

tion of sodium salicylate; and that the *Emerson's K-A-C Cough Syrup* consisted essentially of sugar, menthol, camphor, ammonium chloride, potassium antimony tartrate, alcohol, and water.

NATURE OF CHARGE: *Emerson's Medicine*. Misbranding, Section 502 (a), the following statements in the labeling of the article were false and misleading, since they represented and suggested that the other ingredients named are adjuvants to the laxative action of aloes and that the article was effective to fulfill the promises of benefit stated and implied, whereas the other ingredients named are not adjuvants to the laxative action of aloes and the article was not effective to fulfill the promises of benefit stated and implied: (Carton and bottle label) "Active Ingredient: Curacao Aloes to which is added as Bitter Adjuvants Honduras Sarsaparilla, Poke Root, Dandelion Root, Prickly Ash Bark, Liverwort Leaves, Mandrake Root, Gentian Root, Stillingia, Burdock and Yellow Dock"; (circular entitled "Emerson's Medicine") "Carefully extracted juices from these well known roots and herbs according to Dr. Ray's specifications are added to the curacao aloes as bitter adjuvants. We believe that the combination of these ingredients is what has made Emerson's Medicine famous nationwide . . . Feel better . . . work better . . . eat better . . . sleep better"; and (circular entitled "Emerson's Medicine is Mother Nature's Own Laxative Medicine") "Tonic in action . . . Carefully extracted juices from these well known roots and herbs according to Dr. Ray's specifications are added to the Curacao aloes as bitter adjuvants. We believe that the combination of these ingredients is what has made Emerson's Medicine famous nationwide . . . Feel better . . . work better . . . eat better . . . sleep better . . . Health Brings Success. Healthy men and women stand a much better chance of gaining success in this busy world. Nothing is so valuable as physical fitness! Steady Nerves, firm muscles, a painless body, all make the quick active brain. Develop that pep and punch so necessary to overcome obstacles. Bring success to social and business life."

Further misbranding, Section 502 (f) (2), the labeling of the *Emerson's Medicine*, failed to bear such adequate warnings against unsafe duration of administration, in such manner and form as are necessary for the protection of users, since the article was essentially a laxative and its labeling failed to warn that frequent or continued use may result in dependence on a laxative to move the bowels.

Emerson's K-A-C Cough Syrup. Misbranding, Section 502 (a), the label statement "Relieves * * * colds, spasmodic croup * * * sore throat * * * congestion of upper respiratory organs, whooping cough" were false and misleading, since the article was not effective to relieve such conditions.

Emerson's K-A-C Cough Syrup and *Emerson's Lightning Liniment*. Misbranding, Section 502 (a), certain statements in circulars enclosed with the syrup and wrapped around bottles of the liniment, were false and misleading. These circulars contained representations regarding *Emerson's Medicine* which were similar to those in the circulars accompanying that product.

DISPOSITION: July 9, 1948. Default decree of condemnation and destruction.

2456. Misbranding of Sanite Ergot and Apiol Compound. U. S. v. 30 Dozen Boxes
* * * (F. D. C. No. 24748. Sample No. 345-K.)

LIBEL FILED: On or about April 28, 1948, Northern District of Georgia.

ALLEGED SHIPMENT: On or about March 2, 13, and 16, 1948, by the American Pharmaceutical Co., Inc., from New York, N. Y.

PRODUCT: 30 dozen boxes, each containing 25 capsules, of *Sanite Ergot and Apiol Compound* at Atlanta, Ga.

NATURE OF CHARGE: Misbranding, Section 502 (f) (1), the labeling of the article failed to bear adequate directions for use, since its labeling failed to reveal the conditions for which the drug was to be taken.

DISPOSITION: June 15, 1948. Default decree of condemnation and destruction.

2457. Misbranding of potassium soap. U. S. v. 11 Tubes * * * (F. D. C. No. 24378. Sample No. 22351-K.)

LIBEL FILED: March 15, 1948, Western District of Louisiana.

ALLEGED SHIPMENT: On or about January 24, 1948, from Dallas, Tex., by F. H. Jordan.