

U. S. DEPARTMENT OF AGRICULTURE,

BUREAU OF CHEMISTRY.

C. L. ALSBERG, CHIEF OF BUREAU.

SERVICE AND REGULATORY ANNOUNCEMENTS.

SUPPLEMENT.

N. J. 4451-4500.

[Approved by the Acting Secretary of Agriculture, Washington, D. C., October 9, 1916.]

NOTICES OF JUDGMENT UNDER THE FOOD AND DRUGS ACT.

[Given pursuant to section 4 of the Food and Drugs Act.]

4451. Misbranding of "Dr. John Bull's Improved Sarsaparilla Compound."
U. S. * * * v. Dr. John Bull Medicine Co., a corporation. Plea of
guilty. Fine, \$25 and costs. (F. & D. No. 6435. I. S. No. 7273-e.)

On October 5, 1915, the United States attorney for the Southern District of Ohio, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the Dr. John Bull Medicine Co., a corporation, doing business at Cincinnati, Ohio, alleging shipment by said company, in violation of the Food and Drugs Act, as amended, on or about February 14, 1913, from the State of Ohio into the State of Texas, of a quantity of "Dr. John Bull's Improved Sarsaparilla Compound," which was misbranded. The article was labeled: (On bottle) "Dr. John Bull's Improved Sarsaparilla Compound Contains 14 Per Cent Alcohol Prepared for and Guaranteed by The Dr. John Bull Medicine Co., Cincinnati, O. under the Food and Drugs Act June 30, 1906 Serial No. 2841. This is a reliable and safe remedy for all diseases arising from an impure state of the system, such as Scrofula, King's Evil, obstinate Cutaneous Eruptions, Erysipelas, Pimples on the face, Blotches, Boils, Chronic Sore Eyes, Ringworm or Tetter, Scald Head, Pains in the Bones or Joints, Dropsy, General and Nervous Debility, and diseases arising from an injudicious use of mercury. Shake the bottle before using and keep it well corked. Directions.—For an adult from one and a half to two tablespoonfuls three times a day, about an hour before eating. When a decided and active effect is desired, the full dose should be taken. For a child ten years old, half the above dose. It may be taken in a small quantity of water, or without, as is most pleasant." (Blown in bottle) "John Bull Extract of Sarsaparilla, Louisville, Ky." (On wrapper) "Dr. John Bull's Improved Sarsaparilla Compound Contains 14 per cent. Alcohol. Guaranteed under the Food and Drugs Act June 30, 1906. Serial No. 2841. This is a reliable and safe remedy for all diseases arising from an impure state of the

system, such as Scrofula, King's Evil, obstinate Cutaneous Eruptions, Erysipelas, Pimples on the face, Blotches, Boils, Chronic sore Eyes, Ringworm or Tetter, Scald Head, Pains in the bones or joints, Dropsy, General or Nervous Debility, and diseases arising from an injudicious use of mercury. This Extract is extensively used by the best physicians in the country, and is confidently recommended as being the best article now in use. Prepared for Dr. John Bull Medicine Co. Cincinnati, Ohio. John Bull, Entered according to the Act of Congress, in the year 1855, by John Bull, in the Clerk's Office of the District Court of the United States for the Southern District of New York. Guaranteed by Dr. John Bull Medicine Co., Cincinnati, O., Under the Food and Drugs Act, June 30, 1906 Serial No. 2841 Beware of Fraud!—Look out for Poison! It is with much regret that I have to caution the public against a number of unprincipled persons who have been doing quite an extensive and profitable business by counterfeiting my justly popular Sarsaparilla. These unprincipled swindlers, not content with robbing me of my money, are doing still worse—jealous of my personal reputation, and also of the high stand that my medicine has in public confidence—they are robbing me of my good name, by making an inferior and worthless imitation, calculated to injure the health, and destroy the lives of those who use it, and selling it at a less price than the genuine Bull's Sarsaparilla can be made for. The public are cautioned against all such frauds. The genuine Bull's Sarsaparilla has my name engraved on the outside wrapper on each bottle; to counterfeit which will be forgery. I have also prepared, according to the laws of the United States, a copyright for the outside label, and all persons who violate my right by infringing on the same will be prosecuted to the utmost extent of the law. New York, 1855. John Bull." (Statements in foreign languages.)

Analysis of a sample of the article by the Bureau of Chemistry of this department showed the following results:

Nonvolatile matter (grams per 100 cc)-----	7.1
Ash (grams per 100 cc)-----	1.3
Alcohol (per cent by volume)-----	14.1
Potassium iodid (gram per 100 cc)-----	0.42

A hydroalcoholic solution of potassium iodid, vegetable extractive, sarsaparilla (indicated), and reducing sugars.

Misbranding of the article was alleged in the information for the reason that the following statements regarding the therapeutic or curative effects thereof, appearing on the labels aforesaid, to wit, "Dr. John Bull's Improved Sarsaparilla Compound * * * This is a reliable and safe remedy for all diseases arising from an impure state of the system, such as * * * Erysipelas * * * Chronic Sore Eyes * * * Ringworm or Tetter, Scald Head, * * * Dropsy * * *," were false and fraudulent in that they were applied to the article knowingly, and in reckless and wanton disregard of their truth or falsity, so as to represent falsely and fraudulently to the purchasers thereof, and create in the minds of purchasers thereof the impression and belief, that it was, in whole or in part, composed of, or contained, ingredients or medicinal agents effective, among other things, as a reliable and safe remedy for all diseases arising from an impure state of the system, such as erysipelas, chronic sore eyes, ringworm, tetter, scald head, and dropsy, when, in truth and in fact, it was not, in whole or in part, composed of, and did not contain, such ingredients or medicinal agents.

On October 7, 1915, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$25 and costs.

C. F. MARVIN, *Acting Secretary of Agriculture.*