



Phone (714)796-0141 ext.411

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Mail Ballot Results

As of January 18, 1979 the voting constituency almost unanimously approved the propositions as stated on the ballots which accompanied the last newsletter. Enclosed is a second ballot asking for your approval or disapproval of the names suggested by the Executive Committee acting as a nominating committee. These ballots have been sent to members only by first class mail.

The Executive Committee also voted to permit anyone to serve on the Board of Advisors who was willing to lend their name to the organization and provide input in their areas of expertise. This list will be reviewed annually.

Dr. Stephen Barrett to Make Western Tour

During the week of February 19-25, Dr. Stephen Barrett will be brought to California for a media tour, courtesy of the Dairy Council of California. Dr. Barrett and Dr. Jarvis will team up on several appearances including NBC's Today Show which will be aired in March or April.

Dr. Jarvis to be on Hilly Rose Show

On February 18, 10:00 - 11:00 p.m., Dr. Jarvis is scheduled as a guest on the Hilly Rose Radio Talk Show on KFI Radio. Dr. Jarvis also has been scheduled for the Michael Jackson Radio Show (KABC) on January 26.

NNFA Sues ACSH Directors

The National Nutritional Foods Association is an industry trade association for retailers, manufacturers, and distributors of "health foods" products. This multimillion (perhaps billion) dollar organization has filed a \$1.3 million lawsuit against the directors of the American Council for Science and Health, a non-profit consumer education association. The suit alleges that the directors, Dr. Frederick Stare and Dr. Elizabeth Whelan, have maliciously conspired with columnist Ann Landers, nutritionists, columnists, and other food industries to damage and destroy the business of the NNFA members filing the suit. In our judgment this is a transparent attempt by the financially powerful health foods industry to silence a small non-profit consumer education agency and interfere with the civil rights of freedom of speech and the press of Drs. Stare and Whelan. Legal opinions are that this case is ludicrous but it does demonstrate how vulnerable small non-profit organizations are to harrassment. We would like to hear from those of you who are attorneys on this matter. A complete copy of the legal complaint is available in our office.

Council Files FTC Complaint on Raw Milk Advertisement

The council has filed a complaint with the Federal Trade Commission against a radio ad by Alta Dena Dairy which appears to contain false and misleading information detrimental to public health. The ad stated that it is "not necessary to pasteurize milk from clean and healthy cows." It is our understanding that Salmonella dublin can be transmitted from apparently healthy cattle and has no relationship to the cleanliness of the dairy's operation. The fecal testing of cattle ordinarily used now appears to be insufficient. It has been found that cows can be asymptomatic mammary gland shedders of Salmonella dublin without being fecal shedders of the organism.

Since raw milk provides no known nutritional advantage but does pose a significant public health hazard, the California Council Against Health Fraud, Inc., believes that the public should be warned of its danger and that misleading advertising should be stopped.

California Council Against Health Fraud, Inc., Receives Public Information Grant

The Dairy Council of California, a non-profit association administered by the California Department of Food and Agriculture, has provided CCAHF with funds to carry on a public education program through news releases. A free-lance public relations agency has been engaged to issue one news release per month for one year. The only stipulation is that half of these deal with nutrition in some way. This is no problem since food quackery is the number one area of abuse.

LVCAHF Petitions for Warning Label on Caffeinated Beverages

Dr. Stephen Barrett, a practicing psychiatrist and Chairman of the Board of the Lehigh Valley Committee Against Health Fraud, Inc., of Allentown, Pennsylvania, has petitioned the FDA for a warning label on all products containing caffeine. According to Barrett, many patients who suffer from nervousness and insomnia find relief from simply cutting out caffeine. He says that more than 100 of his patients have suffered from problems directly related to excess caffeine. If you wish to support this petition, write to:

Hearing Clerk, Room 4-65
Food and Drug Administration
5600 Fishers Lane
Rockville, Maryland 20857

Refer to:

Docket No: 78P-0381-CP
Date: 10-17-78

CCAHF Lauds and Condemns Federal Trade Commission Proposals

In its proposed trade regulation rule on food advertising, the FTC has stated that the term "health food" is "undefined and undefinable" and that their use in food advertising is "unfair" and "inherently deceptive." This follows 50 years after Walter Campbell, Director of the FDA, made a similar assessment of the term "health food" in a press release in 1929. (No comment necessary)! CCAHF agrees. What is unbelievable is that they refused to take the same stance on the words "natural" and "organic" and the designation, "health foods store," which are just as undefinable, unfair and deceptive. CCAHF has sent a letter strongly protesting this inconsistency. The FTC exists to protect consumers. In this case they propose to create an artificial definition of these terms so the health foods industry can continue to deceive the public.



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Do You Want Something Researched or Investigated?

During the spring term Dr. Jarvis will be teaching an upper division consumer health class at the La Sierra Campus of Loma Linda University. Each student will be required to do a project. They are always looking for ideas, so if you have one, write it out and send it to us. If you wish to assist a student, that is permissible. These students have usually done very good work on these assignments. The course begins on March 27.

Laetrile in the News

Like cultist converts, quackery victims are often the last to realize they are being victimized.

On February 7 the Associated Press carried the story of a forty-two-year-old Oakland woman who died of cyanide poisoning after taking massive doses of laetrile. Her fear of surgery for breast cancer led her to this tragic act. This case demonstrates that quackery always begins by affecting the mind through fear, hope, distrust, and other distortions.

The Chad Green case presents yet another example. The Massachusetts court was not convinced by the laetrile proponents who were required to present solid evidence to support their case. The Green's were either not sophisticated enough to recognize hoakum when they heard it or too deluded to be objective. No one can doubt their sincerity. According to an article in the San Diego Union, Chad is also receiving conventional chemotherapy along with his laetrile treatments. This is interesting because chemotherapy is usually condemned by laetrile proponents as poison, advising patients away from it. Perhaps chemotherapy, which has better than a fifty percent success rate, will keep Chad alive while laetrile gets the credit. This is good for Chad but could be bad for other children who attempt to use laetrile alone or overdose.

The National Health Federation Plans Anti-Fluoridation Drive

Word has reached us that the National Health Federation plans a major anti-fluoridation drive concentrating on the East Bay area where they will attempt to have fluoridation halted. At the last hearing in 1978 on this matter, officials voted not to put the fluoridation issue on the ballot. Continued pressure may be weakening their resolve. Anyone wishing to prepare themselves to speak out for fluoridation should contact us for resource materials.

Nutrition Booklets Available

The Los Angeles District of the California Dietetics Association has prepared a series of three booklets called "Triple Trouble." They each deal specifically with sugar, salt and fat in the diet. They are excellent sources of information on these three areas of concern and controversy. The set sells for \$8.25 or \$2.75 each. They are available at this address: Post Office Box 3506, Santa Monica, California 90403.

Speakers Bureau

The wheels are turning slowly but we are making steady progress toward the development of our speakers bureau. When the job is complete we will list the individuals and the topics they are prepared to speak on or specific presentations they give and the kinds of audiovisual aids used.

Anti-Science Mood

An editorial in the January 5, 1979 (vol. 241, no. 1) issue of JAMA states:

"Unhappily respect for scientific achievement appears to be waning in this country, and there are signs of antielitism in government agencies, indifference to science in the executive branch of government, and hostility among some members of Congress . . . Scientific journals are now being threatened; should they die, effective communication between scientists will be jeopardized, and scientific developments will suffer. The attack on journals comes from several quarters. The internal revenue service has told the publishers of 90% of the chemistry and physics journals in the United States that it plans to revoke their tax-exempt status and has notified the American Cancer Society and the American Institute of Physics that they are no longer to be treated as tax-exempt organizations. The internal revenue service has brought action against the American Medical Association, and although the size of the settlement it seeks has not been officially disclosed, it is reputed to be an amount that could seriously cripple the AMA's many programs on behalf of medical science, medical education, and quality control of medical care. The Interstate Commerce Commission is also studying AMA publications, with the obvious intent of penalizing the AMA in its legitimate and valuable role of disseminating scientific information. The postal service is proposing a new rate structure that will be prohibitively expensive for many scientific societies and may result in sharp curtailment of their publications . . . Only if scientists and libraries are willing and able to pay high subscription rates can scientific journals survive."

This reflects the anti-science mood in the country. If people who believe in science do not make themselves heard we could see greater advancements in irrationality.

California Chapter of the American Chemical Society Publishes Long Pro-Laetrile Article

The California Chapter of the American Chemical Society, centered in the San Francisco Bay area, publishes a magazine called The Vortex which has featured pro-laetrile letters and articles for the past two or three years. The culmination was a long "cover article" by James Cason, Professor of Chemistry, University of California, Berkeley, called, "Vitamin C, Laetrile, and Cancer." Dr. Cason subsequently admitted to Professor David Greenberg that he did not seek out any of the source material on the subject, but obtained his information from Ernest Krebs Jr., one of the chief promoters of laetrile. Cason's article pleased the laetrile supporters so much that it was reprinted, with permission, in The Choice, the monthly pro-laetrile magazine, September, 1978. This incident was protested in a letter to Chemical and Engineering News, signed by Thomas H. Jukes as chairman, Northern Section, California Council Against Health Fraud, Inc. The letter was discussed and approved unanimously at a meeting of the Section held in Davis on October 3, 1978 and was published in Chemical and Engineering News in the December 4 issue. In a letter by Robert Grinstead, editor of The Vortex, appearing simultaneously in Chemical and Engineering News, Jukes was attacked on the false basis that he was attempting to interfere with freedom of the press, when actually he merely requested that articles published by the American Chemical Society be adequately documented. Grinstead also said he would be surprised to see any "objective scientists or scientific organizations" willingly join Jukes in his criticism of The Vortex.

Megavitamins Fail

In a blind, placebo-controlled study of the value of megadoses of vitamins claimed effective by proponents of so-called "orthomolecular psychiatry" on children with minimal brain dysfunction, it was found that megavitamins had no effect. Interestingly, two children in the placebo group responded so well that stimulants were not considered necessary. (JAMA, Dec. 8, 1978, vol. 240, no. 24, pp. 2642-3).

Next Executive Meeting

The next executive meeting will be held on March 3, 1979 at 12:00 noon in the Loma Linda University Campus Cafeteria. Members are invited to attend.



March 28, 1979

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COURT UPHOLDS LAETRILE BAN: The California State Supreme Court has ruled that the ban on unproven cancer treatments, in this case laetrile, does not encroach upon the constitutional right to privacy. In doing so it upheld the convictions of Dr. James R. Privitera and four others. Interestingly, Chief Justice Rose Bird dissented on the basis of her own personal experience with cancer. It seems incredible that in a democracy a supreme court judge would let personal bias stand in the way of an objective interpretation of the law.

YOUR ACTION IS NEEDED TO HELP STOP CANCER QUACKERY: All opponents of health fraud should write immediately to Attorney General Deukmejian, State Office Buildings, Sacramento, California 95814 urging him to shut down the Richardson Clinic in Albany, California. Richardson's license to practice medicine was revoked November 29, 1976 for "Unlawful sale of drugs for the alleviation of cancer, gross negligence and incompetence" by the State Board of Quality Assurance. Richardson was convicted of smuggling by the U.S. District Court in San Diego. The sentences were upheld by the U.S. Circuit Court of Appeals in Los Angeles, and two weeks ago, the U.S. Supreme Court refused to review the appeal. On February 6, 1979 the Alameda County Coroner's Office reported that cyanide poisoning from the use of laetrile killed a 42-year-old patient of John Richardson. The patient died December 3, 1978. A March 15 news report from San Francisco showed pictures of "patients" of Richardson taking laetrile and concluded with the statement that Richardson's Clinic was still in business. It is time that Richardson's operation was shut down. Your letter may help.

LAETRILE HORROR STORY: Not all of the laetrile stories that get published in the newspapers are the heroic rescue type. Susan Halvorson of Chico tells a horror story about a Tijuana laetrile clinic where her father died of cancer compounded by sub-standard care. Her story appeared in the February 2, 1979 Chico Enterprise-Record, page 6A.

PSA MAGAZINE ARTICLE ON CCAHF: The May, 1979 issue of PSA (Pacific Southwest Airlines) magazine will carry an article on the California Council Against Health Fraud, Inc., written by Mr. Gene Hall of the Dairy Council of California.

LAETRILE "CURES" PROVE FALSE: Two cancer patients who testified last year before the New Hampshire legislature that had been cured by laetrile are now dead according to cancer specialist Dr. Ross McIntyre, Director of the Norris Cotton Medical Center at Dartmouth College in Hanover. (Associated Press: San Francisco Chronicle, March 2, 1979, p. 16).

THE "ART" IN CANCER THERAPY: Those of you interested in improving the art of helping cancer victims psychologically and emotionally will find this article interesting and useful (Fiore, N. "Fighting Cancer - One Patient's Perspective." The New England Journal of Medicine, Vol. 300, No. 6, page 284, February 8, 1979). Fiore, a counseling psychologist, provides some insight and very useful ideas that reflect his competence as an expert in human behavior.

HOLISTIC MEDICINE COURSE WELL-ATTENDED: On March 16 and 17, Dr. Wallace Sampson, CCAHF board member, put on a continuing education course for health professionals at San Jose State entitled "A Scientific View of Holistic Medicine." The presentations helped to clarify the problems that exist between the very excellent philosophy of holism and the spurious practices that are offered under its name. Those of you wishing to obtain such a course for your area should contact Dr. Sampson for details on how to go about it. Contact him at: 305 South Drive, Mountain View, California 94040.

APRICOT PITS POISON NEWSCASTER: KABC-TV's (Los Angeles, Channel 7) Christine Lund stated on March 21 that she required hospital treatment following the ingestion of apricot pits from a health foods store. Another case of apricot pit poisoning is reported in JAMA, January 26, 1979 (Vol. 241, No. 4, p. 350). It also involved a purchase in a health foods store.

ERRATA: LAST ISSUE (VOLUME 2, NUMBER 2): "Anti-Science Mood:" American Chemical Society, not American Cancer Society. "Next Executive Meeting:" March 15, not March 3. Sorry!

NEXT EXECUTIVE COMMITTEE MEETING: The next executive committee meeting will be held on Thursday, April 26, at 12:00 noon in the campus cafeteria, room 1. Members are invited to attend.

SCIENCE SAYS THE BUMBLEBEE CAN FLY! One of the often repeated anti-science anecdotes is the purported meeting by a group of scientists who determined that according to the laws of aerodynamics, a bumblebee shouldn't be able to fly. After hearing this three times in as many months, Dr. Jarvis decided to check it out with entomologists and aeronautical engineers. The search yielded responses from Lockheed and Northrup. Not only does it appear that no such pronouncement was ever made, but during World War II Northrup engineers studied bumblebees and worked out the formulas whereby they take off and sustain flight. The next buffoon that tries to discredit science with that story deserves to be stung!

CANCER CURED: One of the fallacies advanced by cancer quackery is the idea that cancer cannot be cured by conventional means. This is used to justify the so-called non-toxic approaches which, while they may not cure the disease, induce fewer traumatic side effects. In fact, many people are cured of cancer. An interesting study is reported in The Journal of Pediatrics, August 1978, page 185 (summarized in American Family Physician, March, 1979, p. 232), which involves two follow-up studies of children who had cancer. One study involved 1807 subjects and the other 425. The follow-up time was from 5 to 24 years. Survival rates were 83% and 79% respectively compared to 97% for matched control subjects in the general population. The report concludes that cure was indeed achieved in the large majority of the five-year relapse free survivors.

COMPUTER DIETARY ANALYSIS: We have received a computer print-out from a dietary analysis company in Texas. It is amazingly similar to one provided by a California company. It not only gives the individual's nutritional evaluation in relation to the RDA's but also includes the "IRDA." What's that you ask? The "Ideal Recommended Daily Allowance" from Cheraskin's book, Psychodietetics. He has out-guessed the entire Food and Nutrition Board of the National Academy of Sciences - a remarkable achievement for someone who has never taken a single course in nutrition! Other books recommended throughout the print-out are Supernutrition by Passwater and The Doctor's Book of Vitamin Therapy by Rosenberg and Felzamen. This proves that everyone can be made to appear nutritionally deficient by simply raising the requirement standards. This is a great example of creating a need for yourself - a fundamental of salesmanship.

LAETRILE DIET CRITICIZED: The January, 1979 (pp. 96-98) American Journal of Clinical Nutrition has an article by Victor Herbert, M.D., J.D., evaluating in detail the so-called "nutritional and metabolic antineoplastic diet" which accompanies laetrile treatment. According to Herbert the diet actually increases the danger of cyanide poisoning by providing greater quantities of Beta-glucosidase, the enzyme which releases cyanide from laetrile.

HEALTHWATCH

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Volume 2, Number 4

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April 27, 1979

SENATOR WILLIAM CAMPBELL STRIKES AGAIN: For the fourth time in as many years, State Senator William Campbell (R) Hacienda Heights, has introduced a bill (SB 1011) which would legalize Laetrile. The bill does not mention Laetrile by name. Rather, it calls for deleting the requirement that new drugs be proven effective before being introduced into the marketplace. Under the proposed bill the unproven drugs would merely have to state on the label that they had not met the standards for proven effectiveness. If this bill passes it would constitute a major setback for consumer protection laws. Essentially, all we have are laws which require that: (1) labels be accurate as to contents; (2) untrue claims not be made on labels or in advertising; (3) that safety be established, and; (4) that effectiveness be demonstrated. Those four protections seem basic and universal to us. We strongly urge that everyone get behind a letter writing protest to Sacramento expressing our desires to see all of these basic consumer protection laws retained. Passage of SB 1011 would result in a plethora of unproven remedies for all sorts of diseases. This is not simply a Laetrile issue but strikes at the very basis of consumer protection laws and affects all diseases and medications.

LET 'EM EAT SAWDUST: The FTC has ruled that "Fresh Horizons" bread must clearly state that it contains wood fiber. The current rage over high fiber diets has put the word "fiber" up there with "natural," "pure," and "organic" as sales terms. This illustrates that selling "health foods" is not limited to those high priced, specialty food stores which go by the designation. Corn oil, fortified cereals, granolas and breads like "Fresh Horizon" also pose as "health foods" because they raise the expectations of their users. The only redeeming feature of this more conventional type of health foods promotion is that they don't try to undermine the public's confidence in orthodox medical care, create health neurosis by irrationally condemning all food additives or promote unproven remedies for cancer, arthritis, diabetes, coronary heart disease, etc.

BEWARE OF WOLVES IN SHEEP'S CLOTHING: Recently, CCAHF was contacted by Mark Lockman, editor of "Public Scrutiny," a National Health Federation publication which regularly promotes Laetrile and health foods on one hand and condemns fluoridation and legitimate scientific and governmental agencies on the other. Lockman said he wanted to do a story on CCAHF. In accordance with our policy of openness we granted an interview. When asked about sources of funds we mentioned the public information grant CCAHF received from the Dairy Council of California. We explained the nature of the Dairy Council so he would understand that they are not directly involved in selling dairy products but were a non-profit agency administered by the State Department of Agriculture. Instead of behaving like a reporter writing a news story, Lockman immediately contacted representatives of the health foods industry and got them to bring pressure to bear on their political lackies in Sacramento to try to block the Dairy Council grant on the basis that state funds shouldn't be used to fight LAETRILE!! A state senator made a personal phone call to the Department of Agriculture. This led to a series of hearings before the Department of Agriculture and the Dairy Council Board requiring the Dairy Council to justify the grant. We have learned two valuable lessons from this experience: (1) it is not possible to follow an open policy with pressmen who do not represent bona fide news sources; (2) it is essential that we step up our efforts to develop a broad base of financial support from sources beyond the reach of political interference.

SACCHARIN REPORT AVAILABLE: The American Council on Science and Health has published its report on the safety of Saccharin. Individual copies of the report are available for \$5.00 and complete copies of the longer research paper for \$50.00. Write: American Council on Science and Health, 1995 Broadway, New York, New York, 10023.

NEXT EXECUTIVE MEETING: The next executive committee meeting will be held on Thursday, May 24, at 12:00 noon in the Loma Linda University Campus Cafeteria. Members are invited to attend.

CCAHF COMPLAINS ABOUT LENDON SMITH, M.D.: The San Jose Mercury and News has been printing excerpts from Lendon Smith's book, Feed Your Kids Right. After noting some 20 or so errors of physiology and nutrition in the first installment a complaint was issued. The paper stopped the series and consented to run a letter correcting these in the following issue. Our investigation of Dr. Smith reveals that his medical license was revoked in 1973 and he has been on probation since then for treating too many "hyperactive" children and heroin addicts with drugs. Since revocation and probation he cannot prescribe restricted drugs so he has been prescribing megavitamins. Smith is an entertaining speaker and has been popularized on TV talk shows. He speaks at schools, PTA's, etc., giving talks on nutrition that are loaded with errors. Complaints to local leadership when he is engaged or notifying them of the problem should be initiated. CCAHF will back you.

DANGEROUS HERBAL PRODUCTS: An excellent review of toxic reactions which can occur from herbal products sold in health foods stores is the subject of the April 6, 1979 issue of The Medical Letter (vol. 21, no. 7, issue 528). It is available from The Medical Letter, Inc., 56 Harrison Street, New Rochelle, New York, 10801.

→ **GEROVITAL H3 IS NOVOCAINE:** Gerovital H3 is being promoted as "the secret of eternal vigor and youth." It began in Rumania and is now offered in such meccas as Mexico and the Bahamas. Claims have been made for the substance to prevent or relieve various disorders including arthritis, heart disease, deafness, Parkinson's disease, senile psychoses and impotence. Also, it is claimed to stimulate hair growth, repigment gray hair, and tighten the skin. It is nothing but procaine (the generic name for novocaine). Double blind controlled studies have shown it to be ineffective in certain of these and no evidence appears to exist to prove its validity for others. (Source: The Medical Letter, vol. 21, no. 1, January 12, 1979).

FLUORIDATION GETS CLEAN BILL OF HEALTH: In May, 1978, in accordance with a law passed by the Minnesota legislature the governor appointed a three-member panel to study the health effects of fluoridation. The panel consisted of an attorney, a medical doctor, and a Ph.D./veterinarian. The committee held hearings, reviewed data and even returned opponents like NHF's Yiamouyannis. The outcome was that fluoridation is not allergenic, mutagenic, or carcinogenic.

TODAY SHOW: The Today Show taping of Dr. William Jarvis and Dr. Stephen Barrett is tentatively scheduled to be aired on Monday, June 25, at approximately 8:40 a.m. This includes all time zones.

NEWSLETTER

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VITAMIN C FAILING CANCER TEST: Preliminary reports on a double blind study of the effectiveness of Vitamin C in cancer therapy being conducted at Mayo Clinic have proved negative. The finding emerged when investigators made their preliminary assessment apparently to determine if controls should be switched to the treatment group. This information was given at a recent meeting of the American Academy of Clinical Oncology.

TODAY SHOW BROADCAST: A reminder that the Today Show broadcast with Dr. Barrett, Dr. Jarvis, and Dr. Ulene is scheduled for June 25. Dr. Ulene's segments have been twenty minutes before the hour. This could either be 7:40 or 8:40 a.m. Check local schedules.

CANADIANS SAY "NO" TO CANCER/FLUORIDATION LINK: The Canadian Department of National Health and Welfare issued a statement on the safety of fluoridation. A study encompassing 70 groups of municipalities throughout Canada covering 1954-1973 found no difference in the cancer rates overall or for several specific tumor sites between fluoridated and non-fluoridated communities.

DIET AND HYPERACTIVITY REPORT AVAILABLE: The American Council on Science and Health has published its report on diet and hyperactivity. Individual copies of the report are available from ACSH, 1995 Broadway, New York, New York, 10023.

CAMPBELL'S BILL KILLED IN COMMITTEE: On Wednesday, May 2, Senator William Campbell's latest attempt to legalize Laetrile (SB 1011) was defeated. Dr. Jerry Lewis and other opponents testified against the bill. After discussion the bill failed to get the five votes necessary to send it to the senate. Last year the bill passed the committee by a unanimous vote. Hopefully, this is a sign that Laetrilomania is waning in California.

RED BUTTONS AND LAETRILE: The most outspoken celebrity favoring legalization of Laetrile is comedian Red Buttons. His testimonial about how it saved his beloved wife is included in a document being circulated by the National Health Federation pushing for Laetrile legalization. After reading Mr. Buttons' testimony before the Assembly Committee on Health, August 8, 1977, and studying the pertinent facts, it is quite obvious that Mr. Buttons is the victim of "the conversion effect" which grips many true believers of quack remedies. Buttons was greatly traumatized emotionally by the prospects of losing his wife and the mother of his children. Faced with the uncertainty and helplessness that a potentially terminal diagnosis can bring, his psychological defenses against life's ultimate catastrophe crumbled. In his desperation he found Laetrile advocates only too willing to raise his hopes by sharing their enthusiasm and delusional beliefs. He was totally vulnerable at that point and bought the whole lie. He believes cancer is spreading like wildfire, there's a conspiracy to withhold a cure, Laetrile proponents are persecuted saviors of mankind, and Laetrile deserves credit for saving Mrs. Buttons' life. In fact, she received cobalt treatment to the degree that it produced a deep tanning on her neck. Statistically, her chances of complete remission were 50% and she appears to have made it into the lucky half. Buttons claims that her chances were "one in a million." Whoever told him that was either ignorant or fabricating. Buttons claims to be "a layman expert" on cancer. It is obvious that his "expertise" is learned from the wrong sources of information. Buttons has not only been victimized by quackery but has been betrayed by his own vanity into thinking he can judge the validity of scientific issues and cope with the wiles of charlatanism. He now uses his personal influence to help cancer quackery victimize still others.

COURT UPHOLDS LAETRILE RULING: The United States Supreme Court let stand the conviction of Robert W. Bradford, former president of the Committee for Freedom of Choice in Cancer Therapy. Bradford, and others, were convicted for smuggling Laetrile from Tijuana. Earlier this year the Supreme Court upheld convictions of John A. Richardson, M.D., and his office manager, Ralph S. Bowman. (American Medical News, May 11, 1979).

LOBBYING FOR SENSIBLE PUBLIC HEALTH LEGISLATION: Those interested in supporting an organization in public health affairs may wish to contact the Advocates for Public Health, 1107 9th Street, Suite 1026, Sacramento, California 95814. Phone: (916) 443-9078. This group is made up of public health officers and others around the state. CCAHF is very limited in its ability to carry on this type of activity due to our tax exempt status. The APH can provide an opportunity for those who wish to work in this manner.

THE "ART" IN CANCER CARE: For those interested in the psychodynamics of cancer, these three recent articles are worthwhile:

1. _____ . "On Having Cancer." Lancet. March 31, 1979, pp. 715-716.
2. Oakley, Ann. "Living in the Present: A Confrontation with Cancer." British Medical Journal. March 31, 1979, pp. 861-862.
3. Peteet, John R. "Depression in Cancer Patients." Journal of the American Medical Association. April 6, 1979, Vol. 241, No. 14, pp. 1487-1489.

NEXT EXECUTIVE MEETING: The next meeting of the Executive Committee will be held on Thursday, June 28, at 12:00 noon in the campus cafeteria, room 1. Members are invited to attend.

NUTRITION BOOK WORTH NOTING: Eat OK - Feel OK by Frederick Stare and Elizabeth Whelan (North Quincy, Massachusetts: the Christopher Publishing House, 1978) was reviewed by Nutrition News, December, 1978. They say: "This is a good consumer education or nutrition text for secondary school students and a valuable personal and family reference to follow in obtaining and maintaining good nutritional health." The book gives valid information about fads, special diets, and chemicals in foods.

TOTAL FLUORIDE INTAKE NOT EXCESSIVE: The concern and agitation by a Michigan woman who feared that fluoridation might lead to a harmfully excessive total fluoride intake via food processing caused the governor to order a study of the problem in 1978. Estimates are that the increase in fluoride ingestion via food is probably less than 0.5 mg./day. This increase is so slight that it apparently hasn't affected caries incidences in non-fluoridated areas as could be expected if it were significant. The study concluded that no adverse health effects can be attributed to an increase in background fluoride.

NEWSLETTER

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Volume 2, Number 6
June 26, 1979

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TODAY SHOW BROADCAST RESCHEDULED: Due to network programming changes the Dr. Art Ulene segment featuring Drs. Barrett and Jarvis has been rescheduled for Thursday, July 5. These network segments are not finalized until twenty-four hours before the broadcast so this is also tentative.

GINSENG ABUSE SYNDROME: According to a report in the JAMA (April 13, 1979, p. 1614), ginseng is subject to abuse. Subjects experience symptoms of central nervous system excitation and arousal, hypertension, nervousness, sleeplessness, skin eruptions, and morning diarrhea. Taken together, the effects mimic those of corticosteroid poisoning.

COMPREHENSIVE LAETRILE ARTICLE PUBLISHED: The May, 1979 issue of The American Journal of Clinical Nutrition (p. 1121-1158) carries an article by Victor Herbert, M.D., J.D. Herbert, a recognized nutrition scientist, physician, and attorney has been closely involved with Laetrile litigation and scientific investigation. His article, entitled, "Laetrile: the Cult of Cyanide Promoting Poison for Profit," is the most comprehensive yet written. It includes detailed scientific data on the substance and its effects. Moreover, it gives great insight into ploys used by Laetrile proponents to advance their cause. For instance, in order to demonstrate that apricot pits are harmless, proponents will swallow several pits in front of jurists or legislators. The trick is not to chew them so they will pass through the body intact. Herbert challenges them to swallow the pits after they've been crushed in a mortar and pestle - there are no takers! He also reveals that Dr. Manner of Loyola University makes mouse tumors seemingly regress by injecting an enzyme which contains the proteolytic enzyme papain. This simply partially digests the tumor. Fatal anaphylaxis is a risk of such injections. This article is a "must" for anyone interested in the Laetrile issue.

"LA PRAIRIE" COSMETICS LOOKOUT: There is a cosmetic line being promoted in California which is connected with the unproven rejuvenator/cure-all known as cellular therapy dispensed by Dr. Paul Niehaus of Switzerland. Please send us any ads or other published materials related to these products.

CHIROPRACTIC ADVERTISING - WE NEED YOUR HELP: We want to collect newspaper and other kinds of advertising by chiropractors within California. It has come to our attention that they are exceeding the scope in which they could be expected to operate under the best of circumstances. Please clip and send the ads themselves if possible - otherwise a xeroxed copy will suffice. Be sure to include source, page, and publication date.

LOCAL STATION CARRIES CCAHF MESSAGES: KCKC (AM 1350) San Bernardino carried 1-2 minutes of consumer health messages by Dr. Jarvis from June 14 to June 23 twice daily as part of their "Consumer's Corner" broadcast. These messages will be repeated in total during the 9:30 to 10:00 a.m. segment on July 1. Messages included mail order fraud, Laetrile, vitamin supplementation, chiropractic, and others.

COURT RULES AGAINST NHF'S YIAMOUYANNIS: On May 30, 1979 the U.S. District Court, Southern District of New York, ruled against John Yiamouyannis, "Science Director" of the National Health Federation, in his lawsuit against Consumer's Union for the article they did on fluoridation. The court felt that Yiamouyannis was attempting to discourage the publication of views opposed to his own and stated that public debate should not be inhibited by threats of libel suits. Incidentally, the Yiamouyannis study was reviewed by Strassburg and Greenland in the January/February 1979 issue of the Journal of Environmental Health (vol. 41, no. 1, pp. 214-217). It points out basic flaws which render the study invalid.

RESOURCE BOOKS ON PSEUDOSCIENCE AND THE PARANORMAL: Those interested in excellent resource materials on pseudoscience, the paranormal, unusual phenomena and the frontiers of science - write for a free listing to William R. Corliss, The Sourcebook Project, Box 107, Glen Arm, Maryland 21057.

FEW CHOSE UNFLUORIDATED WATER: City officials in Lawrence, Kansas had a faucet installed at the water department plant to enable citizens concerned about the safety of their drinking water the choice of unfluoridated water. During the first month only four persons drew a total of 20 gallons from the faucet. These included outspoken anti-fluoridationists Albert Burgstahler and H. Lewis Kinney, both Kansas University professors. (American Dental Association ADA News, June 11, 1979).

CCAHF BOARD ESTABLISHES SPECIAL ACCOUNTS: At the June 7 board meeting, separate accounts were established to permit more flexibility in CCAHF operations. They are:

GENERAL OPERATING: Includes postage, supplies, newsletter, telephone, printing, and other basic operating costs.

RESEARCH AND INVESTIGATION: Includes grants to students conducting research and/or investigations for CCAHF, expenses incurred by officers, board members or others carrying out assignments, etc.

LEGAL ACTION AND DEFENSE: Includes travel expenses for authorized representatives to testify before committees or other special groups considering legislative or legal action; grants for the defense of people harassed by organized quackery; legal costs incurred by CCAHF, etc.

PUBLIC INFORMATION (GENERAL): Includes the cost of preparation and distribution of publications, news releases, media messages and the like which present information to the public.

It was voted that 70% of unspecified funds from dues, etc., go into general operating costs with the remainder divided equally between the other three accounts. In addition, funds may be obtained from acceptable organizations for specific projects which coincide with CCAHF objectives. Bob Cox, a Loma Linda University graduate student, was put in charge of fund raising.

SPEAKERS' BUREAU: Harold Loeffler, Ph.D., board member from San Diego, has been placed in charge of the Speakers' Bureau. Those who have volunteered to speak under the auspices of CCAHF will be contacted soon.

MORE ON THE "ART" OF CANCER THERAPY: In the March 28, 1979 CCAHF newsletter we called your attention to the article by Fiore, "Fighting Cancer - One Patient's Perspective," (The New England Journal of Medicine, volume 300, number 6, p. 284, February 8, 1979). A follow-up article has appeared in the May 24, 1979 issue (pp. 1219-1221) which is of continuing interest on the topic.

NEXT EXECUTIVE MEETING: The next Executive Committee Meeting will be held on Thursday, July 12, 1979 in the Loma Linda University Campus Cafeteria at 12:00 noon. Members are invited.

NEWSLETTER

The California Council Against Health Fraud, Inc.
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Loma Linda, California 92354

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The California Council Against Health Fraud, Inc.



Volume 2, Number 7
August 2, 1979

PHONE: 714-796-3067

Box 1276 Loma Linda, CA 92354

LOYOLA'S DR. MANNER: Former chairman of the Biology Department of Loyola University, Dr. Harold Manner, has been making news for some time with his claim to have successfully cured mice of cancer with metabolic (Laetrile) therapy. It now has become clear that Manner's results are due to having dissolved the tumors by injecting a proteolytic enzyme (Papain) directly into the animals. Manner's activities are exposed by Herbert, "Laetrile: the Cult of Cyanide" (American Journal of Clinical Nutrition, May, 1979) and an article in the Chicago Reader (January 12, 1979). Copies of the Reader article are available upon request from CCAHF.

STANFORD ACCEPTS COURSE: Stanford University School of Medicine has accepted for credit a course directed by CCAHF Board Member Dr. Wallace Sampson of Mountain View, "A Scientific View of Holistic Medicine." This course will be taught evenings during the 1980 winter term. Dr. Jarvis and others connected with CCAHF will lecture.

LIMITATIONS OF SB 1790: The April, 1979 issue of Action Report, published by the Board of Medical Quality Assurance, states that while SB 1790 specifies that providing nutritional advice does not constitute the practice of medicine, "This legislation confers no authority to undertake the prevention, treatment, or cure of disease, pain, injury, deformity, or mental or physical condition or to state that any product might cure any disease or disorder."

CCAHF WARNS OF THE HIGH COST OF QUACKERY: CCAHF President, Dr. William Jarvis, told those attending a health cost containment meeting of Inland Counties Health Systems Agency that organizations such as theirs need to develop qualifying criteria for products and services to be reimbursed by public money. Experience has shown that organized quackery is adept at creating political pressure for their inclusion. Chiropractic's limited inclusion in medicine, California's megavitamin program, and efforts in some states to force companies to pay for Laetrile provide examples.

POPULAR HEALTH BOOKS IN TROUBLE: Medical World News (July 23, 1979) reports that if the suit brought against the late Adelle Davis' book, Let's Have Healthy Children, succeeds, publishers of health books are likely to curtail the number of books published. The suit is being brought because of the death of the plaintiff's 2½-month-old son whom she gave 2500 mg of Potassium Chloride one day and 500 mg the next day as the book recommended for colic.

NEXT CCAHF EXECUTIVE MEETING: The next meeting of the Executive Committee will be held on Thursday, September 20, 1979, at 12:00 noon in the Loma Linda University Campus Cafeteria. Members are invited to attend.

FINEGOLD THEORY QUESTIONED: According to a report in the May, 1979 FDA Consumer, a study conducted for the FDA casts some doubt on the theory that artificial food additives may be related to behavioral changes in children. The study involved 22 children ages 1 to 7 with persistent behavioral problems. 21 of the 22 did not respond to color additives. One child did appear to respond to the blind challenges. This is consistent with other findings which have found exceptional cases of responders.

PUBLIC SCRUTINY HARASSMENT CONTINUES: The National Health Federation's tabloid which is dedicated to the promotion of Laetrile continues to run articles attacking CCAHF and writing letters to harm our relationship with the Dairy Council of California. This attention has been very beneficial to us. Apparently the old adage is true that "It doesn't matter what people are saying about you as long as they are talking about you."

SUPREME COURT UPHOLDS FDA'S AUTHORITY OVER LAETRILE: Noting that terminal cancer victims deserve the same protection against quackery as the rest of us, the U.S. Supreme Court struck down a lower court's ruling permitting Glen Rutherford of Oklahoma to obtain Laetrile legally. Interestingly, although Rutherford claims to be a terminal cancer victim, documents we have received from Medical World News indicate that his cancer, a rectal polyp, was cauterized at the Del Mar Clinic in Tijuana. It is also stated that "survival at five years for this type of tumor is as high as 90% according to some experts."

SPECIAL OFFER ON THE HEALTH ROBBERS: Recipients of the CCAHF newsletter are being offered a chance to buy The Health Robbers for a special reduced price of \$6.95 (usually \$10.50). Order directly from Dr. Stephen Barrett, P.O. Box 1602, Allentown, Pennsylvania, 18105.

CALIFORNIA'S POSITION ON FLUORIDATION CLARIFIED: On May 17, 1979, Beverlee A. Meyers, Director of the state's Department of Health Services, issued a new policy statement on fluoridation. It states that the department believes that fluoridation has been proven to be safe, economical, and an effective means of combating dental decay and reducing dental costs. Write CCAHF for a complete statement.

THE VITAMIN C BUSINESS: It is reported in the June 11, 1979 issue of Barron's that the largest single corporate donor to the Linus Pauling Institute is also the largest factor in the \$100-million-a-year domestic vitamin C business Hoffmann-La Roche. Last year they contributed \$100,000 which is the first installment of a \$500,000 gift. The Barron's article details an internal controversy at the institute involving the firing of their president, Arthur Robinson, by Pauling.

LAETRILE DEADLY TO RATS: A study by Khandekar and Edelman (JAMA, 242:169-171, July 13, 1979) reports that amygdalin (Laetrile) increased the size of implanted tumors and caused up to 56.8% mortalities from cyanide poisoning. The researchers concluded that their findings "seriously question the use of amygdalin in clinical medicine under any circumstances."

INFORMATION ON ARTHRITIS AND QUACKERY: An excellent two-part series has appeared in Consumer Reports, June and July issues. Part one is entitled, "The Mistreatment of Arthritis," part two, "The Proper Treatment of Arthritis." Included in part two is a list of books recommended and not recommended about arthritis.

AMERICAN COUNCIL ON SCIENCE AND HEALTH SEEKS MEMBERS: The ACSH has begun a membership drive. Individual memberships are \$25 per year and institutional memberships \$150. Members will receive a bi-monthly newsletter, copies of position papers, and other benefits. The ACSH does complete literature research on contemporary topics of national concern. Their address is 1995 Broadway, New York, New York 10023.

NEWSLETTER

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The California Council Against Health Fraud, Inc.



Volume 2, Number 8
October 8, 1979

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CHAD GREEN'S CHEMOTHERAPY DISCONTINUED: According to an article in the Sacramento Bee, (Aug. 18, 1979, p. A2), the parents of Chad Green have discontinued his chemotherapy, electing to trust his fate to Laetrile. Interestingly, even Dr. Ernesto Contreras, founder of the Tijuana clinic where Chad is being given Laetrile said he warned the Greens that their son may suffer a fatal relapse. If they refuse to return to chemotherapy, "it would be better if they decided to change clinics," Contreras added.

Comment: One of the ploys of quackery is called the "one-sided coin" trick. It is a "heads I win, tails you lose" kind of reasoning. The idea is to combine the quack treatment with a proven conventional regimen. If the patient gets better the quack remedy takes credit, and if they get worse the conventional treatment is given the blame. It has been used to justify a wide variety of unproven "adjunctive" treatments. Its application to the Green case appears obvious.

HERBAL POISONING: The Los Angeles Times (August 19, 1979, part VII, page 4), carried a story about another case of herb tea poisoning. The herb was ground powder of Pokeweed plant. The article makes reference to other herb tea poisonings, some resulting in death, which have been reported in the literature. CCAHF has a number of these reports on file for those interested. While "health foods" stores appear to be the most common source of these problems, it is in no way limited to them. In some cases victims receive their bad advice from college courses on folk medicines. Currently herbs are being sold by a variety of means including door to door.

"VITAMIN B15": A comprehensive article exposing the pseudo vitamin "B15" (pangamic acid) appears in the July issue of the American Journal of Clinical Nutrition (Vol. 32, pp. 1534-40) by Victor Herbert, M.D., J.D. "B15" is an invention of Ernst Krebs of Laetrile infamy.

NORMAN COUSINS MAKING SENSE: In an interview with Tom Brokaw on NBC's Today Show (September 26) Norman Cousins stated that many people have made "too much" of what he has been saying about self-help in recovering from sickness. He emphasized the fact that he and his physician worked closely together and gave a great deal of credit to medical science. He stated that holistic medicine is not new. Only the public's interest is new. Good doctors have always paid attention to the "whole person," he added. His definition of a good doctor was one who could: (1) diagnose properly, (2) develop a treatment plan appropriate to the problem, and (3) team up with the patient to help nature alleviate the disease. He pointed out that diseases are contracted by and belong to the patient, not the physician, and therefore the patient has to get involved in the treatment - including his mental attitudes. The interview helped clear up some of the misconceptions about what Mr. Cousins has been saying lately.

MORE ON CAFFEINE: That lady in those TV commercials who is always trying to get her husband to drink a second cup of coffee perhaps shouldn't. While researchers appear to agree that amounts below 200 mg are harmless and even may increase worker efficiency, greater intake can produce a variety of undesirable side effects. Since a single cup of coffee contains 128 mg, and caffeine and related products (xanthines) are found in foods (chocolate), over-the-counter drugs and other beverages (tea, cola drinks, etc.) one cup seems ample. A recent study at the Ohio State University (JAMA, March 28, 1979) found that all 20 women suffering from benign lumps of the breast resolved their diseases by discontinuing the use of xanthine-containing beverages, while only one of 27 controls did so. Further, the disease returned upon resuming coffee consumption.

LAETRILE ON TRIAL: Dr. Thomas Jukes has published (JAMA, August 24/31, 1979, Vol. 242, No. 8, pp. 719-720) an excellent synoptic article on Laetrile. Its accuracy and brevity recommends it for those seeking a concise article on the topic.

NEXT EXECUTIVE MEETING: The next Executive Committee Meeting will be held on Wednesday (not Thursday) November 14, 1979 at 12:00 noon in the campus cafeteria. Members are invited to attend.

CHIROPRACTIC BOOK AVAILABLE: In 1969, Ralph Lee Smith, former editor of the National Better Business Bureau Publications, published At Your Own Risk: The Case Against Chiropractic. It is an excellent book which remains relevant today. Dr. Jarvis, who wrote a Ph.D. dissertation on chiropractic, vouches for its veracity. The Lehigh Valley Committee Against Health Fraud, Inc., has obtained a number of copies and is making them available at \$2.00 each. Write: Dr. Stephen Barrett, Box 1602, Allentown, Pennsylvania 18105. (Remember that copies of The Health Robbers are still available at the discount price of \$6.95 from the same source).

LAETRILE MAKES FOR STRANGE "BEDFELLOWS": Wisconsin State Representative James Lewis has been convicted in a bizarre scheme to sell a blinding laser gun to a Guatemala Colonel to raise funds for a South American Laetrile plant. Lewis is one of the leading supporters of legalizing Laetrile in Wisconsin. Assembly Speaker Edward Jackamonis says that as a convicted felon, Lewis likely will lose his seat. (Sacramento Bee, August 29, 1979, p. A7).

Comment: It seems enigmatic that those in the Laetrile camp who accuse scientists of conspiring to withhold a cancer cure are so involved in conspiracies themselves! Readers interested in gaining insight into the mentality of what has been termed "the paranoid style of mind" often exhibited by right-wing extremists will find the following reference enlightening - Hofstadter, Richard. The Paranoid Style in American Politics and Other Essays. New York: Alfred A. Knopf, 1966. (Copies available to members). Penthouse magazine (September, 1979) has heavily advertised a pro-Laetrile article which is nothing more than a rehash of all the familiar unproven and disproven claims. It is cast in the usual conspiratorial framework and attempts to feign a great discovery by investigative reporting. (Hum, we thought those "Save America" right-wingers were anti-pornography).

"HEALTH FOODS" SNACKS CAUSE CAVITIES, TOO! This study (Martin and Berry, "Cariogenicity of Selected Machine-Vended and Health Food Snacks." Journal of the American Dietetics Association. Vol. 25, August, 1979, pp. 159-161) finds that a Hoffman's All Natural Carob Hi-protein Energy Bar is twice as cariogenic (cavity-producing) as a Milky Way candy bar. Also, that unsweetened grape juice is a bit worse than Coca-Cola. This points out how quackery misleads health conscious people by offering substitutes for their "sweet teeth" which are as bad or worse than the conventional foods they replace. If you want to avoid cavities you must have proper nutrition which means a normal, well-balanced diet with special attention to the micronutrient fluoride (best administered via the water supply), reducing the frequency of eating fermentable carbohydrates including honey, brown sugar, fructose, dried fruits, and other "natural" sweets and proper oral hygiene. This study helps demonstrate that food faddism has nothing to offer preventive dentistry!

NEW HEALTH NEWSPAPER: An amazing article which describes why some people swear by chiropractors has just been published by National Health. National Health is a new newspaper dedicated to the promotion of accurate health news and interpretive reporting. It deserves the support of all CCAHF members. A 24-issue subscription is available for \$8.99 from National Health, Dept. J, 7 West 31st Street, New York, New York 10001. (A complimentary copy of National Health will be sent to everyone on the CCAHF mailing list).

NEWSLETTER

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The California Council Against Health Fraud, Inc.



Volume 2, Number 9; November 26, 1979

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REVIEW CONDEMNS LENDON SMITH BOOK: Environmental Nutrition Newsletter, November/December 1979, reviewed Feed Your Kids Right by Lendon Smith, M.D., (McGraw-Hill, 1979). The book prescribes vitamin pills for everything from shyness to ticklishness. Smith would have mothers giving 100 mg vitamin C tablets to infants 3 or 4 times daily if they sneeze. Apparently written in the style which makes Smith a good stand-up comic, the review states that parts "would be hilarious except that these will be those who take it seriously." The review concludes: "This book is not recommended and those in print should be removed from circulation before harm is done." Environmental Nutrition is a bi-monthly publication. (Address: 52 Riverside Drive, Suite 15-A, New York, New York 10024. The cost is \$8.50 per year).

IRIDOLOGY FLUNKS TEST: A test of the ability of iridologists to determine the presence of kidney disease was conducted by the VA Medical Center in San Diego. Its failure to perform is reported in a study published in the September 28, 1979 JAMA, vol. 242, no. 13, pp 1385-89.

MEGAVITAMINS: Two exceptionally fine pieces on megavitamin therapy have come to our attention. They are: Herbert, Victor. "Facts and Fictions About Megavitamin Therapy." Journal of the Florida Medical Association. April, 1979, pp. 475-481, and Jukes, Thomas. "Megavitamins and Food Fads." Human Nutrition - A Comprehensive Treatise. vol. 4, chapter 10. Plenum Publishing Corporation, 1979. (Address: 226 West 17th St., New York, New York 10011). Copies of the article by Herbert are available free to members. All others send \$2.00.

VITAMIN C AND CANCER: The study on the failure of vitamin C to benefit cancer patients (preliminary report presented in the CCAHF Newsletter, May 29, 1979), appeared in the September 27, 1979 New England Journal of Medicine, pp. 687-690.

MEDICAL SOCIETY DONATES THE HEALTH ROBBERS: The Lebanon County (Pennsylvania) Medical Society has donated a copy of The Health Robbers to every school library in their county. Readers of the newsletter may wish to see this done in their area.

THANKS TO CCAHF NEWSLETTER CONTRIBUTORS: We want to express our gratitude for the items which are sent to us for the newsletter. Much positive feedback comes to us regarding the newsletter. Please continue to send news clippings and other items to us.

CYANIDE POISONING FROM LAETRILE: Another case of cyanide poisoning from Laetrile is reported in the New England Journal of Medicine (October 18, 1979, p. 892). The victim received Laetrile in Mexico in a supervised clinic setting. This adds to the suspicion that much unreported Laetrile poisoning occurs in these clinics.

LAETRILE "CASE HISTORIES" REVIEWED AND CRITIQUED: An excellent, thorough review and critique of Laetrile Case Histories has been published (Yadro, Missouri Medicine, vol. 76, no. 4, April, 1979) exposing the inadequacies of this book. In addition, a review of experiments in humans and animals is presented. Copies are available free to members, all others send \$2.00 for copying, postage and handling.

ACSH WARNS ABOUT LONG-TERM ESTROGEN THERAPY: Noting that the climacteric is not a pathological condition and no conclusive evidence exists that estrogens are effective in the treatment of many psychological symptoms and physiological changes sometimes associated with menopausal transition, the American Council for Science and Health warned against the long-term use of estrogen therapy for women with intact uteri due to increased endometrial cancer risk. The warning did not exclude short term palliative estrogen therapy.

U.S. SUPREME COURT UPHOLDS PRIVITERA CONVICTION: The United States Supreme Court let stand a California Supreme Court decision upholding the conviction of Dr. James Privitera of West Covina, California, for prescribing and conspiring to sell Laetrile. Privitera faces a six-month jail sentence and five years probation. (San Francisco Chronicle, Nov. 14, 1979, p. 12).

FLUORIDATION: The Public Health Service announced plans to provide financial and technical support to 435 more communities and 100 school water systems for fluoridation starting October 1. (The Nation's Health, September, 1979, p. 5).

FLUORIDATION SUPPORT LETTERS REQUESTED: We urge you to write to your representatives in Congress in support of community water fluoridation programs. A brief, original letter stressing the value of fluoridation as the single most effective method to protect against tooth decay is requested. This is needed to help offset a concerted effort by the National Health Federation to petition members of Congress to vote against the funds appropriated for fluoridation (H.R. 4389).

**IMMEDIATE
ACTION
REQUESTED**

HEALTH FOODS A \$1.5 BILLION BUSINESS: The Wall Street Journal (September 28, 1979) reports that health foods are now a \$1.5 billion business. This provides educators with a reliable source of information for estimating the extent of one of the important facets of quackery in America.

DANGERS OF CHIROPRACTIC: A case involving a woman with low back pain who had been receiving treatment from a chiropractor for 4 months which turned out to be an ovarian cyst is reported in the April 21, 1979 Canadian Medical Association Journal (p. 920). This represents another example of how organic disease can present itself as back pain. Chiropractors are inadequately trained to recognize these conditions, and, worse yet, have been taught that their manipulations can treat serious diseases.

CARTER HEALTH PLAN AND CHIROPRACTIC: The Carter Administration Health Plan would include chiropractic services if "ordered by a physician." The chiropractors are opposed to the plan because it places them in a referral position to medical doctors. We feel that this is the only sane way of making the limited benefits of chiropractic treatment available to the public without subsidizing quackery. Chiropractors are being urged to write in opposition to the bill. If you wish to express yourself, key committee members to contact are:

Charles B. Rangel, Chairman	Henry A. Waxman, Chairman	Herman E. Talmadge, Chairman
House Committee on Ways and Means	House Committee on Interstate	Senate Finance Committee
Subcommittee on Health	and Foreign Commerce	Subcommittee on Health
412 Annex	Subcommittee on Health and the	2227 DSOB
Washington, D.C. 20515	Environment	Washington, D.C. 20510
	2415 RHOB	
	Washington, D.C. 20515	

DATE FOR NEXT MEETING: The next Executive Committee Meeting will be held on Wednesday, December 12, 1979 at 12:00 noon in the Campus Cafeteria. Members are invited to attend.

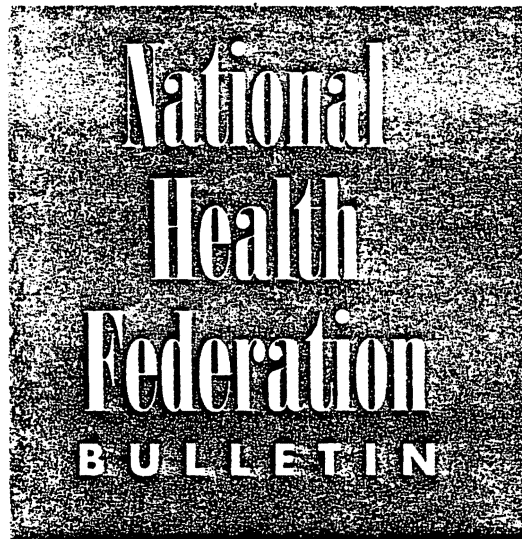
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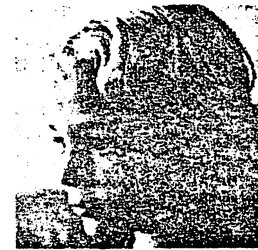
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18105

CHAD GREEN



NOVEMBER 1979 • 50¢

CHAD'S MOM



**SAYS
HE'S
OFF**

**CHEMOTHERAPY —
LOOK AT HIM!**

"Quackery can delude those in good health into thinking they are ill, and those in poor health into thinking they are getting well." Larson, First National Congress on Medical Quackery.

The November issue of the NHF Bulletin had already been published presenting the illusion that Chad Green was being cured by Laetrile. Before it could be mailed out little Chad died. The editors stapled in an insert headlining, "At Least Chad's Last Days were Devoid of Chemotherapy Horrors." The "horrors" of which they speak have been discussed in the media by parents of and children afflicted with the same disease.

They described the treatment as "unpleasant" and uncomfortable," but note that children are able to endure it quite well. The reward has been that more than half of those undergoing chemotherapy are now in complete remission - some have been disease free for several years. While Chad was spared the discomfort of chemotherapy, he was also "spared" of its cure! Now that the Laetrile hustlers have used up Chad in their promotionalism they will probably find some other way of dramatizing their perverted notions about "health freedom" to sell their products.

HEALTH FREEDOM

An Editorial Comment

No matter what the cause it is possible to gain a degree of public sympathy by claiming that one's "freedom" is being violated. Quackery also has seized upon demands for freedom in its on-going war with regulating agencies.

Any matter involving questions of freedom strikes deep into American cultural values and elicits predictable arguments. Each of us belong to some sort of minority and want to assure our freedoms. Nevertheless, we also must face the reality that perfect freedom can only exist in a society in which everyone is perfectly trustworthy. Recognizing that the world is made up of less, we set limitations on freedom based upon lessons learned from experience. Experience has taught that quackery can cause parents to poison their children, politicians to legalize worthless remedies, and people to call cyanide "non-toxic."

Organized quackery uses the concept of "health freedom" as a diversionary tactic to direct attention away from themselves toward the victims of disease with whom we are naturally sympathetic. "These poor folks should have the right to choose whatever treatments they want," cries the quack with crocodile tears in his eyes. He wants us to forget two things: first, no one wants to be cheated, especially when it comes to matters involving life and health. The victim of disease is not demanding the quack's treatment out of a desire to exercise his "rights," but has been persuaded that it offers hope. Second, the laws which outlaw such worthless nostrums as Laetrile are not directed at the victims of disease but promoters who attempt to exploit the desperately ill. Experience teaches that these victims are easy prey for quacks.

It is because of the vulnerability of the desperately ill that consumer protection laws have been passed. These laws simply require that people offering products and services in the health marketplace prove them to be both safe and effective. If merely safety is required, any substance not inherently harmful could be hawked to the gullible.

Prior to consumer protection it was strictly Caveat Emptor (i.e., "let the buyer beware"). This concept was based upon the classic situation of two men trading horses. Both were judged to be equally expert on horseflesh. If one got the better of the other, it was too bad for him. Obviously, the Caveat Emptor rule cannot be applied to health care since the patient cannot be expected to be as competent as the physician. Consumer protection laws shift the warning by proclaiming Caveat Vendor, "let the seller beware!"

There is an anti-regulatory mood abroad in the land these days. Some proclaim that we've got too much government regulation and seek to stop all new regulation. In my opinion it is not simply a matter of quantity but one of quality. We can always use good regulatory laws. What we want is to get rid of the bad regulations which stifle our economy and unnecessarily cramp our lifestyles. Consumer protection laws provide good regulations and need to be preserved.

Unfortunately, even politicians seem oblivious to these basic fundamentals. Some of them expound the "health freedom" notion as if they would be doing their constituents a favor. In reality, "health freedom" constitutes a hunting license for quackery with open season declared on the sick, frightened, and desperate. It represents a return to the law of the jungle in which the strong feed upon the weak. The necessity for people to understand this seems to be paramount these days.

William T. Jarvis, Ph.D., President.
The California Council Against Health Fraud, Inc.