

On July 14, September 10, October 10, October 31, and December 21, 1928, respectively, no claimant having appeared for the property, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the products be destroyed by the United States marshal.

R. W. DUNLAP, *Acting Secretary of Agriculture.*

**16154. Misbranding of cottonseed meal. U. S. v. 80 Sacks of Cottonseed Meal. Consent decree of condemnation and forfeiture. Product released under bond. (F. & D. No. 22852. I. S. No. 8786-x. S. No. 907.)**

On or about July 2, 1928, the United States attorney for the District of Minnesota, 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 80 sacks of cottonseed meal, remaining in the original unbroken packages at Minneapolis, Minn., alleging that the article had been shipped by the Elk City Cotton Oil Co., from Elk City, Okla., April 13, 1928, and transported from the State of Oklahoma into the State of Minnesota, and charging misbranding in violation of the food and drugs act. The article was labeled in part: "Elko Brand Cottonseed Cake or Meal Elk City Cotton Oil Co. Elk City, Oklahoma. Guaranteed Analysis Crude Protein Minimum 43 per cent."

It was alleged in the libel that the article was misbranded in that the statement "Crude Protein 43 per cent," borne on the label, was false and misleading and deceived and misled the purchaser.

On August 9, 1928, the Schreiber Mill & Grain Co., Minneapolis, Minn., having appeared as claimant for the property and having consented to the forfeiture and condemnation of the product, a decree was entered ordering that the said product be released to the claimant upon payment of costs and the execution of a bond in the sum of \$250, conditioned in part that it be properly labeled according to its protein content under the supervision of this department.

R. W. DUNLAP, *Acting Secretary of Agriculture.*

**16155. Misbranding of B-L and Blud-Life. U. S. v. 6 11/12 Dozen Bottles of B-L, et al. Consent decree of condemnation and forfeiture and order of release under bond, with respect to portion of product. Default decrees of condemnation, forfeiture, and destruction, with respect to remainder. (F. & D. Nos. 22165, 22166, 22173, 22177, 22213. I. S. No. 17555-x. S. Nos. 215, 222, 226, 230, 274.)**

On or about November 15, 17, 25, 29, and 30, 1927, respectively, the United States attorneys for the Northern District of Florida, Southern District of Florida, Southern District of California, and Middle District of Georgia, acting upon reports by the Secretary of Agriculture, filed in the District Courts of the United States for said districts libels praying seizure and condemnation of 3 dozen bottles of Blud-Life and 435 1/3 dozen bottles of B-L, formerly called Blud-Life, in various lots at Pensacola, Fla., Jacksonville, Fla., Miami, Fla., Los Angeles, Calif., and Valdosta, Ga., respectively, consigned by the Blud-Life Co., in part from Pulaski, Va., and in part from Baltimore, Md., alleging that a portion of the article had been shipped in interstate commerce from Baltimore, Md., into the State of California, on or about July 16, 1927, and that the remainder had been shipped from Pulaski, Va., into the States of Florida and Georgia, respectively, in various consignments between the dates of September 7, 1927, and October 17, 1927, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample by this department showed that the article consisted essentially of magnesium sulphate (Epsom salt) with small amounts of phosphate, salicylate, iron, quinine, and strychnine, dissolved in water and colored red.

The portion of the product designated as Blud-Life was labeled in part: (Carton) "Blud-Life \* \* \*. Recommended in the treatment of Constipation \* \* \*, a general Run Down or Anemic Condition and Appearance \* \* \*. Blud-Life is an Excellent \* \* \* Builder for Children \* \* \* Blud-Life Company \* \* \*. Rich, Red, and Pure Blood is the Emblem of Health and is Man's Delight. Improve your blood with Blud Life. (Cut depicting circulatory system in bright red color.) Your Blood should be like this. Blud-Life tends to remove impurities from the blood, and leaves it rich, red, and strong \* \* \*. After taking Blud-Life every night as indicated, continue its use regularly twice each week, to cleanse the linings of the stomach and intestines of all lingering food particles before it decays and is taken up by the blood. A fine \* \* \* builder for children. Blud-Life is

an excellent \* \* \* builder for children. It aids them to develop normally, gives them a good appetite and assists them in properly digesting and assimilating their food. It will also prevent them from having boils and 'spring sores.' Blud-Life contains no \* \* \*, nor anything to injure the most delicate child. It quickly restores lost weight to under-nourished children. Thin, pale, weak, and impure blood is the delight of disease. Germs thrive in it and soon undermine your health. Improve your blood with Blud-Life. (Cut depicting circulatory system in faint red color.) Is your blood like this? The blood is often thin, pale, weak, and full of impurities;" (bottle label) "Blud-Life \* \* \* a valuable aid in the treatment of constipation, and in cleansing and strengthening the blood, repairing the system, and restoring lost appetite, weight, and energy. An excellent \* \* \* builder for children \* \* \* Blud-Life Company. \* \* \* to quickly and completely cleanse your stomach and bowels \* \* \*. For boils and carbuncles, take large doses." The portion of the product designated as B-L was labeled in part: (Cartons) "B-L formerly called Blud-Life \* \* \*. Red and pure blood does not exist when an anemic condition is present \* \* \*. If you have an anemic condition of the blood and need a good tonic and appetizer, try B-L which supplies the need in pleasant and scientific form. \* \* \* Blud-Life Company;" (portion of cartons) "B-L \* \* \* for children \* \* \* may be given to them with perfect safety, since it contains no \* \* \* nor anything to injure the most delicate child;" (bottle labels) "B-L formerly called Blud-Life \* \* \* Blud-Life Company. \* \* \* to quickly and completely cleanse your stomach and bowels;" (portion of bottle labels) "A valuable aid in the treatment of constipation;" (blown in portion of bottles) "Blud-Life the great anti-toxic." The article was accompanied by booklets containing the following statements: (Booklets) "The name 'Blud Life' has been shortened to 'B-L' \* \* \*. It is significant. To the many thousands of sufferers who need this medicine shines forth this hope: 'B-L—Makes Well' \* \* \*. While the name has been changed from 'Blud-Life' to 'B-L,' no change whatever has been made in the formula of this famous medicine. It is the same today as it always has been—the same wonderful Blud-Life ingredients; the same high Blud-Life standards of quality and merit \* \* \*. B-L tends to cause an increase in the number of red blood cells \* \* \*. B-L \* \* \* tends to increase weight and energy. B-L tends to eliminate intestinal poison which might increase blood pressure. B-L is good for that 'tired feeling.' Tends to correct faulty elimination, a contributing cause of boils. B-L tends to stimulate elimination of secretions of liver, kidneys, and bowels. In the preparation of B-L there have been employed in scientific combination medicinal agents recognized by leading authorities as \* \* \* effective in improving the blood \* \* \*. B-L Improves the Appetite, thereby Tending to Increase Weight and Energy. Tests conducted in one of the large laboratories for four weeks, on six patients, showed that two of them gained ten pounds each. These patients were in a very run down condition. In other words, the tests were carried on under very severe conditions, but every one gained weight, and two out of six gained ten pounds each in four weeks. B-L Tends to Prevent a form of High Blood Pressure under Certain Conditions. High blood pressure is often caused by the poison of poorly digested food. It is also caused by the food which can not be digested, but which remains in the body so long that it begins to develop poisons. So that B-L tends to prevent one form of increased blood pressure by causing a more thorough elimination of poisons. The waste matter that is developed in poorly digested food, if retained in the intestines is absorbed, and tends to increase blood pressure. B-L tends to Remove One of the Causes of Boils. An important factor in the development of boils is poor resistance resulting from impaired digestion and elimination. The improvement in elimination resulting from the use of B-L will tend to remove one of the causes by which boils gain a foothold. B-L tends to Stimulate the Secretions and Relieve one of the Causes of Rheumatic Aches. B-L stimulates the secretions of the kidneys and bowels. In this way, there is a tendency to remove one of the causes of so-called rheumatic aches \* \* \*. B-L is Good for That Tired Feeling. B-L has a tendency to increase the number of red blood cells, and give it more power (increase hemoglobin) to destroy the poisons that cause 'that tired feeling' \* \* \*. Where is that 'Slender Thread of Life' Located? You can often hear the expression, 'We are held here on earth by a slender thread of life,' but did you ever ask yourself in what part of your body this thread of life is located? Some will say it is in the heart and others

that the brain contains this vital something. If you desire the Highest Authority on this important subject, read the 17th Chapter of Leviticus, and you will find God's own definition. There He tells us 'The Life of all flesh is In the Blood (Lev. 17:11), and also in the 14th verse of the same chapter He says, 'For the life of all flesh Is the blood.' He has made our brain and heart, bone and muscle of such material that the school boy can analyze them and tell their various elements, but not even the most learned doctors and chemists are permitted to fathom the blood; therefore, it is impossible to rebuild blood. Skilled surgeons successfully operate on every part of the body, but make a small opening in an artery at the wrists and allow the blood to flow out, and while the body is still warm, ask the most noted doctor to replace this thread of life. Can he do it with chemicals? He can not. The only way in which life can be restored is by transfusion; that is, by borrowing the same life-blood from another living being. The importance of such a Tonic as B-L. The vital part played by the blood in the human system is beyond question. To do this most important work, the blood, for obvious reasons, must be as nature intended. Unfortunately, however, in these modern times when the complexity of society imposes such heavy burdens upon humanity, we frequently find an anemic state of the blood and the individual is in what is commonly referred to as a run down condition. Two important questions are suggested by this situation. Is it possible to correct such an anemic state of the blood and relieve a person in a run down condition of that sort? And, if so, how may this necessary assistance be obtained? The answer to each inquiry is 'Yes,' with such qualifications as are suggested by common sense and indicated later in this discussion. What Poor Blood Requires. While the members of the medical fraternity, as is the habit of professional men, not infrequently disagree as to the merits or demerits of a particular method of treating some disorder or condition of the human body, they seem to be in substantial accord here. In other words, the consensus of opinion among skilled medical men is that a poor condition of the blood may be remedied and that one method of treatment seems to stand out from and above all others. To be more specific, skilled medical men are almost unanimous in the view that an anemic condition of the blood should be treated by the administration of a certain medicinal agent, particularly an agent that has been scientifically combined with other ingredients calculated to give it special value to the blood. It is not the province of this booklet to discuss the scientific reasons why this particular combination of ingredients has virtue, nor will space permit. However, it may be stated that among skilled medical men the prevailing belief is that the use of the particular medicinal agent above referred to in combination with the other ingredients is calculated to result in a tonic effect, in increased activity of the organs of elimination, and in some measure of relief from a run down condition. B-L fills the need. In the preparation of B-L the importance of this medicinal agent to the blood has been carefully and scientifically considered. Not only has that vital agent been employed, but it has been so prepared and blended with other ingredients as to render B-L a wonderful combination of medicinal agents with tonic properties. In other words, this medicinal agent is only one of the essential ingredients of B-L and has been mentioned merely to indicate the substantial basis for our statements regarding our preparations \* \* \*. Beware of Bad Breath and Bitter Mouth \* \* \*. After taking B-L every night as indicated, continue its use regularly twice each week, to flush the linings of the stomach \* \* \*. B-L will frequently relieve a headache, if taken in hot water from thirty minutes to an hour before meal \* \* \*. B-L has splendid tonic properties in an anemic state of the blood and a run down condition. Then it is that the red corpuscles in the blood are insufficient in numbers, the oxygen carrying power of these corpuscles impaired, the quantity of haematin and haemoglobin or red coloring matter of the blood deficient, and the quantity of the blood below normal. With an improvement of this anemic state of the blood, a run down condition due to such deficiency is relieved \* \* \*. Laboratory tests prove that the taking of B-L causes a steady increase in the number of red blood cells, and in the red coloring matter in the blood \* \* \*. B-L as a tonic \* \* \*, should be \* \* \* used frequently \* \* \*, even though there may be no anemic state of the blood or a run down condition. Remember the old adage about the ounce of prevention. \* \* \* B-L \* \* \* will flush the stomach \* \* \*. I am enclosing money order for three bottles of B-L. I have taken 1½ bottles for indigestion and am much improved. It

is indeed a wonderful medicine \* \* \*. I have used B-L for indigestion. I had been suffering from it for about eight years, and had tried almost every kind of medicine, but none gave me relief; I have taken four bottles of B-L and I feel like a new man. I went from 126 to 142 pounds in four months. Now, I can eat anything without any ill effects. I keep a bottle of B-L on hand always \* \* \*. I have taken one bottle of B-L and find it a fine medicine for indigestion \* \* \*. 2 Bottles—'Now Well.' I suffered two months with indigestion and stomach trouble, and I have used two bottles of B-L, and now I am entirely well \* \* \*. Health after 15 years' Sickness. I had been sick for 15 years and could not eat anything. My food would not digest, and my breath would be short, and I would swell up. I could not sleep at night. I saw your advertisement of B-L, and got a bottle of it, and was so well pleased with it that I am now on my third bottle. I now feel as though I am well \* \* \*. I am glad to say that your treatment has done me worlds of good. I feel like a new man. I have suffered with indigestion for the past seventeen years, but since using two bottles of your B-L, I can eat anything I want to and do not have any trouble. I am well now \* \* \*. It is the best medicine for indigestion that I have ever seen. Before taking B-L I could not eat meat at night, but now it does not hurt me \* \* \*. I have been suffering with my stomach for the last ten or twelve years. \* \* \* your wonderful medicine has helped me so much. I feel much better now \* \* \*. I have taken one bottle of B-L \* \* \*. Before taking it I could not sleep at night, had no appetite \* \* \*, after taking one bottle of B-L \* \* \* I can eat anything I want and sleep sound all night \* \* \*. It has increased my health very much \* \* \*. I can now eat anything, and it does not hurt me. I can do anything I want to, and it does not worry me at all, and I sleep well every night \* \* \*. I have been troubled with constipation for years, sometimes going 3 or 4 days without an action. Since taking B-L I have been having regular actions. The effects seem to last, and I do not have any trouble for long, long periods of time, whereas I used to have to take laxatives regular, which gave only temporary relief. I recommend B-L for constipation, especially for older people \* \* \*. Headache during monthly periods \* \* \*. Before I began taking B-L my health was so bad that I had sick headaches twice a month. I was in a weak and run-down condition. I weighed 110 pounds. Before I began taking B-L I was not able to go over our farm, now I can work anywhere in the field or house—do all my work \* \* \*. Dizzy Head \* \* \* I suffered two years with my head. At times I could hardly see \* \* \* I said it was blind staggers \* \* \* B-L \* \* \*. I decided to try a bottle and to my surprise it did me more good than anything I have tried \* \* \*. What the use of B-L has done for me. I was suffering greatly with indigestion \* \* \*. I could not eat anything at night and sleep in peace; indigestion would almost kill me. Now I can eat anything, and go to bed and sleep until morning without anything bothering me \* \* \*. B-L \* \* \* after taking the first bottle, I gained 17 pounds, and could eat most anything without fear. B-L did wonders for me \* \* \*. Increased appetite and Weight \* \* \*. I was all run down on account of having had 'Flu.' I could not do any work, and could not write with a pen at times. \* \* \* I have taken one bottle of B-L and now eat hearty and can work all day. I have gained seven pounds \* \* \*. B-L. I have taken two bottles and have gained 30 pounds \* \* \*. B-L has sure done me lots of good \* \* \*. Before I took B-L I felt so tired and so weak that I could hardly get one foot in front of the other and I weighed only 114 pounds. Now I weigh 140 pounds \* \* \*. Makes her look young \* \* \*. Before beginning its use I was weak and pale, could not eat or sleep, but since taking these two bottles of B-L, I now sleep well, and look like a real young person \* \* \*. B-L should be named 'Life-Saver' \* \* \*. My son was all run down, and I gave him only one dose and he felt just fine \* \* \*. My blood pressure was between 185 and 190. I used B-L for six months, and it brought my blood pressure to a little below normal \* \* \*. My blood pressure is now a little above normal, and I expect to take a little B-L from time to time to keep it normal \* \* \*. I was weak, without any appetite, and my stomach was in such a condition when I ate any food it nauseated me. I could not sleep at night. The cause of my condition was from having been gassed while serving with the U. S. Marines overseas. My brother recommended B-L, and after taking a few doses my condition improved. I have used two bottles, and I now have a good appetite, digest my food well, and sleep well at night \* \* \*. The doctor here told

me I had neuritis caused from pyorrhoea of the teeth \* \* \*. After I had taken two bottles of B-L, I began to improve rapidly, and at present, I feel fine \* \* \*. I was very sick \* \* \* they all said maybe I had rheumatism \* \* \*. I was very weak and very sleepy every day. I had to go to sleep because my limbs would give up and I was so weak inside that I had to lie down \* \* \*. Since I have taken B-L I don't have to go to bed, I feel strong, and my limbs don't bother me any more \* \* \*. Can eat anything \* \* \*. Dizziness, Roaring in Head \* \* \*. Before I started taking B-L, my head was all out of order; it just roared all the time, and when it didn't roar, I had a swimming in my head which made me feel like I was going over on my head all the time, and I would be so nervous until I could not do any work at all, and no nights did I sleep over one or two hours, then get up with that awful swimming in my head; but now, I am glad to say that B-L is worth its weight in gold. It is a wonderful medicine and I am so glad to find relief for my head and other troubles. \* \* \* since taking it myself I have been able to eat and sleep like I never did before. I was also troubled with pains in the back. They have also left me. In fact I feel like a two-year old, although I'll admit 57 \* \* \*. I have been troubled with pains in my legs and arms, and I had seen your B-L advertised, so I got a bottle and it helped me \* \* \*. My girl baby has always been bothered with indigestion. October 23 spinal meningitis set up from indigestion which left her stomach until it would not digest any food. Doctors tried everything on her stomach, finally got her started to eating delicate food, but she would take a spell of indigestion every few days until I began to give her B-L. Since then she hasn't had a single touch of indigestion and is healthy looking \* \* \*. Since taking B-L I have not been bothered with neuralgia half as much as I was before taking B-L \* \* \*. It was alleged in substance in the libels that the article was misbranded in that the statements borne on the labels, as above, were false and fraudulent, since the said article contained no ingredient or combination of ingredients capable of producing the effects claimed. It was further alleged in the libels, with respect to portions of the product, that the cuts in the booklet depicting weak, thin, pale blood, and rich, red, pure blood, accompanied by the statements, "Is your blood thin, weak, and watery like this? It should be rich, red, and strong, like this," were also false and fraudulent. Misbranding was alleged with respect to a portion of the article for the further reason that the statement in the booklet, "Fine Tonic For Children. B-L, because of its great tonic properties, is especially good for children, and may be given with perfect safety as it contains no alcohol nor anything to harm the most delicate child," was false.

On March 4, 1928, the Blut Life Co., Atlanta, Ga., having appeared as claimant for 400 dozen bottles of the product, and having admitted the allegations of the libel and consented to the entry of a decree, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the said 400 dozen bottles of the product be released to the claimant upon payment of costs and the execution of a bond in the sum of \$2,250, conditioned in part that it be relabeled in accordance with the law. On April 11, June 27, November 26, and November 30, 1928, respectively, default decrees of condemnation, forfeiture, and destruction were entered with respect to the balance of the product.

R. W. DUNLAP, *Acting Secretary of Agriculture.*

**16156. Misbranding of acid iron mineral compound. U. S. v. 19/12 Dozen, et al., Bottles of Acid Iron Mineral Compound. Default decrees of condemnation, forfeiture, and destruction. (F. & D. Nos. 22940, 22941, 22942, 22984. I. S. No. 02328. S. Nos. 1000, 1001, 1002, 1041.)**

On August 2, August 3, and August 16, 1928, the United States attorneys for the District of Maryland, Southern District of Georgia, and Southern District of New York, acting upon reports by the Secretary of Agriculture, filed in the District Courts of the United States for said districts libels praying seizure and condemnation of 7½ dozen large-sized bottles, and 44½ dozen small-sized bottles of acid iron mineral compound, remaining in the original unbroken packages in various lots at Baltimore, Md., Savannah, Ga., and New York, N. Y., respectively, alleging that the article had been shipped by the Acid Iron Mineral Percolating Corporation, from Salem, Va., in various consignments, on or about March 16, March 17, March 29, and July 26, 1928, respectively, and had been transported from the State of Virginia into the States of Maryland, Georgia, and New York, and charging misbranding in violation of the food and drugs act as amended.