

4413. Misbranding of "P. P. P. Prickly Ash Poke Root Potassium and Stillingia." U. S. * * * v. Florence Virginia Lippman. Plea of nolo contendere. Fine, \$25. (F. & D. No. 6231. I. S. No. 3399-e.)

On December 14, 1915, the United States attorney for the Southern District of Georgia, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Florence Virginia Lippman, Savannah, Ga., alleging shipment by said defendant, in violation of the Food and Drugs Act, as amended, on or about January 8, 1913, from the State of Georgia into the State of Maryland, of a quantity of "P P P Prickly Ash Poke Root Potassium and Stillingia," which was misbranded. The article was labeled: (On carton) "P P P Prickly Ash Poke Root Potassium and Stillingia Contains 16% Alcohol. No. 979 Guaranteed by F. V. Lippman. Manufactured by F. V. Lippman Savannah, Ga. A Blood Purifier Indicated in all Blood Poisons and so-called Impurities of the Blood. It has proven to be a Valuable Remedy for Syphilis and Scrofulas and is recommended for Rheumatism, Gout, Old Sores, Glandular Enlargements, and all conditions arising from Blood Poison. It is especially adapted to Malarial Poisons, and will thoroughly eradicate this terrible enemy to health, from the system. It stimulates the entire Glandular System to excretion and secretion, which functions are suspended in Malarial Poisoning, and the entire mass of blood becomes depraved and impure. P. P. P. does just the necessary work, stimulates the entire Glandular System, embracing the Liver, Kidneys and millions of subcutaneous or sweat glands, which are the most natural sewers of the human economy, and must be kept in an active state to keep the blood cleansed. Read our directions and follow them, and it will prove to be all we claim for it. Price, \$1.00 per Bottle Pint Size. 'Registered in U. S. Patent Office, August 1907.'" (On back of carton) "Directions: Begin by taking one large tablespoonful three times daily, in a half a glass of water, after each meal. Always take after meals, as P. P. P. is a valuable assistant to digestion. After ten days increase to two tablespoonfuls, and continue this for ten days, then increase to three tablespoonfuls, three times daily, in a glassful of water. The dose should never be carried above this, and should be brought up gradually as directed. Eruptions: Should an eruption appear on the surface of the body during this course, it should be hailed as favorable, indicating as it does, that the blood is being unloaded of its impurities through the sweat glands. The surface of the body should be well bathed with hot water and soap, at least three times a week during eruption, as the impurities once thrown to the surface should not be allowed to be reabsorbed. If no eruption appears after carrying medicine up to full dose, lessen dose after taking full dose ten days, and gradually go down to first dose—one tablespoonful three times a day. This dose should be taken as before, ten days, and then left off. This is considered a full course of treatment, and will, in a majority of instances, be sufficient to eradicate the blood poison, for which it is taken. If not cured entirely, but benefited by this course, it would be well to go over the course a second time, as some cases are obstinate, and do not yield to one course. Long standing cases, and those of a more serious character, require a longer use of the medicine, but anyone who has been a great sufferer from a serious blood poison, should by all means continue its use for several months after every symptom has disappeared. Respectfully, F. V. Lippman Successor to The P. P. P. Manufacturing Company Savannah, Ga." (On sides of carton) "Formula. Fluid Extract of Green Poke Root. Fluid Extract of Green Prickly Ash Bark. Fluid Extract of Green Stillingia Root. Menstrum. Iodide of Potas-

sium. Mix. Sig. See Directions Wrapped Around each Bottle. W. H. Whitehead, M. D. PPP Prickly Ash Poke Root Potassium A Blood Purifier." (Blown in bottle) "P P P Prickly Ash Poke Root Potassium The Great Blood Purifier." The circular or pamphlet accompanying the article contained, among other things, the following: "If you have rheumatism, scrofula, syphilis, old sores, skin eruptions, malarial poison, or any condition requiring a powerful blood purifier and tonic, try one bottle of this remedy and you will see its wonderful effects." "For Dyspepsia and Indigestion, in their worst forms take P. P. P., Lippman's Great Remedy." "For every skin Disease whether torturing, disfiguring, humiliating itching, burning, bleeding, scaly, pimply, the most distressing eczemas, and every humor of the blood, whether simple, scrofulous or hereditary, take the famous preparation known as P. P. P., Lippman's Great Remedy." "P. P. P., Lippman's Great Remedy, is the greatest blood wonder of the age for Syphilis, Rheumatism, Scrofula, Blood Poison, Mercurial Poison, Erysipelas, Malaria, Nervous Prostration, Dyspepsia and Female Complaints. For these various diseases P. P. P., Lippman's Great Remedy, has made good and substantial cures." "P. P. P. (Prickly Ash, Poke Root and Potassium.) Makes Marvelous Cures in Blood Poison, Rheumatism and Scrofula." "Ash-away, R. I. Messrs. Lippman Bros., Savannah, Ga. Dear Sirs: Your wonderful medicine, P. P. P. Lippman's Great Remedy, has entirely restored me to health after I had been brought to the very verge of the grave by Pneumonia. It is with gratitude that I recommend your treatment to all sufferers of disease in any form. Respectfully, Rev. R. C. J. Birdling."

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

Alcohol (per cent by volume)-----	15.70
Solids (grams per 100 cc)-----	2.55
Ash (grams per 100 cc)-----	1.48
Potassium iodid (grams per 100 cc)-----	1.32

Extracts of prickly ash and poke root: Indicated.

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 label aforesaid, to wit, "Recommended for Rheumatism, Gout * * *," "It is especially adapted to Malarial Poisons, and will thoroughly eradicate this terrible enemy to health, from the system," and included in the circular or pamphlet aforesaid, to wit, "If you have rheumatism, * * * malarial poison, * * * try one bottle of this remedy, and you will see its wonderful effects," "For Dyspepsia and Indigestion, in their worst forms take P. P. P., Lippman's Great Remedy," "For every skin Disease * * * take the famous preparation known as P. P. P., Lippman's Great Remedy," "P. P. P., Lippman's Great Remedy, is the greatest blood wonder of the age for * * * Erysipelas, Malaria, Nervous Prostration, Dyspepsia * * * For these * * * diseases P. P. P., Lippman's Great Remedy, has made good and substantial cures," "P. P. P. * * * Makes Marvelous Cures in * * * Rheumatism * * *," "Your wonderful medicine, P. P. P., Lippman's Great Remedy, has entirely restored me to health after I had been brought to the very verge of the grave by Pneumonia," were false and fraudulent in that the same 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 remedy for rheumatism, malarial poisoning, for eradicating malarial poisons from the system, for dyspepsia and indigestion, and for every skin disease, and effective as a cure for erysipelas, malaria, nervous prostration, dyspepsia, rheumatism, and pneumonia, 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 March 9, 1916, the defendant entered a plea of nolo contendere to the information, and the court imposed a fine of \$25.

CARL VROOMAN, *Acting Secretary of Agriculture.*