

large and small size) "For Eczema and Skin Troubles \* \* \* Particularly recommended in the treatment and prevention of Eczema, Acne, Pimples, Breaking Outs, Itch, new and old Sores, and all disturbances affecting the skin"; (bottle label, large and small size) "For treatment of Eczema \* \* \* Tetter \* \* \* Old Sores and other skin trouble For Eczema and Skin Troubles"; (circular, large size) "Here's Relief from Eczema, Acne, Tetter, Itch, Pimples, Sores And All Skin Troubles \* \* \* for Eczema and Skin Troubles For All Skin Troubles \* \* \* The effectiveness of Bevill's Lotion in bringing almost instant relief and permanent correction in cases of Eczema, Acne, Tetter, Itching Piles, Itch, Pimples, and other kindred surface disturbances has caused this \* \* \* harmless lotion to become the accepted standard remedy. Not only does Bevill's Lotion actually end these annoying, painful and embarrassing troubles \* \* \* other surface injuries \* \* \* As a corrective for Itching Scalp and Dandruff \* \* \* Old sores and ulcers, even after neglect, respond rapidly to Bevill's Lotion. Sufferers from Itching Piles \* \* \* a most efficient remedy \* \* \* Eczema \* \* \* generally stops all signs of the disease within ten days or two weeks if applied according to directions. Apply freely to the afflicted area, letting Bevill's Lotion Penetrate into the skin. Hold a cloth over saturated skin for 1 minute. Repeat each night and in severe cases, twice every twenty-four hours. \* \* \* Acne, Tetter Itch Rapid permanent relief \* \* \* Apply freely to the afflicted area following directions given for treatment of Eczema. \* \* \* Pimples \* \* \* affected surface \* \* \* Old Sores Old sores and ulcers respond very quickly to Bevill's Lotion \* \* \* Itching Scalp and Dandruff \* \* \* Itching Piles Itching piles can be effectively treated in an easy, clean and safe manner with Bevill's Lotion. Saturate a small piece of cotton with the lotion, and apply for exactly one minute each night until permanent relief is secured [similar statements in a foreign language]"; (circular, small size) "Eczema Lotion For Eczema \* \* \* Old Sores, Boils, Acne, Tetter or any Skin Infection \* \* \* Eczema Lotion \* \* \* affected parts \* \* \* For Eczema or Tetter \* \* \* Eczema Lotion \* \* \* Bevill's Eczema Lotion usually heals in ten days \* \* \* affected parts \* \* \* For other skin infections."

The above-quoted statements appeared in the labeling of the product shipped May 2, 1933. The labeling of the shipment of April 20, 1933, also bore claims as to the effectiveness of the article as a treatment of eczema, tetter, new and old sores, acne, pimples, breaking outs, itch, boils, any skin infection or other skin troubles, and as an eczema lotion.

On August 22, 1933, 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.

M. L. WILSON, *Acting Secretary of Agriculture.*

**21548. Misbranding of Ercolin. U. S. v. 95 Bottles of Ercolin. Default decree of condemnation and destruction. (F. & D. no. 30462. S. no. 26497-A.)**

Examination of the drug preparation, Ercolin, disclosed that the article contained no ingredient or combination of ingredients capable of producing certain curative and therapeutic effects claimed in the labeling.

On May 16, 1933, 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 of Columbia, holding a district court, a libel praying seizure and condemnation of 95 bottles of Ercolin at Washington, D.C., alleging that the article was being offered for sale at the premises of the Peoples Drug Stores, Inc., Washington, D.C., and charging misbranding in violation of the Food and Drugs Act as amended.

Analysis of a sample of the article by this Department showed that it consisted essentially of gallic acid and glycerin dissolved in water. It contained mold.

It was alleged in the libel that the article was misbranded in that the following statements appearing on the bottle and carton labels and in the accompanying circular, regarding the curative and therapeutic effects of the article, were false and fraudulent: (Carton) "For Hay Fever and Sinus Instant Relief \* \* \* Other Uses Ercolin gives relief for \* \* \* rose colds, rose fever, rhinitis, sore throat \* \* \* catarrh, as well as hay fever and sinus. \* \* \* Directions For hay fever and sinus, apply Ercolin full strength by means of nasal douche \* \* \* special directions for sinus \* \* \*"; (bottle label) "For Hay Fever and Sinus Other Uses Ercolin gives relief for \* \* \*

rose colds, rose fever, rhinitis, sore throat \* \* \* catarrh, as well as hay fever and sinus. \* \* \* Directions For hay fever and sinus, apply Ercolin full strength by means of nasal douche \* \* \* special directions for sinus"; (circular) "Palliative Treatment for Hay Fever Sinus Catarrh \* \* \* Hay Fever—What It Is Science has proved that hay fever is due to protein toxin infection. Pollen from the flowers of certain plants, grasses and trees is carried long distances on the wind and lodges on the mucous lining of the nose, eyes and throat. This is why even people who live in the heart of the city, with no green things growing near, may suffer acutely from hay fever. These pollens are about 25% raw protein. This protein is absorbed directly into the blood through the mucous membranes and produces a distinct toxic effect. It disturbs the blood balance and nervous system, causing the symptoms of hay fever—profuse flowing from eyes and nose, frequent and body-wracking sneezing, general malaise, insomnia, headache, poor appetite, fever, and, in many cases, asthma. Doctors say asthma is almost sure to develop, if hay fever is neglected. Sufferers may also become acutely sensitive to dust, smoke, gases and animal dandruff. Hay fever can be contracted by persons of any age. The tendency of an attack is to sensitize one to the disease. Once contracted, hay fever lasts for years, in recurring attacks. How Ercolin Acts Ercolin is a harmless chemical solution which, upon coming in contact with the pollens lodged on the membranes, immediately neutralizes and precipitates the protein, washing it away before it is absorbed into the blood stream. During the hay fever season, when pollens are freely flying, they are constantly lodging on the mucous membranes. Best results, therefore, are obtained by using Ercolin as frequently as necessary to maintain your comfort. \* \* \* for Hay Fever Ercolin is most quickly effective through the use of the nasal douche \* \* \* the effected tissues in parts of the nose and mouth \* \* \* Start using Ercolin with a treatment night and morning a few days before the hay fever season is due, thus beginning the treatment before the membranes have become inflamed and congested. Use as freely as necessary to obtain comfort during the whole hay fever season. Rose fever and rose colds are essentially the same as hay fever, and are due to the infection from the pollen of grasses which flower during the spring and summer seasons. Quick relief follows the use of Ercolin, after the same directions as given for the treatment of hay fever. How to Use Ercolin for Sinus Sinus is a deep-seated condition. It requires some time for Ercolin to penetrate thoroughly to the parts affected. Several treatments are sometimes necessary and best results are obtained by frequent application. After treatment, blow the nose gently—not violently—to aid in washing away the discharge. Apply Ercolin at the first sign of infection, using the nasal douche or atomizer, and following the same methods of treatment as in hay fever. In specially severe cases \* \* \* the irritated membranes \* \* \* Chronic Catarrh Chronic Catarrh is almost always the result of continual colds, which develop an acute or chronic congestion and inflammation of the mucous membranes. Proper treatment means providing free drainage to permit the complete removal of the products of inflammation, dead or diseased tissue, etc. Ercolin is of value in the treatment of catarrh in that it penetrates directly to the affected parts, washes out the poisons, and aids in the free elimination of the mucous discharge. Use Ercolin regularly, morning and evening, with nasal douche or atomizer, as indicated for sinus. \* \* \* Sore Throat Use Ercolin at the very first symptom of a cold, and you may save yourself from serious illness. \* \* \* In cases of sore throat and tonsillitis, Ercolin, full strength, makes an effective gargle."

On October 18, 1933, no claimant having appeared for the property, judgment of condemnation was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

M. L. WILSON, *Acting Secretary of Agriculture.*

**21549. Misbranding of Chicko Tablets for White Diarrhea in Chicks, Chicko Tablets for Roup, Canker, Catarrh, Influenza and Sore-Head, and Chicko Powder for Cholera and Other Bowel Trouble in Poultry. U. S. v. 60% Dozen Packages of Chicko Tablets for White Diarrhea in Chicks, et al. Default decrees of condemnation, forfeiture, and destruction. (F. & D. nos. 30449, 30450, 30451. Sample nos. 17073-A, 17074-A, 17075-A.)**

Examination of the drug products involved in these cases disclosed that they contained no ingredients or combinations of ingredients capable of producing certain curative and therapeutic effects claimed in the labeling.