

represented and suggested that the article was effective in the treatment of falling hair, baldness, and dandruff. The article was not effective for such purposes.

DISPOSITION: March 30, 1949. Default decree of condemnation and destruction.

2728. Misbranding of Magnetic Teething Necklace. U. S. v. 5 Dozen * * *
(F. D. C. No. 26429. Sample No. 16907-K.)

LABEL FILED: January 26, 1949, Eastern District of Wisconsin.

ALLEGED SHIPMENT: On or about November 12 and December 21, 1948, by Wm. H. Wexelberg & Co., from Chicago, Ill.

PRODUCT: 5 dozen devices known as *Magnetic Teething Necklace* at Milwaukee, Wis. Included with the devices was a circular entitled "This Is Not A Humbug." Examination showed that the device consisted of velvet covered strips of steel with ribbon at the ends for tying.

NATURE OF CHARGE: Misbranding, Section 502 (a), the pictures of a smiling baby wearing the necklace and a crying baby without the necklace, appearing in the labeling of the device, and the following statements in the labeling, together with similar statements in a foreign language, were false and misleading since the device was not effective in the treatment or prevention of the conditions stated and implied: (Carton) "The Magnetic Teething Necklace prevents children suffering during the teething period. Don't give your babies injurious medicines, but put one of our efficacious magnetic necklaces around baby's neck to be worn day and night, and you will be surprised at the results. It not only exerts a healthful influence on the growing teeth but imparts a beneficial effect on the whole system" (and circular) "This Is Not a Humbug. The Magnetic Teething Necklace the only genuine, original teething necklace Acts quickly, gently, stops pain safely. Prevent those sleepless nights * * * In weak and delicate children, on the other hand, the tooth penetrates the gums with difficulty, the infant becomes feverish and restless, and the most serious consequences may ensue. There is intense pain and swelling of the gums and the digestive organs become deranged. Various remedies have been recommended to relieve the pain during this trying period. Nothing has, however, proved so efficacious as the Magnetic Teething Necklace manufactured by us, which has obtained a wide reputation, and in the most distinguished circles. * * * When the child shows the first symptoms of teething, one of the necklaces is simply to be tied around its neck, and to be worn day and night. Not only will it exert an influence upon the growing teeth, but it will have a highly beneficial effect upon the system generally, and many of the sad consequences mentioned above will be averted by its simple means. * * * The Magnetic Teething Necklace 'I almost lost my baby girl when she was cutting teeth until I found your wonderful Necklace * * *' the Magnetic Teething Necklace has been a wonderful help so I am sending for another one' * * * 'They act like magic on a cross baby' * * * 'I used one for my boy and he had no trouble at all in getting his teeth. Now I want one for my baby girl' * * * For Baby's Sake * * * always have one of our Magnetic Teething Necklaces handy during the teething period. It is easier to prevent than to cure!"

DISPOSITION: February 21, 1949. Default decree of condemnation and destruction.