

**19158. Adulteration and misbranding of Dunlop pyorrhea paste. U. S. v. 57 Packages of Dunlop Pyorrhea Paste. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 27065. I. S. No. 36518. S. No. 5207.)**

Examination of a drug product, known as Dunlop pyorrhea paste, from the shipment herein described having shown that the article contained less alcohol than labeled, that it was not antiseptic as represented, and that the labels bore unwarranted curative and therapeutic claims, the Secretary of Agriculture reported the matter to the United States attorney for the Northern District of Illinois.

On October 14, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 57 packages of Dunlop pyorrhea paste at Chicago, Ill., alleging that the article had been shipped by the Emme Dental Specialty Co., from St. Paul, Minn., on or about July 14, 1931, and had been transported from the State of Minnesota into the State of Illinois, and charging adulteration and 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 boric acid, glycerin, alcohol (4.6 per cent by volume), and water, flavored with peppermint oil. Bacteriological examination showed that the article was not antiseptic.

It was alleged in the libel that the article was adulterated in that it was sold under the following standard of strength, "Antiseptic," whereas the strength of the said article fell below such professed standard, in that it was not antiseptic.

Misbranding was alleged for the reason that the statement on the carton and tube, "20% alcohol," and the statements in the circular, "Antiseptic \* \* \* Being highly antiseptic, the Paste inhibits bacterial growth," were false and misleading. Misbranding was alleged for the further reason that the packages failed to bear a statement on the label of the quantity or proportion of alcohol contained in the article, since the statement made was incorrect. Misbranding was further alleged in that the following statements regarding the curative or therapeutic effects of the article, appearing in the labeling, were false and fraudulent, since the said article contained no ingredient or combination of ingredients capable of producing the effects claimed: (Tube) "Pyorrhea Paste \* \* \* For the Treatment of Pyorrhea and Mouth Diseases;" (carton) "Pyorrhea Paste \* \* \* For the Treatment of Pyorrhea and Mouth Diseases \* \* \* Patients Directions: Dunlop Pyorrhea Paste is not a mere dentifrice. In pyorrhea cases or trench-mouth, if the gums are too sore to brush, paste may be applied with the finger, rubbing lightly. Rub with up and down motion, working paste under the gum margin as well as massaging the gums. This paste may be used to great advantage in all cases of infection, applying direct to the wound. Read carefully Home Directions Inclosed. \* \* \* Tissue Treatment For Pyorrhea and Mouth Diseases;" (circular) "Pyorrhea Paste \* \* \* Dunlop Preparations Are Not An Experiment. They have been on the market continuously for over twenty years—all that time in the hands of dentists who use these preparations in daily practice and supplied their patients for home use. Without any advertising whatever, a nation-wide demand has been created which now requires an organized distributing agency to fill. We finally turned to the retail drug trade, which has such an organization already in the field. \* \* \* Pyorrhea Increasing Notwithstanding the increase of dental attention given to the American people, we find a rapid growth in the number of pyorrhea cases, especially in young people. Thirty years ago, cases were generally confined to persons past middle age, and the then common practice was to extract all affected teeth, assuming that it was only a matter of a few years when they would all be lost anyway. This is still the practice of some dentists who, unfortunately have not kept well informed in modern methods. Faulty Dentistry Faulty dentistry, while altogether too common and a serious charge against the profession as being one of the chief contributory causes of pyorrhea increase, can scarcely be charged to the individual dentist, but rather to incorrect teachings and erroneous theories. This has led to an indifference and failure to recognize the important functions of mouth tissue and is perhaps one of the greatest mistakes that modern dentistry has made in its entire history as a separate science. Importance of Mouth Tissues. The mistakes of the past as regards faulty dentistry are so well recognized, and dental journals

comment thereon too freely to require special reference in a brief statement of this kind. However, it is fast becoming recognized that tissue treatment requires much study and more real application of time and skill than any form of mechanical dentistry, such as filling cavities of teeth, extractions, crown and bridge or plate work. On this account there are many in the profession who do not take as readily to this important branch of dental service as necessity would demand. Healthy Teeth No tooth in the human head can long remain sound and normal if the supporting tissue is allowed to become impoverished or diseased. This is so self-evident to even the casual observer that it is difficult to understand the professional indifference to the question of tissue treatment in the past. The Dunlop System of pyorrhea treatment is one of the few pioneers in this field and the Dunlop Pyorrhea Paste is the only preparation for this purpose which has been in use by the dentists and patient continuously during the last twenty years with ever-increasing sales. Survival of the Fittest. Our survival with ever-increasing popularity and a gradual recognition of our claims, is the greatest possible recommendation as regards to the correctness of our methods of treating pyorrhea and other mouth diseases. \* \* \* We claim that the use of Dunlop preparations by the patient or general public according to directions will give quick relief in all cases to gum and tissue diseases, and will greatly retard, if not entirely stop, the advancement of these infections. \* \* \* Trench Mouth or Vincent's Disease Dunlop's Paste is invaluable for use in Trench Mouth or Vincent's Disease. For this trouble the gums and roof of the mouth should be gently massaged with Dunlop's Paste, using the fingers in massaging. Dunlop's Paste neutralizes and discharges all poisonous matter that accompanies this annoying disease. \* \* \* For family use, the paste may be applied on the brush in the manner of the ordinary dentifrice."

On February 11, 1932, 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.*

**19159. Misbranding of Blackhawk's compound liniment. U. S. v. 7 Dozen Bottles of Blackhawk's Compound Liniment. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 27084. I. S. No. 37915. S. No. 5305.)**

Examination of Blackhawk's compound liniment from the shipment herein described having shown that the labeling bore statements representing that the article possessed curative and therapeutic properties which it did not possess, the Secretary of Agriculture reported the matter to the United States attorney for the Eastern District of Pennsylvania.

On October 15, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of seven dozen bottles of Blackhawk's compound liniment, remaining in the original unbroken packages at Philadelphia, Pa., alleging that the article had been shipped by the Blackhawk Remedy Co., from Baltimore, Md., in part on or about July 11, 1931, and in part on or about September 12, 1931, and had been transported from the State of Maryland into the State of Pennsylvania, 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 crude mineral oil, gasoline, capsicum, fatty oils, and volatile oils including methyl salicylate, mustard oil, eucalyptus oil, and turpentine oil.

It was alleged in the libel that the article was misbranded in that the following statements regarding the curative or 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: (Carton) World's Greatest Pain Killer \* \* \* greatest pain killer ever sold. \* \* \* For Hay Fever, Asthma or Catarrh. A few drops in hand, \* \* \* inhale fumes. For Rheumatism, Stiff Joints, \* \* \* Lumbago, Headache, Earache, Toothache, Neuralgia, and that Pain in your Back. For All Pains and Aches For Paralysis or Drawn Cords It Is a Wonder Worker;" (bottle label) "For External Use Only For Headache, Earache, Toothache, Neuralgia, For Hay Fever, Asthma, Catarrh 10 drops in Steaming Hot Water. Inhale Fumes for Rheumatism, Lame Back, Stiff Joints, \* \* \* Lumbago, Swellings and all Pains;" (circular accompanying package) "Destroyers of Rheumatism. \* \* \* a pain destroyer it's a wonder worker. \* \* \* If you have a headache, rub a few drops across your forehead. \* \* \* For hard of hearing or head noise, rub