

frequent in adult life. Once the infection begins, nature's first warning is a ~~tenderness of the gums~~, which later becomes irritated and bleed easily when the teeth are brushed. This condition is followed by destruction of the gum tissue around the teeth, allowing the pus to become absorbed into the system, lowering the vitality of the entire body, and the gums to recede from their normal gum margin, as indicated by the uneven V's or ragged gum margin at the base of the teeth, while in the healthy gums the margin is even. This recession allows the enamel beneath the gum to become exposed, and owing to this portion of the enamel being more porous than the enamel above the normal gum margin, decay soon occurs. Dental and Medical Science agree that the mouth is the habitat for countless millions of germs, ready to attack the delicate gum tissue when broken or injured. Armed with this warning it is very imperative to fight against this ever present army, if you desire pearly white teeth to be set firm in healthy rosy gums. To wage a victorious fight and destroy these germs, dentists and physicians combine in their opinion that the par-excellent dentifrice should be both cleansing and medicated. Sooner or later unless this infection is destroyed the peri-dental tissue holding the teeth in their sockets, becomes diseased and later destroyed, allowing the teeth to become loose and have to be extracted. Your dentist will tell you that very frequently he is called upon to treat a perfectly sound tooth that has become loose as the result of this infection destroying the peri-dental tissue. Only one course is open for him when this condition has been neglected—extraction. * * * Tartar * * * pushes the gum tissue away from the tooth, causing injury and irritation to the gums. The gums, being irritated soon become infected owing to the presence of germs. * * * Dr. Ellis * * * perfected the present Dr. Ellis' F E I Tooth Paste (First Eliminate Infection) to combat these millions of germs. * * * you are able to keep * * * the roots set firm in healthy gums."

On January 8, 1930, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

17323. Misbranding of Alvita tablets. U. S. v. 108 Boxes of Alvita Tablets. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 24518. I. S. No. 016513. S. No. 2815.)

On February 7, 1930, the United States attorney for the District of Columbia, acting upon a report by the Secretary of Agriculture, filed in the Supreme Court of the district aforesaid, holding a District Court, a libel praying seizure and condemnation of 108 boxes of Alvita tablets, remaining in the original unbroken packages at Washington, D. C., alleging that the article had been shipped by the California Alfalfa Products Co., Pasadena, Calif., on or about January 10, 1930, and had been transported from the State of California to the District of Columbia, and charging misbranding in violation of the food and drugs act.

Analysis of a sample of the article by this department showed that the tablets consisted essentially of an extract of plant material, starch, traces of sassafras and celery oils, and magnesium sulphate coated with calcium carbonate.

It was alleged in the libel that the article was misbranded in that the following statements regarding the curative or therapeutic effects of the said article were false and fraudulent, since the article contained no ingredients or combination of ingredients capable of producing the effects claimed: (Display carton) "Alfalfa-Vitamines * * * Alvita * * * Are Life * * * Tonic Tablets. * * * To be used in the treatment of Kidney, Liver and Bladder Ailments, Prostate Gland trouble, Rheumatism and a general Tonic for run-down condition."

On May 21, 1930, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

17324. Misbranding of Glikol. U. S. v. 2½ Gross of Glikol. Consent decree of condemnation and forfeiture. Product released under bond. (F. & D. No. 24661. I. S. No. 024531. S. No. 3001.)

On April 1, 1930, the United States attorney for the District of Porto Rico, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and con-