

not. It was alleged in substance that the article was misbranded for the further reason that certain statements, included in the circular accompanying the article, falsely and fraudulently represented it to be effective as a treatment, remedy, and cure for difficult breathing, pains and oppression in chest and sides, spitting of blood, night sweats, tuberculosis or consumption, catarrhal affections of the lungs, throat, and chest, for catarrhal conditions of the respiratory organs, long, lasting cough, incipient influenza or grippe, to prevent serious illness, to ward off disease, and for asthma, whereas, in fact and in truth, it was not. Misbranding of the article was alleged for the further reason that it contained alcohol, and the label failed to bear a plain and conspicuous statement of the quantity or proportion of alcohol contained therein.

On February 26, 1919, the defendant entered a plea of guilty to the information, and the court imposed a fine of \$200 and costs.

E. D. BALL, *Acting Secretary of Agriculture.*

7594. Misbranding of Bliss Native Herbs. U. S. * * * v. 8½ Dozen Boxes, 13½ Dozen Boxes, and 11 Dozen Boxes of Bliss Native Herbs. Consent decree of condemnation and forfeiture. Product ordered released on bond. (F. & D. Nos. 11288, 11289, 11295. I. S. Nos. 17269-r, 17264-r, 17257-r, 17258-r, 17259-r. S. Nos. E-1743, E-1744, E-1745.)

On September 23, 1919, and September 24, 1919, the United States attorney for the District of Maryland, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district 3 libels praying the seizure and condemnation of 8½ dozen boxes, 13½ dozen boxes, and 11 dozen boxes of Bliss Native Herbs, consigned on or about August 31, 1919, August 14, 1919, and September 2, 1919, remaining unsold in the original unbroken packages at Baltimore, Md., alleging that the article had been shipped by the Alonzo O. Bliss Medical Co., Washington, D. C., and transported from the District of Columbia into the State of Maryland, and charging misbranding in violation of the Food and Drugs Act, as amended. The article was labeled in part: "Auto-intoxication is a new name for Chronic Intestinal stasis (constipation) that is the cause of 95% of human ailments and diseases. * * * To restrain the growth of harmful bacteria in the intestines and eliminate them, thereby preventing intestinal putrefaction and auto-intoxication we strongly recommend Bliss Native Herb Tablets that successfully adjusts bowel troubles. Intestinal Indigestion. * * * Rheumatism Bliss Native Herbs is valuable for Sciatica, Lumbago, acute and chronic rheumatic pains, enlargement of joints. Corrects the blood, dissolving acids that accumulate in the system. * * * Dyspepsia—Indigestion. * * * Kidneys and Bladder Inflammation of bladder, scalding urine and brick-dust sediment. Backache, sharp shooting pains in back, weakness, indicates kidney and bladder trouble. Directions—Take one or two Bliss Native Herbs Tablets each night and drink frequently of water. Liver When the liver is out of order the symptoms are pronounced headache, sallow complexion, constipation and dizziness, yellow eyeballs, jaundice, sour stomach, variable appetite and generally out-of-sorts condition. Directions—Take one or two Bliss Tablets, followed by one each day until thoroughly regulated. Chronic liver ailments readily submit to treatment with Bliss Native Herbs. Catarrh This is the name of common affection of the membrane lining of the nose and throat. It also spreads to the stomach and bowels, and the mucus is thus carried all over the body. When this disease is in the system, Bliss Native Herbs should be used to regulate the stomach and bowels and to purify the blood, thus affording the body more nourishment and force to throw off the ailment and also providing the means of carrying it from the system. Directions—One tablet each night before retiring, repeat

in the morning if necessary. Deep-seated catarrhal effection whether of the head or stomach requires persistent and consistent treatment. Bliss Herbs are guaranteed effective. Grippe Influenza or epidemic catarrh, characterized by active catarrhal inflammations, attended by severe pains throughout the body, sometimes followed by disability. Directions—One to three tablets the first three nights, thereafter one-half to one tablet to warrant free bowel action. The Blood—Bliss Native Herbs is a great blood stimulator, which also aids in benefiting many of the bodily organs, and healing the afflicted or diseased parts reached through the blood. * * * Piles One of the principal causes of piles is constipation, produced, frequently, by straining at stool and by lack of exercise of the rectal muscles. The blood becomes stagnated, the blood vessels are enlarged and press against the delicate tissues, causing them to undergo change from healthy tissue to thickened and enlarged lumps or piles. Neglected piles soon develop into anal fistulas, ulcers of the rectum, etc. The sensible thing to do is to use Bliss Native Herbs Tablets. * * * Malaria, Chills and Fever Bliss Native Herbs should be taken for this ailment in dose of three tablets the first night and then one each night thereafter until every symptom has disappeared. * * * ‘After suffering from Piles for a long time I was induced to try Bliss Native Herbs. I am thankful to say that I did try them and they cured me completely. I shall always keep a supply on hand and will always recommend them in the highest terms to everyone that I hear of suffering from that painful and annoying disease.’ * * * ‘I am 85 years old and I am in better health now than when I was 77, thanks to Bliss Native Herbs for they cured me of Rheumatism that I had suffered from for years, and kidney trouble which caused me no end of pain. I was advised to take Bliss Native Herbs by my sister and I have been thankful ever since, because I am free from that terrible pain in my back. I can truthfully recommend Bliss Native Herbs to all who suffer from rheumatism, kidney or liver trouble.’ * * * ‘I was tortured as a result of abscess on the liver that the doctor said would kill me if I did not do something soon, and he treated me for some time by washing my stomach but this didn’t bring me relief, so I tried Bliss Native Herbs Tablets and can truthfully say that I am free from Liver or Stomach trouble.’ * * * ‘Asthma troubled me so much that I could not lie down at nights, and my friends had given me up to die. I was advised to take Bliss Native Herbs, and before using an entire box could rest lots better. I now sleep good at nights; feel good, and can work as hard as ever. I will keep Bliss Native Herbs in my house as long as I live.’ * * *”

Analyses of samples of the article made in the Bureau of Chemistry of this department showed that it consisted essentially of aloes, buchu, and licorice, with indications of uva ursi.

Misbranding of the article was alleged in the libels for the reason that the statements appearing on the packages and boxes containing the article, regarding the curative and therapeutic effects thereof, as above set forth, were false and fraudulent in that the article did not contain any ingredient or combination of ingredients capable of producing the effects claimed for it.

On November 21, 1919, for the purpose of adjudication of the cases, an order was entered consolidating the three cases into one action, and on December 16, 1919, the said Alonzo O. Bliss Medical Co., claimant, having consented to a decree, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to said claimant upon the payment of the costs of the proceedings and the execution of a bond in the sum of \$500, in conformity with section 10 of the act.

E. D. BALL, *Acting Secretary of Agriculture.*