

growth of pigs and shoats and to keep them healthy; and effective as a treatment for worms in hogs; (Poultry Food Tonic) to help prevent sickness and disease in poultry; to help regulate the blood, liver, and digestive organs and to stimulate action on the egg-producing organs of the hen; to help make hens lay and to increase the production of eggs; to help promote the growth of young chicks; to help develop strong bone, muscle, abundant plumage, and a large fowl; to prevent chicken cholera; to help invigorate the system, promote and produce good health, purify the blood, stimulate the appetite, and as a help for a strong, active body.

On March 5, 1935, a plea of guilty was entered on behalf of the defendant company and the court imposed a fine of \$100.

M. L. WILSON, *Acting Secretary of Agriculture.*

24519. Misbranding of Stardom's Health Diet. U. S. v. 90 Packages of Stardom's Health Diet. Default decree of condemnation and destruction. (F. & D. no. 32687. Sample no. 65442-A.)

This case involved a product the labeling of which represented that it contained ingredients effective in the reduction of surplus weight. Examination showed that the article consisted of common food substances which in themselves could bring about no weight reduction. The article was also represented to contain appreciable amounts of essential vitamins. Tests for vitamin D, however, showed little, if any, present. The labeling was further objectionable because of unwarranted curative and therapeutic claims.

On May 10, 1934, the United States attorney for the Eastern District of Michigan, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 90 packages of Stardom's Health Diet at Detroit, Mich., alleging that the article had been shipped in interstate commerce on or about October 6, 1933, by the Hollywood Diet Corporation, from Chicago, Ill., and charging misbranding in violation of the Food and Drugs Act as amended.

Analysis showed that the article consisted essentially of water-soluble material including dextrin (43 percent), protein (13.5 percent), fat including cocoa butter (6 percent), plant material, and inorganic constituents including salt. Biological examination showed that it contained but an inconsequential proportion, if any, of vitamin D.

The article was alleged to be misbranded in that the following statements and designs appearing in the labeling were false and misleading: (Package) "Containing vitamins A B C D [Picture of a Woman] Drink a Meal The Dawn Of a New Era A beautiful figure need no longer be a matter of birthdays. Stardom's Health Diet has taken the drudgery out of weight control and made dieting a pleasure. *Don't risk Vitamin Starvation*—a danger that gives no warning! Stardom's Health Diet not only satisfies your appetite but supplies your system with vitamins, A-B-C and D and is rich in proteins and minerals, giving it the food value and dietary elements so necessary in the maintenance of good health. Surplus fat soon disappears as this slenderizing health drink supplies nourishment without the excess Calories. Stardom's Health Diet is easily assimilated and rich in nerve building elements. It could well be called the 'Miracle Food.' Beware of weakening and harmful drug diets for beauty comes from within. Health and a beautiful figure are now synonymous and within the reach of all. Directions Add one heaping teaspoon of Stardom's Health Diet to a cup of coffee, tea, milk or water. Stir well and drink slowly. Substitute a cup of Stardom's Health Diet for breakfast, lunch, or both, but eat your customary dinner. You can hasten results by going light on fatty meats, starchy foods and pastries. Should you feel the pangs of hunger between meals, or before retiring, enjoy another cup of this nutritious health drink. If taken before retiring, add a teaspoonful of Stardom's Health Diet to a cup of water or milk, without the fear of spending a restless night. Sip It—And Sleep. Stardom's Health Diet can be taken as often as desired, as it is a Non-Fattening Pure Food Product * * * Rich in Vitamins Reduce With Safety"; (circular) "[Picture of a woman] Secret To Slender Loveliness Don't Envy a Beautiful Figure Attain One! You can now Safely lose 4 to 7 pounds a week without taking Laxatives, Drugs, Salts, Medicinal Herbs Or Exercises Stardom's Hollywood Diet * * * Contains vitamins A, B, C, D and E * * * This is to certify that Stardom's Hollywood Diet is a Pure Food Product containing Vitamins A, B, C, D and E, along with an abundance of Proteins and Minerals. Stardom's Hollywood Diet is so well balanced and contains such complete and superior Proteins, Minerals

and Vitamins, that it can well replace meats, eggs, fish, fowl, butter, cheese, bread, etc. It will maintain the necessary reserve of the human body with nourishing elements that will not end in Fat. * * * This product should prove very valuable as a dietary aid and supplement as it has definite commendable values as a human food and does not contain fat-producing qualities. * * * [picture of a woman standing on scales] The Origin Of Stardoms In keen, competitive Hollywood, beauty is fame, and fame is attended with its individual problems. Their greatest problem to to retain a beautiful figure without sacrificing their vitality and freshness in spite of the strenuous studio hours, and the great deprivation of food, in order to retain extreme slenderness for the exaggerating camera lens. Hollywood turned to modern science to solve its problem. After years of research work, science answered with the discovery of this Miracle Health Food. Thus the Dawn of a New Era—and the birth of Stardom's Hollywood Diet. Reduce The Hollywood Way. The entire movie colony refer to Stardom's as 'Filmland's Miracle Food' as it won the instant favor of screen stars and celebrities everywhere. It is now available for general use and sold by the Hollywood Diet Corporation under the registered trade name of Stardom's Health Diet. You do not, however, need a screen star's income to take advantage of Hollywood's new amazing discovery, for every package contains a generous 30 days' supply and is priced at only \$2.00. Think of it—30 delicious slenderizing Hollywood lunches at a cost of only a few cents a day. You actually save money while banishing your unsightly, ugly fat the Hollywood way. Beware of Weakening And Harmful Drug Diets Why take Harmful Laxatives that rob your system of the moisture it needs, or upset your glandular system with Dangerous Drugs. In controlling your weight, it is no longer necessary to impair your health. Stardom's Health Diet substituted for breakfast or lunch not only satisfies your appetite but supplies your system with Vitamins A, B, C, D, and E, along with the Minerals and Proteins so necessary in the maintenance of good health. Surplus Fat soon disappears as this slenderizing health drink supplies nourishment to your body without the excess Calories. That in itself is the secret of its reducing effect when taken in place of a Fat-Forming Meal. Directions This wonderful new discovery enables you to banish your annoying, ugly fat without the slightest discomfort. Simply substitute a cup of this delicious slenderizing health drink for your breakfast, and for one other fat-forming meal each day, but enjoy one adequate meal daily. Your system needs a certain amount of bulk and receives it from this one meal. In preparing Stardom's Health Diet, add a heaping teaspoonful to a cup of coffee, tea, milk or water, stir well and sip slowly. It will not only satisfy those annoying pangs of hunger, but will supply your system with the proper nourishment and Vitamin Protection it really needs. That is why you can miss one or two fat-forming meals each day without sacrificing your vitality and freshness for you will not spend a hungry moment. What's more, you will not only look better, but will actually feel better than you have for years. Stardom's in itself does not reduce you, for it does not contain any laxatives, thyroid extract, salts or drugs of any kind. It is a Pure Food Product and is therefore as Safe as the very food served daily in your home. The one or two fat-forming meals, that only Stardom's make it possible for you to miss, is what enables you to say 'Goodbye' to your annoying, unsightly fat. Your own common sense will tell you that this is the one, easy, pleasant, but most important of all, absolutely Safe way to control your weight. Now, then, do you wonder why men and women by the thousands are adopting Hollywood's new delightful way of losing 4 to 7 pounds a week. Avoid Midnight Lunches Bulky foods eaten before retiring are not properly assimilated and are therefore turned into disfiguring ugly fat. It is not necessary to retire hungry, however, for hunger lowers your resistance. Simply enjoy another drink of Stardom's Health Diet without the fear of spending a restless night. If taken before retiring, add a teaspoonful to a glass of warm milk or water—sip it—and sleep. Stardom's is a concentrated Pure Food Product in powder form and is therefore immediately assimilated and converted into energy and not Fat. It satisfies those annoying pangs of hunger without overtaxing and causing your glandular system to work overtime. Remember, your digestive organs also need a rest if they are to function properly. * * * Don't risk Vitamin Starvation—a danger that gives no Warning. Form a Habit of supplying your system with a generous amount of Vitamins, Proteins and Minerals at the time of the day when your system needs

nourishment. 'Drink A Meal.' Stardom's Health Diet is easily and quickly assimilated and therefore is immediately converted into energy. You will receive Extra Dividends from this Added Energy. Be Fit—Not Fat. * * * Slender beauty is Now placed within Your reach * * * Stardom's moulds your body into slender loveliness. Almost before you realize it, you will find your bulgy, flabby lines becoming firm, slender and attractive. * * * Sip those extra pounds away."

Misbranding was alleged for the further reason that the following statements, appearing in the labeling, were statements regarding the curative and therapeutic effects of the article and were false and fraudulent: (Package) "Health Diet A Reducing Aid"; (circular) "Science Scores Again Modern science has at last given an eager waiting world a reducing aid in 'Stardom's Health Diet', which has taken the drudgery, torture, but most important of all, danger out of weight control, and made dieting a pleasure. A beautiful figure need no longer be a matter of birthdays, as this new discovery places radiant health and slender loveliness within reach of all. * * * Drink A Daily Meal of Stardom's To Health and Beauty Be Fit—Not Fat Being fit is not a question of vanity, but a question of good common sense. You would not think of carrying a couple of pails of water around with you from early morning until late at night. Yet, you will carry 15 to 20 pounds of disfiguring ugly fat around allowing it to not only sap your vitality, but actually rob you of your physical attractiveness. Surplus Fat not only slows you up, but actually shortens your life, and you can readily see why. Surplus Fat overloads and places a dangerous strain on your heart, kidneys and liver, causing them to wear out before their time. That is why physicians and insurance companies say, 'Your waistline is your life line.' Stardom's Health Diet will add years to your life—and life to your years. * * * For your appearance and health's sake, form the habit of substituting Stardom's Health Diet for your lunch. * * * Stardom's Health Diet."

On February 15, 1935, the case having been called and no claimant appearing, judgment of condemnation was entered and it was ordered that the product be destroyed.

M. L. WILSON, *Acting Secretary of Agriculture.*

24520. Adulteration and misbranding of whisky. U. S. v. 8 Cases and 10 Bottles of Whisky. Decree of condemnation. Product released under bond to be relabeled. (F. & D. no. 32738. Sample no. 41448-A.)

This case involved a product labeled whisky, which failed to conform to the requirements of the United States Pharmacopoeia. The package also failed to bear on its label a statement of the percentage by volume of alcohol contained in the article.

On May 24, 1934, the United States attorney for the District of Minnesota, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 8 cases and 10 bottles of whisky at Minneapolis, Minn., alleging that the article had been shipped in interstate commerce on or about February 1, 1934, by the Brown-Forman Distillery Co., from Louisville, Ky., and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part: "White Mills Straight Whisky."

The article was alleged to be adulterated in that it was sold under a name recognized in the United States Pharmacopoeia, and differed from the standard of strength, quality, and purity as determined by the test laid down in the pharmacopoeia official at the time of investigation, and its own standard was not stated on the label.

Misbranding was alleged for the reason that the statements on the label, "For Medicinal Purposes Only" and "Straight Whisky", were false and misleading. Misbranding was alleged for the further reason that the package failed to bear on its label a statement of the quantity or proportion of alcohol contained in the article.

On December 21, 1934, a claim of ownership having been entered admitting the material allegations of the libel, judgment of condemnation was entered and it was ordered that the product be released under bond conditioned that it be relabeled.

M. L. WILSON, *Acting Secretary of Agriculture.*