

November 1, 1977

BOARD OF DIRECTORS

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School of Health  
Loma Linda University

William Jarvis, Ph.D.  
School of Dentistry  
Loma Linda University  
Loma Linda, California 92354

Dear Colleague:

Some time has passed since I last communicated with you in regard to the Southern California Council Against Health Fraud, Inc. Due to an unusually heavy teaching load, I have not been able to move as rapidly as I had hoped with our final phase of organization. Nevertheless, we have not been standing still. Several things are happening. I thought I would take a minute to bring you up to date on a few items.

1. Incorporation Status

Due to a minor disaster (our articles of incorporation were lost in the mail) we had a delay of nearly three months in obtaining our status as a legal non-profit corporation. Things are now proceeding and this should all be completed soon. This has contributed to our overall delay in organization, but has not dampened our enthusiasm.

2. Grant Received

A small grant (\$100) has been issued to us by the Lehigh Valley Committee Against Health Fraud, Inc., to aid us in our organizational efforts.

3. Intern Assigned

Kerry Stack, an administrative studies major at the University of California at Riverside, has been assigned to the SCCAHF for the fall term through the Academic Internship Center. Kerry plans a career in consumer affairs and is gaining field experience as an investigator. He is currently looking into chelation therapy and doing some follow-

up work on cellular therapy (see next item).

#### 4. Cellular Therapy Patient (Proponent) Dies

Some of you may remember my reference to a case in the Palm Springs area involving a newspaper account about a gentleman who believed his terminal cancer had been cured by cellular therapy treatments he received in Switzerland. We have been trying to follow that case up for more than two years. The latest news is that the man died from "blood clots." Whether these were related to the cancer or other causes, we have not been able to determine. Al Pearce, Bureau Chief of The Desert Sun (the newspaper originally running the story) is helping us in an attempt to ascertain the facts.

#### 5. Carey Reams

A name you may be hearing more about is a man named Carey Reams who claims to be a "bio physicist" (although FDA attempts to verify his training proved fruitless). "Dr." Reams claims to be able to diagnose most ailments by a urine/saliva test he developed. Most diseases are treated by the use of lemon juice and distilled water. This treatment was being used at Marietta Hot Springs on cancer victims this past September which resulted in a "raid" on that establishment.

A physician in Pennsylvania has recently sent us news of two diabetics (a six-year-old boy and an eighteen-year-old girl) who have died after being "weaned" off insulin while following Reams' therapy.

Reams is a Bible quoter and runs a religious retreat in Georgia. His patients are approached mainly through their conservative-fundamentalist religious orientation.

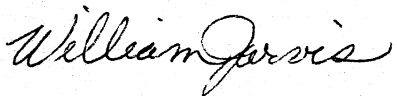
#### 6. Next Meeting

The date for our next meeting has not been set. We must wait for the completion of our incorporation procedure and our membership drive. (Applications have been prepared and will be sent out in the near future). The purpose of that meeting will be to elect officers.

Thanks for your continued interest in the SCCAHF. In the year that has passed it has become more apparent that an organization such as ours is needed in Southern California. I believe our role is one of building a scientific base from which to counteract health fraud and

quackery. We may not have as high a profile as the Nader-type groups which seem to seek the headlines, sometimes on the basis of some pretty outlandish claims which don't hold up to close scrutiny, but our longevity hopefully will be better since we are trying for a better foundation.

Best wishes,

A handwritten signature in cursive script that reads "William Jarvis".

William T. Jarvis  
President, Pro Tem  
SCCAHF

WTJ/jt

The Southern California Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

Volume 1, Number 2

May 19, 1978

## Laetrile Book Evaluation Available

An evaluation of the book Laetrile Case Histories by John Richardson, M.D., and Patricia Griffen showed that using the data and rationale of the authors themselves, the chances of patient survival without Laetrile for the time period involved was 70%. A complete copy may be obtained from the Council. Free to paid-up members, others \$1.00.

## Membership Drive - We Need Your Help!

Memberships have been coming in, but we need a better response than we've had thus far. Out of a mailing list of 109 only 22 have sent in their dues. We intend to keep others on our mailing list and designate them as "friends," but we want to encourage as many of you who can to become paid-up members. While our expenses are still being covered to some degree by the Loma Linda University School of Dentistry, we feel it is our responsibility to achieve financial independence as soon as possible.

Also, you are our best source of names and addresses of individuals who might be interested in becoming a part of SCCAHF. We need your help!

## Lehigh Valley Committee Against Health Fraud, Inc., Grant

A second \$100.00 grant has been received from the Lehigh Valley Committee Against Health Fraud, Inc.

## Getting Involved

The purpose of SCCAHF is to conduct studies into matters where quackery is suspected - especially when it is felt they are being overlooked or ignored by other consumer health protection agencies. This includes investigating testimonials in which unproven remedies are being credited for cures, or cases which have ended in tragedy for the victims of quackery which need to be publicized for the public good. If you wish to get involved in such activities contact SCCAHF and we will aid you in your gathering of the facts.

## American Council for Science and Health

A nationally-oriented organization, called the American Council for Science and Health, has been formed in New York which has objectives almost identical to those of SCCAHF. It is under the direction of Elizabeth Whelan, Ph.D. Dr. Jarvis, SCCAHF President Pro Tem has been asked to serve on the Board of Advisors for ACSH. Other Board of Advisor members include Nobel Prize winner Norman Borlaug, Stephen Barrett, Tom Jukes, Victor Herbert, and Frederick Stare.

## Welcome Northern California Council Against Health Fraud Persons

Dr. Tom Jukes has provided us with the names and addresses of those interested and involved in the fight against quackery from the nucleus of the Northern California Council Against Health Fraud, Inc. We would like to welcome you to our mailing list and invite you to join us in a united effort against quackery.

### Board Appoints Officers

During a meeting held March 22, 1978 the SCCAHF Board of Directors appointed two officers in order to comply with certain administrative needs. Gordon Rick, D.D.S., was appointed Vice-President Pro Tem and Cyrus Lemmon, J.D., was appointed Secretary-Treasurer Pro Tem.

### Next Month

Dairy Council

Expanding Board

Electing Officers

The Southern California Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

Volume 1, Number 3

June 30, 1978

## Promotional Tour Slated

The Dairy Council of California has offered to aid SCCAHF by sponsoring Dr. Jarvis on a promotional tour of major California cities where he will appear on a variety of mass media outlets. Present plans call for the tour to begin in San Diego on August 17. Incorporated into the tour will be a previously arranged presentation at the California Dental Association Convention in San Francisco on August 18, entitled, "Detecting Nutrition Quackery," also sponsored by the Dairy Council.

The reason the Dairy Council is giving this aid to SCCAHF is because they wish to see our organization succeed based upon the principles we stand for. The Dairy Council has made it clear that SCCAHF has not incurred any obligation as a result of their generosity.

In deciding whether or not to accept the Dairy Council aid consultation with board members and others involved in the fight against quackery determined that such aid was acceptable from organizations which were of good reputation, followed practices consistent with the principles of SCCAHF and made no attempt to compromise our independence.

## Memberships Still Sought

Our mailing list is growing and so is our membership, but we've still got a long way to go before we have enough funds to begin substantive research into various aspects of quackery in California. We need your support. Don't put off sending in your application. Do it today! Thanks!

## Regular Meetings to be Held

The Executive Committee will meet approximately once every month during the noon hour at the Loma Linda University Campus Cafeteria. These meetings will be open to any members who wish to attend. Our first meeting is scheduled for Thursday, July 13, 1978. If you're in the area, plan to attend.

## Chiropractic Public Relations Plot Exposed

Chiropractic super-promoter, James W. Parker, hopes to march on the White House on July 3 with several thousand other chiropractors to deliver petitions signed by patients denouncing wider coverage for chiropractic services under Medicare. Calling it a plot to deceive President Carter, Dr. Stephen Barrett, chairman of the Lehigh Valley Committee Against Health Fraud, Inc., recently exposed the fact that the method for gathering signatures was based upon the idea that all chiropractic patients would be notified that their names would appear on the petitions unless they were heard from to the contrary "within a few days." This obvious attempt at hyperbole even offended some chiropractors. Parker is well-known for conducting seminars in "professional success" which teaches a variety of very questionable practices on patient manipulation. (See The Health Robbers pp. 154-155. This is available from George F. Stickley Co., 210 W. Washington Square, Philadelphia, Pennsylvania 19106. It costs \$10.50.

### Pastor Challenges Faith-Healing

Reverend Bernard Mason, Baptist minister from Glendale, says he has studied faith-healing for more than 50 years and has yet to find a case which could hold up as valid under examination. He doesn't deny the possibility of such occurring, but demands that sufficient evidence be provided when claims are made. Mason recognizes the placebo value of the faith-healing ritual, but objects to it being used "in the name of God." Mason issued a formal challenge to the Full Gospel Men's Fellowship of Glendale to "produce a miracle like Jesus did when He was here on earth: walk on water, raise the dead, heal the maim or completely blind, or any other miracle that cannot be duplicated by normal means." Mason offered a \$500.00 cash prize for any such feat. The Glendale News Press carried the story on June 27, 1978. The challenge was refused.

### Following Adelle Davis Advice Causes Death

Adelle Davis's book, Let's Have Healthy Children, recommends that 3,000 mg. of potassium be given to a child with colic. Susan Pitzer, a young mother of twin boys who is described as "a vegetarian taking 30 vitamins a day during pregnancy," followed Davis's advice when both of her two-month-old infant sons developed colic. One boy refused to drink the potassium remedy but the other swallowed it and died following cardiac arrest. Mrs. Pitzer's faith in the Davis book is reported as "unshaken" - representing a classical response to the failure of the deeply-held belief system. Apparently, even the emotional force of motherhood is no match for quackery. Hopefully, the Pitzers will be convinced to sue the publishers of the book. Such an action provides the only way freedom of the press, enjoyed by the purveyors of health quackery, can be properly balanced with being held responsible for what is printed.

### Chiropractor Blows Whistle on Colleagues

Renton, Washington chiropractor, Peter J. Modde, has caused an uproar that has now attracted national attention. The June 26, 1978 issue of Medical Economics carries his story. Modde says that chiropractors are hurting people - not simply by making mistakes but by practicing chiropractic the way they are trained to do.

Modde has been corresponding with us for about 2½ years, so we have a rather large file of his excellent papers which describe the deficiencies of chiropractic. If any of you need more information please contact SCCAHF.

The Southern California Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

Volume 1, Number 4

August 4, 1978

## Media Tour - Our Name will be Altered

The media tour sponsored by the Dairy Council of California will begin August 17 and continue through the 25th. Due to the fact that we will be covering the entire state we are calling the organization the California Council Against Health Fraud, Inc. The word "Southern" gave us a regional designation which wouldn't appeal to those in the northern part of the state. It was originally our preference to use the name California Council Against Health Fraud, Inc., but the northern group had already adopted it. Now that they have decided to join with us we will undoubtedly change our name at the first opportunity.

The schedule thus far is presented below:

<u>Date</u>	<u>Time</u>	<u>Show</u>	<u>Station</u>
August 17	9:30 a.m.	AM - San Francisco	Channel 7 KGO
August 17	11:00 a.m.	(No Name)	KGO Radio
August 17	2:00 p.m.	Special Assignment	KFRC
August 18	8:45 a.m.	The Morning Show	KPIX
August 21	7:00 a.m.	The 7:00 AM Show	KXYV - Sacramento
August 22	8:30 a.m.	(No Name)	KOUR - Stockton
August 23	10:00 a.m.	Michael Jackson	KABC - Los Angeles

There are several more appointments still to be worked out including some possible national shows.

## Informing Your Fellow Professionals

SCCAHF members and friends include physicians, dentists, attorneys, dietitians, nurses, occupational therapists, public health workers, doctors of philosophy, health educators, home economists, FDA investigators, physical therapists, and others. Each of you has access to the publications of your professional societies. Help us locate others in your profession who would like to join us in our efforts against quackery. One way you can do this is by writing to the editors of your journals and telling them about SCCAHF. If they want to do an editorial or a feature article you can have them contact us.

## Got an Idea?

If you've thought of something that someone ought to be doing about quackery, share it with us. We need everyone's efforts if we are going to make a dent in health frauds.

## Date for Next Executive Meeting

Our next executive meeting will be held at the Loma Linda campus cafeteria (see map) on Thursday, August 31, at 12:00 noon.



## Appeal to Retirees

You who are retired persons have much to offer SCCAHF. You have more time available than those who are still working and, more importantly, you have the wisdom and experience gained through the years. Not only that, you and other retired persons are special targets of quackery. Your services are needed. Why not write an article for senior citizens' publications or get involved in investigating testimonial claims for the effectiveness of Laetrile, arthritis treatments, etc.

## Consumers Union Blasts Anti-Fluoridationists

Calling anti-fluoridationists' successes one of quackery's greatest triumphs over science in our generation, Consumer Reports has carried a two-part series in their July and August issues which exposes the true nature of the National Health Federation and its spurious anti-fluoridationist claims. The July issue deals specifically with the trumped up charge that fluoridation increases cancer incidence and the August issue deals with other charges such as fluoridation represents "poisoning" the water, causes mutations, allergies, mongolism, and so forth.

Consumers Union does an excellent job of researching and reporting on consumer health issues. They deserve our support.

## "Vitamin B<sub>15</sub>" is no Vitamin

One of the latest nutrition fads is so-called "vitamin B<sub>15</sub>," also known as "pangamic acid." This substance is a creation of Ernest Krebs Jr., developer of Laetrile. Like Laetrile, which Krebs erroneously labels "vitamin B<sub>17</sub>," vitamin B<sub>15</sub> is his own designation and is not based upon any scientific evidence or recognition that it is a vitamin. As a matter of fact, no one knows for certain what pangamic acid is. There have been at least three different formulas given in the literature concerning it. All of the formulas are mixtures of chemicals rather than a chemical "salt" as are real vitamins.

Originally Krebs promoted the substance to make race horses run faster. Now it is being promoted as a super energy pill. Nor surprisingly, the evidence of its value is in the form of testimonials with a record of failure when tested using a placebo. Promoters include Dr. Robert Atkins of diet revolution fame, Dr. Carl Pfeiffer, the megavitaminist, Dr. Richard Passwater, author of Supernutrition, among others. Dr. P. W. Stacpoole wrote a positive review of pangamic acid in the World Review of Nutrition and Dietetics in 1977. His work was funded in part by the McNaughton Foundation, a primary Laetrile proponent. Stacpoole is E. T. Krebs's stepson.

## Senate Bill 1790

There is a bill before the legislature which would permit self-proclaimed nutritionists to give advice on diet and food supplements as long as they don't diagnose disease or prescribe. For example, health foods stores would have a sign stating the legality of their nutritional advice as long as it didn't amount to practicing medicine. (The exact wording is uncertain at this time). On the surface this bill looks relatively harmless, but history teaches us that any such attempt at regulation can easily be construed by quackery to indicate state approval or endorsement. Legitimate nutritionists have nothing to gain from this bill. The California Dietetics Association opposes and so do we at SCCAHF who have studied it. A hearing will be held in Sacramento on August 8 which could scuttle it. If not, we will try to inform you soon enough so you can write your local representative asking him to vote "no."

## Enclosure: "The Health Quack" by Stephen Barrett

Enclosed is a copy of an article by Dr. Barrett of the Lehigh Valley Committee Against Health Fraud, Inc. It is a good piece of writing. It presents some insights into quackery in easy-to-understand terms.

The Southern California Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

Volume 1, Number 5

September 4, 1978

## Media Tour is Extremely Successful

From all indications it appears that the media tour promoting the California Council Against Health Fraud, Inc., arranged by the Dairy Council of California, can be called an outstanding success. The media response was the best the Dairy Council has ever witnessed, they say. Media people repeatedly remarked that this was an idea whose time had come. Many shows have even suggested that we make regular appearances to keep their viewers informed on the latest in health quackery.

Most exciting was the appearance on the Dinah Shore Show called "Dinah!" It has been filmed and is tentatively set to be aired on September 21 during the last half hour of the show.

## Senate Bill 1790 - We Need Letter Writers!

\*\*\*Senate Bill 1790 was passed out of the committee and will be voted on soon by the assembly. Enclosed is a copy of the National Health Federation's mail out asking their members for letters of support for the bill. Those of you who feel as we do that this bill will only serve the interests of food quackery should write to your assemblyman simply stating your opposition to the bill and asking him to vote "no." You also can write to Governor Brown asking him to veto it, should it be passed. We may never be able to generate the mail the way the National Health Federation can, but a personally written letter probably has more clout than those pre-printed ones the National Health Federation distributes.

-see end of newsletter-

## Legislative Clout

It will come as no surprise to anyone to learn that politicians respond to what they perceive as the will of the people. Realistically, who can blame them? In order for them to be successful they must get elected; in order to be elected they must please a majority of the voters. What good would they be able to do as unelected, also-rans who stood up for what was right while their pragmatic opponent got elected? Placing yourself in their shoes, would you do any differently?

Part of the failure to have strong laws against quackery belongs to us as citizens. It's not that we just don't care, we just don't know what to do. Even those of us who have learned that a letter to our representatives does pack some power don't know what is happening in Sacramento so we know when to write.

Another problem is that because of specialization we are too fragmented. For example, when a bill like Senate Bill 1790 comes along it directly affects dieticians but not dentists. However, it directly affects the people we are responsible to protect as academicians and health and legal professionals. SCCAHF would like to help remedy this problem by helping create an action-response network which would produce a substantial mailing to legislators when a particular issue is before them. This seems to be a high priority need in a state which has a senator on the Health and Welfare Committee who repeatedly introduces bills which serve the interests of health quackery.

## Laetrile Tragedy Reported

The Journal of the American Medical Association (V. 239, No. 15, p. 1532) reports that a seventeen-year-old Southern California girl who had undergone successful surgery for cancer refused a course of radiotherapy. Rather, she chose to obtain Laetrile from a clinic

IMMEDIATE  
ACTION  
REQUESTED

south of San Diego. She was injecting herself intravenously for four weeks. One day, unable to inject herself, she decided to swallow the drug, an act which resulted in her death, apparently by cyanide poisoning. It is probable that her fear of ingesting orally an intravenous substance was eliminated by the repeated claims by proponents that Laetrile is non-toxic.

### Chiropractors Peddle Protein Products

Promotional materials for chiropractors are telling practitioners that they can earn \$1076 per month for themselves by selling 100 Health Living Slim Pack reducing kits. As a distributor they can do much better by earning \$5000 per month. The products include protein powder, predigested liquid protein capsules and a product called "muscle," presumably for athletes.

Interestingly, chiropractors make much out of their training in nutrition, but that training seems to reflect the health foods industry philosophy of vitamins and other food supplements. Whatever happened to eating natural foods?

### Dr. Jarvis to Testify against Chiropractic in New Zealand

The government of New Zealand is currently conducting a Commission of Inquiry into the fitness of chiropractic to be included for reimbursement under the national health care program. Many other recognized health professionals are not included due to limited resources. No matter, the 100 or so New Zealand chiropractors, most of whom were educated in the United States (some export, huh?) are clamoring for inclusion. Like their mentors in the United States, they have learned that political advances are far more valuable than the scientific.

Dr. Jarvis has submitted a position paper against their inclusion as an academician specializing in consumer health on behalf of the New Zealand Society of Physiotherapists. The New Zealand Medical Society and the Physiotherapy Society are paying his expenses so he can testify in person and be cross-examined on September 12, 1978.

### EBMUD says "No" to Fluoridation Vote

Fluoridation will continue in the East Bay Municipal Utility District (EBMUD). The EBMUD board voted 4-3 not to allow a vote on the issue.

More than 300 citizens attended the hearing. Forty-four spoke against fluoride as did six scheduled anti-fluoridationists. Only two people spoke in favor of it. When you realize that 70% of the American public favors fluoridation, I believe these figures merely tell us how much better organized the antis are. Health professionals can no longer expect people to act properly on their say-so. The time for active involvement in community affairs is here as never before.

### Next Executive Meeting

The next executive meeting will be on Thursday, September 28 at noon in the Loma Linda University Campus Cafeteria - corner of Anderson and Mound Streets, Loma Linda.

### Newsletter Items

Send newsletter items to our address either already to publish or send in articles you want to share with others and we will add them.

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\*\*\*We have received word that Senate Bill 1790 has passed through the Assembly. Write to Governor Edmund Brown Jr., State Capitol Building, Sacramento, California 95814, asking him to veto it.

The Southern California Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

Volume 1, Number 6

October 4, 1978

## The Health Robbers goes to Second Printing

Dr. Stephen Barrett reports that The Health Robbers is going into its second printing. The publisher, The George Stickley Company, has merged with the Van Nostrand Reinhold Company which will result in a wider distribution of the book. Unfortunately, there are still no plans to publish the book in paperback. This is because that in order to market a paperback, a national company with an enormous distribution system must be involved. So far this hasn't been feasible. If you haven't read The Health Robbers, it is available from the George Stickley Company, 210 W. Washington Square, Philadelphia, Pennsylvania 19106, for \$10.50. It is an excellent book and all royalties go to fight quackery. The Southern California Council Against Health Fraud, Inc., receives some of these funds to carry on its activities.

## Danger of Health Food Store Advice

A report in the June 23, 1978 Journal of the American Medical Association (p. 2658) illustrates the dangers which face the health consumer when they shop in health foods stores. A forty-eight-year-old man with severe hypertension had his disease under control when he was told that the medication he was taking was "potentially harmful to his body." As a substitute, it was recommended that he commence a program of megavitamin therapy. Within two weeks his blood pressure was up to 230/140 mm Hg. The patient was taking 18 different types of tablets with a daily intake of 61 tablets. The annual cost of the megavitamin therapy would cost in excess of \$1,000! No one knows how much of this kind of abuse goes on, but the willingness of people to disbelieve conventional doctors and accept the advice of health entrepreneurs is a psychological phenomenon worth extensive study. It is interesting to note that the cost of the megavitamin program far exceeds the cost of the conventional medications.

## Nominations for Board of Directors

Please send names and a brief description of background and qualifications of anyone you wish to nominate to serve as a member of the California Council Against Health Fraud, Incorporated Board of Directors. The deadline for submitting these names will be December 12 since they will be voted on at the business meeting held at that time. It will be possible to nominate from the floor at that meeting, but it would be better if we could have the names and background information in advance.

## Business Meeting to be held December 12

The Executive Committee has voted to hold a business meeting at Loma Linda on December 12. At that time official action will be taken to change the name of the organization to the California Council Against Health Fraud, Inc. Also, four additional people will be added to the Board of Directors in accordance with our by-laws. Other items of business will be announced. Any matters you wish to have covered should be submitted by November 6.

## New Zealand Report

On September 12 and 13 Dr. Jarvis presented a position paper against the inclusion of chiropractic in the national health care system of New Zealand before the Commission of Inquiry into Chiropractic established by the legislature. Jarvis was cross-examined by

attorneys representing the New Zealand Chiropractor's Association, the Medical Society, and the Society of Physiotherapists. Testifying as an independent scholar who studies chiropractic academically and as a consumer health specialist, Jarvis' opposition to chiropractic was based upon its lack of scientific validity and its potential danger to patients. These dangers include both the inability of chiropractors as primary health care deliverers to properly diagnose many serious diseases and therefore fail to refer for proper treatment, and the potential danger inherent in misapplied chiropractic manipulation. Copies of the position paper are available free for paid-up members of the SCCAHF. Others please enclose \$2.00.

#### Hair Analysis

One of the currently popular practices in the health marketplace that deserves a caveat emptor ("let the buyer beware") involves the taking of a biopsy of hair in a physician's, dentist's, or chiropractor's office and sending it to a laboratory for trace mineral analysis. The technique, known as hair analysis, does have scientific validity when used to detect heavy metal poisoning (such as lead, mercury, and cadmium). However, it is not reliable as a means of determining nutritional imbalances. The practice usually is used to sell patients dietary supplements. These often are offered by the same source as the hair analysis with the practitioners sharing in the profits.

#### Arthritis - Mexican Border Clinics

The Arthritis Foundation has published a brochure entitled Mexican Border Clinics: Promises Can be Deadly which gives useful information on some of the dangers involved in the treatments being touted in the clinics south of the border. You can obtain one by contacting your nearest Arthritis Foundation office. SCCAHF also can supply some information on arthritis quackery.

#### Organized Quackery has a "Mail Force"

Like an air force using saturation-bombing, form letters pour into Sacramento which have been distributed by the National Health Federation. This can be called their "mail force." According to a newspaper report, 18,000 letters of support for the raw milk bill arrived as opposed to only 9 letters against the bill.

#### Next Executive Meeting

The next executive meeting will be on Thursday, October 26 at noon in the Loma Linda University Campus Cafeteria - corner of Anderson and Mound Streets, Loma Linda.

#### Speeding up Answers to your Questions

When making inquiries, if it is OK for us to call you collect, just add a note saying, "OK to call collect" and give us your number. You can also designate "person to person" or "station to station."

#### Dr. Jarvis to be on Michael Jackson Show

Dr. Jarvis will be on the Michael Jackson show again on October 17 at 10:00 a.m. This show is on KABC Radio, Los Angeles.

The Southern California Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

Volume 1, Number 7

November 4, 1978

## Plans to Test Laetrile

Dr. Arthur Upton, Director, National Cancer Institute (NCI) has announced plans for testing laetrile on at least 300 patients with advanced cancer (Time, Oct. 9, 1978, p. 104). This announcement is of much interest to nutritionists because the sponsors of laetrile insist that treatment with this substance should be part of a "nutritional" program that includes the following: Exclusion of all animal and dairy foods; laetrile injections and tablets; "pancreatic enzyme tablets"; "vitamin B<sub>15</sub>", 50 mg. three times daily; vitamin C, 750 to 2,000 mg; amino acid tablets; chelated minerals; "therapeutic vitamins and minerals"; vitamin E, 800 to 1,200 units; and "liquid protein." This regimen is obviously designed to make patients spend money unnecessarily on items that are useless for the intended purpose, and most of which are no good for anything. The treatment was criticized in detail and condemned by Dr. Victor Herbert (Journal of the American Medical Association, 240, 1134: 1978).

We can predict that if the National Cancer Institute does not follow this quack regimen, the laetrile advocates will denounce the test as being meaningless. Indeed, the NCI proposal has already been condemned in The Choice, the house organ of the laetrile promoters, September 1978, p. 5, under the heading, "NCI and the Laetrile Test Trap," in an article which says of the NCI proposal, "The formula is to fake an honest inquiry."

Furthermore, the ethics of using human subjects in such an "investigation," which Time says is "based on politics, not science," are open to serious challenge. Added to this is the probability of malpractice suits that can result if the NCI withholds conventional therapy and puts patients on laetrile.

## Public Pressure can Stop Unethical and Futile Human Laetrile Tests!

Human laetrile tests are futile for two reasons: first, the concoctions used such as "pancreatic enzymes" and "vitamin B<sub>15</sub>" are of undefined formulation which makes any result scientifically uninterpretable. Second, the laetrile proponents have already said that they won't accept the National Cancer Institute's results because of distrust. They are unethical because laetrile has failed every preliminary test conducted by unbiased investigators. Using human guinea pigs to satisfy political demands is unconscionable. Finally, there is the concern that this sets a precedence which could be cited by any proponent of an unproven cancer remedy.

If you feel that these tests should be halted, write to both:

Joseph A. Califano, Jr.  
Dept. of Health, Education and Welfare  
330 Independence Avenue, SW  
Washington, D.C. 20201

**IMMEDIATE  
ACTION  
REQUESTED**

Dr. Arthur Upton, Director  
National Cancer Institute  
9000 Rockville Pike  
Bethesda, Maryland 20014

## California Medi-Cal Program Abuse-Methods Index

A special Medicaid Audit Project has been created within the California State Controller's Office for the purpose of detecting and auditing medical providers potentially abusing the Medicaid program. As part of this effort, the project is developing an Abuse-Methods Index. This index will include information regarding the various methods used by medical providers to abuse medical programs, public as well as private. The project is anticipating that interested providers, academicians, public health officials, and/or other interested parties will contribute material to the index. Such material does not necessarily have to include

the names of suspected providers, but rather should include details of abuse procedures and methods. All types of providers will be included in the index.

If you have any material that should be included in the Abuse-Methods Index, send it to William H. Welty, Medi-Cal Audit Project, Suite 300, 1507 21st Street, Sacramento, California, 95814.

### Jarvis to Speak on Chiropractic

On Monday, November 6, from 7:00 - 9:00 p.m. in room 1609 of the Loma Linda University School of Health building, Dr. Jarvis will speak on chiropractic. The program is being given for the benefit of students and practicing allied health professionals in the inland area. Anyone may attend. This is an outgrowth of Dr. Jarvis's recent testimony before the New Zealand Commission of Inquiry into Chiropractic. Chiropractic was the subject of Dr. Jarvis's doctoral dissertation. The presentation is sponsored by the Loma Linda University Physical Therapy Department.

### Dr. Wallace Sampson

Dr. Wallace Sampson, a member in San Jose, has been very successful in fighting quackery in his area.

- \*He has gotten speakers like Calton Fredericks disinvited to local college courses.
- \*His objections to a local doctor's advice column in the San Francisco Chronicle who promoted laetrile and chiropractic resulted in the newspaper discontinuing his column.
- \*He and Dr. Thomas Jukes have appeared on KGO radio talk shows against health and nutrition fraud.
- \*He has spoken on the scientific viewpoint of holistic medicine before college conferences and courses.

### Northern Section Elects Dr. Jukes

Members in the north met at the University of California at Davis on October 3 and elected Dr. Thomas Jukes as their president. Dr. Jukes may be contacted at the following address:

Thomas H. Jukes, Ph.D.  
Department of Medical Physics  
University of California, Berkeley  
Berkeley, California 94720

### Business Meeting to be Held December 12

The Executive Committee has voted to hold a business meeting at Loma Linda on December 12. At that time official action will be taken to change the name of the organization to the California Council Against Health Fraud, Inc. Also, four additional people will be added to the Board of Directors in accordance with our by-laws. Other items of business will be announced. Any matters you wish to have covered should be submitted by December 6.

### Next Executive Meeting

The next executive meeting will be on Thursday, December 7 at noon in the Loma Linda University Campus Cafeteria - corner of Anderson and Mound Streets, Loma Linda.



# NEWSLETTER

Box 1276 Loma Linda Ca 92354

Phone (714) 796-0141 Ext. 411

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## People's Temple and Quackery

In addition to the obvious use of fake cancer cures and faith healing employed by Jim Jones, the Guyana tragedy has an even more fundamental common element with quackery - the doctrine of distrust. Like all cult leaders the message of Jones was that people can't trust the conventional social institutions. Stripped of faith in their fellow man they were forced to turn to him. We all must trust others, especially those who supply our food, health products and services. Laetrile provides an interesting analogy to the Jonestown disaster. Laetrile constitutes cultism with Krebs as the guru. There is a macabre parallel in the fact that cyanide seems to be the sacrament of both groups. More may be dead because of using laetrile but not in so dramatic a way!

## American Council on Science and Health Seeks Advisors

Can you recommend experts who can serve on the American Council on Science and Health's board of advisors? These people must be able to evaluate research in the areas of food additives, pesticides, drugs, and occupational chemicals. Send recommendations to: Dr. Elizabeth Whelan, Ph.D., ACSH, 1995 Broadway, New York, New York 10023. Or you can call her at (212) 362-7044.

## Anti-Quackery Film Available

A 24-minute film designed for high school, college and general audiences has just been completed. Its title is "Health Care or Quackery: How Can You Tell?" Dr. Jarvis served as a consultant and appears with several other SCCAHF members. Included are Helene Brown, Howard Ratzky, and Ozzie Schmidt, among others. The film is available for purchase or rental from its producers: Alfred Higgins Productions, Inc., 9100 Sunset Blvd., Los Angeles, California 90069. Telephone - (213) 878-0330.

## Media Appearances by SCCAHF Members

A number of media appearances by SCCAHF members have occurred recently which we were not able to announce in advance. For the record: Dr. Jarvis appeared on the Michael Jackson TV show which aired on November 29 and 30 on channel 28. Paul Saltman appeared on the Dinah Show on December 7. Dr. Jarvis did a TV talk show with Dr. Stephen Barrett, editor of The Health Robbers and Mr. Ogun, who is in charge of protecting consumers against health fraud for the Pennsylvania State Department of Health, on November 30 in Allentown, Pennsylvania. We have video tapes of all of these performances in case any of you can make good use of them.

## Anti-Quackery Booklet

Sheriff John F. Duffy of San Diego County is distributing an excellent anti-quackery booklet. Interestingly, the National Nutritional Foods Association (NNFA) is suing Sheriff Duffy in an attempt to stop the distribution and force a recall of the booklet. This appears to constitute a tacit admission that the NNFA represents quackery! Perhaps you'd like to drop Sheriff Duffy a note of thanks and request a copy. His address is Box 2991, San Diego, California 92112.



## Testing Laetrile on Humans

One aspect of the desire to test laetrile on humans reflects an interesting quirk of human nature illustrated by the reasoning that air pollution is caused by the exhaust coming out of everyone else's car but our own. Needless to say, we'd all like to be able to point to a definitive test where an adequate number of cancer patients had been randomly assigned to a variety of treatment regimens including laetrile. It would be very easy to design such a test on paper. Of course the patients would have to be in the category of having some chance of cure because a test in which all might be expected to die would hardly be definitive unless one of the treatments proved to be a miracle cure-all. Problems arise when you attempt to apply it to reality. Who are the unlucky patients to be assigned to the laetrile group? Considering the miserable showing laetrile has made to date in animal testing, would you volunteer - or would you like to see your parent, spouse, or child thus assigned? Yes, we'd all like to see the results of such a test but would not want it to be conducted on someone we love. Only in a place like Hitler's Germany can human beings be callously assigned to such experimentation. It is not known at this time what protocol the National Cancer Institute's test of laetrile will follow, but if it doesn't involve subjects with a reasonable chance of survival it will be inadequate to demonstrate laetrile's effectiveness on patients with a potentially favorable prognosis.

## Reorganization Needed

Due to the growth spurt we've experienced since August and our expansion to a statewide organization, it has become necessary for us to revise our constitution for the sake of efficiency. We wish to make it possible for as many members as possible to have a voice in the workings of the organization. Since it is impractical for members scattered throughout the state to travel to Loma Linda for business meetings, we need a structure which permits more business to be transacted by mail and by the board of directors. Proposed changes include:

1. Combination of secretary and treasurer into one position of secretary-treasurer.
2. Expansion of number of directors from seven to nine, with five still required for a quorum. Directors to be selected from individuals within reasonable distance (or who are willing to travel) to Loma Linda.
3. Constitutional Changes enabling directors to conduct business now requiring a general meeting.
4. Creation of a board of advisors made up of members throughout the state who represent a cross-section of academia, the health and legal professions, and others who are able to provide the officers and directors with expert advice and council. These advisors will be identified on the organization's letterheads (as will the officers and directors) and other official documents of the council.

Please return the enclosed ballot to aid us in this reorganization.

## Excellent Book Debunks Faddism Among Athletes

Nutrition for Athletes is a \$2.95 paperback written by Ellington Darden, Ph.D. (Physical Education). A super body-building type Darden was a food faddist for years, however, as a person as dedicated to truth as he was to health he changed his mind when confronted with experimental evidence. He has written an excellent book debunking the food faddism so popular among athletes. His credibility is high with athletes because he is a body-building celebrity. Copies may be obtained from Anna Publishing, Inc., 500 St. Andrews Blvd., Winter Park, Florida 32792.