NUTRITIONAL QUACKERY

An Investigation

A thesis submitted in partial satisfaction of the requirements for the degree of Master of Science in

Health Science

by

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# TABLE OF CONTENTS

| ACKNOWLEDGEMENTS                                | v   |
| ABSTRACT                                       | vi  |
| Chapter                                        |     |
| **I** INTRODUCTION                             | 1   |
| The Need for the Investigation                 |     |
| The Problem                                   |     |
| The Purpose of the Investigation               |     |
| Method of Investigation                        |     |
| Definitions                                   |     |
| **II** REASONS FOR THE EXISTENCE OF NUTRITION QUACKERY | 9   |
| Food Habits                                   |     |
| Food Fads and Fallacies                       |     |
| Food Fads and Nutrition Quackery              |     |
| **III** CHARACTERISTICS OF THE NUTRITION QUACK | 31  |
| Promotional Claims of the Nutrition Quack      |     |
| Diversity of Products of the Nutrition Quack   |     |
| Claims for the Products of the Nutrition Quack with Reference to Dieting and Reducing and Cancer | |
| **IV** ORGANIZATIONS, AGENCIES AND METHODS WHICH FIGHT AND CONTROL NUTRITION QUACKERY | 58  |
| American Medical Association                   |     |
| Food and Drug Administration                  |     |

iii
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ABSTRACT

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The study was undertaken to investigate nutrition quackery in the United States from 1960 to 1973. Included in the study were reasons for the existence of nutrition quackery; the characteristics of the nutrition quack, his promotional claims and the diversity of his products; and organizations and methods which fought and controlled nutrition quackery. The survey method was used to produce to the extent possible, an orderly collection, analysis, interpretation and report of facts pertinent to nutrition quackery. In order to yield acceptable data for interpretations and generalizations concerning nutrition quackery, theses and dissertations, secondary school health education textbooks, professional, medical and lay periodicals, government documents and books and pamphlets were examined.

The findings revealed that food eating habits and food
Fads and fallacies were some of the reasons for the existence of nutrition quackery. The relative importance of nutrition to health and the fact that the area of nutrition was found by quacks to be lucrative, were other reasons which were revealed by the study.

Also revealed in the findings were the characteristics of the nutrition quack, his promotional claims and the diversity of his products which ranged from food supplements and health foods, to cooking utensils. American Medical Association, Food and Drug Administration, American Dietetic Association, United States Post Office Department, United States Justice Department and the communication media were revealed as some of the organizations and agencies, and methods which have fought and controlled nutrition quackery unilaterally or collaterally.

The conclusion reached was that in spite of the fact that the American food supply is the most abundant and nutritious in the world, the American consumer was not armed against the unscrupulous promotions of the nutrition quack.

Also, although nutrition quackery was one of the nation's biggest health problems, it received comparatively little attention until recently.
CHAPTER I

INTRODUCTION

The Need For the Investigation

Nutrition quackery has reached such proportions in recent years that it has become a serious menace to the nation's health. The Food and Drug Administration has estimated that ten million Americans are dosing themselves with nutritional nostrums costing over $500 million a year. The cost of this type of quackery goes much further than money alone when confidence in the American food supply and in physicians is undermined. Some vitamin and mineral food supplements may be useful in special dietary cases. In many instances, however, there is quackery involving false and misleading claims. Nutrition quacks distort facts and claim benefits for their products against diseases or symptoms which are caused by dietary deficiencies (28:413).

Also, it was indicated in a Review of Recent Nutrition Research published by the National Dairy Council that food faddism has flourished as a result of increased awareness of the public in regard to nutrition and health. It also was pointed out in the review, that the increased popularity in food fads was creating a public health problem. Nutrition was described as a relatively new science which has been very susceptible to distortions into fads. According to this article, it was not easy to assess the extent
of food faddism but it was estimated that about $300 million and $500 million was spent in 1971 and in 1972 respectively on so-called health foods (28:1).

Food fads have resulted in economic loss in wasted expenditures. In addition, persons with serious medical problems have been misled by false claims and have relied on products which do not actually help them. Failure to seek proper medical treatment for specific diseases or disorders has resulted in more severe complications and even death.

Promotional techniques and propaganda disseminated by the nutrition quack have confused the public about sound nutrition practices and principles. Perhaps the most alarming maneuvers of the nutrition quacks have been their attempt to undermine public confidence in the nutritional adequacy of staple foods. This has been accomplished by spreading the "Four Myths of Nutrition" (26:3-5): all diseases are due to faulty diet; soil depletion causes malnutrition; overprocessing and cooking remove or reduce some of the vitamins and minerals contained in foods; and subclinical deficiencies are abundant among the public.

Bauman (2:61) expressed the opinion that some consumers were ignorant of what constituted a well-balanced diet and they had little or no knowledge of common food sources of important nutrients.

Kilander (42:219-221) conducted a long-term study on the inadequacy of nutrition information and of
misinformation among the public. He contended that people who accept quackery are the willing and the less informed. One of his conclusions was that there are possibly more misconceptions and half-truths still believed by the American public in nutrition than in any other area of health.

Jalso, Burns and Rivers (39:263) conducted a study to determine whether an association existed between food faddists' beliefs and practices and one or more of the following characteristics: age, socio-economic level, education, and personality "rigidity" as described by the authors. Data on sources of nutritional information and underlying bases for an extent of selected nutritional practices were also obtained. Data from the study indicated that age was inversely related to valid nutritional opinions and practices and to education. Other findings were:

1. The direct relationship between education and valid nutritional opinions and practices reflected the influence of age rather than education directly.

2. Misinformation was prevalent in all areas of food and nutrition encompassed in this study.

3. Invalid health opinions regarding special foods and soil depletion, chemical fertilizers and insecticides predominated.

4. Special health problems in the family and an interest in maintaining good health were the most important factors which initiated interest in nutrition and which accounted for the avoidance of certain foods.
5. Magazines and newspapers were most frequently used as sources of nutrition information; books ranked second (39:267-268).

In another study, Kilander (43:7-8) revealed that many persons were not consuming an adequate diet. The need to improve the diet was particularly true of elementary school children and high school youth. Eating the wrong foods as well as the wrong amounts of various kinds of foods was prevalent among youth. Children's daily intake of certain nutrients often fell below the recommended amounts for good nutrition. The diet tended to become worse rather than better as children progressed through the grades and into college. All these factors tended to indicate ignorance about the kinds of food that the human body should have and the best selection of food. Thus, the individual was more gullible when encountering a nutrition quack. Many adolescents failed tests on basic food facts and had many misconceptions about foods and eating. When they considered their health as an important result in the selection of foods, diets tended to be adequate. However, when other things such as status, sociability, the desire to be independent of parents, enjoyment, and taste were rated high in selecting food, poor nutrition practices resulted. The need for nutrition education was obvious in order to eradicate food fallacies, aid in intelligent selection and consumption of nutritious foods, provide the relationship between diet and health, maintain normal weight, and prevent overweight and
underweight.

In an attempt to ascertain the current status of health instructional practices in public schools, a nationwide School Health Education study was conducted. Herman E. Hilleboe, Chairman of the study, expressed the following point of view concerning the relationship between education and quackery:

It is becoming increasingly evident that the possession of certain basic knowledge about health is essential if each individual is to take prompt advantage of the advances of medical science, protect himself, his family, and his community, an optimum level of health (65:Foreword).

Some findings of the School Health Education study were particularly relevant to the topic of nutrition quackery since an examination of the teaching of health education was investigated. Consumer health education was one of the three weakest areas for ninth grade students. Survey results also indicated that ninth grade students generally accepted advertisements of health products seen in newspapers and magazines or heard or seen on television. High school seniors failed in answering many questions on consumer health education. The lack of state or local health education curriculum guides including information on nutrition quackery was apparent (65:38).

The Problem

The problem is nutrition quackery which results when a person who has little or no preparation in the field of
health gives a false impression that he can deal with the science of nourishing the human body in a way considered by qualified health professionals to be improper (35:371, 374).

The Purpose of the Investigation

The purpose of the investigation was to reveal the extent of nutrition quackery in the United States.

Method of Investigation

The survey method of research was used. The survey was intended to produce, to the extent possible, an orderly collection, analysis, interpretation and report of facts pertinent to nutrition quackery from 1960 to 1973. The investigation was a documentary analysis of written and printed materials to determine the frequency and usage of selected items and to reveal facts concerning nutrition quackery. In order to yield acceptable data for interpretations and generalizations concerning the selected topic of investigation, theses and dissertations, secondary school health education textbooks, professional, medical and lay periodicals, government documents, and books and pamphlets, were examined.

Definitions

A number of terms used in this investigation may be subject to different interpretations. In order to provide consistency in interpreting the study, the following are definitions of terms used throughout this investigation.
Quackery - encompasses both people and products. The "health practitioner" who has a "miracle cure" but no medical training is a quack; the drug or food supplement promoted with false health claims is a quack product; the machine that has impressive knobs and dials, but does nothing except take money out of the pockets of the unsuspecting, is a quack device.

Broadly speaking, quackery is misinformation about health (13:1).

Food Fad - favored or popular fashion in food consumption that prevails for a period of time and which is constantly changing (34:413).

Food Faddist - a person who follows a food fad, usually with exaggerated zeal (34:413).

Food Fallacy - misinformation about food. A belief commonly held as true but which is not in accord with scientific evidence to date (47:216-217).

Natural Food - food which is in its original state or has minimal refinement and minimal processing (28:3).

Organic Food - food grown by "organic gardening" methods, with no chemical fertilizers or pesticides used. Sometimes the term is used more broadly, and interchangeably with "natural food," to include food not only "organically grown" but containing no chemical additives such as preservatives, hormone dyes, and antibiotics, and which have undergone only a minimum of refining to preserve original nutrients (50:268).
Food Supplement - an addition to any diet which is usually promoted in place of everyday familiar food and out of all proportion to their nutritive values (51:232).

In addition to the above, other terms have been defined within the context of the findings of this investigation.

The thesis has been presented in five chapters.
Chapter One -- Introduction; The Problem; the Purpose of the Investigation; Method of Investigation; Definitions

Chapter Two -- Reasons for the Existence of Nutrition Quackery; Food Habits; Food Fads and Fallacies; Food Fads and Nutrition Quackery.

Chapter Three -- Characteristics of the Nutrition Quack; Promotional Claims of Nutrition Quacks; Nutrition Quacks' Products; Claims for the Products of the Nutrition Quack; Relationship of Claims for Nutritional Quacks' Products to Selected Conditions; Dieting and Reducing; Cancer.

Chapter Four -- Organizations, Agencies and Methods Which Control and Fight Nutrition Quackery.

Chapter Five -- Summary and Conclusions.

Bibliography
CHAPTER TWO

REASONS FOR THE EXISTENCE OF NUTRITION QUACKERY

Food Habits

The reasons for the existence of nutrition quackery have been food habits; food fads and fallacies; and food fads and nutrition quackery.

The nutritional level and health of people can be determined from their food habits--that is, from the kinds and quantities of food eaten.

Martin (51:3) elaborated on the above theory by stating that if people do not have enough to eat, they will obviously be hungry and poorly nourished but that abundance of food in itself does not guarantee that they will be well nourished. She maintained that even when food supply is plentiful and varied, the people may suffer from "hunger" of a different kind if they choose the wrong kinds of food or if they eat more food than they need.

Whether food supplies are limited or abundant, it is believed that people everywhere have a tendency of developing patterns of eating which in turn become fixed habits. According to Martin these food eating habits may eventually characterize national eating practices so that ultimately it is possible to assess, albeit presumptively, the nutritional status of a country's population. Martin believed that in seeking a base line for approaching
Nutrition and the processes involved in nutrition education, one has necessarily to recognize patterns of eating and appreciate their significance. Everyone eats certain foods and rejects others for various reasons which often have little or nothing to do with the foods per se but reasons nevertheless which can be traced in most cases to childhood memories of happy or unhappy family meals. For instance:

Chocolate cakes may be associated with birthdays when gifts were received. Beef stews may be associated with days when mother was always cross and children felt neglected.

Be this as it may, it is generally believed that food habits are developed gradually from infancy through childhood and that eating habits are the outcome of many factors which operate one by one or in combination.

Martin (51:4-5) has described basic influences in food habit formation thus:

Food Supply -- the quantity and kind of food available to a population from all sources are the basic ingredients of eating patterns.

Economic Welfare of the People -- the ability of individuals and families to afford the foods that are available controls the amounts and kinds to be eaten.

Family Eating Practices -- family meal customs may be deeply rooted in racial, religious, and national practices, or in family beliefs and habits developed over generations.

Social Customs -- attitudes and practices of people with respect to eating with friends, with social groups, or even with strangers may be based on ancient customs,
or on racial or religious rites.

Emotional Climates -- situations that generate pleasure, annoyance, or frustration with respect to foods may be responsible for favorable or unfavorable attitudes toward food and eating.

Sensory Reactions -- individual variations in response to the taste of foods.

Educational Influences -- knowledge of food values may provide the basis for judgment in selecting foods.

There is no doubt that these basic influences form the background against which the food habits of the people of any country develop. They provide the framework for the culture in which eating practices of families and neighbors gradually become those of the individual who in turn absorbs them as his own. Through the ideas associated with them, he sees and interprets all his experiences with food and eating. There have been instances when people have literally gone hungry rather than break a tradition by eating foods foreign to their pattern of eating.

Wilmot and Batjer (82:20) have stated that there is an obvious relationship between nutritional status and eating habits and that there have been and there still are, many fads that are related to eating habits. They argued that even Americans, living in a land of plenty and conscious of food as a factor in desired abundant health, are not likely to let go their habits and dislikes even when these are in direct conflict with knowledge based on sound research. Wilmot and Batjer for their part, indicated that eating is a personal matter and that, for some people,
it is more than merely providing for biological requirements for energy or growth. Depending on the individuals concerned, food can be a way of relieving worry and tension; or a measure of social or financial success; or compensation for security and love. The authors argued that although such examples indicate only a few of the emotional uses to which foods is put, they serve to illustrate the complexities involved in evaluating food habits and changing them where adequate nutrition is not provided.

It has been argued that in establishing a family food pattern, women are less likely to change their food habits mainly because the food served is often one that the women are used to. Changes may result from the refusal of children to eat foods which they have been allowed to dislike, and for this and other reasons variety is curtailed and the pattern restricted.

As a "melting pot" of races and cultures, the United States has no distinctive food habit of her own. This view expressed by Martin (51:5) appears to be supported by the variety and abundance of food supply, the immense geographical area and the people of mixed racial origin who make up the population. The very size of the country she said, creates the conditions that give rise to subcultures and regional food habit patterns. To illustrate the regional food habit patterns, New England is said to be associated with clam chowder, and with pie for breakfast;
and the South with fried chicken, turnip greens and hot biscuits. National, religious and racial groups which include the Orthodox Jews, the Pennsylvania Dutch and the Seventh Day Adventists, are said to have retained their food practices for generations.

In the United States the most distinctive food patterns are said to be those of recent migrants to the country. When nationality groups settle in certain areas, they keep intact their own eating habits. However, this does not mean that their original diet is impervious to outside influences. It is to be expected that the longer they stay in this country, the more their original diet is affected by outside influences, so that gradually, the migrants come to like and to use foods of their "new" country.

As Martin aptly put it:

The history of food habits in this country is the story of how the hard core of such customs is handed down through generations. Like the African food habits, their origins may be lost, but their foothold in the regions where they are practiced remains strong.

The so-called "historic core" of the "old German" diet in this country is characterized by such foods as heavy soups, sausages, boiled potatoes, rye bread, foods made from barley, and pickled pigs feet. These foods are used now by people of all nationalities, but it is largely those of German descent who have retained them as a regular part of their eating pattern. This is true of families what have been in this country for several generations and have been exposed constantly to other foods and meal customs.

The tenacity with which Italian-Americans cling to their native diet is legendary. They may add foods new to them, but the core of the diet always symbolizes the homeland...
People from Spanish-speaking countries coming to this country also have well-defined and distinctive food habits that resist change. Mexican families, for example, who have been in the United States as long as 6 years, often continue to use tortillas as bread at each meal.

When Mexican families are housed together with little outside contact, they cling more closely to their native diet. This has been demonstrated with children of Spanish-speaking migrant workers. These children travel with their parents and live with them in temporary colonies while they follow the crops. The rigidity of their food pattern was demonstrated in Colorado, where an attempt was made to adapt the school lunch to their needs. Their diet at home consisted largely of tortillas and frijoles, supplemented with candy and soft drinks. They often refused even to taste dishes in the school lunch that did not fall within their limited range of acceptable foods. They preferred to go hungry, rather than eat a lunch they did not like (51:6-7).

Personal preferences for individual foods and food groups within the patterns cut across all patterns of food habit. When likes and dislikes for certain foods are strong enough to influence meal selection, they may seriously distort the original pattern. Furthermore, these strong likes and dislikes of certain foods unwittingly pave the way for nutrition quackery.

Food Fads and Fallacies

According to McHenry (52:4) hunger has been the primary cause of the consumption of food. Hunger may have been the only reason for the consumption of food by animals, and by primitive people but there has been no proof up till now that it is the only reason for eating. This author stated that many people have been known to eat at
particular times because of habit and not because they have been hungry. It has been evident that the kind of food selected has been such that physiologic requirements for various nutrients have not been met unless the selector possessed sufficient knowledge of nutrition to enable him to select foods consciously on a scientific basis. It has been argued that animals and primitive people possess the ability to select by instinct, the foods needed to meet nutritional requirements. On the other hand, there has been very little evidence to prove that primitive people possessed the instinctive ability to select food suitable for health. Civilization has been blamed for robbing men of his instinctive ability to select foods subconsciously so that nutrient requirements will be met. McHenry pointed out that in the absence of any instinctive ability or of the knowledge of requirements and of food composition provided by the science of nutrition, the determination as to which foods have to be eaten to satisfy hunger depends on various factors. These factors according to him have produced a set of food habits, which for most adults, have been fairly rigid. It is not possible to plan an attempt to improve nutritional conditions with intelligence, unless factors, other than knowledge of nutrition, which determine food choice are known and considered.

According to Tannenbaum and Stillman (70:22-23) man has always recognized that he must eat in order to live and
that growth was a characteristic of life. They believed that really hungry people would eat almost anything available, and, that during a severe famine, grass, bark and even clay might be used to stuff an aching stomach. On the other hand, they maintained that as soon as food became plentiful, man began to worry about his diet and decided that certain foods were good and others were bad and must be rejected. They said that the man's family followed his food dictates and in time, some individual prejudices were extended to the general population and accepted as facts. Rejected foods were labeled poisonous by the community or at least declared unfit for human consumption. So, no one dared to try them. In another culture, however, these very foods might have been labeled good. Travelers brought home stories about strange people who actually ate these "poisonous" foods which might well become a gourmet treat for the more adventurous or the wealthy. For example, Tannenbaum and Stillman declared that insects were commonly eaten in many cultures and that in ancient Athens and Rome, from which much of Western culture is derived, grasshoppers and roasted moth pupae were banquet foods, but that over the years, insects came to be considered undesirable as food.

On the other hand, magical properties have sometimes been assigned to foods, thus assuring that they will be eaten in great quantities. An example of this is the
potato. When it was first introduced in Europe, the people were advised that it was not only a rare and delicious vegetable, but that it would guarantee great health and most important, would make women more attractive to men. As a result, the potato was designated "this remarkable vegetable" and was cultivated widely. In time it became the basic food in the diet of many countries and by then it had lost its reputation for magical properties.

Many people believe that raw potatoes are poisonous or that they cause certain ailments. It is true that potatoes are largely starch which when eaten raw can be difficult to digest. Some people believe that potatoes are fat-producing and therefore "villainous" when in fact, one baked potatoe contains no more calories than a glass of skimmed milk. When it comes to producing fat on the human body, it is the number and not the source of the calories that counts.

Guthrie has opined that food faddism and quackery are aspects of nutrition receiving increasing attention from nutritionists because of the problems--health, economic, as well as social--which they create. Because they have been unwilling to misrepresent what they know and have refrained from making unrealistic claims, they have so far been unable to compete successfully with the faddists. She claimed that faddism is not confined to the poor, the superstitious or the ignorant. While she does not deny
that these people can be easily influenced, she maintained
that even well informed people can also be attracted to
faddism. In her opinion, food faddism has been kept alive
by a combination of economic, educational and sociocultural
factors. Guthrie has defined food fads as preferred and
accepted vogue in consumption of food. The vogue prevails
for some time and is constantly changing. She stated that
a person who follows a food fad, usually with exaggerated
zeal, becomes known as a food faddist, and that the whole
subject of "food fashions" is known as food faddism which
she considers a paradox of advancing medical and food
technology. Some food fads, according to her, are merely
unharmful fashions while others could lead to unconven-
tional and costly eating habits. She believes that the
legitimate nutritionist has been placed in the awkward
position of having to combat not only food misinformation
but also the problem of food fads. Without doubt food
misinformation is more often than not, much more difficult
than food fads to combat because it involves half-truths,
distortions or misrepresentations of scientific information
as well as undisguised fallacies (34:413).

Tannenbaum and Stillman have explained that religious
taboos play a major role in determining diet and that the
question of what constitutes meat is interesting (70:26-27).
According to them, food sources could be divided into two
main groups biologically and these were animal and
vegetable. A fish is as much an animal as a cow, and eggs
and milk are as truly animal products as steak is, but Western cultures have separated these products for religious purposes, so that Christians even when they are observing a fast, think nothing of eating fish and eggs. During the Middle Ages, chicken was not generally regarded as meat and could therefore be eaten during fasting. On the other hand, butter could be used on fast days after the proper dispensation was granted by the appropriate church official. In contrast, milk and milk products can be used with fish and eggs but not with the meat of warm-blooded animals, in Orthodox Judaism. Further still, Hindus will touch only milk and milk products and will refuse to touch other animal foods.

These religious taboos are so strong that people who no longer practice the whole of their religion find themselves often unable still to eat "taboo foods," which in some cases make them ill physically.

Many people choose to be vegetarians not because of religious reasons, but because they are convinced that their health is superior to that of non-vegetarians. Since meat has to be replaced by other protein sources, vegetarians make good use of vegetables such as grains, beans and nuts. Some extremists who are vegetarians and who want to be known as advocates of peace, have attributed the warlike tendencies of nations to the meat-eating habits of their citizens.
Although there has been no known or published scientific evidence for this argument, the idea that character can be influenced by food, is not considered to be a new one. The idea has been believed to be the principal reason for the practice of cannibalism. Except in times of great famine, human flesh has rarely been served as an item of food. A few tribes have been said to regard cannibalism as the most respectful way of getting rid of the remains of their dead relatives, while yet another few have also been said to consider cannibalism as a good way to prevent the ghosts of murdered men from bothering them. Most cannibal ceremonies, however, have been based on the idea that the strength of enemies could be added to their own, when the flesh of such enemies are eaten.

It is fortunate that food fads are now less odd, but food notions differ from individual to individual, family to family and community to community. In some families, chicken soup has been believed to be the perfect food for the sick. It has of course been known that broth made from bouillon cubes has less nutritive value than other soups. Some families employ onions, boiled, fried or raw, to cure colds. The least that can be achieved in this way, is keeping other members of the family away from the cold patients and thereby preventing the spread of the virus. Some food faddists promote the wonders of raw vegetable
juices, which are supposed to be superior and therefore preferable to the whole vegetables. In the case of some illnesses it has been found necessary to remove the solid parts of roughage of vegetables before feeding the patient. This also has a disadvantage because for most people, the bulk provided by the pulp of the vegetable is useful in the process of eliminating the waste material from the digestive tract.

Tannenbaum and Stillman summed up the underlying factors in food faddism by stating that:

Experiments have shown that, as a whole, the human race has a tendency to choose well-balanced diets over an extended period of time. However, individuals sometimes become involved in personal likes and dislikes, and may go on 'binges' of eating peculiar unbalanced diets. Thus a person whose food fads may be very expensive, still may be undernourished. This kind of fad eating may extend to a person's friends, especially among teenagers, with the result that whole social groups may subsist on such peculiar combinations as cola drinks and fried potatoes or pizza pies and root beer.

A fad which has wide popularity at the moment is 'organic' gardening. The advocates of this system would eliminate all commercial fertilizers and insecticides from farming. In their place, only such 'natural' fertilizers as compost from rotting vegetable matter and manure would be employed... Another current fad which has been highly publicized is the blackstrap molasses and yogurt magic formula. Blackstrap is the product which remains when the usual commercial molasses has been removed from the leftover liquid of the sugar-refining process. In the past, blackstrap had been used exclusively for animals. It is a fair source of some of the vitamin B complex and of iron, either of which can be obtained easily from tasty sources...
For most of the period of man's existence on earth, he has had to depend on the folklore of food to protect his life. Today, available to everyone who can read is enough scientifically proven information about the body's needs for carbohydrates, fats, proteins, minerals, and vitamins as well as the caloric requirements of individuals to permit an intelligent person to sort facts from fancies. Unfortunately, too many people read only the headlines. They recognize the names of these essentials, but they do not understand what they are or how they functions. As a result, these 'headline readers' fall ready victim to each new fad that appears (70:29-30, 34).

The most prevalent of nutrition misinformation or fallacies have been compiled by the Food and Drug Administration and also by the American Dietetic Association. Some of the fallacies from these two and from other sources (9, 55, 63, 64, 65, 66, 67, and 76) which have been used or which could be used in one way or another by nutrition quacks include:

Extra vitamins provide pep and energy.

Chemical fertilizers are poisoning our soil.

Natural, organic fertilizers are not only safer than chemical fertilizers, but produce healthier crops.

Our soil has lost its vitamins and minerals; our food crops have little nutritional value.

Pesticides are poisoning our Nation.

Modern processing removes most of the vitamins and minerals in foods.

Aluminum cooking utensils are dangerous to health.

If you have an ache or pain, or are just feeling tired,
you are probably suffering from a subclinical deficiency.
You have to eat special foods if you want to correct overweight.
Synthetic vitamins are ineffective; vitamins from natural sources are much better.
Everyone should take vitamin supplements just to be sure.
Washing rice after cooking reduces calories.
"De-starched" potato chips do not have calories.
You can eat all you want and still lose weight if you take "reducing pills."
Toast has fewer calories than bread.
Candy that has been enriched with vitamins may be eaten when a person is reducing.
All diseases are due to faulty diet.
You must increase your vitamin consumption as you grow older.
Pasteurizing milk destroys most of its nutritive value.
Enriched cereals and breads are without nutritive value.
An acid condition of the body is aggravated by acid fruits.
Eating certain foods, such as blackstrap molasses and yogurt, will prolong life and youth.
Fish is a brain food.
Never eat proteins and carbohydrates at the same meal. "Health foods" have special health-giving properties. Eating carrots will guarantee a good complexion and glossy hair.

You can eat all the reducing bread you want to on a diet.

Colds can be prevented by taking vitamin C.

Give a child all the food he wants, and he will never suffer malnutrition.

Spring water that is clear and cold is safe for drinking.

Grapefruit will help one reduce.

Frozen orange juice has less nutritive value than fresh orange juice.

Enriched bread can be substituted for vegetables and meat.

Kelp is a cure for stomach ailments or obesity.

Honey is a cure for whooping cough.

Root beer is a tonic for the nerves.

Baking soda cures colds.

Gelatin prevents fatigue.

Olive oil will prevent appendicitis.

**Food Fads and Nutrition Quackery**

As was expressed by Guthrie (34:415), the major concern of the government and other agencies involved in the protection of the public against the food quack's claims
for his products, has been in regard to the questionable safety of those products as well as the cost to the public of the quack's operation.

The American Medical Association (79:18) has discussed the belief by some that superior health and freedom from disease can result from the use of so-called health foods. This belief is said to be strong and not easily dissuaded. Unless the consumer's diet contains some exotic seed, bone meal, yeast, or perhaps food which has been grown organically, he is convinced that he is nutritionally impoverished. Thus, the consumer loses faith in conventional foods and becomes a "nutrition neurotic" and his dependence on extraordinary foods, his belief that organically grown foods are the only reliable foods, his use of "far-out" food supplements, his loss of faith in modern processing and more are attributes of the nutrition neurotic. The true "food faddist," however, has been described as the on-again, off-again dieter who often falls prey to the latest diet craze, regardless of his previous failures.

It is the opinion of the American Medical Association that anyone can contribute in a direct or an indirect manner to misinformation and that it is sometimes difficult to separate fact from fiction. Unfortunately, misinformation on food, nutrition, health or disease, whether arising from the misleading statements and untruths of the promoter of food faddism and others associated with him, can attract
the attention of the public. When authoritative, scientific information is reported prematurely or as very often happens, out of context, it also can contribute to nutrition nonsense.

Wilmot and Batjer (82:31) felt that, as a rule, a fad is comparatively harmless, while a fallacy on the other hand, is a false idea which may or may not be harmful. To fad and fallacies, they have added fraud--trickery or deceit which usually involves misrepresentation. These authors contended that either fad or fallacy may be based on fact, but expanded or misrepresented to give a desired effect for the purpose of selling a product or book or promoting an idea. In any case, they have no doubt that what is needed is the "bright light of fact" trained as it were, on fad, fallacy, fraud, and whatever, to show them for what they really are because behind them there is almost sure to be some advantage, financial or otherwise, to the principal promoters.

As for reasons for the existence of nutrition quackery, Bauer (1:34) has suggested that nutrition is basic to health and that this area is the most lucrative and offers the widest number of possibilities for the quack and that there is hardly any time that people do not think about food. In addition, the large number of food and nutrition misconceptions enabled the nutrition quack to operate virtually without restraint and so, he employs every
device of seemingly legitimate merchandising and preys on basic human desires to live better at less cost, to look better, and above all, to regain lost health.

Nutrition quackery has flourished because of the failure of the American public to emerge from an era of folklore. Bygone remedies have been transplanted into today's thinking about nutrition. In addition, a state of confusion has existed because of the rapidly advancing technology in all fields and extreme difficulty of keeping up with this new knowledge. The quack has been quick to take advantage of the confusion created in the minds of lay persons. Quackery has spread because the quack has not been inhibited by facts or common honesty. The public's ever present, though unconscious, desire to get something for nothing has also been partly responsible for the perpetuation of nutrition quackery.

Stare (69:66) was convinced that nutrition quackery will always exist because man has been willing to believe almost any myth about diet because people secretly believe or want to believe that almost all foods possess magical elements. Because of the belief that good health and lost youth are regainable by using various products, nutrition quackery has continued to thrive among older members of the population. Perhaps the two most important reasons for the continuation of nutrition quackery have been (1) lack of adequate nutrition knowledge by the general public and
(2) inadequacy of law enforcement to protect the consumer against distortions of the nutrition quack.

Martin (51:231) has expressed the view that the success of the food-faddist movement has been due mainly to the receptiveness of the public which has become aware of food as a factor in health. She feels that findings of research in nutrition and medicine, reported in the public press, have stimulated this curiosity and interest. The public, she maintains, has cried out for more and so food faddists and quacks have seized upon and have isolated aspects of the findings and have moved in to satisfy the demand. Unfortunately, to many people, the quack's irresponsible and flamboyant approach has undoubtedly been more appealing than the "bitter" truth from authentic sources.

According to this author, the activities of faddists and quacks cover a wide range. Some specialize in the promotion of food fads with emphasis on so called "health" foods. Others add the manufacture and sale of special products believed to prevent certain health conditions like cancer and arthritis.

Much has been written about fads which relate to food and the frauds and misinformation which the public has been urged to accept. The Food and Drug Administration believes that over ten million Americans are being bilked of about half a billion dollars a year by food quacks and has expressed the view that such a large expenditure on
"unnecessary" food supplements can occur only in an affluent society and that it reflects society and that it reflects the health consciousness of the nation and people's quest for longer and or healthier lives.

Li Wang (47:216-217) carried out a study to assess the nutritional knowledge of homemakers and youths in Maryland. The food knowledge inventory included eight categories of statements regarding facts and fallacies or misconception about food. She defined "a misconception" as a belief commonly held as true but which is not in accord with scientific evidence to date. The eight categories which included fallacies, fads, half-truths, and folklore, are: milk and milk products; fruits and vegetables; bread and cereal; vitamins and minerals; meat and protein foods, weight control; sweets and fats; and miscellany. Her explanation of the last category, is that it allows flexibility to include other items of interest. The respondents were instructed to answer each statement by marking "true," "false," or "don't know," and the purpose of the "don't know" response was to minimize guessing and so give a more accurate assessment of the level of knowledge of the respondents. Wang's findings showed that there is need to combat nutrition misinformation and faddism through intensified nutrition programs because:

Nutrition fads, fallacies or misconceptions are matters of concern to nutritionists, physicians, and educators. Dollars wasted on food fads alone have been estimated to be almost a billion dollars each year. Unfortunately, the elderly and poorly
educated are particularly prone to spend their dollars unwisely. They eat poorly, not only because they have less money, but because of real ignorance of nutrition and food values, and therefore are easily exploited by food quacks and faddists (47:216-217).

Food habits, and food fads and fallacies have been shown to be reasons for the existence of nutrition quackery. In the next chapter, the characteristics of the nutrition quack, his promotional claims, the diversity of his products, and claims for his products with reference to dieting and reducing, and cancer have been examined.
CHAPTER THREE

CHARACTERISTICS OF THE NUTRITION QUACK

The characteristics of the nutrition quack, his promotional claims, the diversity of his products and claims for his products with references to dieting and reducing, are discussed in this chapter.

Usually the food quack has a product to sell and he has offered products such as dietary supplements based on "secret formulas" which have been urged upon the public with half truths and blatant misinformation.

Guthrie (34:417) depicted the food quack as a promoter who claims that:

1. his food has miraculous powers, usually in the cure of conditions that are still baffling medical science, such as arthritis, leukemia, and arteriosclerosis. He usually claims to have information not available through medical channels.

2. he is being persecuted by medical "trusts and cartels" whose livelihood is threatened by him and his product.

3. the soil is depleted and is no longer capable of producing a food supply sufficient to meet the needs of the population. His only solutions to this are the use of food supplements or the exclusive use of the nutritious foods grown in soil fertilized with organic fertilizers.

4. practically everyone is suffering from some degree of malnutrition that cannot possibly be corrected by foods readily available. He attributes this to the following dietary habits:
   a. Use of pasteurized rather than raw milk.
   b. Use of nonfertile rather than fertile eggs.
c. Ingestion of mixed meals of a variety of foods.
d. Use of canned fruits and vegetables.
e. Use of white flour rather than freshly milled whole grains or sprouted grains.
f. Use of refined sugar.
g. Use of plant foods of all types grown on impoverished soils.
h. Use of chemically pure or synthetic vitamins.
i. Use of chemically contaminated foodstuffs resulting from pesticides, etc., (addition of fluorine to water supplies is opposed).

As has been pointed out by Leverton, (46:157-158) food fads and nutritional quackery have increased in direct proportion to the increase of scientific knowledge of human nutrition. People, this author argues, have become more and more aware of the importance of food to health, of the value of knowing about the food they need, and about the composition of the food they eat. She regrets, however, that the food quack or purveyor of health foods has quickly seized upon this awareness and has capitalized on it.

Leverton continued by pointing out that the quack or charlatan or promoter of dietary fads no matter what name he goes by, has many characteristics by which he can be recognized. In her opinion, the quack more often than not is selling some special products ranging from vitamin and mineral combinations to extracts or concentrates from sources not commonly used for food, or foods which he claims have been grown or prepared in such a way that they have extra-ordinary qualities. She pointed out that the cost of these products is astronomical when compared with that it actually cost to produce them. She maintained that the
use of such products, apart from the fact that money is wasted, can lead to malnutrition, or rather is led to believe, that he is getting all he needs for good health. The tendency in this case is that the need for eating an adequate diet, nutritionally, is ignored.

The old time medicine man has become today's nutrition quack. He has made the transition from side-show, street corner, small group selling to the now lucrative business of nutrition quackery as it is known today. The medicine man has been reborn as the "food expert." Health foods, vitamin and mineral supplements, dietary supplements, miracle utensils and health lectures have now more or less replaced the former patent medicines. A differentiation has been made between a food faddist and a nutrition quack. The former has been depicted as a person who pretends to possess knowledge which he does not possess. It has not been proved, however, that all food faddists are necessarily nutrition quacks. Basically, the food faddist can be said to be sincere in his beliefs but his desire has been to convert his friends to his way of eating. Relatively little harm has been done by the food faddist who has passed along his ancestor's peculiar notions about food but when he has desired financial gain, he has become not only misguided but a nutrition quack.

Cooley's opinion (7:5-6) was that the nutrition quack has four basic techniques, namely, public lectures, books and literature, doorbell doctoring, and mail-order.
Qualified individuals have not gone from door-to-door diagnosing health needs of the public. In the privacy of the home, the quack has been able to make reckless and flagrant false claims about products and the product's ability to cure or prevent disease. One food supplement business had in its employ at one time, over fifty thousand such door-to-door salesmen spreading the virtues of their products which have been very expensive because of the costly personal method of canvassing.

Another primary method of operation of the nutrition quack has been the re-establishment of the old-time medicine show pitchman in the form of a public lecturer. A free lecture concerning good health has generally preceded a paid lecture series, courses of instruction, or book written by the lecturer. Publicity has often appeared authentic enough and the lecturer has taken price in his image. Familiar books and products have been attacked by the speaker at various lectures of this kind. This approach has created an opportunity for the promotion of a special kind of health food, cooking utensils and books which are guaranteed to cure all ills or lead to a more productive, successful, and enjoyable life. Closely related to the public health lecturer has been the radio self-styled expert on nutrition. Although this individual has seldom presented commercials, he has nevertheless reaped the benefits of the commercials as the result of the connection
between his speech and the products being offered for sale.

Use of the mail has been another technique used by the nutrition quack. The Postmaster General of the United States has warned that quackery in the field of mail-order has been at its highest point (1972:103). Respectable mail-order companies have not attempted to cheat the buyer. However, false and exaggerated claims for overpriced and useless products have been made by those seeking to get rich quickly. Literature about mail-order health products has been especially deceptive in regard to false claims.

Literature and books have offered another area of adventure to the nutrition quack. Although many authorities in the field of nutrition and health have written reputable books as well as literature providing excellent information, some writers of questionable merit have advocated cures for conditions like arthritis and even cancer. Publishers should require that nutrition books and literature be scientifically accurate but because this has not been done, the door has been left ajar for nutrition quacks who have lost no time in taking advantage of the printed word to publish books, magazines and pamphlets promoting unfounded theories.

According to Food and Drug Administration, nutritional nostrums such as vitamin products, special dietary foods, and food supplements, have been the most widespread and expensive type of quackery in the United States. Over ten
million Americans have, every year, been spending well over five million dollars for nutrition "nonsense" perpetuated by false and misleading claims made by nutrition quacks.

It has been pointed out by the Food and Drug Administration (13:2) that quackery has some well-defined characteristics and that if one answers "yes" to any of the following questions, then it is likely that one is being victimized by quacks:

1. Is the product or service being offered a "secret remedy"?

2. Does the sponsor claim that he is battling the medical profession which is attempting to suppress his wonderful discovery?

3. Is the remedy being sold from door-to-door, by a self-styled "health advisor," or promoted in lectures to the public, from town to town?

4. Is this "miracle" drug, device, or diet being promoted in a sensational magazine, by a faith healer's group, or a crusade-organization of laymen?

5. Does the promoter show you "testimonials" on the wonderful miracles his product or services have performed for others?

6. Is the product or service good for a vast variety of illnesses, real or fancied?

Leverton has elaborated on similar ideas by stating that the promoter, often a so-called lecturer and writer, pretends to be a highly qualified scientist some of whose lectures possess the emotional appeal of a religious revival meeting. First, he scares people about their health by claiming that the majority of persons are suffering from serious ailments which range from malnutrition to
the most dreaded diseases known in human history. Then he insists that by using his products and by following his directions any and all the diseases will be cured. The effect of this on those who believe him is that they will delay going to see a qualified physician to their own detriment.

The quack has been shown to be extravagant and unscrupulous in making claims and promising benefits.

When he quotes from scientific reports he often takes statements away from their intended meaning and distorts them to support his claims. He advertises his products in a way that appeals to people's emotions and outrages all standards of professional ethics. Often he gives a money-back guarantee (46:159).

Despite the abundance and high quality of the American food supply, the quacks have continued to be persistent in their campaign to undermine the confidence of the public with regard to nutritional value of foods and have succeeded in creating doubts in people's minds about the integrity and purity of the nation's food supplies. It is vital to the purpose of the quacks to cast doubt on the honesty and decency of food growers and processors and also on the quality of the food they produce as this is the only way they can expect to sell their own special foods and food supplements.

The nutritional quacks often attempt to cripple the activities of regulatory agencies such as the United States Food and Drug Administration, nutrition authorities and the American Medical Association, by questioning their
authority and discrediting their work.

Promotional Claims of Nutrition Quacks

There have been seven main claims made by nutrition quacks: (1) Most disease is due to improper diet; (2) soil depletion causes malnutrition; (3) chemical fertilizers poison the land and the crops grown on it; (4) certain foods possess wonderful powers; (5) certain types of cooking utensils are harmful to foods; (6) processing and cooking removes nutritional values in food; and (7) subclinical deficiencies are a constant danger (13:1-3).

The myth that all diseases may be due to diet has been a favorite theme of the nutrition quack. He has suggested that chemical imbalance in the body has resulted from faulty diet. According to this false conclusion, the nutrition quack has had everyone believe it is impossible to obtain a completely adequate diet, and his product containing a long list of ingredients, must be taken to make up for the something which is lacking in the diet. The nutrition quack has a product which has included even those items not necessary in human nutrition as well as secret ingredient of great benefit yet to be discovered by the nutrition scientist. Dietary deficiencies have been related to some men's chronic ailments, but these are rare in the United States today.

Another familiar theme of the nutrition quack has been that soil depletion causes malnutrition. According to this
proposition, soil in the U.S. has become impoverished due to repeated tilling and crops grown on these lands will be deficient in mineral elements and vitamins. There has been no scientific evidence to support this claim. Research has shown that while quantity of crops may be affected, the quality will still remain the same. The only disease of man associated with soil deficiency has been simple goiter which has resulted from a lack of iodine in certain areas. Use of iodized salt has remedied this problem. The nutrition quack has advocated freedom from soil depletion by supplementation of the diet with his various special products (13:1-3).

A third theme of the nutrition quack has been that chemical fertilizers have poisoned the land and the crops grown on it. The nutrition quack has attempted to convince the public of the dangerous effects of artificial fertilizers by using "scare techniques." The quack would return the public to the use of unprocessed, raw, or natural food consumption. The quacks' answer has been the use of organic farming and dietary pills to build up resistance against all sorts of diseases. Again, there has been no scientific evidence that chemical fertilizers poison the crops. Food additives and fertilizer content have been carefully checked out by the Food and Drug Administration. There has been no evidence that fertilizers or additives destroy the nutritional values of food.
The nutrition quack has also suggested that certain foods possess wonderous powers which protect individuals against all kinds of diseases. He has advocated whole grain cereals, flour, bread, and crackers; foods sweetened only with items such as honey or blackstrap molasses; and fruits and vegetables eaten only in their raw form. People thus misled have tended to compensate their lack of adequate diet by following the quack's recommendations. These types of foods have been useful in diets of those persons whose digestive system is not irritated by the use of these foods. It should be concluded that there are no wonder foods which possess miraculous benefits. Yogurt has been found to be an expensive form of milk possessing no special qualities and the supposed B-complex vitamin in blackstrap molasses is slight (8:119).

A fifth theory advanced by the nutrition quack is that certain types of cooking utensils are harmful to foods. The quacks has suggested that aluminum cooking ware contaminates food and causes cancer. These fallacies have supported the selling of the quack's line of utensils or cooking wares. The American Medical Association has reported that:

Undoubtedly man has ingested small quantities of aluminum daily since he came upon the earth, since it is widely distributed in nature. Up to the present time, there has been no cogent scientific evidence indicating that the minute traces are in any way injurious to the consumer. There is also no scientific basis for claiming that food prepared in aluminum cooking utensils can cause cancer (26:66).
The nutrition quack has been quick to attack processed foods such as white flour, milled grains, and canned foods. The quack has preached that vitamins have been lost due to processing, storage and cooking. Then, the quacks have made use of these false claims by selling special types of cooking utensils at greatly increased prices. The public has failed to realize that modern food processing has been devised to preserve nutritional values of food or restore loss of nutrients. Addition of vitamins and mineral elements in foods such as oleomargarine and bread have been good examples of these efforts. Additions of nutrients have been carefully calculated to conform to known dietary requirements. This type of food improvement program has been shown to be successful by the rarity of nutritional deficiencies such as rickets and pellagra.

The seventh major claim of the nutrition quack has been that of subclinical deficiencies. According to this myth, people with that "tired, rundown feeling," and with aches and pains have been suffering from a subclinical deficiency. A "subclinical vitamin deficiency" has been defined as "a condition in which it is not possible to obtain any observable evidence of a vitamin deficiency, but a deficiency is suspected." (26:6) There has not been any evidence that a tired, rundown feeling and aches and pains are due to a vitamin or mineral deficiencies. Other conditions could have been causing these symptoms. A physician
should have been consulted in order that proper treatment could be prescribed.

**Nutrition Quacks' Products**

Products of nutrition quacks have been classified into two main divisions, namely, food supplements and health foods. The products have, however, included items like cooking pots and pans, lecture series, books and literature, health consultations and even health courses. It has also been shown that there has been a relationship between the quacks products and their claims in areas such as diabetes, cancer, arthritis, dieting and reducing.

According to Sipple, (64:795)

... the faddist proceeds to promote and sell his own particular products at a ridiculous price... or sell his advice which is based on sheer fantasy ... to live longer, to look more beautiful, to mineralize the body, or to ward off cancer. He may use a diet supplement that is grossly irrational or a health food such as live salt, honey, miracle yogurt or ash of seaweed. Or he may sell a book or leaflet setting forth the author's theories about tired blok or dangerous food combinations.

Food supplements have been sold in such forms as pills, powders, and capsules and frequently they have been represented as the cure-alls for non-existent vitamin and mineral deficiencies. They have also been represented as guarantees against ill health. These vitamin and mineral supplements have been the commercial approach toward the improvement of nutrition. One danger of these supplements has been that they are intended to be used by everyone
without the least consideration for individual needs or differences. They have also been based on the erroneous theory that nearly all ill health is caused by malnutrition. Food supplements on the whole, have contained generous quantities of all known vitamins as well as good amounts of different mineral elements all of which can easily be provided by a well balanced diet. Bell (4:26) has pointed out that these food supplements have frequently contained as much as three to eight times the needed vitamins and that the excess is wasted. When scores of ingredients have been included in food supplements, they are more likely to impress the public. Frequently, the selling point of food supplements have been secret or hitherto unheard of ingredients which are supposed to provide their users with unknown mineral elements and vitamins. Most likely, the "secret" ingredients have been ordinary dehydrated vegetable or plants like alfalfa and clover.

One reason for the success of a food supplement has been the pyramiding type of sales' structure. In other words, those who have bought the product may in turn become salesman. The price of the product has been high so that all the middlemen receive a share as well as the company. This ingenious type of sales' structure has provided salesmen who have been trusted because they were neighbors or acquaintances.
Documented clinical studies have substantiated nutritional requirements for normal human beings. Authorities have agreed "...that the best way to buy vitamins and minerals is in the packages provided by nature." (44:58). Self-dosing with vitamin and mineral supplements has been extremely hazardous when diseases of the nerves, bones, blood, and internal organs have been concerned. One supplement possessed ninety-four ingredients and was suggested as a cure for aging, arthritis, heart disease, cancer, muscular dystrophy, influenza and sterility (44:58).

It has not been difficult to realize how easily the consumer has become confused about selecting a dietary supplement when he has been under constant pressure from various means of communication. He has been bombarded so frequently with names and values of vitamins and mineral elements that many products seem appealing if a familiar term or two appear on the label of the highly advertised item.

Health foods have been another major type of product of the nutrition quack. Mitchell (55:663-664) has suggested that many times health foods are referred to as "natural", raw or unprocessed" foods. It has been true that many foods are used in their natural state such as fruits, nuts and salad greens. The nutrition quack, however, has gone to extremes in recommending the natural state of foods while condemning most processed items such as white flour, milled and enriched cereals, canned products, and
pasteurized milk. The quack has suggested replacing refined sugar with raw sugar, table salt with sea salt, and vinegar with lemon juice. One of the main objections by some consumers to these natural foods has been the expensiveness of these health foods.

Those persons advocating raw or unpasteurized milk have been quick to criticize the use of pasteurization on the basis that it has destroyed the nutritive value of milk. The pasteurization process does affect the ascorbic acid content of milk but milk has never been a major source of the ascorbic acid vitamin. Therefore, the loss of this insignificant amount of ascorbic acid content is negligible in comparison with the protection provided by the pasteurization against pathogenic bacteria.

Nutrition quacks have credited some vegetables with more values than they possess. For example, there has not been any scientific evidence to substantiate the claims that celery juice cures indigestion, garlic juice relieves high blood pressure, lemon juice is good for the skin, or carrots assure you good vision. Similarly, there has been little justification for supporting that blackstrap molasses, wheat germ, and yogurt are miracle foods capable of therapeutically correcting nervousness, bladness, insomnia, digestive disturbances, or aging.

The American Medical Association has emphasized that the term "health foods" is a misnomer since it implies
special health-giving or curative properties when, in reality they merely possess the nutritive values found in regular food products. It has been unfortunate, in the past, that people have accepted the unpleasant taste of certain health foods and their excessively high cost as evidence of extra nutritional values.

Claims for the Products of the Nutrition Quack

Claims of the nutrition quack as well as his products have been placed before the public by means of advertising. White and Stevenson (80:935) have described advertising as:

...more than publicity for a product. It is more than promotion of a product. Advertising, as we know it today, is a social and psychic force designed to persuade us to purchase a particular product whether we happen to want it or not. The evolution of fast, furious, and coldly scientific undertaking is an expression of modern American development. The classically portrayed man or woman in the grey flannel suit has even developed a new vocabulary! Motivational research, depth approach, images, soft sell, hard sell, subliminal projection, and permissible puffery. Now Vance Packard says: 'The ad is being tailored to meet the needs of the id.'

High powered advertising has significantly affected the buying and eating habits of the American public. Unfortunately, all advertisers have not assumed their responsibility to consumers to check the authenticity and implications of advertising claims. Much of today's interest in nutrition and dieting has been the result of the nutritional claims appearing in advertisements or spoken over radio or television. This "education" of the public has
been detrimental when false ideas or premises have been fostered. Two such examples have been the implications that natural foods do not provide a good balanced diet and that vitamin capsules and food supplements should be used indiscriminately. Indeed, the nutrition quack has had to exaggerate, imply, and use ambiguous phrases when advertising his products. He has had to hope that the consumer does not look closely enough at the product and discover the fallacies.

There has been little censorship to protect the public against misleading and incorrect nutrition information in books and articles except when products recommended in the book or article have been sold in close proximity. The fact that a book has been on the best-seller list does not assure its authenticity or scientific soundness.

Testimonials have been one of the oldest advertising tricks of the quack. In many instances, these testimonials have been completely false. In some cases, however, they have been partially true. For example, a person may really have believed that a certain product cured his condition. The question which has arisen in such circumstances is, by whom was the diagnosis for his ailment or disease done? Perhaps, his condition was one which was self-correcting or he might not have had the disease at all.

Another advertising gimmick used by the nutrition quack has been an extra bottle of pills or book for a special or
reduced price. Also the quack has advertised special family rates for food supplement plans and has thought nothing of diagnosing across miles with his testimonials and circulars. The public has failed to realize that when the quack has made a faulty diagnosis that it would be impossible for him to prescribe a proper treatment.

It has been especially unfortunate that some people have accepted anything that they read or hear as being correct. Frequently, the pitch has been directed toward older citizens whose income is too limited to permit purchase of both good food and food supplements. Nutrition quacks have been among those who have bombarded older citizens with vague promises and empty guarantees for rejuvenation or youth and vigor for a price. Some products have been so cleverly advertised that it would be extremely difficult for even a trained dietician to detect the half-truths, inconsistencies, and misinformation presented by implications.

A typical example of over advertising has been the current mania for vitamin and mineral supplements. Dr. L. Emmett Holt Jr., M.D., professor of pediatrics at New York University Medical Center has suggested that much confusion about vitamin supplements has been the result of advertising. He stated:

It is difficult for most parents to keep balance when the claims for therapeutic marvels wrought by vitamin preparations are paraded before them (49:74).
One vitamin manufacturer published a two-page advertisement which purported to give the plain facts about vitamins. Maddox (49:74) described the advertising:

The ad is written in a question-and-answer style that gives the illusion of a sober, careful discussion of vitamins. The plain fact about this ad is that the questions were carefully chosen to lead to the conclusion that vitamin supplements are really needed.

Other manufacturers have implied that vitamins correct depression, fatigue, and feeling of weakness. One vitamin formula was advertised as:

...important to every otherwise normally healthy man and woman who feels plain tired and wants a sensible plan to help maintain the pep and energy to enjoy life (62:344).

The public has needed a more thorough understanding of the functions of vitamins and mineral elements. It has failed to realize that vitamins cannot replace food and do not give to an already healthy individual any extra nutritional benefits when combined with a diet which is already adequate. Most of the $400,000,000 spent each year on vitamin-mineral preparations is money which is wasted. Vitamin peddlers have taken advantage of the physician's use of vitamins as "placebos" as well as the constant warning today about "hidden hunger." There has been no evidence that extra vitamins and mineral supplements will serve as nutritional insurance.

Vitamin advertisers and promoters have frequently based sales on confusion of the public concerning Recommended
Dietary Allowances (49:76). These standards were established as desirable goals in nutrient intake and are above requirements needed to prevent dietary deficiencies. Requirements have been intended to apply to the population as a whole and not to individuals specifically. Promoters have taken advantage of the public's limited knowledge and understanding by cleverly making statements such as "this product satisfies all the vitamin and mineral requirements recommended by the Federal government."

Now that the characteristics of the nutrition quack, his promotional claims, the diversity of his products and claims for his products with reference to dieting and reducing and cancer, have been examined, the next chapter has dealt with organizations, agencies and methods which have fought and controlled nutrition quackery.

Relationships of Claims for Nutrition Quacks' Products to Selected Conditions

There has been a direct relationship between the products of the nutrition quack and such areas as dieting and reducing, and cancer. Often, the quack has offered treatments or cures for these conditions.

Dieting and Reducing. The nutrition quack has taken advantage of the interest in obesity as it has been related to dieting and reducing. He has used fear of the effects of obesity as a means by which to further reducing fads,
diets, and aids until this area has become one of his most active operations (64:795).

Obesity has become a major medical concern as indicated by its prevalence. Tullis (75:25) stated:

The prevalence of obesity rises precipitously at about age 25, and by age 50-59 virtually one-third of American men and one-half of American women exceed desirable body weight by at least 20 per cent.

The priority of this health problem has been due to its extraordinary association with chronic degenerative conditions. In addition, the public has come to dislike the unattractive appearance, general discomfort and social stigma attached to obesity.

Both sexes and all ages have been susceptible to the "mystery" foods and weight control pills offered by the quack. Unfortunately, the public has relied on his schemes and products hoping for a short cut to health instead of realizing that the chief reason for obesity is overeating. Consumption of more food than the body requires in terms of energy spent has been the simple and established truth which the public has continuously overlooked.

As age has increased, energy output or requirement has decreased so that by age 65, a person of the same size and activity needs 21 percent fewer calories than he did at age 25 (55:664). Since eating habits have not been adjusted to meet this decrease, the extra calories have been stored as surplus. Two other factors have been instrumental in
the backlogging of excess calories: (1) more frequent use of various forms of transportation; and (2) various types of labor-saving devices in the home.

Tullis (75:27-28) suggested that schemes connected with diet composition, that is, the relative proposition of fat, protein, and carbohydrates offered the greatest misrepresentation of the obese individual. These schemes have given the obese the idea that weight loss can be achieved without effort. This type of appeal has been readily accepted, for someone who is obese does not wish to invoke strenuous dietary restrictions on himself. Tullis further stated:

Frequently the plan will include various medications such as liquid preparations of corn oil or safflower oil, special fruit juices, vitamins, minerals, appetite-depressants, bulk agents, or anything that can even be remotely related to weight loss. Commonly the entire plan is organized into an elaborate ritual in which various pills are taken on rigid schedule. (75:27-28)

Unfortunately, many of the schemes of the nutrition quack have caused weight loss. This initial loss has served as valid proof to the dieter that the plan works, calories don't count, and the dieter can lose weight without giving up the kinds of foods he desires. Investigations have shown, however, that in many instances this weight loss has resulted from loss of body water instead of body fat. Inability of the individual to separate water loss from fat loss has led toward false encouragement or disappointment.
The nutrition quack has worked on the ego of the obese person with such statements as "nobody loves a fat man," "regain your girlish figure," eat what you want to lose," and "melt away the fat." A United States House of Representatives' committee investigated claims made by manufacturers of weight reducing preparations and reported that the "100 million spent each year on weight reducing preparations did not trim off fat (27:9).

A typical quack claim for reducing aids has been to lose fat without dieting. However, close examination of the product invariably has shown that a low calorie diet was included in the package. This diet would have worked by itself without the aid of the product. A typical reducing product, a caramel candy, has a synthetic sweetener and added cream. Ironically, this product has more calories than regular caramels, but costs $3.00 a pound. Promotion was based on the proposition that taken before meals, these candies assertedly diminished appetite by raising blood sugar levels.

Nutrition quacks have also suggested using mineral oil instead of salad oil. Research indicated that mineral oil, which has no caloric value, has been objectionable as a reducing aid. Mineral oil interferes with the absorption of fat-soluble vitamins A, D, and K, and the mineral elements, phosphorous and calcium. Therefore, there has not been any justification for using this type of oil in cooking or as a salad dressing in reducing diets (53:51).
It should be mentioned that there has been a legitimate market for special dietary foods. In many instances, these foods are carried on special counters. These special foods are prescribed by physicians, such as for salt-free or sugar-free diets (29:4).

An increase in leisure time has permitted more reading time. Health quacks have taken advantage of this and have flooded the market with books and literature containing nonsense about nutrition. Unfortunately, a few of these writers have been physicians with little real understanding or training in modern nutrition.

One of the most appealing of recent nutritional gimmicks was advanced by a gynecologist-obstetrician in his book, Calories Don't Count, which advocated a high fat diet. This book was a best-selling nonfiction publication for many months and sold well over a million copies. The Food and Drug Administration as part of their investigation concerning the book stated:

...the investigation of the case has brought to light a surprising story of how the best-selling book was deliberately created and used to promote and sell these worthless safflower oil capsules for the treatment of obesity, cardiovascular diseases and other serious conditions (68:1798-1799).

A draft of the book was prepared by Dr. Taller and submitted to the publisher, Simon and Schuster. The publisher ordered a revision "...in more of a mail-order inspirational technique," (68:1799). The book sounded too
scientific. A ghost writer completely rewrote the manuscript and devised the catchy title "Calories Don't Count." The important part about this was that the public was misled into believing that a physician was advancing a revolutionary new dieting idea that he had developed and proved by sound scientific observations. This was untrue.

Stare (68:1799) has suggested that books of this type have persisted because of the profit involved. He further revealed that:

A health food book with sales of a half a million copies will earn over $250,000 in royalties for the author, close to a million for book sellers, and $500,000 for the publisher. It is said to report that probably half of the nation's major book houses have succumbed to the lure of health food publishing.

It must be remembered that dieting is a personal matter. The specific needs of the individual must be considered by a consulting physician and not left to the suggestions of a quack. Most trick diets have been so poorly balanced that chronic fatigue or illness has resulted. Fortunately, most people have been unable to stick with these diets long enough to suffer permanent damage. The only safe and beneficial diets have been those based on authentic scientific nutritional information according to individual needs.

Cancer

According to Cooley (7:11) the cruelest of all charlatans has been the promoter of fake "cancer cures." The nutrition quack has helped to extort part of the $50,000,000
spent by the public each year on these fake cures.

Time has been the most important factor in the successful diagnosis and treatment of cancer by medical and surgical procedures. Wasting time and money on fraudulent quack treatments has postponed proper medical treatment until it has been too late for some individuals to be helped. The nutrition quack has been happy to "diagnose" cancer in a person or substantiate an individual's claim that he has cancer. Wonder foods, food supplements, special food preparations, and concoctions of herbs and roots have often been offered to the public as cancer cures. The patient has blindly accorded his recovery to the miraculous treatment even though he may not have cancer in the first place. If the patient had cancer, the failure of the treatment died with the individual.

In the past, cancer has been treated with such things as grapes, red cabbage, and vegetable juices. For a number of years the American Cancer Society has warned the public to avoid popular treatments which include liver, vitamins, fruit juices, fresh vegetables, and coffee enemas.

In addition to his bizarre nutrition treatments, the quack has warned against the use of aluminum cooking ware and utensils. He has insisted that the food will be poisoned and as a result cause cancer.

One health lecturer offered a ninety-day cancer cure especially for those whom medical science has rejected as
hopeless.

His chief formula for health is to prepare food in a pressure-cooking pan called the Adolphus Tenderizer which "vaporizes" food to make it healthful. He is the sole distributor for the Tenderizers, which are priced up to $195. (This is a utensil not to be confused with the reputable product of Adolph's Food Products Ltd., Burbank, California.) (4:67)

Garland (58:49) has suggested five reasons why cancer quackery has existed:

1. unawareness--many persons are unaware of any difference between cultists and trained physicians; they cannot distinguish the bogus cancer clinic from the genuine;

2. fear of expense--many think it is less expensive to visit the quack than the orthodox physician;

3. fear of the knife or radiation--many prefer the illusion of painless, prompt medical "cure;" they are the medical seekers;

4. fear that all cancer is incurable--most persons do not know that localized cancer is curable; they believe that all cancer is incurable;

5. desperation--they fear that their own doctor has given up hope; they are ready to clutch at straws of any type.

It has been easy for the nutrition quacks to take advantage of these five ideas and put them to his best possible use. The public must be made aware of the dangers of self-treatment and self-diagnosis of cancer and must realize that many cancers can be cured when treated early and properly.
CHAPTER FOUR

ORGANIZATIONS AND AGENCIES WHICH CONTROL AND FIGHT NUTRITION QUACKERY

The characteristics of the nutrition quack, his promotional claims, the diversity of his products and claims for his products with reference to dieting and reducing, and cancer, have been shown in the preceding chapter. The organizations, agencies and methods which fight nutrition quackery have been dealt with in the present chapter.

Among the several official and non-official organizations and agencies which control and fight nutrition quackery are: American Medical Association; Food and Drug Administration; American Dietetic Association; Post Office Department; and Justice Department.

Methods used to combat and control nutrition quackery include the communication media such as radio, newspapers, television, and magazines; advertising agencies; special subcommittees of the United States' Senate; education; and action by individuals.

The American Medical Association

This Association is one of the most important professional organizations that have been working to protect the public from nutrition quacks and their products. The
Association has for a long period of time, supported and encouraged movements whose aims have been the promotion of state and federal legislation for protection of the public against any form of fraud. The Bureau of Investigation of the American Medical Association was established and the Bureau has been used by the Association to expose quackery. The Bureau has served as a clearing house for materials concerned with quacks and quackery. The records and files have been put together in such a way that materials have been readily available to answer inquiries from the public including physicians. The Bureau also has assisted federal authorities by supplying information deemed necessary in the investigation of questionable products (58:60). The Bureau was instrumental in planning the first National Congress of Medical Quackery in October, 1961. The American Medical Association in conjunction with the Food and Drug Administration, sponsored both the first and second Congresses on Medical Quackery. The Board of Trustees of the American Medical Association, established a Committee on Foods. The main purpose of the Committee has been the examination of products which are not medical but for which health claims have been published in the Association's Journal. The Journal has been the chief vehicle for educating the public. The name, "Committee on Foods" was later changed to "Council on Foods and Nutrition."
The Council on Foods and Nutrition has sought to expose exploiters of vitamin preparations and diets which are not sound scientifically, as well as authors of nutrition and health books when there have been doubts about those authors' background. An example of this is the article which appeared in the Medical News section of the *Journal of the American Medical Association*, and titled "FDA Raps Dr. Taller's Book; CDC Capsules Withdrawn," (22:27-29).

In his review of the book in question, *Calories Don't Count*, White denounced it as a "grave injustice to the intelligent public," which could only result in considerable damage to the prestige of the medical profession, of which Dr. Taller was a member. *Today's Health* is another periodical published by the American Medical Association. It has been a source of correct and up-to-date information about nutrition and nutrition quackery.

According to Guthrie (34:420) the American Medical Association, because it recognized the threat posed by food faddism and quackery, has retaliated by launching a "counter-attack" the purpose of which has been to expose the tactics and claims of the faddist and quack. She further claimed that the American Medical Association has developed special films, with supporting literature for use in nutrition education. She pointed out, however, that there have been instances when members of this association have abused their membership by publishing books on topics
related to nutrition about which they were not qualified to speak.

A similar point of view was advanced by Martin who had this to say about the American Medical Association:

The Association's Bureau of Investigation exposes many quacks—their programs, publications, and the products they sell. It serves the medical profession by publishing such information in the Journal of the American Medical Association. It serves the public by answering special inquiries, directed to the Bureau, concerning these pseudoscientists.

The Association's Council on Foods and Nutrition helps advertisers to state their claims for the foods they sell, suitably and correctly, by issuing printed suggestions that serve as guidelines in preparing advertising copy, and by counselling with advertisers in preparing their material (51:237).

The section titled "Let's Talk About Food," in Today's Health, has contained educational information about food. The method of approach has been that of questions and answers by qualified and competent personnel. For instance, Dr. White (31:13) has pointed out that since the "Let's Talk About Food" column was started in May 1960, more than five hundred and sixty five questions have been answered by April, 1973. He also pointed out that in addition to those questions, twelve editorials commenting on concerns with regard to nutrition, have been published.

Other sections of this periodical, have contained informative and educative articles such as "How Quackery Thrives on the Occult," (48:21-23, 87-88); "How to Stick to Your Diet," (77:30-35); "Ugly Truths About Today's Beauty Aids," (41:17-20, 69-70); and "The Pain Exploiters--

The Food and Drug Administration

As was expressed by Guthrie, (34:419):

The Food and Drug Administration is constantly concerned with protecting the consumer against mislabelling and harmful, contaminated, and worthless products but are faced with an overwhelming job, considering the resources available...

The FDA is responsible for formulating and enforcing regulations regarding the processing and sale of food products...

A viewpoint similar to this also was expressed by Martin when she described the Food and Drug Administration as a public agency which has been operating under the Food, Drug and Cosmetic Act and which has been concerned with violations of federal labelling laws when the products have been involved in interstate commerce. She pointed out, however, that statements in pamphlets, books, magazines as well as statements made on television, radio or lecture platforms have not been included if those statements had not been associated directly with the sale of the products (51:236).

Grant (33:208-209) described this organization as "a regulatory body set up to assist, and ensure, citizen compliance with certain federal statutes." According to this author, the Food and Drug Administration had administered parts of the Public Health Service Act, and a number of other Acts including the Federal Food, Drug, and Cosmetic
Act. He stated what the organization did to accomplish its mission, such as working with state agencies on consumer protection matters, conducting a program of consumer information and education, and preventing the use of unfair or deceptive methods of packaging or labeling, and ensuring the safety of foods and their wholesomeness.

The activity of this organization was summed up by the organization itself when it stated:

1971 was a year of intense activity and major actions to protect the public. It was unique in FDA history for the number of health problems calling for emergency action...

Court cases to enforce the laws increased to 845, compared with 674 started during the previous fiscal year. Products recalls reported to FDA, most of them voluntary actions, increased from 1,427 to 1,986... (73:4)

Also, Silverman (63:4) stated,

During the past decade the Food and Drug Administration has conducted a consumer education and information program based on the "right of consumers." FDA's consumer education program is based on the premise that an informed consumer is better prepared to protect himself, and FDA had been responding to this need to inform the consumer.

In today's complex environment, there is an even more urgent need not only to inform consumers about FDA programs and policies, but also to counsel consumers so they can protect themselves in the marketplace and at home. It is equally important to measure the needs and expectations of the consumer.

This need is being increasingly met through programs conducted by FDA's Office of Consumer Affairs...

The Food and Drug Administration has published numerous "Notices of Judgment on Seizure Actions" of which the
following are examples.

Bette Knowlton hormone and vitamin cream and oil and Bette Knowlton enzyme preparations, at Houston, S. Dist. Tex. Charged 3-26-68 when shipped by Bette Knowlton Laboratory, Miami, Fla., the labelling of the articles contained false and misleading claims that the cream and the oil may help prevent cancer and would reverse the lack of estrogen in the skin, eliminate the aging process of the skin, eliminate acne scars, and remove lines and sagging skin—502 (a); the labels of the cream and the oil failed to bear the established name of each active ingredient—502 (e) (1) (A) (ii); and all of the articles were new drugs without effective approved New Drug Applications—505(a). Default decree ordered destruction (18:43).

Quackery Exhibit. An exhibit of devices and medicines used in quackery promotions in California was on display in September at the Los Angeles County Museum of Science and Technology, sponsored by the California Department of Public Health and the Los Angeles branch of the American Cancer Society. Displayed were various devices and preparations that had been subject to legal actions under California consumer protection laws through the past years. Some had also been subject to FDA investigations and action (19:39).

Golden-50 Tabulet vitamin and mineral tablets; at Chicago, N. Dist., Ill. Charged 5-2-68: while held by Golden-50 Pharmaceutical Co., Inc. (distributor), Chicago, Ill., Evron Pharmaceutical Co., Inc. (packager), Chicago, Ill., after manufacture locally from ingredients shipped in interstate commerce, the name of the article, 'Golden-50,' the name of the firm, 'Golden-50 Pharmaceutical Co., Inc.,' the label statement, 'High Potency,' and certain statements in the article's labeling contained false and misleading claims that the article would prevent tiredness, lack of pep, worry, and weakness; that the nutritional value of the article was equivalent to that of large quantities of ordinary foods; that one tablet of the article provided all the nutrition anyone needed for good health; that in order to obtain adequate nutrition, a person over 50 years of age who does not take Golden-50 Tabulets would have to consume large quantities daily of a large number of ordinary foods; that taken daily the
the article would increase sexual interest, potency, and activity in persons over the age of 50; that the Golden-50 formula was exclusive; and that the vitamins in Golden-50 were better than vitamins available anywhere else.... (19:43).

Statements from the Food and Drug Administration (12:3) indicated that although the nutrient requirements of the American population could be met by available food supplies, the people should recognize the need for eating a varied diet and have confidence that the food bought by them are safe and nutritious. Therefore, it was further stated that this organization planned many programs to provide consumers with more information concerning the nutritional content of food. Also, nutritional guidelines for some major classes of food would be developed in order to ensure that consumers would receive the nutrient qualities expected in the products bought in markets. The Food and Drug Administration was also reported to be attempting to see that nutritional quality will not suffer as a result of modern technology.

The American Dietetic Association

The American Dietetic Association, which is an organization of food experts, has been waging one of the most active campaigns against food misinformation and nutrition quackery. A typical example of this organization's concern about existing problems created by misinformation and nutrition quackery was the House of Delegates' adoption of a resolution requested by the California Dietetic
Association:

WHEREAS, members of the California Dietetic Association as individuals and groups have expressed a need for guidance in ways to conduct a constructive program to combat food and nutrition misinformation; and WHEREAS, members of the California Dietetic Association feel that the Association should assume leadership in acquainting the public with sound nutrition information and with resources for obtaining it; be it therefore RESOLVED, that the American Dietetic Association should establish policies and procedures for guidance of state associations and of individual members so that they may develop similar constructive programs in their own areas; and be it further RESOLVED, that the American Dietetic Association should conduct a program to acquaint allied organizations and the public with sound food and nutrition information (38:623).

Numerous articles have appeared in the Association's Journal, and they have been directed toward the education of the public against nutrition quackery and misinformation about food. In one of such articles, Milstead (54:189) pointed out that nutritional quackery and misinformation were still widespread and that science and law had combined in the fight against quackery. He also pointed out--and he was wrong--that it was expected that nutritional quackery as a major health and economic problem, would be ousted within the next five years, through scientific research, improved regulations, vigorous enforcement, and expanding educational programs. He added that false and misleading promotion of products for weight control was a very serious aspect of nutritional quackery and that it would be included in the envisaged campaign against quackery.
Other articles such as "FDA News on Quackery Front" (14:362); "How Schools Can Fight Quackery," (37:44); "Vitamin Seizures Due to False Claims," (76:31); "Health Foods," (36:17); "FDA Claims Carlton Frederick's Broadcasts Constitute Misbranding," (10:213); and "Fighting Food Misinformation and Quackery," (24:574), have also appeared in issues of the association's Journal.

Not infrequently, reports of meetings have also appeared in order to bring the public up to date with information concerning quackery. An example of such reports is the following:

Follow-up Meeting On Quackery

A meeting held at the headquarters of the American Medical Association in Chicago on March 14 featured brief progress reports from the law enforcement agencies attempting to combat quackery. This was a following of the first National Congress held in Washington, D.C., in October, 1961.

Summaries from the government agencies brought the groups up to date on seizures, many of which have been publicized in our JOURNAL... (23:470).

The United States Post Office Department and The United States Justice Department

The United States Post Office Department and the United States Justice Department have been considered together because of their coordinated efforts in relation to food quackery.

Guthrie (34:421) defined the United States Post Office Department as a department "which regulates the use of mails
to defraud, and also performs a watchdog function to protect the public against nutritional hoaxes."

An almost synonymous point of view to Guthrie's was expressed by H.B. Montague, Chief Postal Inspector in an article titled "The Post Office Fights Frauds, Too." He stated,

Our mail fraud statutes impose a duty on the Postmaster General to prevent the postal establishment from being used in the perpetration of schemes to defraud the public. Shortly after assuming office early in 1961, Postmaster General J. Edward Day directed that the Department's program for purging the mails of fraud schemes accelerated. Consequently, additional inspectors have been assigned to this work. To further insure consumer protection, the various fraud investigation programs are coordinated with the Criminal Division of the Department of Justice and U.S. Attorneys throughout the country. These procedures have been effective, and arrests for mail fraud during 1961 totaled 631, with 527 convictions—an increase of 35 percent over the previous year (56:103).

Examples of actions which were taken by both the Post Office and Justice department are given below "as reported by the Chief Postal Inspector."

December 16, 1968: Fraud Order issued against Dr. Hall Cutler, Life Supplements, Odessa, Tex. Solicitations of orders and sale through the mails of a product to restore grey hair to natural color through the use of food supplements (30:36).

July 25, 1969: False Representation Order issued against Thomas L. Hall, Ltd., Kowloon, Hong Kong. Solicitations of orders and sale through the mails of a Japanese weight reduction system report guaranteed by promoter (U.S. citizen) as enabling subscribers to lose up to 63 pounds without any hunger pains, discomfort, or exercise. (Note: A Fraud Order was issued on September 25, 1968, against identical operation...
by same promoter at Tokyo, Japan.) (16:40)

January 28, 1971: Excelsior, Dept. EL151, 6311 Yucca Street, Hollywood, Calif. Advertising and sale by mail of "Excelsior Tablets" and "Easy to follow plan," represented as enabling users to lose all the unsightly weight desired without starvation dieting. (20:41)

June 21, 1971 (suspended July 17, 1971, pending court appeal): False Representation Order issued against Parker Co., Inc., West Nyack, New York 10994. Advertising and sale by mail of publication "Nutrition for Health" represented as providing a nutritional regime that constitutes an adequate, effective, or reliable prevention, treatment, and/or cure, for numerous ailments, as well as endowing subscribers with knowledge that will enable them to obtain and maintain good health. (21:33)

July 16, 1961: Special Choice Grapefruit Diet, Dept. 7383, 7471 Melrose Avenue, Los Angeles, California 90046. Advertising and sale by mail of the revolutionary grapefruit diet represented as enabling subscribers to lose ten pounds in ten days and regain their youthful figures. (21:33)

March 16, 1967: Smythe-Farrington Corp., 250 West 57 Street, New York, New York. Solicitation of orders and sale through the mails of a vitamin and mineral preparation under claims for immediate stimulation and "pick-you-up." (15:36)


The coordinated efforts between the Post Office and Justice Departments referred to at the beginning of this section, and the examples that followed, were not intended to give the impression that the latter did not in addition,
carry out unilateral actions. It did. The following is an example of such independent actions.

**Government Files Charges Against Food Supplement Brands**

Charges of two types of misbrandings have been alleged by the government in a suit filed in the U.S. District Court at Cincinnati against the nationally distributed Abundavita food supplements. Two types of misbranding are alleged to be made in the labeling, namely, statements falsely disparaging the nutritional value of foods that are generally available to consumers and false claims that the Abundavita products are beneficial in preventing and treating a long list of symptoms and conditions for which they are not effective.

Charges of violation of the federal Food, Drug, and Cosmetic Act were made in a seizure of three products and their accompanying literature: Abundavita Food Supplement Mineral Tablets, Natural Organic; All Purpose Abundagreen Natural Organic; and Abundavita Food Supplement Tablets. All three products are labeled as containing an "exclusive" ingredient prepared from "selected grasses grown on the Hunza Farm in naturally occurring glacial silt."

The government also charged that the labeling fails to bear information required by regulation in order to fully inform purchasers regarding the special dietary properties of the Abundavita products, which are sold house-to-house. All of the articles were alleged to be misbranded by statements which represent and suggest that food supplies generally available to the public are nutritionally deficient and inferior and that they lack sufficient amounts of the vitamins, and minerals contained in the seized articles and that the latter will supply significant quantities of vitamins, minerals, and proteins to the diet because of their content of "Hunza" grass.

It is further charged that all of the products were misbranded by the following claims, all of which are alleged to be false and misleading: that they are adequate and effective to produce longevity, perfect health, happiness, hardihood, vigor, and good eyesight; enable men to be active and sexually potent until age 100; result in
women being beautiful and youthful in their seventies and eighties; prevent chronic illness; appease the appetite and control weight; deodorize the body; clean and lubricate the intestinal tract; and prevent headaches, irritability, nervousness, mental depression, fatigue, dizziness, neuritis, insomnia, loss of weight, indigestion, diarrhea, constipation, and dryness of the hair or skin. (32:340)

As a result of all types of activities, some of which were discussed above, and according to Martin (51:237), some nutrition quacks who were apprehended were either fined and/or jailed. But, continued Martin, many quacks have escaped because they knew the loopholes of the law and also because they were crafty and therefore hard to catch. She pointed out that when quacks had been apprehended, the fines imposed were, in some cases, paid by the quacks' supporters who by doing so helped the quacks to return to and continue their trade.

Methods Used to Fight Nutrition Quackery

Other methods also have been used to fight nutritional quackery. Some of these include television, radio, magazines, newspapers, advertising agencies, individual actions and education.

Television and Radio. The Television Code of the National Association of Broadcasters has represented the published standards of practice for the television industry. About 80% of all television stations in the United States have
subscribed to this association and its code. Three detailed provisions of the Television Code, Section IX, concerned with advertisements of medical products have served as guides for television stations.

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer of the direct bearing on his health.

2. Because of the personal nature of the advertising of medical products, claims that a product will affect a cure and the indiscriminate use of such words as 'safe,' 'without risk,' 'harmless,' or terms of similar meaning should not be accepted in the advertising of medical product on television stations.

3. A television broadcaster should not accept advertising materials which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects. (59:75)

The Television Code has designated two methods of approach to prevent abuses of propriety and false claims which have been described as preventive rather than curative medicine. The first approach has been the establishment of the New York Code Office to serve as a clearing house at the source of production of most television advertising seen throughout the United States. This office has weeded-out commercials which might possibly have bordered on quackery. The second approach has been the publication by the Code Authority of guidelines for advertising in various fields in order to set up rules for the treatment of some subjects. Broadcasters and advertising agencies have cooperated with the Code Authority in the establish-
ment of these guidelines.

Although television and radio have moved toward alleviation of the problem of quackery through self-regulation, it has been apparent that all the ills have not been cured, since there has been no guarantee that all businesses will follow such operating procedures as the Code or the guidelines.

Newspapers. A positive approach against quackery has been the publishing of informative stories which expose the problem to the general public. A typical example was the series of six articles which appeared in the "New York Post" in 1959 concerning "Foods, Fads, Facts, and Phonies." This excellent series has been available in reprint form. (3:80) Another example of education of the public through the press has been the syndicated column by Fredrick J. Stare entitled "Food and Your Health." This column has served as a valuable tool in teaching the basic concepts about nutrition and refuting nutrition quackery. The series has included quizzes, global nutrition and answers to correspondence. Letters have been categorized into groups such as those requesting information on highly advertised "wonder" foods and supplements (67:124-125).

Magazines. The editor of Good Housekeeping has expressed the view that his own instinct and purpose has been to obtain as many facts and as much truth as possible and
then to report these in an intelligible form to as many readers as can be reached. He suggested:

...a call to self discipline, and a group discipline, so that even people made stupid by sickness and fright will know which way to turn for help. (59:84)

Nichols recommended that magazines give a more current image of quackery in order to depict the identity of the modern quack as one who frequently relies on "rigged" research, false advertising and scientific facts taken out of context. It was emphasized that the purpose and practice of ethical medicine be made clear so that quacks could not operate around the fringes of the profession because of ignorance and misunderstanding. In speaking before the Second National Congress on Medical Quackery, 1963, Nichols discussed the role of magazines in helping to solve the problem of quackery. He stated among other things:

...the media of communications--both print and broadcast--can be of great service and I am convinced that all are eager to join in such a crusade. Surely many of you are conscious of such effective science writers such as Alton Blakeslee, Ruth and Ed Breecher, Don Robinson, Lester David and many others who contribute importantly to magazines. I know you will recall courageous and public-servicing editorials accomplishments in magazines such as Redbook, the Saturday Review, Harper's, Look, Fortune, and my own Good Housekeeping. All of us are covering the news of medicine and the other sciences more thoroughly than ever before, and all of us find our audiences increasingly involved and capable in their reception of such reports. Our writers and editors and facilities are available for the exposure of quacks and fakes, and indeed are aggressively pressing for information to support such exposures (59:84).
As indicated, magazines have become aware of the problem of nutrition quackery and have taken action toward solving the dilemma. One of the worst travesties of magazines, in the past, has been the publishing of fad diets and reducing gimmicks. Perhaps now with a better view of the problem, magazines will withstand public pressure and temptation and refrain from adding support to the problem. Articles exposing quackery to the general public have become more numerous in recent years.

Advertising Agencies. Advertising agencies have become more aware of other problems of nutrition quackery and have begun to help control it by investigating products more thoroughly. Ward (59:85) discussing the role of advertising agencies in combating medical quackery commented:

We don't do ads, just like that. We want to know what the product is, what it will do, and whether it is marketable on a basis that is compatible with our company ethics, policy and reputation.

He emphasized that advertising cannot be expected to diagnose or prescribe for the public but that it has the responsibility to give proper and expert advice on products when they are irresponsibly sold or advertised and have an adverse effect on the health of the purchaser.

In large advertising agencies, there have been several individuals who possess sufficient medical, drug or beauty knowledge to render valuable opinions concerning products
or services. One problem which advertising agencies have encountered has been trying to convince a promoter not to market his particular product or service. Over the past years, advertising agencies have attempted to keep numerous quack products and services off the market. One typical example was:

A liquid vitamin preparation containing everything, but everything. There was no arguing our already good and well-established client, out of this. It would be good for people, he insisted. It was a good formulation. And it appears to be. We urged him to do some product testing and limited test marketing for saleability through advertising. The public couldn't have been less interested in another vitamin tonic (59:86).

The Creative Code of the American Association of Advertising Agencies and the Copy Interchange Program for enforcing the Code have been safety valves to help protect public interest. The Code has had a direct influence on the members of the American Association of Advertising Agencies and the National Advertisers Federation of America. Even agencies who are not members of these two organizations have been affected by the established Code.

The Code has provided specifically that advertising will not contain the following:

a. False or misleading statements or exaggerations, visual or verbal.

b. Testimonials which do not reflect the real choice of a competent witness.

c. Price claims which are misleading.

d. Comparisons which unfairly disparage a competitive product or service.
e. Claims insufficiently supported, or which distort the true meaning or practicable application of statements made by professional or scientific authority.

f. Statements, suggestions or pickiness offensive to public decency (59:87).

Careful adherence to the Code has strengthened advertising and served as a barrier against quackery. Violations of the Code have been referred to the Board of Directors of the American Association of Advertising Agencies for appropriate action, including possible annulment of membership.

The American Association of Advertising Agencies and the Association of National Advertisers have instituted an Interchange of Opinion on Objectionable Advertising programs to help control quack advertising. The Interchange Program has worked in the following manner.

1. Every advertising man (woman) is requested to take note of any objectionable advertising he (she) hears or sees. He (she) is encouraged to tear out the ad, or, if it is a TV or radio commercial, to note the time, date and station or network, and to give this to his (her) company's designated ANA or 4A representative, who forwards the criticism to the Committee at 4A Headquarters, 420 Lexington Avenue, New York.

2. Criticisms within the scope of the Interchange are sent without identification of the critic to the ten advertiser members and ten agency members of
the Committee.

3. Each member of the Committee is asked whether he considers any element in the ad objectionable. If so, what and why, and whether it is regarded as "serious." If a majority regards it as seriously objectionable, the criticism and the votes and comments are sent to the advertisers and its agency, which are asked to take corrective action.

4. If within 30 days the advertiser and agency do not answer, or answer unsatisfactorily, the Committee notifies the Board of Directors of the ANA and the 4A for appropriate action, which can mean expulsion from either Association (59:88).

Work By The Individual. One of the most important individual methods used to combat nutrition quackery was depicted by the court case, Boston Nutrition Society, Inc., Plaintiff vs. Fredrick J. Stare, Defendant. This case involved one of the favorite themes of the food faddist—that enriched white flour and white bread are at best nutritionally worthless and at worst poisonous. The Boston Nutrition Society issued the following statements to a person requesting information:

The enriched bread fed to the American public is a national scandal. First of all, the wheat grown on poor soil and fertilized with water-soluble commercial fertilizer is of low protein content... The modern flour mill removes the precious vitamins and minerals. This is then bleached with a powerful oxidizing agent, chlorine dioxide (which is a poison);
and to this lifeless mess, a few deed synthetic chemicals (improperly called vitamins) and inorganic iron are added. We not only think these foodstuffs are worthless; we believe that many of them are positively harmful... We know that we are a nation of sick people. Our hospitals are crowded to capacity. All the metabolic diseases are increasing by leaps and bounds. Coronary thrombosis is attacking young men in their 20's. Cancer is the leading cause of death in children under 14. Diabetes and mental disease are on the increase even in children. And dental cavities are rampant! (66:29)

The worried mother sent the statement to McCall's. She was concerned about her two boys who refused to eat any kind of bread other than white bread. She was seeking the connection between white bread and the disease mentioned in the statement. McCall's referred the query to Doctor Stare who replied:

These scare tactics are typical of the food faddist organizations... The name Boston Nutrition Society sound good, but if you were to telephone them, you would discover, as we did, that the phone number is the same as for the Copley Square Diet Shop, purveyors of so-called 'health foods,'... From a practical viewpoint in most American diets, dark flour and enriched white flour are the same in food value and both make important contributions to our diet. To imply or suggest that enriched white flour can cause or contribute to the diseases listed in the clipping is a cruel and reckless fraud (66:29).

The Boston Nutrition Society, Inc., sued Stare for libel as a result of his reply. The Society used as an expert witness the president of Natural Foods Associates, Doctor Joe D. Nichols, of Atlanta, Texas. This witness had authored an article reprinted by Natural Foods Associates and the Lee Foundation for Nutrition Research, disclaiming white flour as "unfit for human consumption" and denouncing
enriched bread for containing synthetic vitamins and for being bleached by chlorine. He suggested that metabolic disease was related to the use of enriched and devitalized foods. Cross examination revealed that Doctor Nichols had not done research on this topic, knew of no research on the topic, and was not even familiar with the chemical composition and vitamins in bread. Other Society witnesses spoke on the superiority of nature foods, the dangers of devitalized foods, and the contamination of foods by pesticides, insecticides, and additives.

It is interesting to note that the Society chose to sue Dr. Stare rather than Mc Calls. The main reason was that the group was more interested in quieting Stare as a critic of food quackery, faddism and nutrition nonsense than in being awarded a large cash award. Witnesses for Stare appeared to present evidence that there was no known connection between serious diseases and the use of bread of any kind of color. Stare used the defense of fair argument on a matter of public interest and truth. His two comments concerning "cruel and reckless fraud" and the connection of the Society with the diet shop were submitted to a jury for consideration. Dr. Stare was acquitted fifteen minutes after deliberation by the jury. Interestingly enough, the judge "commented" that truth is a defense for libel.
Education. Education has become one of the most important keys to the conquest of nutrition quackery. Bauer (1:47) suggested that:

Empirically, it seems we can assume that if people as a whole can be made to see the fallacies and dangers in medical quackery and if they can be motivated in their own self-interest, quackery would die on the vine.

Any education program must have taken into consideration that an individual who was bilked by a quack will be ashamed, and that the quack will take advantage of this fact. Although education has primarily been thought of as a function of schools, it may be interpreted broadly as all learning experiences which an individual becomes exposed.

A questionnaire addressed to one hundred educators at all levels from elementary through college was used to determine the role played by schools in the teaching of quackery. The comments ranged from reports of very positive programs against quackery to programs in which the subject was non-existent. Many of those who replied gave examples of local health units or causes which warned against quackery. Topics which dealt with advertising and propaganda were especially prevalent. Development of proper attitudes regarding medical aids and quackery seemed important. One particular reply seemed to indicate the extreme of the educative situation. One major city reported:
When one considers that many schools do not offer health education worthy of the name, that teachers vary greatly in preparation and experience, and that health concepts and medicine keep changing, it is no small wonder that quackery continues to flourish. (59:48)

On the brighter side, any local programs included the following:

...symposia, exhibits and lectures procured with the cooperation of local medical societies and chapters of the voluntary health agencies; distribution of literature in relation to fakes and frauds; a growing tendency toward adding nutritionists to local school staff; summer health workshops for teachers which are invariably well attended; some excellent local health curricula with specific attention to quackery; and a general realization on the part of educators that more and better work needs to be done (59:48).

A number of colleges reported they did not have a sufficiently strong, positive program with regard to quackery education. Two main reasons given for this were (1) lack of preparation of health educators to enable them to make discriminatory judgments themselves; and (2) lack of a positive statement of policy with regard to the teaching of controversial matters. A state university replied that it recognized the problem of quackery and mentioned the increase of emphasis on the subject of consumer selection of products and services. Development of new curriculum guides and recommendations for increased time allotment on the subject were cited as examples of increased interest and activity to help solve the problem of quackery.

A survey of sixth grade school health education textbooks revealed that the subject of quackery was not treated
directly in any kind of them. Eight junior high school textbooks studied showed that the author's attention to quackery ranged from no attention in two books, one page in three books, two pages in two books and three pages in one book. Most of the ten leading college health education textbooks have not lent the needed support for providing information instrumental in the combatting of nutrition quackery (59:50).

It has become obvious that an increased program in health education against quackery is needed at all age levels. All available means of education have not been used in the past as has been indicated by the growth of nutrition quackery in recent years. Special programs for elderly citizens have been suggested to help alleviate the problem since it has been this age group which has become very susceptible to quackery claims and products.
CHAPTER FIVE

SUMMARY AND CONCLUSIONS

Summary

The summary has been divided into two parts. The first part consists of the reasons for the existence of nutrition quackery, the characteristics of the nutrition quack, products of the nutrition quack, and claims for the products of the nutrition quack with reference to dieting and reducing, and cancer. The second part includes the organizations and methods which fight and control nutrition quackery.

Food habits have been one of the reasons for the existence of nutrition quackery. As was pointed out in the findings of the investigation, the acceptance or rejection of certain foods has not always been related to the foods themselves but often to the connection seen between the foods and happy or unhappy memories which they evoked. As was also pointed out, food habits have not sprung up overnight but have been the result of gradual development from infancy through childhood, and also the result of several factors which work separately or together.

It was shown that many food fads have been related to eating habits and that abundance of food was no guarantee that people would easily forego their habits, likes and
dislikes even when confronted with correct scientific knowledge. Likes and dislikes for certain foods have been so strong, that they have influenced the selection of meals and have also helped to facilitate nutrition quackery. There has been a relationship between food faddism and nutrition quackery and both have created health, economic, and social problems and nutritionists have not found it easy to compete successfully with food faddists. The legitimate nutritionists have been placed in the awkward position of having to fight both food fads and misinformation about food.

Another reason for the existence of nutrition quackery has been the relative importance of nutrition to health as well as the fact that the area of nutrition with its innumerable possibilities has been found by quacks to be very lucrative. Because it has not been easy for people to keep up with new knowledge produced by advanced technology in all fields, the quack has quickly taken advantage of the confusion created in the minds of the general public. The quack has been undaunted by either facts or honesty and his trade has been kept alive by the yearning of the public for whatever is free. People have tended to believe that certain foods have magical power and have therefore accepted some very outlandish myths about diet.

The nutrition quack has been characterized as one whose products have usually been based on unheard of formulas and
which according to him have miraculous powers for curing. everything. The nutrition quack's techniques have included public lectures, books and literature going from door-to-door, mail order, and the use of testimonials.

The nutrition quack's products have ranged from food supplements and health foods to cooking utensils. Too, the quack has claimed a relationship between his products and dieting and reducing, and cancer. Food supplements have been in the form of pills, powders and capsules which have been intended for use by everyone irrespective of individual needs. As a result of pressure from various means of communication used by the quack, the consumer has become confused and has found it difficult to select of the dietary supplements which were appealing. As regards to the so-called health foods, the nutrition quack has recommended the natural state of foods and has condemned nearly all processed items such as pasteurized milk and white flour. The nutrition quack has completely ignored the fact that dieting is a personal matter and that it is important that individual needs be considered by a physician. In addition, he exploited the fear of the effects of obesity and its relation to dieting and reducing. With his fake cancer cures, the quack has extorted a huge sum of money from the gullible public. His cures for cancer have included special food preparations, food supplements and mixtures of herbs and roots.
The organizations and methods which fight and control nutrition quackery have included the American Medical Association, Food and Drug Administration, American Dietetic Association, United States Post Office Department, United States Justice Department, the communication media, actions by individuals and education. Each of the organizations has been working in its own way, unilaterally, or in coordination with one or more of the others. Their most important aim whether working singly or together has been to better educate and protect the public from the nutrition quack and his products. For instance, the American Medical Association has been encouraging activities other than its own for the protection of the public against all types of frauds. The association's Bureau of Investigation has been serving as a clearing house for materials relating to quacks and quackery. Its Committee on Food's responsibility has been to examine non-medical products for which medical claims have been made. Reports of investigations and other activities have been reported in the association's periodicals, Journal of the American Medical Association, and Today's Health, for the benefit of the public. The Food and Drug Administration, and the American Dietetic Association, have also been working along similar lines, and reports of their activities have been published in their periodicals, FDA Consumer, FDA Reports, FDA Fact Sheets and the Journal of the American Dietetic Association, respectively. Reports of the activities of the United
States Post Office Department have been conveyed to the public via the periodicals or publications of the other organizations.

Conclusions

Despite the fact that the American food supply is the most abundant and nutritious in the world, the American public continues to waste over 500 million dollars a year on unnecessary natural nostrums such as dieting foods, vitamin-mineral preparations, and food supplements. The consumer has not armed himself against the unscrupulous promotions of nutrition quacks. The consumer has not obtained unbiased, authoritative information on the sound principles of nutrition and diet which could debunk the quack's pseudoscience and hokum so prevalent today. The public has not realized that a well-balanced diet will provide all the recommended nutrients necessary to maintain a properly nourished body.

The food industry provides nutritious, economical and attractive products which should restore public confidence in the wholesomeness, safety and nutritional quality of the American food supply. A large number of books on nutrition and diet written by unqualified individuals flood the market today despite the fact that science disproves them.

The public believes a large number of nutrition fads and fallacies which contribute to the perpetration of nutrition quackery. Public communication media have not
exerted sufficient pressure on the nutrition quack in the past. However, stricter measures are being enforced to diminish the quack's fraudulent activities and practices. Voluntary and professional groups and organizations have contributed to a great extent towards a sound program of public education as a means of fighting and controlling nutrition quackery.

Public educational programs have not been vigorous enough to counteract the impact of today's nutrition quack. Lack of knowledge of the basic principles of sound nutrition and diet has indicated a weakness in nutrition education, which, in order to be effective, must reach the individual before the quack does.

The nutrition quack has been protected by the same liberties afforded other citizens. He has, it seems, been guaranteed the legal safeguards of freedom of speech, freedom of the press, and innocence until proved guilty. As a result of all these, he has been able to flaunt and circumvent the law.

Although nutrition quackery has been one of the nation's biggest health problems, it has received comparatively little attention until recently. Combined efforts of scientific research, law enforcement and expanding educational programs is the only means by which falsehoods and misstatements of the nutrition quack will be effectively combated, controlled and may be eliminated.
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