

PRODUCT: 6 4-pound packages of *Tone-O-Mor*, 6 1-quart bottles of *Mor-O Liquid*, and 10 1-quart bottles of *Bro-No-Mor* at Hospers, Iowa, together with one poster entitled "Step Up Egg Production and Hatchability" and two magazines entitled "Hilltop Poultry News Broadway Issue 1947, Vol. V, No. 1." Analyses showed that the *Tone-O-Mor* was a mixture of iron oxide, epsom salt, ferrous sulfate, copper sulfate, sulfur, plant matter, and small amounts of alkaloids, including strychnine; that the *Mor-O Liquid* was essentially an acid liquid containing tannin extracts, aromatic substances, and lactic acid; and that the *Bro-No-Mor* was essentially a kerosene emulsion containing camphor, guaiacol, eucalyptol, other phenolic substances, and water.

NATURE OF CHARGE: *Tone-O-Mor*. Misbranding, Section 502 (a), the name of the article and certain statements in its labeling were false and misleading, since the name and statements represented and suggested that the article was effective to promote growth and hatchability, to aid poultry health, to step up egg production, and to keep birds laying and healthy. The article would not be effective for the purposes stated and implied.

Mor-O Liquid. Misbranding, Section 502 (a), certain statements in the labeling were false and misleading, since they represented and suggested that the article was effective in the treatment of noninfectious enteritis; that it was effective to aid poultry health and to keep poultry laying and healthy; and that it contained 100 percent active ingredients. The article was not effective for such purposes, and it did not contain 100 percent active ingredients.

Bro-No-Mor. Misbranding, Section 502 (a), certain statements in the labeling were false and misleading, since they represented and suggested that the article when used as directed was effective in the treatment of simple noninfectious conditions of the upper respiratory tract of poultry; and that it would be effective to aid poultry health, to prevent and combat respiratory trouble, to keep poultry laying and healthy, and to aid in loosening accumulated mucous in the nose and throat. The article when used as directed was not effective for such purposes.

DISPOSITION: November 25, 1947. Default decree of condemnation and destruction.

2349. Misbranding of Tropiodin Colloidal Iodine (jelly paste form and liquid form) and misbranding of Chloro-Iodine. U. S. v. 45 Jars, etc. (F. D. C. No. 21972. Sample Nos. 38897-H to 38899-H, incl.)

LABEL FILED: December 16, 1946, Eastern District of Wisconsin.

ALLEGED SHIPMENT: 9 jars of the *Tropiodin Colloidal Iodine* (jelly paste form) were secured from Albert B. Trencavel, doing business as the Neodyne Company, Chicago, Ill., and transported from Chicago to Pewaukee, Wis., in the automobile of Jack H. Schmutzler during the month of July 1946. All other jars of the product were shipped by M. T. Edwards, under the direction of Albert B. Trencavel, doing business as the Neodyne Company, from Ashland, Va., to Pewaukee, Wis., on or about September 9, 1946. The *Tropiodin Colloidal Iodine* (liquid form) and the *Chloro-Iodine* were purchased by Jack H. Schmutzler from Albert B. Trencavel, doing business as the Tropiodin Company, Chicago, Ill., and transported from Chicago to Pewaukee in the automobile of Jack H. Schmutzler on or about October 31, 1946. A quantity of printed matter relating to the products was shipped by Albert B. Trencavel, senior trustee and president of the Trencavel Company, Chicago, Ill., from Chicago to Jack H. Schmutzler, Pewaukee, Wis., on or about July 23 and September 13, 1946.

PRODUCT: 68 jars of *Tropiodin Colloidal Iodine* (jelly paste form), 153 bottles of *Tropiodin Colloidal Iodine* (liquid form), and 177 bottles of *Chloro-Iodine* at Pewaukee, Wis., together with 1,075 copies of a circular entitled "Tropiodin," 400 blotters bearing the words "Directions for use of Tropiodin," and 300 circulars entitled "(Non-Specific) Chloro-Iodine." The jars were 1-, 2½-, and 4-ounce sizes, and the bottles were 4-, 8-, and 16-fluid ounce sizes. Analysis of the *Tropiodin Colloidal Iodine* products showed that they consisted chiefly of water, starch, iodine, and potassium iodide; and that the *Chloro-Iodine* consisted chiefly of glycerin, iodine, potassium and sodium iodides and chlorides, and water.

NATURE OF CHARGE: *Tropiodin Colloidal Iodine* (liquid form and jelly paste form). Misbranding, Section 502 (a), certain statements in the circulars entitled "Tropiodin" and in the blotters were false and misleading. These

statements represented and suggested that the articles when used as directed would be efficacious in the treatment of mastitis, contagious abortion, sterility, Johne's disease, and infections in goats and cows; that they would be effective for cuts, sores, swollen udders, inflammations, and bruises in animals; that they would be effective antiseptics and bactericides for intravenous, intramuscular, and subcutaneous injections, and for the mucous membrane in general; that when used as directed the articles would be effective in destroying disease-producing germs; that they would be effective in combating inflammation and in detoxifying tissues and body fluids; that they would promote toxin removal by deeply stimulating the lymphatic system; that they would be effective in reducing fever and would interfere with the progress of disease; that they would be efficacious in the treatment of infections in general and diseases due to improper nutrition, feed conditions, or inflammation; that the articles when used as directed would be efficacious in the treatment of acute and chronic mastitis in cows and goats; that they would be efficacious in the treatment of pneumonia in cows and bulls, shipping fever, milk fever, white scours, sterility, toxic infections, and inflammatory and bacterial conditions; that the articles when used as directed would be efficacious in the treatment of endometritis, cervicitis, vaginitis, *Brucella abortus*, *Trichomonas*, *Corynebacteria* infection, cystic degeneration of the ovaries, and pyometra; that they would be efficacious in the treatment of various causes of abortion and sterility; that they would be efficacious in the treatment and eradication of trichomoniasis in cattle, and in the treatment of wooden tongue and timber tongue in cases of actinomycosis. The articles when used as directed would not be effective in the treatment of the diseases, conditions, and symptoms stated and implied. Further misbranding, Section 502 (a), certain statements on the label of the *Tropiodin Colloidal Iodine* (liquid form) were false and misleading, since they represented and suggested that the article was effective in the treatment in animals of inflammatory processes and infections in general, mastitis, pneumonia, white scours, off-feed conditions, and other infections. The article was not effective in the treatment of such conditions in animals.

Chloro-Iodine. Misbranding, Section 502 (a), certain statements in the circular entitled "(Non-Specific) Chloro-Iodine" were false and misleading. These statements represented and suggested that the article would be effective as an internal and external remedy for better animal health; that when used as directed it would be efficacious in the treatment of infections associated with staphylococci, streptococci, *Corynebacteria*, abortion bacilli, trichomonads, nematodes, cestodes, trematodes, and other equally virulent and destructive organisms; that it would be effective as an antiseptic, germicide, and vermicide, and as a curative agent in specific diseases; that it would ward off ailments which disastrously ravage animal flesh; that it would be effective in preventing and combating disease in livestock, in preventing contamination and blood poison setting in, and in warding off infection caused by disease germs attacking the body; that it would inhibit sepsis; that when used as directed it would be inimical to all pathogenic organisms that infect the animal body; that when used as directed it would be efficacious in the treatment of mastitis, contagious abortion, sterility, and Johne's disease (paratuberculosis); that it would be effective in the eradication of disease and would maintain resistance to disease; that it would be effective as a prophylactic and healer and as a disinfectant for open sores and inflammatory conditions, abscesses, carbuncles, skin infections of all kinds, and the mucous membrane in general; that it would be effective against all infections of the eye and of the entire genital tract; that it would be effective as a dewormer for goats, sheep, and hogs, and as a bactericide in dysentery of animals; that it would be effective in entirely deworming animals; that it was a specific in destroying the causative germs of dysentery, in eradicating the irritation and inflammation of the intestines, and in stopping diarrhea; that it would be a curative and prophylactic for warding off mastitis, milk fever, dysentery, off-feed conditions, and diseases that originate from improper feeding and bacterial and parasitic invasion; that it would be effective in controlling sterility in cows; that it would be efficacious in the treatment of wooden tongue, timber tongue, endometritis, cervicitis, vaginitis following *Brucella abortus* (Bang's disease), *Trichomonas*, and *Corynebacteria* infection. The article when used as directed would not be effective in the treatment of the diseases, conditions, and symptoms stated and implied.

DISPOSITION: August 11, 1947. Default decree of condemnation and destruction.