

SHIPPED: On 1-11-54, 4 10,000-tablet cartons were shipped from St. Louis, Mo., to Cincinnati, Ohio.

LABEL IN PART: (Btl.) "Hy-Pure Rheumago Tablets For Relief of Symptoms Arthritis Rheumatism 84 Tablets (EC), each containing: Sodium Salicylate, USP * * * 5 gr. Para-aminobenzoic Acid, Sod * * * 5 gr."

ACCOMPANYING LABELING: Leaflet designated "Quick, Complete Relief From Pains Of Rheumatism Arthritis Lumbago Try Rheumago Tablets."

RESULTS OF INVESTIGATION: The article in the above-mentioned bottles had been repackaged by the consignee from the cartons in which shipped. The leaflets were printed locally for the consignee.

LIBELED: 8-24-54, S. Dist. Ohio.

CHARGE: 502 (a)—The labeling of the article while held for sale contained false and misleading representations that the article was a sensational new treatment for rheumatism, arthritis, and lumbago; that para-aminobenzoic acid was a new drug; and that the article was an adequate and effective treatment for rheumatism, arthritis, and lumbago.

DISPOSITION: 9-3-54. Consent—claimed by the Hy-Pure Laboratories, Inc., and relabeled.

4575. Alfalfaon tablets. (F. D. C. No. 37022. S. No. 81-860 L.)

QUANTITY: 94 100-tablet btls. at Norman, Okla., in possession of B. E. Massey Drug Store.

SHIPPED: 5-7-54, in bulk, from Costa Mesa, Calif.

LABEL IN PART: (Btl.) "BEM 100 Tablets Alfalfaon Genuine Concentrated Dehydrated Alfalfa Tablets Each Tablet Contains: 8 Grains of Pure Concentrated Dehydrated Alfalfa Recommended Dose: Two Tablets Three Times A Day Or As Directed By Your Physician. Biologically Assayed And Distributed By B. E. Massey Drug Store, 206 E. Main, Norman, Oklahoma."

ACCOMPANYING LABELING: Display placards designated "For Arthritis And Rheumatism Get Alfalfaon Tablets."

RESULTS OF INVESTIGATION: Upon receipt of the bulk shipment of the tablets, the consignee repackaged the tablets into bottles relabeled as described above. The above-mentioned placards were displayed in the consignee's store.

LIBELED: 7-27-54, W. Dist. Okla.

CHARGE: 502 (a)—the labeling of the article while held for sale contained false and misleading representations that the article was an effective treatment for arthritis and rheumatism.

DISPOSITION: 9-16-54. Default—destruction.

4576. Soya lecithin. (F. D. C. No. 36844. S. No. 80-822 L.)

QUANTITY: 1 drum containing 15 pounds, and 11 ½-pound jars at Philadelphia, Pa., in possession of Thomas Martindale Co.

SHIPPED: 5-4-54, from Chicago, Ill.

ACCOMPANYING LABELING: Bulletins designated "Martindale Bulletin #6 * * * Lecithin * * * And Headaches, Sleeplessness And Nervousness."

RESULTS OF INVESTIGATION: The portion of the product in the jars was contained in the above-mentioned drum when shipped in interstate commerce, and, upon receipt by the consignee, was repacked into the jars. The bulletins were formulated and mimeographed by the consignee.

LIBELED: 6-23-54, E. Dist. Pa.

CHARGE: 502 (a)—the accompanying labeling of the article while held for sale contained false and misleading representations that article was effective in the treatment of headaches, sleeplessness, nervousness, tiredness, high blood pressure, diabetes, arthritis, and low blood pressure, and that lecithin is a dietary essential frequently deficient in human diets.

DISPOSITION: 9-28-54. Default—destruction.

4577. Alfalfa meal, alfalfa seed, and powdered mixture of alfalfa meal and seed.
(F. D. C. No. 36193. S. Nos. 38-979/82 L, 38-984/5 L.)

QUANTITY: 300 100-lb. bags of *alfalfa meal*, 1 100-lb. drum of *alfalfa seed*, and 19 100-lb. drums, 6 cases, 12 8-oz. btls. each, 33 cases, 12 200-capsule btls. each, and 11 cases, 12 300-tablet btls. each, of a *powdered mixture of alfalfa meal and seed* at Pulaski, Va., in possession of Lucerne Corp.

SHIPPED: (Alfalfa meal) 10-9-52, from Vernalis, Calif., and (alfalfa seed) 3-17-53, from Crows Landing, Calif.

LABEL IN PART: (Btl.) "Pulvacerne."

ACCOMPANYING LABELING: Pamphlets entitled "The Pulvacerne Story."

RESULTS OF INVESTIGATION: The Lucerne Corp. caused portions of *alfalfa meal* and *alfalfa seed*, which had been shipped to it in bulk drums, to be mixed, powdered, capsuled, tableted, and labeled, and caused also the above-mentioned pamphlets to be associated with the article in the drums and in the bottles.

LIBELED: On or about 12-22-53, W. Dist. Va.

CHARGE: 502 (a)—the labeling of the articles while held for sale contained false and misleading representations that the articles constituted an adequate and effective treatment for the pain and swelling of arthritis and rheumatism.

DISPOSITION: 3-23-54. Consent—claimed by Lucerne Corp. The *alfalfa meal* was sold for use in the manufacture of animal feed and the *alfalfa seed* was sold for planting purposes. The *powdered mixture of alfalfa meal and seed* was destroyed, except for 1 case of 12 200-capsule btls. which was used for clinical testing.

4578. Dried whole leaves. (F. D. C. No. 37018. S. No. 74-044 L.)

QUANTITY: 600 ½-lb. bags at Santa Monica, Calif., in possession of Windsor Llewellyn, d/b/a Maya-Leaf Importers.

SHIPPED: 2-9-54, from Poaz, Costa Rica.

ACCOMPANYING LABELING: Pamphlets designated "Maya-Leaf An infusion for relief from Rheumatoid Arthritis."

RESULTS OF INVESTIGATION: The above-mentioned pamphlets were printed for the consignee and were brought by him into association with the product. It was assumed that the product consisted of dried leaves from the plant *Cassia reticulata*, Willd.

LIBELED: 7-26-54, S. Dist. Calif.