

**ALLEGED SHIPMENT:** On or about August 2, 1948, from the State of California into the State of New York.

**LABEL, IN PART:** "Autry's Minerals \* \* \* Ingredients: Dicalcium Phosphate, Ferrous (Iron) sulphate, Potassium iodide and a natural sedimentary Mineral deposit consisting essentially of carboneous material and the oxides of silicon with small amounts of other mineral oxides with excipients and sugar coating."

**NATURE OF CHARGE:** Misbranding, Section 502 (a), certain statements in the labeling of the article, which included a number of booklets entitled "Is Your Romance Dated?" "In Your Own Hands," and "A Portrait of Your Best Friend," were false and misleading since the article would not be efficacious for the purposes represented. The statements represented and suggested that the article would prevent failure of the glands of internal secretion, would retard old age, would make the body function properly as it should, and would restore normal vitality and youthful zest and pep; that it would prevent fatigue and permit the retention of all physical faculties to a greater age; that it would provide enchanting beauty; that it would prevent the face from becoming tired and drawn, would prevent signs of old age appearing at the age of thirty to thirty-five, would prevent wrinkles, would prevent the eyes from losing their luster, would prevent a dull and less animated facial expression, would prevent fingernails from becoming brittle and ridged, and would prevent poor health; that it would make the user well nourished and would improve the appearance; that it would overcome disease-producing factors and would provide richness and replenishment of the blood supply; that it would prevent infections; that it would keep the body in the best of health; that it would prevent numerous disturbances in the users' physical make-up, would prevent the gastrointestinal tract from losing the power to absorb in a normal way, and would prevent the cells of the body from losing the ability to assimilate; that it would give freedom from fatigue; that it would provide greater ability to work; and that it would improve the mind.

**DISPOSITION:** May 16, 1949. A plea of nolo contendere having been entered, the court imposed a fine of \$250.

**2764. Misbranding of tooth paste. U. S. v. John J. Harris (No Equal Products Co.).** Plea of guilty. Fine of \$100 and costs. (F. D. C. No. 23227. Sample Nos. 15354-H, 39540-H.)

**INFORMATION FILED:** January 14, 1948, Northern District of Illinois, against John J. Harris, trading as the No Equal Products Co., Chicago, Ill.

**ALLEGED SHIPMENT:** From the State of Illinois into the State of Wisconsin. The product was shipped on or about April 18, 1946, and February 6, 1947, and a number of booklets entitled "No Equal The World's Greatest Tooth Paste" were shipped on or about May 7, 1946, and February 17, 1947.

**PRODUCT:** Analysis showed that the product consisted of a gray paste containing essentially bentonite, water, calcium carbonate, a small amount of a fixed oil, and methyl salicylate.

**LABEL, IN PART:** "No Equal Tooth Paste."

**NATURE OF CHARGE:** Misbranding, Section 502 (a), certain statements in the booklets were false and misleading since the article would not be effective for the purposes and would not fulfill the promises of benefit suggested and implied by the statements. The statements represented and suggested that the article would be effective in the treatment of rheumatic and pulmonary affections, disorders of the scrofulous, and eczematous type, abscesses, sores,

wounds, toothache, pyorrhoea, mouth sores, bleeding gums, abscessed teeth, inflamed tonsils, sinus trouble, ulcerated and pus cases, irritation caused by artificial teeth, tongue blisters, swollen gums, sore throat, catarrh, and disorders of the mouth and throat; that the article would be effective in treating a dead and abscessed tooth where bone tissue had partly decayed; that it would be effective for healing and hardening tender and bleeding gums; that it would be effective in stopping toothache and in preventing and relieving pyorrhoeal conditions; that it would be effective in healing sunburn, infections, cuts, bruises, scalds, and insect and animal bites; that it would be effective in healing power in absorbing poisonous substances of the body and in relieving soreness and inflammation; that it would correct and prevent disorders, preserve the teeth and tissues, check ailments and stop pain, and relieve pain in the gums of teething infants.

Further misbranding, Section 502 (b) (2), the tubes containing the article bore no statement of the quantity of the contents.

**DISPOSITION:** October 13, 1948. A plea of guilty having been entered, the court imposed a fine of \$100 and costs.

**2765. Misbranding of Spectro-Chrome. U. S. v. 1 Device \* \* \*. (F. D. C. No. 17419. Sample No. 16673-H.)**

**LABEL FILED:** September 29, 1945, Western District of Michigan.

**ALLEGED SHIPMENT:** By the Dinshah Spectro-Chrome Institute, from Newfield and Malaga, N. J. The device was shipped on or about August 21, 1945, and a quantity of printed and graphic matter was shipped on or about August 22, 1945.

**PRODUCT:** 1 *Spectro-Chrome* device at Houghton, Mich., together with a quantity of printed and graphic matter entitled "Favorscope for 1945," "Rational Food of Man," "Spectro-Chrome General Advice Chart for the Service of Mankind—Free Guidance Request," "Certificate of Benefit Studentship," "Spectro-Chrome—December 1941—Scarlet," "Spectro-Chrome Irradiation—Free Guidance," and "Spectro-Chrome Manual for Dinshah Spectro-Chrome."

The device consisted essentially of a cabinet equipped with an electric light bulb, an electric fan, a container for water, glass condenser lenses, and glass slides, each of a different color. The cabinet had an opening in the front in which the glass slides could be inserted and through which the light from the bulb would emit.

**NATURE OF CHARGE:** Misbranding, Section 502 (a), the label statements "Dinshah Spectro-Chrome \* \* \* Visible Spectrum Color Projector \* \* \* This Spectro-Chrome Projector \* \* \* is a Benefit granted to an Affiliate of Dinshah Spectro-Chrome Institute, a \* \* \* Health Corporation \* \* \* \* \* It is presented for self-use and self-verification" were false and misleading. These statements represented and suggested that the device was capable of restoring, maintaining, or otherwise favorably influencing the health of the user. The device was incapable of accomplishing the results claimed, and the use of colored light would have no effect on health.

Further misbranding, Section 502 (a), the statements and references in the printed and graphic matter accompanying the device were false and misleading. These statements represented and suggested that the device when used as directed was effective for the attainment, improvement, restoration, and maintenance of health. The device was not effective for such purposes,