

plex for extended periods, any more than you'd expect one big meal to 'stay by you' for days. Similarly, you cannot expect a single meal to restore your strength if you have starved yourself for weeks. Because so many of us are actually 'vitamin starved' we can only begin to feel better—feel new vigor and energy—gradually—after we have taken Vitamin B-Complex regularly. It may take as much as 3 weeks before you notice the first beneficial 'lift.' However, the longer it takes, the greater the indication that your system has not been getting all of the vitamins required. WILL CHILDREN TAKE MAJOR-B-COMPLEX READILY? (YES! It's not like 'medicine') Your children particularly need vitamins. They need the Vitamin B-Complex especially because this vitamin helps promote strength for active, growing bodies, helps build weight, and stimulates healthy appetites. * * * One sure way is to give your children Major-B-Complex Tablets daily. * * * 'We know how (by means of vitamins) to maintain a high level of general health . . . a state in which we feel the vigor and zest for life and work that come from a continued sense of physical well-being.' For such good health and vitality, no price is too high. * * * Major-B-Complex provides * * * vitamin protection for all the family * * * the B-Complex is often the key to a happy, healthy family circle. [Pictures of various articles of food] * * * Major-B-Complex Tablets are compounded to provide significant amounts of the natural B-Complex * * * MAJOR-B-COMPLEX * * * containing * * * 5 vital Vitamin B factors * * * ."

The article was also alleged to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices.

DISPOSITION: December 18, 1944. No claimant having appeared, judgment of condemnation was entered and it was ordered that all leaflets and display posters accompanying the article be destroyed, and that the article be delivered to a charitable institution.

7915. Misbranding of Fero-B-Plex, Minerals Plus, sarsaparilla root U. S. P. with sassafras bark, Cetabs, Fenugreek Tea, and BoLax Laxative Tablets. U. S. v. 141 Packages of Fero-B-Plex, 4 Packages of Minerals Plus, 9 Packages of Sarsaparilla Root U. S. P. with Sassafras Bark, 8 Packages of Cetabs, 11 Packages of Fenugreek Tea, and 46 Packages of BoLax Laxative Tablets, and a number of booklets. Default decree of condemnation and destruction. (F. D. C. No. 12078. Sample Nos. 70727-F, 70728-F, 70767-F to 70771-F, incl.)

LIBEL FILED: April 3, 1944, Western District of Washington.

ALLEGED SHIPMENT: Between the approximate dates of July 15, 1942, and January 20, 1944, by LeLord Kordel and LeLord Kordel Products, from Chicago, Ill.

PRODUCT: 141 packages of Fero-B-Plex, 4 packages of Minerals Plus, 9 packages of sarsaparilla root U. S. P. with sassafras bark, 8 packages of Cetabs, 11 packages of Fenugreek Tea, 46 packages of BoLax Laxative Tablets, and a number of booklets, at Seattle, Wash.

Analysis disclosed that the Fero-B-Plex contained iron, calcium, phosphorus, vitamin B₁, vitamin B₂, and niacin; that the Minerals Plus contained calcium, phosphorus, iron, iodine, and vitamin D; that the sarsaparilla root U. S. P. with sassafras bark consisted essentially of sarsaparilla root and a small proportion of sassafras bark; that the Cetabs contained 31 milligrams of ascorbic acid per tablet; that the Fenugreek Tea consisted essentially of fenugreek seeds; and that the BoLax Laxative Tablets consisted essentially of powdered plant material including laxative plant drugs such as senna and buckthorn.

VIOLATIONS CHARGED: Misbranding, Section 403 (a), the following and similar statements in the labeling of the articles were false and misleading since they represented and implied that the articles would be of value in the treatment of arthritis, whereas they were not of value in the treatment of arthritis whether taken alone, in combination, or in conjunction with certain diets recommended in the labeling: (Booklet entitled "What You Can Do About Relieving the Agonies of Arthritis") "What You Can Do About Relieving the Agonies of ARTHRITIS * * * Practical and helpful advice for the millions who suffer from arthritis. * * * you may use diet and vitamins * * * to help speed relief and make life pleasanter for yourself. Relieving the Agonies of ARTHRITIS * * * Rivalling heart disease and cancer as a thing to be dreaded, arthritis stands near the head of the list of American afflictions. * * * Known variously as arthritis deformans, rheumatoid arthritis, atro-

phic arthritis and infectious arthritis—to mention only a few aliases—this is the joint affection which is characterized, in its more advanced stages, by swelling and deformity of the joint, accompanied by some degree of immobility. Its symptoms are easily recognized by those who know them, but, unfortunately, many people take them for mere momentary twinges and ignore their warning. This, incidentally, is one of the reasons for the great prevalence of arthritis in our country today. The American fault of putting off actions until driven to it—our grasshopper complex—is to blame for the number of bedridden arthritics. This type of arthritis starts off with such a twinge in the joints—usually in the hands, but sometimes in the knees. But the unfortunate human race is, apparently, used to taking such pains for granted as an integral part of their existence. So they pay no attention. Over a period of weeks, months, or even years, the pains get progressively worse, spreading to other joints and becoming more and more persistent. Then, when the sufferer can no longer stand it, he goes to a physician, only to find that treatment is now a long and patience-trying task. Had the disease been caught at its inception, things would have been much easier and complete recovery more assured. * * * It used to be considered that all arthritis was caused by focal infections in the body: teeth, tonsils, appendix and so on were all looked at askance, and promptly removed. At present, however, benefitting from the experience of such wholesale but often unsuccessful operative treatment, we look elsewhere for causes. And immediately improper diet comes to light: underweight, overweight, anemia, toxemia and acid condition of the blood have all been found to be important contributing factors. * * * But, getting back to the dietary causes, we find a greater abundance of factors, and ones that are not so much subject to conjecture. Here we find many of the arch villains in our life today: sweets, condiments, coffee, tea, alcohol and tobacco. With arthritis, carbohydrates such as contained in candies and other sweet things should be avoided like the plague; all spicy foods, too, must be omitted from the diet. It goes without saying that alcohol and tobacco—both of which are blood toxicants—must be eschewed. For this acid condition of the blood is one of the main contributing factors in cases of arthritis. Certainly, purity of the blood stream has been preached for so long now that it is surprising that one has to go on talking about it. And coffee is another thing which leads to such a state—particularly if drunk with cream and sugar; for the caffeine contained therein, if consumed to excess, is converted into uric acid, which in turn affects the blood when present in quantities. Starch foods are another thing to be done away with in the treatment of arthritis, as they also leave an acid ash. Thus, one finds that in combatting arthritis, it is essential to change the diet from one of acid-forming to alkaline-forming foods. Still another cause of rheumatoid arthritis has been found perhaps one of the most important factors among the many given: disturbed nutritional metabolism which is brought about by a deficiency of calcium phosphorus, and vitamin D and other essential minerals. As the calcium and phosphorus have been taken from other parts of the body to build up the calcareous deposit between the two bones that form the joint, there is an uneven distribution of the two elements in the rest of the body. The other bones and the blood have been deprived by nature of their calcium in order to bring about immobility—hence some supposed degree of ease—in the grating joint, and this must be re-introduced by the consumption of calcium- and phosphorus-bearing foods. * * * Lack of vitamin C has been claimed, by some authorities, to have a bearing on arthritis cases. This, too, affects the bone development, and provides increased resistance to infection, so it is an important element in the course of treatment. * * * Since anemia is another thing to be considered when trying to overcome arthritis, * * * An iron-rich supplement is also recommended. One of the most effective preparations for a dietetic treatment of arthritis is to stop eating entirely for a while. This may sound ambiguous, but it is entirely sensible when you pause to consider the benefits to be derived therefrom! A day of fast completely frees the body of accumulated poisons and gives the specific arthritis diet clear ground in which to work. So, with this in mind, the first step is to take a small dose of a mild laxative when you go to bed the night before the day of fasting. Taken with plenty of water, this flushes out all extraneous matter from the colon, but does not panic the peristaltic muscles. The following day, absolutely nothing should be taken into the system except pure distilled water. Drink as much of it as you can—a glass every hour. As it is distilled, it will gather up the unwanted impurities and undesirable mineral matter in the body. But, as a great deal of calcium and other minerals will be excreted during the course of the day, it is best that

you take at least six concentrated mineral tablets. This will preclude the loss of the minerals that are so valuable to the arthritic person. That night, again take some of the mild laxative, and get plenty of sleep. * * * Here is the procedure for the Juice Purifying Diet: Night before: Two BoLAX Tablets * * * Before retiring: Two BoLAX Tablets This is both a good way to continue the purifying of the intestinal tract and a method by which the complete fast may be tapered off. For the liquid part of it will continue to flush the colon, carrying away what impurities have managed to linger; yet the nutritive qualities of the fruits will benefit the system that has had no food without overtaxing the organs for whose benefit you started the fast: the stomach, liver and so forth. What's more, it has the highly desirable effect of alkalizing the system, a consummation devoutly to be wished in the treatment of arthritis. This, too, should be followed by the mild laxative upon retiring. Then, for a week, you continue the process of gradually breaking your fast by eating nothing but citrus fruit, apples, figs, pineapple, peaches, dates, berries—any fruit, in fact, except bananas. And continue to drink only distilled water, so as to get no elements other than those contained in the fruits themselves. This regime changes the intestinal flora, which is very beneficial in arthritis, and gives you more solid nourishment in preparation for a balanced diet. Needless to say, each night you should take the mild laxative in small doses. The next step in your program is to aid nature in stimulating the healing processes of the body. Without rapid healing, quick return to normal health is not easily possible. The Victory Healing Diet was designed to help accelerate the body's healing mechanism. Here is the procedure, to be followed to the letter for five days—less than five days will not give you the results you want; more than five days is a waste of time. Upon arising: Cup of Lelord Kordel's specially-treated Sarsaparilla Tea (or mint tea); 6 Fero-B-Plex tablets. * * * Before retiring: Cup of Lelord Kordel's Fenugreek Tea and two BoLAX tablets. This is very important! * * * Care must be taken that sufficient vitamins are provided. Vitamin A—the anti-infection one—ought to be taken in large quantities, as it seems to help a great many cases of arthritis, particularly if they are such as have started from some focal infection like sinus trouble. Even more important are B, C and D. B—which is of benefit in any sort of infection, and particularly if it happens to be in the intestinal tract (arthritis is certainly partly due to a toxic state of the intestines)—should be included. This can be derived from peas, lima beans, wheat germ, yeast, soybeans, whole grains and egg yolks. It is also found, to a large extent, in cabbage, carrots and tomatoes. Vitamin B Complex tablets are also recommended. * * * But fresh fruits and vegetables often do not furnish all the Vitamin C needed by the arthritic. If you think you are not getting enough vitamin C, we suggest a vitamin C concentrate in tablet form. An excellent one is called 'Cetabs'. * * * plenty of vitamin D should be taken in order to enable the body to absorb the calcium which is to make up the deficiency characteristic of rheumatoid arthritis. While on the subject of calcium, it is best to list those foods which are richest in it: Minerals-Plus * * * Thus the diet for arthritis is one in which all devitalized products are conspicuous by their absence. * * * Also, the arthritic should remember to drink a great deal of celery and cucumber juice during the course of each day— * * * This cocktail has the desirable property of being able to act as a solvent on the calcareous deposits which have been formed between the two bones of the affected joints, thus facilitating the return to motion. It is also wise to drink the juice of a fresh lime in a glass of distilled water every time you are thirsty. This is a good specific for arthritis. As the arthritic is forbidden meat protein * * * On the whole, though the diet emphasizes the alkaline fruits and vegetables, as can be seen by the following suggested skeleton menus which the patient can use: * * * Afternoon: * * * an herb tea like Lelord Kordel's Fenugreek Tea. * * * Before retiring: * * * Cup of strong Fenugreek Tea. * * * Such a program as has been outlined in this booklet, however, has been found to be most efficient in a great number of cases, and there is no reason to suppose that it won't do you a lot of good if followed faithfully. IMPORTANT! Many arthritics have reported wonderful results by using an herb tea that seems to be a splendid specific in helping arthritis and other rheumatic ailments. A cup should be drunk every other night—before retiring. Here is how to make this herb tea: Take one level tablespoonful of Fenugreek Tea and one level teaspoonful of Black Cohosh Root. Steep for 5 minutes in a cupful of boiling hot water. Strain. Sweeten with a teaspoonful of uncooked orange blossom honey; add a teaspoonful of lemon juice. Drink while still quite warm. UPSET STOMACH? Sour

Taste in Mouth? Belching? Gas Pains? Liver, Intestinal Irritations? on a Colitis or Ulcer Diet? Try FOR AMAZING RELIEF with FENUGREEK TEA FENUGREEK TEA * * * NOT A DRUG! * * * Fenugreek Tea is 'A Cup of Good Health from the Good Earth' * * * helping to eliminate the poisons that foster stomach troubles. It acts quickly to stop gas pains, sourness and belching. * * * It often tends to make your liver more active and to clear away the old bile from your system. Fenugreek Tea helps bring out gases and impurities which may have been inside you a long time. It will aid greatly in cleansing your bowels as they were never cleansed before—(gradually, not drastically or severely). It will help make your digestive organs sweet and clean. If your physician has placed you on an ulcer or colitis diet, you'll enjoy the soothing effects of Fenugreek Tea. * * * [Picture of stomach] The stomach lining is a series of small pits. Impurities cling in these pits, often causing serious disorders. The regular use of Fenugreek Tea will often help to cleanse these impurities. [Picture of intestinal tract] Headaches, backaches, and that tired-out feeling are often caused by toxic poisons that may enter the blood stream because of pockets of impurities in the intestinal tract. Use Fenugreek Tea daily. [Picture of liver] The liver, when sluggish and inactive, slows down the 'bile flow', causing headaches and lack of energy. Instead of using often harmful 'liver pills' try Fenugreek Tea—it's a natural herb product! [Picture of kidney] Impurities (acid and slime deposits) in kidneys are common causes of rheumatic and neuritis pains and general physical debility. 15 miles of tubing form the kidneys: try cleansing with Fenugreek! * * * FENUGREEK TEA An excellent herb for cleaning out the stomach—retarding intestinal fermentation and gas formation * * * ."

Fero-B-Plex, further misbranding, Section 403 (a), the statement, "Now Fortified with Calcium Phosphorous, and Copper," which appeared prominently on the front label, was misleading since it exaggerated the value of the article as a source of these minerals; and, Section 403 (j), the article purported to be and was represented as a food for special dietary uses by man by reason of its vitamin content, and its label failed to bear, as required by the regulations, a statement of the quantity of pantothenic acid, vitamin B₆, biotin, and other B-complex factors natural to high-quality yeast, present in a specified quantity of the product when consumed during a period of 1 day, and it failed to bear a statement that the need in human nutrition for pantothenic acid, vitamin B₆, biotin, and other B-complex factors natural to high-quality yeast, has not been established.

The articles were also alleged to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 1332.

DISPOSITION: September 30, 1944. No claimant having appeared, judgment of condemnation was entered and the products and the booklets were ordered destroyed.

7916. Misbranding of Ritamine Vitamin and Mineral Capsules. U. S. v. 937 $\frac{1}{2}$ Dozen Boxes of Ritamine Vitamin and Mineral Capsules and 9 Packages of Booklets. Consent decree of condemnation. Product ordered released under bond. (F. D. C. No. 14336. Sample Nos. 73761-F, 73762-F.)

LIBEL FILED: November 2, 1944, Southern District of California.

ALLEGED SHIPMENT: Between the approximate dates of January 26 and July 25, 1944, by the American Dietetics Co., Inc., from Yonkers, N. Y.

PRODUCT: 937 $\frac{1}{2}$ dozen boxes (various sizes) of Ritamine Vitamin and Mineral Capsules, and 9 packages, each containing 300 copies, of a booklet entitled "Health Topics," at Los Angeles, Calif. The booklets were alleged to have accompanied the product when it was introduced into and while it was in interstate commerce.

Examination showed that each box contained an equal number of black capsules and brown capsules; that the black capsules contained the quantities of vitamin A, vitamin B₁, vitamin C, vitamin B₂, and niacin amide declared on the label; and that the brown capsules contained the quantities of calcium, phosphorus, iodine, and iron declared on the label.

LABEL, IN PART: (Boxes) "Each Black Ritamine Contains Eight Vitamins: Vitamin A—5000 U. S. P. Units Vitamin B₁—666 U. S. P. Units. Vitamin C—600 Int'l Units Vitamin D—500 U. S. P. Units Vitamin B₂ (G)—2 Milligrams (2000 Gamma) Vitamin B₆—25 Micrograms Calcium Pantothenate—150 Micrograms Niacinamide—10 Milligrams," and "Each Brown Ritamine Contains: Calcium . . . 88.2 Mgs. Copper . . . 2.0 Mgs. Iodine . . . 0.10 Mgs