

skin and flabbiness on the face, neck or any part of the body," (Estro Turtle Hormone Cream) "1) It helps to remove eye lines age-lines. 2) It helps to firm up sagging muscles, double chin and crepey throats. 3) It helps to stimulate undernourished skin and brings back fresh and youthful glow to faded face and neck-skin," and (Estrogenic hormone cream) "helps to erase eye lines, large pores and skin impurities. Helps to stimulate undernourished skin and brings back freshness to faded face and neck."

DISPOSITION: November 17, 1949. Default decree of condemnation. The court ordered that a portion of the products be delivered to the Food and Drug Administration and that the remainder be destroyed.

3035. Misbranding of St. Johns 4 Way Hair Grower and Scalp Treatment. U. S. v. 12 Bottles, etc. (F. D. C. 27217. Sample No. 47706-K.)

LIBEL FILED: May 16, 1949, Southern District of West Virginia.

ALLEGED SHIPMENT: The product and a number of leaflets and display cards were shipped on or about March 12 and April 1 and 5, 1949, by the St. Johnsbury Products Co., from Los Angeles, Calif., and a number of other leaflets were shipped by the Dispatch Printing Co., from Los Angeles, Calif., on or about March 30, 1949.

PRODUCT: 12 8-ounce bottles of *St. Johns 4 Way Hair Grower and Scalp Treatment* at Charleston, W. Va., together with a number of leaflets entitled "Announcing The Discovery of St. Johns 4 Way Hair Grower and Scalp Treatment" and "Jack Chefe" and a number of display cards entitled "A New Discovery."

LABEL, IN PART: "St. Johns 4 Way Hair Grower and Scalp Treatment \* \* \*  
Ingredients: Prepared with Complex Glucosides, Sodium Bicarbonate, Sodium Sulfate, Sodium Chloride, and Ferric Chloride."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the bottle label and in the leaflets and on the display cards were false and misleading since they represented and suggested that the article was effective in growing hair on bald heads, stopping the loss of hair, and curing dandruff and scalp itch, whereas the article was not effective for such purposes.

DISPOSITION: December 19, 1949. The St. Johnsbury Products Co., claimant, having filed an answer and the answer subsequently having been withdrawn, judgment of condemnation was entered and the court ordered that the product be destroyed.

3036. Misbranding of Jessamine's Electro-Way (device). U. S. v. 1 Device \* \* \*. (F. D. C. No. 28303. Sample No. 55296-K.)

LIBEL FILED: On or about December 1, 1949, Western District of Missouri.

ALLEGED SHIPMENT: On or about September 12, 1949, by Jessamine's, from Oakland, Calif.

PRODUCT: 1 *Jessamine's Electro-Way* device at Kansas City, Mo. This device consisted of a transformer to reduce the voltage of the ordinary house current and pads by means of which the low voltage current could be applied to any desired part of the body.

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the accompanying labeling of the device, namely, in an undated letter mailed September 5, 1949, in letters dated September 20, 1949, and September 29, 1949,

and in 3 pamphlets entitled "Reducing Made Easy," were false and misleading. The statements represented and suggested that the device was effective in bringing about a reduction in weight, development of the breast, removal of wrinkles, correction of sagging muscles, skin stimulation, muscle toning, muscle exercising, and promoting the growth of hair; that it would be effective in the relief of nerve and muscle tension, arthritis, varicose veins, high blood pressure, hypertension, paralysis, constipation, migraine, psoriasis, and headache; that it would be effective to restore hearing, prevent blindness, induce pregnancy, and promote circulation of good blood; and that it would be effective to treat muscle injuries, menstrual cramps, aches and pains, sinus, shingles, and cramps. The device was not effective for such purposes.

**DISPOSITION:** January 20, 1950. Default decree of condemnation. The court ordered that the device and the accompanying labeling be delivered to the Food and Drug Administration.

**3037. Misbranding of Massage-O-Mat (device). U. S. v. 1 Device \* \* \***  
(F. D. C. No. 25805. Sample No. 9109-K.)

**LIBEL FILED.** October 6, 1948, District of New Jersey.

**ALLEGED SHIPMENT:** On or about July 20, 1948, by the Massage-O-Mat Corp., from New York, N. Y.

**PRODUCT:** 1 device known as *Massage-O-Mat* at Asbury Park, N. J., together with a number of circulars entitled "A New Beauty and Health Service For You."

This device was an electrically operated mechanical massager. The top, on which the user reclined, was made of some flexible material. Underneath were 270 rubber rollers. The back and forth motion of these rollers pressing against the body through the top covering, rolled and kneaded the body of the user.

**NATURE OF CHARGE:** Misbranding, Section 502 (a), the following statements in the circular were false and misleading since the statements represented and suggested that the device was effective in the treatment of the conditions stated and implied, whereas it was not effective for such conditions: "Health Service \* \* \* to help you to \* \* \* radiant health! \* \* \* a real 'toning' treatment \* \* \* work of stimulating circulation, toning muscles and nerves, relieving tension, and reducing whichever parts of your body you wish. \* \* \* It relieves \* \* \* cramp, and helps you to strong, healthy feet. \* \* \* Massage as the ideal way to reduce \* \* \* take an all-over reducing treatment; or, if you wish you can concentrate on particular parts of the body; or you can do both in one session! \* \* \* will stimulate your general circulation and start the 'toning' process. To Reduce Your Hips \* \* \* To Reduce Your Thighs \* \* \* To Reduce Your Abdomen \* \* \* rollers will do their work of toning and firming the superfluous flesh \* \* \* stimulating circulation, relaxing tight, cramped muscles, easing fatigue and pain \* \* \* the Massage-O-Mat to solve your individual figure problems \* \* \* eases tension and fatigue, induces real relaxation, and helps keep you fit \* \* \* the healthful, normal way! Also, the rolling action of the Massage-O-Mat duplicates the natural action of the intestines and helps keep you 'regular' \* \* \* use the Massage-O-Mat whenever you feel depressed \* \* \* It will help you to health, vitality."

**DISPOSITION:** January 16, 1950. The Massage-O-Mat Corp., claimant, having filed an answer denying that the device was misbranded and subsequently