

with the article, were false and misleading since the article would not be effective for the purposes represented. The statements represented and suggested that the article would be effective in bringing the world's great mineral baths into one's home; that if added to the bath, it would bring relaxation and relief from pain and itching to those afflicted with rheumatism, arthritis, neuritis, lumbago, and generalized skin conditions; that it would stimulate the circulation and would refresh and vitalize; that it would bathe away aches, pains, and fatigue; that it would aid in eliminating body odors; that it would if used frequently and for long periods, remedy stubborn cases of long standing; that it would insure deep, refreshing sleep if used before retiring; that it would show indication of improvement in most users after the first few baths; that sulfur is a remedy for diseases generally; and that colloidal sulfur would penetrate the skin.

DISPOSITION: December 19, 1947. Pleas of guilty having been entered, the court imposed a fine of \$500 against the defendants jointly.

2424. Misbranding of Firmo. U. S. v. Maynard H. Smith (Continental Sales Co.). Plea of guilty. Imposition of sentence suspended and defendant placed on probation for 1 year (F. D. C. No. 24243. Sample No. 90361-H.)

INFORMATION FILED: April 12, 1948, District of Columbia, against Maynard H. Smith, trading as the Continental Sales Co., in Washington, D. C.

ALLEGED SHIPMENT: The product and a booklet relating to the product and headed "The Anglo Arabic Importing Co., Ltd." were shipped on or about July 18 and July 7, 1947, respectively, from the District of Columbia into the State of Virginia.

PRODUCT: Analysis disclosed that the product contained approximately 3,375 International Units of estrogenic hormones per ounce.

LABEL, IN PART: "Firmo Contains 7500 I. U. of Natural Estrogenic Hormones Per Oz. of Cream."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the labeling of the article were false and misleading since they represented and suggested that the article was an aphrodisiac; that it would be efficacious to maintain sexual potency to an extreme old age; and that it would be efficacious to increase the size of the male sex organ and to increase sexual vigor. The article was not an aphrodisiac, and it would not be efficacious for the purposes represented.

DISPOSITION: May 5, 1948. A plea of guilty having been entered, the court suspended the imposition of sentence and placed the defendant on probation for 1 year.

2425. Misbranding of Marvel Massage Cream and Marvel Bath. U. S. v. 37 Jars, etc. (F. D. C. No. 24453. Sample Nos. 16834-K to 16836-K, incl.)

LIBEL FILED: March 1, 1948, Eastern District of Wisconsin.

ALLEGED SHIPMENT: On or about November 15 and December 22, 1947, by the U. S. Products Co. (N. C. Douglas), from Wilmette, Ill.

PRODUCT: 37 1-pound jars of cream with loose labels reading in part "Marvel Massage Cream 1 Lb Net" and 50 red bags and 56 brown bags of powder with loose labels reading in part "Marvel Bath 6 Lbs. Net." Examination showed that the cream consisted essentially of water, epsom salt, and sodium sulfate, with small proportions of stearates and methyl salicylate; that the powder in the red bags consisted essentially of epsom salt, sulfur, powdered skim milk, and a perfume; and that the powder in the brown bags consisted essentially of epsom salt, sulfur, sodium carbonate, borax, common salt, and a perfume.

NATURE OF CHARGE: Misbranding, Section 502 (a), the label statement "A Reducing Aid for normal overweights" was false and misleading, since the article was not effective in promoting loss of weight.

DISPOSITION: April 20, 1948. Default decree of condemnation and destruction.

2426. Misbranding of La Toja Bath, La Toja Toilet Soap, and La Toja Mud Soap. U. S. v. 97 Jars, etc. (F. D. C. No. 23182. Sample Nos. 6542-H to 6544-H, incl.)

LIBEL FILED: June 12, 1947, Middle District of Pennsylvania.

ALLEGED SHIPMENT: On or about December 12, 1946, and March 11, 1947, by La Toja Products, Inc., from New York, N. Y.

PRODUCT: 97 14-ounce jars of *La Toja Bath*, 147 cartons of *La Toja Toilet Soap*, and 97 cartons of *La Toja Mud Soap* at Scranton, Pa., together with a number