

The article was alleged also to be adulterated under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: 8-21-61. Default—destruction.

6729. Parkelp Sea Kelp, Kal-Kelp iodine tablets, vinegar, and honey. (F.D.C. No. 45504. S. Nos. 50-212/4 R, 50-216/47 R.)

QUANTITY: 100 200-tablet btls., 54 500-tablet btls., 24 850-tablet btls., 125 2-oz. btls., 84 7-oz. btls., and 32 16-oz. btls., of sea kelp; 5 450-tablet btls., and 27 175-tablet btls., of iodine tablets; 12 cases of 24 16-oz. jars, 6 cases of 4 1-gal. jars, and 23 cases of 12 32-oz. jars, of Sterling Cider Vinegar; 29 cases of 12 1-pt. jars, and 7 cases of 12 1-qt. jars of Superl Cider Vinegar; 145 cases of 12 1-lb. jars, 88 cases of 12 2-lb. jars, 47 cases of 12 5-lb. tins, and 6 cases of 24 2½-lb. tins, of honey, at Denver, Colo., in possession of Health Food Sales.

SHIPPED: The sea kelp was shipped on 6-22-60, 8-5-60, 9-1-60, and 1-9-61, from San Pedro, Calif.; the iodine tablets were shipped on 3-14-60 and 11-9-60, from Los Angeles, Calif.; Sterling Cider Vinegar was shipped on 7-5-60, 11-2-60, 1-27-61, and 2-16-61, from New York, N.Y., by Sterling Cider Co., Inc.; Superl Cider Vinegar was shipped on 8-26-60, 9-6-60, and 1-6-61, from Los Alamitos, Calif.; and the honey was shipped on various dates between 3-30-60 and 2-8-61, from Los Angeles, Calif.

LABEL IN PART: (Btl.) "Parkelp Sea Kelp" and KAL * * * Kal-Kelp Natural Iodine Tablets"; (jars) "Sterling Cider Vinegar Full Strength * * * For Dietary Use * * * Made Only by Sterling Cider Co., Inc., Sterling, Mass."; "Superl Cider Vinegar * * * Contents 1 pint [or "1 quart"]"; "Health Food Special Brand * * * Pure Aquinaldo [or "Algarroba," "Alfalfa," "Avocado," "Buckwheat," "Cactus," "Clover," "Eucalyptus," "Mesquite," "Mountain," "Orange," "Safflower," "Sage," "Star Thistle," "Tupelo," or "Wild Flower"] Honey"; and (tins) "Health Food Special Brand * * * 100% Pure Honey Alfalfa [or "Algorraba," "Abucado," "Buckwheat," "Cactus," "Clover," "Eucalyptus," "Mountain," "Orange," "Safflower," "Sage," "Star Thistle," "Wildflower," "Pot O'Gold," or "Wild Honey"]."

ACCOMPANYING LABELING: Books entitled "Arthritis and Folk Medicine," and "Folk Medicine," by D. C. Jarvis; and circulars entitled "Arthritis & Folk Medicine by D. C. Jarvis, M.D." and "Sterling Cider Vinegar."

RESULTS OF INVESTIGATION: The books and circulars were used by the dealer in promotion of the articles. The circulars entitled "Sterling Cider Vinegar" were received from the manufacturer.

LIBELED: 3-17-61, Dist. Colo.

CHARGE: 502(a)—while held for sale, the accompanying labeling contained false and misleading representations that sea kelp and iodine tablets were adequate and effective as a treatment for and preventive of chronic fatigue, high blood pressure, heart disease and heart attacks, stomach and intestinal ulcers, colitis, arthritis, anxiety, insomnia, anemia, brittle bones, lengthy healing time of fractures, weak and virulent germs in the body, nervous tension, irritability, obesity, frequent sickness, lack of energy and endurance, Bang's disease of cattle, and mental fatigue; and to build and rebuild bodies; for long life; for a "blood wash"; to promote blood and increase hemoglobin; rebuild energy; calm the body; and promote clear thinking; and that cider vinegar and honey were adequate and effective as a treatment for and preventive of stomach

ulcers, intestinal ulcers, colitis, loss of appetite, diseases of tonsils, diseases of teeth, diseases of gall bladder, hyperalkalinity of blood, thin fingernails, senility, influenza, infections of urinary tract, infections of lungs and upper respiratory tract, kidney stones and other troubles, bladder stones, heartburn, gas in stomach, over-activity of children, loss of a will to win, unsocial attitude, pale face, anemia, increased frequency of urination, wet nose, moist eyes, high systolic blood pressure, lameness, paralysis, cancer and Hodgkin's disease, diseases of the skin, common cold, arthritis, digestive disorders, belching, constipation, vomiting and diarrhea from food poisoning, obesity, high blood pressure, chronic fatigue, headaches, infectious disease (fungus type) including typhoid, bronchopneumonia, peritonitis, pleurisy, dysentery, heart disease, heart attacks, diabetes, insomnia, sterility, difficult labor, morning sickness, nervousness, irritability, tension, itching scalp and skin, numbness, cold hands and feet, dizziness, tooth decay, falling hair, breaking fingernails, mental retardation, chickenpox, measles, paranasal sinusitis, sinus seepage, asthma, hay-fever, facial neuralgia, retarded growth, pyelitis, thickened blood, ringing in ears, impaired hearing, calluses and corns, slow healing of cuts and bruises, pimples, tic, cramps in muscles, blocked swollen lymph glands, coughs, infant colic, bedwetting, Meniere's syndrome, hangovers, and alcoholism; and to prevent and dissolve calcium precipitation in the body, including deposits in blood vessels, bursae, and joints; to promote proper use of calcium in the body; keep body tissues tender and elastic; preserve good eyesight; prevent tissue degeneration; prevent thick, cloudy fluids; render the urine, skin, and breath acid; increase resistance to disease; increase endurance; improve vital activity of body cells; relieve stress and strain, anxiety, and promote relaxation; eliminate fever in any illness; slow down an overactive sympathetic nervous system; eliminate a "sweet tooth" for food; reduce and eliminate bleeding from cuts, hemorrhoids, in bowel movements, in urine, from the nose, post-operatively, during surgery, and excessive menstrual flow with passage of clots; make better bone marrow; increase hemoglobin; prevent wrinkles; retard aging, promote vigor, longevity, and good health from the cradle to the grave; and for weight reduction without dieting; and Sterling Cider Vinegar, 502(a)—when shipped and while held for sale, the accompanying labeling (circulars entitled "Sterling Cider Vinegar") contained false and misleading representations that the article was adequate and effective for reducing body weight.

The libel alleged also that the honey was misbranded under the provisions of the Act relating to foods, as reported in notices of judgment on foods.

DISPOSITION: 8-3-61. Consent—claimed by Daniel A. Nidess, t/a Health Food Sales Co., and released for relabeling. The literature was delivered to the Food and Drug Administration.

6730. Concentrated sea water. (F.D.C. No. 45879. S. No. 23-836 R.)

QUANTITY: 30 btls. at Salina, Kans.

SHIPPED: 10-10-60, from Lakeland, Fla., by the Florida Sea Brine Laboratories, Inc.

LABEL IN PART: (Btl.) "This bottle contains 64 drams of highly concentrated 100% Pure Atlantic Ocean Water 8 Fl. Oz. Sea Brine For Better Health Recommended dosages for ages 9 to 109 - 1 teaspoon per day in Fruit or Vegetable Juice, Tap Water - Use like seasoning in Cooked Foods. Contains Chloride - Sodium - Sulfate - Magnesium - Calcium - Potassium Salt Free Dietetics Consult Your Doctor Before Using Contents of This Bottle