and it was ordered by the court that the product be released to the said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of $100, conditioned that it be relabeled in a manner satisfactory to this department, and not be sold or otherwise disposed of contrary to law.

W. M. JARDINE, *Secretary of Agriculture.*

15575. Misbranding of Norma. U. S. v. 4½ Dozen Bottles of Norma. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 22202. S. No. 255.)

On November 25, 1927, the United States attorney for the District of Connecticut, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 4½ dozen bottles of Norma, remaining in the original unbroken packages at Hartford, Conn., alleging that the article had been shipped by the Norma Laboratories, Inc., Albany, N. Y., on or about July 21, 1927, and transported from the State of New York into the State of Connecticut, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of a soluble phosphate, a small amount of plant extractive material, red coloring matter, glycerin, and water.

It was alleged in the libel that the article was misbranded, in that the following statements, upon and within the packages containing the said article, were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: (Bottle label) "Blood Mechanism Regulator. Indicated in cases of discomfort caused by high blood pressure; deficient nerve nutrition, etc.;" (circular) "The function of Norma is to aid the nature in its efforts to rehabilitate itself and thus relieve the many sufferers from the distressing and unpleasant symtoms which usually accompany disturbances of human blood mechanism and manifest themselves in so-called high blood pressure. So-called 'High Blood Pressure' is not a disease. It is a symptom of an abnormal condition. Sometimes it is one of the manifestations of Bright's disease—then again it may be a result of mental worry or strain and then again it may be just the consequence of unhygienic living and occurring usually in over and improper feeding and insufficient physical exercise."

On January 14, 1928, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. JARDINE, *Secretary of Agriculture.*

15576. Misbranding of Norma. U. S. v. 15 Dozen Bottles of Norma. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 22204. S. No. 247.)

On November 25, 1927, the United States attorney for the Eastern District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 15 dozen bottles of Norma, remaining in the original unbroken packages at Philadelphia, Pa., consigned by the Norma Laboratories, alleging that the article had been shipped from Albany, N. Y., on or about August 27, 1927, and transported from the State of New York into the State of Pennsylvania, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of a soluble phosphate, glycerin, and water, with a small amount of plant extractive material, and was colored red.

It was alleged in the libel that the article was misbranded, in that the label contained statements regarding the curative or therapeutic effects of the said article which were false and fraudulent in that the article would not produce the curative or therapeutic effects which purchasers were led to expect by the following statements: (Bottle label on portion of product) "A medicine containing an ingredient recognized by many leading physicians as helpful in the treatment of High Blood Pressure;" (circular in portion of product) "The function of Norma is to aid Nature in its efforts to relieve the many sufferers from the distressing and unpleasant symptoms which usually accompany and manifest themselves in high blood pressure. High Blood Pressure is not a disease. It is a symptom of some disorder or abnormal condition. Sometimes it may be a

result of mental worry or strain. Then again it may be the consequence of unhygienic living, over and improper feeding, insufficient physical exercise, accumulation of poisons or toxins in the system, change of life or various other causes. To determine the cause an examination by a physician is desirable. As Norma does not remove the cause of high blood pressure, it is advisable to discover the cause and use corrective medical or hygienic measures while taking Norma. Norma, however, usually reduces high blood pressure and thereby relieves dizziness, head pains, nervousness, restlessness sleeplessness and other discomforts and pains accompanying it. Those who know they have high blood pressure. Thousands of persons have been told by insurance medical examiners and practicing physicians that they have high blood pressure. Such persons usually find great relief with Norma which reduces most forms of high blood pressure promptly and satisfactorily. It thereby tends to bring relief from dizziness, head pains, nervousness, sleeplessness, restlessness, melancholia and other distress and ills due to high blood pressure and usually enables blood pressure sufferers to go about their daily work and pleasures in comfort. One bottle often brings wonderful relief;" (bottle label, remainder of product) "Blood Mechanism Regulator. Indicated in cases of discomfort caused by high blood pressure; deficient nerve nutrition, etc;" (circular, remainder of product) "The function of Norma is to aid the nature in its efforts to rehabilitate itself and thus relieve the many sufferers from the distressing and unpleasant symptoms which usually accompany disturbances of human blood mechanism and manifest themselves in so-called high blood pressure. So-called 'High Blood Pressure' is not a disease. It is a symptom of an abnormal condition. Sometimes it is one of the manifestations of Bright's disease—then again it may be a result of mental worry or strain and then again it may be just the consequence of unhygienic living and occurring usually in over and improper feeding and insufficient physical exercise."

On January 3, 1928, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. JARDINE, *Secretary of Agriculture*

15577. Adulteration and misbranding of cod liver oil. U. S. v. 70 Barrels of Cod Liver Oil. Consent decree of condemnation and forfeiture. Product released under bond. (F. & D. No. 22037. I. S. No. 19558–x. S. No. 77.)

On August 30, 1927, the United States attorney for the Northern District of Illinois, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 70 barrels of cod liver oil, at Chicago, Ill., alleging that the article had been shipped by P. R. Dreyer, from New York, N. Y., March 7, 1927, and transported from the State of New York into the State of Illinois, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: "Brodr. Aarsoether A/S—Poultry Cod Liver Oil, Adlesund, Norway."

Analysis of a sample of the article by this department showed that the oil had a specific gravity of 0.916; that 2 grams of the oil required 1.5 c. c. of tenth-normal sodium hydroxide for neutralization; that it contained approximately 7.5 per cent of unsaponifiable matter; and that it had a saponification value of 172.2.

It was alleged in the libel that the article was adulterated, in that it was sold and shipped as cod liver oil, a name recognized in the United States Pharmacopoeia, and differed from the standard prescribed by the said pharmacopoeia.

Misbranding was alleged for the reason that the statement on the label, "Cod Liver Oil," was false and misleading.

On October 28, 1927, Brodr. Aarsoether, a foreign corporation of Norway, claimant, having admitted the allegations of the libel and having consented to the entry of a decree, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to the said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of $1,000, conditioned in part that it be relabeled "Oil for Animal Feeding Only, This is not Cod Liver Oil," and further conditioned that it might be shipped out of the United States under the supervision of this department.

W. M. JARDINE, *Secretary of Agriculture.*