

SHIPPED: 10-6-55, from East Paterson, N. J., by Merit Food Products, Inc.

LABEL IN PART: (Btl.) "Merit Pure Apple Juice Concentrate."

ACCOMPANYING LABELING: Pamphlets entitled "Tempting Apple Concentrate."

LIBELED: 2-28-56, N. Dist. Okla.

CHARGE: 502 (a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article was effective as a detoxifier; that it was effective to prevent the basic cause of disease, the adverse effects of toxins in the body due to (1) disturbed metabolism, (2) the ingestion of decomposed foods, of foods containing deleterious chemicals, and of drugs, and (3) bacterial invasions of the body; and that it was effective to prevent aches and pains, irritability and general malaise, degenerative changes of the mucous membranes and connective tissues, symptoms resembling arthritis and rheumatism, blood disorders, and the premature emptying of the uterus.

DISPOSITION: 3-23-56. Default—destruction.

5029. Apple juice concentrate. (F. D. C. No. 38668. S. No. 14-067 M.)

QUANTITY: 45 1-qt. btls. at Little Rock, Ark.

SHIPPED: 5-18-55, from East Paterson, N. J., by Merit Food Co., Inc.

LABEL IN PART: (Btl.) "Diet-Wise Pure Apple Juice Concentrate \* \* \*  
Distributed By Diet-Wise Foods Company, 127 Prospect St. Passaic, N. J."

ACCOMPANYING LABELING: Pamphlets entitled "Tempting Apple Concentrate."

LIBELED: 11-9-55, E. Dist. Ark.

CHARGE: 502 (a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article was effective as a detoxifier; that it was effective to prevent the basic cause of disease, the adverse effects of toxins in the body due to (1) disturbed metabolism, (2) the ingestion of decomposed foods, of foods containing deleterious chemicals, and of drugs, and (3) bacterial invasions of the body; and that it was effective to prevent aches and pains, irritability and general malaise, degenerative changes of the mucous membranes and connective tissues, symptoms resembling arthritis and rheumatism, blood disorders, and the premature emptying of the uterus.

DISPOSITION: 12-19-55. Default—delivered to a charitable institution.

5030. Papay-O-Melon. (F. D. C. No. 38739. S. Nos. 21-236 M, 21-240 M.)

QUANTITY: 42 cases, 12 1-qt. btls. each, at Oklahoma City, Okla.

SHIPPED: Between 9-22-55 and 11-25-55, from St. Augustine, Fla., by Curtis-Sunny Isle Products.

LABEL IN PART: (Btl.) "A Curtis-Sunny Isle Product Homogenized Papay-O-Melon \* \* \* Made from Fresh Ripe Papaya Melons Sugar Added \* \* \* Vitamin Content A, in particular, seems to occur to the extent of 10,000 units to the pound of ripe fruit; B, 7,500 units; C, 7,500 units; G, 10,000 units. \* \* \* Non-Fattening \* \* \* blended scientifically \* \* \* to retain all its essential qualifications and luscious flavor."

RESULTS OF INVESTIGATION: Examination showed that the article was a thick orange-red sirupy liquid containing a substantial amount of sugar, artificial flavor, and artificial color. The product did not have the taste of papaya but resembled in taste an imitation strawberry-flavored beverage.

LIBELED: 12-9-55, W. Dist. Okla.