

turers in the strict legal requirements of the law and have constantly attempted to teach the buyer how to discriminate between honest labels and misleading labels. The "read-the-label" talks of the past year have been designed to inform the public as to the true meanings, the limitations, and the guidance value of labels in purchasing foods and drugs.

### Many Commodities Covered

The "read-the-label" talks broadcast during the past year have outlined the requirements of the food and drugs act as regards scores of food and drug products. A few of the subjects covered are: Canned peas, tea, sirups, canned corn, vinegar, oysters, lard, flour and meal, drugs, vitamins, artificial colors, baking powders, flavoring extracts, pudding powders, canned fish, beverages, botulism, obesity cures, eggs, butter, jams and jellies, milk and milk products, cream, potatoes, and apples. In all cases, the general plan of procedure was the same. The administration officials each week told a story of a personal experience in the enforcement of the Federal food and drugs act to illustrate how this law safeguards the nation's food and drug supply. They followed this with a discussion of the meanings of labels on the different products under consideration that week. This was followed with a statement of just how the law protects the buyer of the products under discussion. The administration proposes to follow the same general plan during coming campaigns. A vast quantity of free printed matter has been distributed to listeners. The administration is now considering getting out a Farmers' Bulletin to cover the entire range of the subjects taken up.

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### FOOD and Drug Law Covers Preparations for Treating Livestock

The Federal food and drugs act forbids false and fraudulent therapeutic claims on the labels of drug and medicinal preparations. For 23 years the department has directed its regulatory attentions to the drug industry, and so far as medical preparations designed for human use are concerned, the public is more or less aware of the extent of this work. But the administration is also charged, in the enforcement of this law, with removing from the channels of trade misbranded or adulterated medical preparations designed for treating domestic animals. Even the farmer, most directly concerned, is inadequately informed on just what the administration has done along this line. An efficient farmer naturally wants his livestock to be healthy. This desire, combined with ignorance of what constitutes a reliable treatment or cure for certain livestock diseases, has led him to spend much hard-earned money for quack remedies of no value whatever in the treatment of livestock diseases. So serious is this situation that the Food and Drug Administration has, during the past few years, directed as much of its attention to these drug products as its funds and personnel would permit.

It is imperative, the department believes, that misplaced public confidence in worthless remedies for livestock be destroyed. The department wishes at the same time to build sound public confidence in the drug products of those manufacturers who are really turning out reliable preparations for certain animal diseases.

### No Remedies Yet for Certain Diseases

Veterinary science recognizes that up to the present time there is no drug or mixture of drugs which can be considered effective in the treatment of the following diseases of poultry: Typhoid, cholera, coccidiosis, fowl pest, roup, pullorum disease or diarrhea of chicks, chicken pox, diphtheria, gapes, and blackhead of turkeys. But in spite of this recognition on the part of veterinary science, farmers see many advertisements of drug preparations which claim to be reliable in the treatment of these poultry troubles. Some of the above disease can be prevented by proper precautionary measures; but, once contracted, they do not respond to drug treatment. Drug preparations labeled for them create a false sense of security in the mind of the poultry man, and if he relies upon them he is apt even to encourage the spread of one or more of these diseases through an entire flock or community and to delay or prevent the application of suitable scientific methods of control. The Food and Drug Administration has removed from the market hundreds of preparations of this nature and has brought about the revision of labels of many others so that the purchaser will not be defrauded. But many such preparations are made locally and not entered in interstate trade and do not come under the jurisdiction of the food and drugs act. In many cases the administration has required the removal from the label of all untruthful and fraudulent claims, only to discover similar unwarranted statements in advertising over which the law has no control. The department believes it is a good practice not to place confidence in claims made in circulars or advertising matter which exceed those claims made on the printed matter which actually accompany the product shipped in interstate commerce.

### Use of the Word "Health"

In recent years the country has been more or less flooded with scores of preparations which use the word "health" in their titles or on their labels. The Food and Drug Administration has investigated many of these and in the enforcement of the law has removed many of them from the market. The use of the word "health" on the label of a drug preparation to convey the impression that the use of the product will maintain or restore health is classed as misbranding under the law, since no drug or combination of drugs is capable of fulfilling such a promise.

In December, 1929, the courts rendered a judgment in favor of the department in a case against a preparation called "Liquid Hog Health." The manufacturer of this preparation claimed that oats treated with it would cure sick hogs and stimulate the growth of backward pigs and shoats. The Government alleged that the article was misbranded and proved to the satisfaction of the court that the preparation contained no ingredients capable of producing the effects claimed. The administration also takes exception to such words as "vital," "life," "vigor," "vim," in any form of spelling, when these words are used in names to imply far-reaching curative powers.

### Alleged Worm Remedies

Farmers who have read the papers in recent months have probably noted a great many advertisements of "mineral mixtures," "tonics," and "conditioners," in which the manufacturers claim that such prepa-

rations control worm infestation in farm livestock. Such claims made for products of this character constitute misbranding under the law. Veterinary investigators have found that preparations of this nature have not proved effective in the control of worm infestation. Moreover, there is no drug or mixture of drugs known to science at this time which would be effective as an expeller of all types of worms which may infest animals, including poultry. The department has warned manufacturers of worm remedies or worm expellers to confine their claims in the labeling to the particular type of worm for which their product has proved to be effective. The unqualified use of terms such as "worm expellers" or "worm remedies" in labeling these preparations is a violation of the food and drugs act.

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## **F**OOD and Drugs Act Benefits Farmer as Producer and Consumer

Pure-food legislation was considered by Congress for many years before the food and drugs act was passed in 1906.

During all those years, the press continually carried stories which aroused public interest in the need for such legislation. During the years immediately preceding and following the passage of the pure food law, popular interest in the measure continued, largely because, in those days, the abuses which it was designed to correct were so sensational that they achieved a great deal of newspaper publicity. Scandalous abuses, such as the sale of dead horses as beef, promptly detected and stamped out under the law, caught and held the public interest. But as these startling types of adulteration and fraud were corrected, and as enforcement work under the law became more routinelike and better organized, the activities of the officials received less publicity and the general public, as well as the farmer, began to accept the protection afforded by the law as a matter of course. There is ample evidence to believe that, in many cases, people forgot it entirely.

Such forgetfulness is not justified. The work of the Food and Drug Administration, in enforcing the food and drugs act, is vitally important to the general consuming public, and particularly to the agricultural industries. Every American citizen is a daily consumer of food, and there are few so fortunate as not to be consumers, at one time or another, of medicines. The past 25 years have witnessed remarkable changes in food economics, one of the most striking being the gradual transfer of the manufacture of foods from the domestic kitchen to the factory. That transfer could not have occurred without the protection guaranteed by the food laws against adulterated and misbranded products. To-day, the farmer consumes almost as large a quantity of manufactured foods as the city dweller. He thus has a vital interest in those governmental activities designed to assure him pure, unadulterated, and honestly labeled foods.

### Farmer Interested as Producer

But the farmer has an interest in food-law enforcement not shared by the city consumer. He is preeminently a producer. With the exception of our marine supply, the soil is the source of all our foods. There is, of course, little opportunity for adulterating commodities consumed