineral elements necessary for the maintenance of your flock. Cholérine is a body and vitality builder * * *. It lessens the work of digestion, cleanses the intestinal tracts and glands, and helps greatly toward keeping your flock in a generally healthy condition. All Poultrymen agree that Health and Vitality must be maintained in their flocks for * * * small mortality * * *. Even with the best feeds, plenty greens, and carefully apportioned rations, there are certain essential mineral elements necessary which can only be obtained by feeding Cholérine. When used all the year round, according to directions, Cholérine will positively reduce death losses, act as a distinct preventive of disease * * * and insure a healthy production of baby chicks. Cholérine * * * will improve your flock to such an extent that you can not fail to see the long-wished-for result and the healthy, happy hen * * *. Cholérine for baby chicks.—It will help them to digest the yolk of the egg, and decrease your death loss, giving the baby chick a normal appetite from the beginning, making a strong, healthy body * * *. As a special aid in preventing and treating Diarrhoea or Bowel trouble * * *. When baby chicks are noticeably affected, pour * * * down their throats * * *. White Diarrhoea is a germ disease and requires * * * Cholérine to prevent its ravages. As a preventive * * *. For sick hens and pullets * * *. In severe cases * * * for removing Worms. For Hens and Pullets Infested with Worms;" (white circular headed "What is Cholérine?," accompanying portion of product) "Cholérine * * *. A Scientific Preparation Which Supplies the Necessary Minerals to Your Flock. Cholérine is a * * * Body Builder A Prophylactic Aid in the Prevention of Many Poultry Diseases 'A Healthy Bird Resists Disease' A positive cure for Bacillus Pullorum (White Diarrhoea) and Coccidiosis (Bloody Diarrhoea) in Young Chicks Keeps Adult Fowls in Healthy Condition * * *. Cholérine is a scientific preparation so compounded as to supply the mineral elements necessary for the maintenance of your flock. Cholérine is a body and vitality builder * * *. It lessens the work of digestion, cleanses the intestinal tracts, and helps greatly toward keeping your flock in a generally healthy condition. All poultry men agree that health and vitality must be maintained in their flocks for * * * small mortality * * *. Even with best feeds, plenty greens, and carefully apportioned rations, there are certain essential mineral elements necessary which can only be obtained by feeding Cholérine. When used all the year around, according to directions, Cholérine will positively reduce death losses, act as a distinct preventive of disease * * * and insure a healthy production of baby chicks. Cholérine * * * will improve your flock to such an extent that you can not fail to see the long-wished-for result and the healthy, happy hen * * * which always follows the use of Cholérine * * *. Cholérine for baby chicks: It will help them to digest the yolk of the egg, and decrease your death loss, giving the baby chick a normal appetite from the beginning, making a strong healthy body * * *. Should diseases break out among your chicks, such as White Diarrhoea, Coccidiosis Nutritional diseases, etc., give * * * until disease abates. Segregate chicks very noticeably affected and pour * * * down their throats * * *. For sick hens and pullets: * * * In severe cases."

On May 9, 1928, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*