

The California Council Against Health Fraud, Inc.



January 14, 1980, Volume 3, Number 1

PHONE: 714-796-3067

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LAETRILE'S TRAVELING CIRCUS: On December 13 the California Assembly's Committee on Health held a hearing on alternative cancer therapies at Huntington Beach. Not surprisingly, Laetrile dominated the discussion. Appearing were the promoters, smugglers, Birchers, true believers, and maverick physicians who dispense so-called "metabolic therapy." Most of these are the same ones who travel around the country testifying before legislative hearings and in court about the virtues of Laetrile. They have been dubbed "the Laetrile traveling circus." The designation is a good one. There are the "barkers" who promote it, the jugglers who juggle the cancer statistics in an attempt to justify themselves, and even the clowns who tell about how Laetrile cured the family cat. The main issue being discussed was the "health freedom" concept. The argument was made that freedom of choice includes the right to choose foolishly. We agree - including their tacit admission that choosing Laetrile is foolish. However, we say the right to choose foolishly has nothing to do with the right to promote unproven cancer remedies by vendors. Such promotion causes harm to others which goes beyond the limits of personal freedom. Dr. Jarvis (CCAHF President) and Dr. Rentschler (medical oncologist and member of CCAHF Board of Advisors) testified on behalf of CCAHF in favor of retaining laws which require both safety and effectiveness to be shown in cancer treatments. Laetrilists revealed that they plan to try to get a "health freedom" amendment on the ballot by the initiative process in the near future. They also made reference to the bill being sponsored by MacDonald in the United States Congress (HR 4045) which would legalize Laetrile on the federal level.

HR 4045: CCAHF urges you to write to your congressman in Washington, D.C. asking that he or she not co-sponsor HR 4045 and that they take a strong stand for consumer protection laws which require both safety and effectiveness to be demonstrated on all therapies which are to be made available in the health marketplace. In addition, a letter to Assemblyman Art Torres, State Capitol, Room 6001, Sacramento, California 95814, opposing the legalization of unproven cancer treatments may help dissuade the Assembly Health Committee from such action.

WORTH REMEMBERING: In 1958 Pennsylvania Senator John Haluska was extolling the virtues of the Hoxsey cancer treatment before the State Senate. "Here, Mr. President," he said, taking young Kathy Allison into his arms, "is the little angel who, according to medical science, had to meet the angels soon. Today she is going to school; was X-rayed last week and found to be cancer-free and is playing like any other normal child." Hoxsey had treated her. Copies of Haluska's speech were spread across the country. Eight months later Kathy was dead from cancer of the chest. (Young, J.E. The Medical Messiahs. Princeton, New Jersey: Princeton University Press, 1967, pp. 385-386).

CONSUMER PROTECTION AND THE ELDERLY: Consumer Education Resource Network's publication, Concerns, (November, 1979 issue) reports on the vulnerability of the elderly to health fraud. Major factors are: low education levels - 12.4% of all elderly persons (33% of blacks) are functionally illiterate; people on reduced incomes are more vulnerable to get-rich-quick schemes and presumably health bargains; lack of mobility decreases the availability of consumer information which also makes the elderly more dependent upon media advertising; chronic illnesses make them more vulnerable to miracle cure schemes; fear of aging and loneliness makes youth and beauty products more attractive; and poor self-image problems have serious ramifications for the ability of the elderly to protect themselves. The report states that although the elderly are not defrauded more frequently than others, the impact upon them is greater.

HAIR - TOO LITTLE OR TOO MUCH: The FDA Consumer, October, 1979, reports on products and services aimed at hair - too much and too little. Synthetic hair implants come under severe criticism. This magazine is an exceptionally fine resource on consumer protection. Its cost is \$12.00 per year. Order from: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

CHELATION THERAPY FOR ATHEROSCLEROSIS EXPOSED: KPIX Channel 5 in San Francisco ran an expose on chelation therapy (a process which drips EDTA through arteries on the theory that it will reverse atherosclerosis) entitled "Life for Sale." CCAHF investigations have found nothing to support the use of chelation therapy for this purpose. In the segment CCAHF spokesman, Dr. Wallace Sampson, denounced the procedure as quackery when used for heart disease (it is a recognized, last-choice procedure for detoxifying heavy metal poisoning). KPIX's investigation revealed that other dubious practices besides chelation therapy were being carried on by the clinics promoting this procedure.

"NUTRITION AS THERAPY:" Consumer Reports (January, 1980 issue, pp. 21-24) has published an outstanding, comprehensive article on abuses of nutritional substances as preventive and therapeutic medicine. It needs to be widely disseminated.

WATER PIK ADS CHALLENGED: The FTC has issued a complaint against the makers of Water Pik on the basis of the company's claim that the device significantly reduces the chances of gum disease. The makers also falsely claimed that the device is approved by the American Dental Association.

RAW MILK: An excellent article on the problems associated with raw milk in California is: Werner, Humphrey, and Kamei, "Association Between Raw Milk and Human Salmonella Dublin Infection." British Medical Journal. July 28, 1979, pp. 238-41.

SELF-HELP HEALTH BOOKS - DANGEROUS: The American Council on Science and Health News and Views, vol. 1, no. 1, surveys the personal disasters which have befallen individuals following the advice they read in popular health books. Included are not only the more widely publicized deaths from Dr. Robert Linn's The Last Chance Diet and Adelle Davis's Let's Have Healthy Children, but problems suffered by Dr. Atkin's Diet Revolution and a case of serious nervous system damage to an infant caused by a vitamin A overdose administered by a mother following Adelle Davis's advice. This publication is available to ACSH members. Address: 1995 Broadway, New York, New York 10023. (Some extra copies are available upon request while they last).

HERBALISM INFORMATION RESOURCES AVAILABLE: Public Information Service on Street Drugs is published by the School of Pharmacy, University of the Pacific, Stockton, California 95211. This is an excellent information source on various plant products used for "highs" and "healing." Back issues are available.

SPORTS NUTRITION: LLU Doctor of Health Science graduate student, Bob Cox, is coordinating CCAHF's efforts to bring reliable information to coaches and athletes in the area of sports nutrition. Bob Cox addressed the AAU's Committee on Sportsmedicine on the topic of "The Pre-Game Meal" at the AAU's yearly convention in Las Vegas, Nevada, on November 30 at Caesar's Palace. Persons interested in reliable sports nutrition information can write Mr. Cox at the CCAHF address.

NEXT EXECUTIVE MEETING: The next meeting of the Executive Committee will be held on Wednesday, January 30, 1980, at 12:00 noon in the Campus Cafeteria. Members are invited to attend.

NEWSPAPER

The California Council Against Health Fraud, Inc.
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B 15: According to a study by Richardson and Fuller ("The Effects of Vitamin B 15 on the Contraction of Striated Muscle." Journal of Sportsmedicine, vol. 19, 1979, p. 129+) electrically stimulated gastrocnemius muscles of anesthetized rats demonstrated a significantly longer time to fatigue in animals supplemented with 50 mg daily calcium pangamate (so-called "Vitamin B 15"). Interestingly, there is no mention made by the authors about: (1) the fact that this substance is not a recognized vitamin; (2) which of the three different formulas which have been listed for B 15 (see Herbert, "Pangamic Acid," American Journal of Clinical Nutrition, July 1979, p. 1535-6) were used; and (3) whether the tests were done blind. Curiously, the authors state that there were "no noticeable adverse side effects from the megadoses (emphasis ours) given to the rats." Since what constitutes a "megadose" hasn't even been clearly defined for established vitamins, how can such be determined for a substance which has no RDA? In our opinion these questions cast doubt on the veracity of this study.

SURVIVING - NOW AND THEN: On December 28 Dr. Robert Butler of the National Institute on Aging declared on the Today Show that in 1776 only 20% of births could expect to survive to 65. Now the situation is reversed and over 80% live to retirement age. It seems paradoxical that there is so much worry over the nation's health on one hand while we struggle with the economic problems increased longevity is causing. In its annual (1979) report on the health status of the United States population, the Health Education Department of Santa Barbara Community College states: "Never has the U.S. population been healthier." Pointing to record life expectancy, the lowest death rate ever (284 per 100,000 in 1978 compared to 388 in 1963 and 425 in 1950), lowest-ever infant mortality rate, performance records in the most physically demanding sports and decreases in the death rates even for the degenerative diseases, the report also notes that we should expect more problems with chronic disease complaints among our citizens in the future.

FLUORIDATION BOOK SOON TO BE AVAILABLE: The Lehigh Valley Committee Against Health Fraud is developing a book about fluoridation that will be an indispensable aid to anyone wishing to promote water fluoridation. It will contain basic information about fluoridation, an expose of its major opponents and their tactics, campaign information and camera-ready materials that can be used for public education. The prospective publisher is uncertain whether to go ahead and has no idea how many copies to print. If you are interested in helping the promotion of fluoridation throughout the United States, you can help this project by ordering one or more copies now. It is called The Tooth Robbers - A Profluoridation Handbook. The price is \$6.95 for one copy, \$50 for ten and \$350 for 100. Checks should be dated 4/30/80 and sent to the George F. Stickley Co., 210 West Washington Square, Philadelphia, Pennsylvania. After expenses are met, royalties from the book will be used to promote fluoridation. The book is edited by Stephen Barrett, M.D., who also edited The Health Robbers.

MEMBERS RANK CONSUMER HEALTH CONCERNS: In response to a survey of the CCAHF membership last summer, the following were identified as the top twenty-five consumer health concerns for 1979:

- | | |
|---|--|
| 1. Laetrile | 14. Lack of Science on Part of Many Clinicians |
| 2. Chiropractic | 15. TV Advertising of Food Products |
| 3. "Health Foods" Stores | 16. Lack of Health Education |
| 4. Unqualified "Nutrition Consultants" | 17. Commercialization of Pseudoscience |
| 5. Pseudoscientific Publications | 18. College Courses Teaching Hoaxum |
| 6. National Health Federation | 19. Antifluoridationists |
| 7. Mail Order Quackery | 20. Capitulation to Quackery by Drug Companies |
| 8. Food Faddism | 21. Raw Milk |
| 9. Sensationalist Tabloids & Their Promotion | 22. Chelation Therapy for Heart Disease |
| 10. State Senator William Campbell | 23. Herbalism |
| 11. Weight Clinics | 24. Lack of Quality Control in Professional Continuing Education |
| 12. Failure of Responsible Groups to Speak Out against Quackery | 25. Exploitation of Handicapped |
| 13. Holistic Medicine | |

FALSE HOPE VS. NO HOPE

An Editorial Comment

Eric Maple, a scholar who has analyzed quackery, tells us what quacks primarily sell. He says, "In the face of the great leveler, death, we are all children listening fearfully for the footsteps of doom and relieved only by the whisperings of hope - the quack is the peddler of hope." Of course, even science seeks to offer hope to suffering mankind. The difference is legitimate doctors don't treat hope as a commodity and sell it falsely.

Some argue that the false hope offered by quackery is justifiable for the dying. This represents fuzzy thinking. Dying people must face the reality of their predicament. They should use the time they have left to get their lives in order, not deplete their resources and waste their time chasing illusions created by quacks.

Those who study the way terminal patients adjust to their fate say they go through five phases: (1) denial - in which they refuse to accept the fact they are going to die soon; (2) anger - here they ask, "why me?" (3) bargaining - when they try to make a deal with God to spare them from their fate; (4) depression - when they sadly sense their great loss; (5) acceptance - when they cease to struggle and are at peace with themselves and the world. At this point death becomes easier. Reality has been confronted and the mental adjustment made.

Not only has the victim made an important adjustment, but the effect extends to those close by. They go through a period in which they are able to anticipate life without the loved one and begin to plan the future accordingly.

The false hope offered by quackery causes this process to stop in the denial phase. As victim and loved ones ride the hope-despair roller coaster they find themselves in emotional turmoil. Often the patient dies "unexpectedly," unprepared, and with his financial resources unnecessarily depleted. Loved ones may have been programmed for future disaster by having been converted to the "true believer" mentality. Obviously, the price quackery demands for the false hope it sells is far too high.

In the final analysis, it is not a choice between false hope and no hope but between facing reality or an illusion. Terminal patients who wish to "fight all the way" should volunteer to undergo experimental treatments which have proved worthy of further study.

The reason we who are healthy seem willing to accept the notion that even false hope is better than facing the reality of death is because as Maple observes, we are all terminal. The reason we can live with this realization is because of our ability to put it out of our thoughts. This is a form of denial. Therefore, in a way, we are all living in the denial phase. It's easy to project our denial to the situation in which the victim finds himself. We want to remain in the denial phase so we grant the victim the right to do so also. Thus, we are willing to tolerate quackery.

In reality, it makes no more sense to turn terminal patients over to quackery for exploitation than it does to allow phony salesmen to prey upon the dying because they will no longer need their money.

The false hope sold by quackery is too expensive at any price.

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

The California Council Against Health Fraud, Inc.



Volume 3, Number 2, March 31, 1980

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FLUORIDATION REPORT AVAILABLE: Fluoridation of Water Supplies: Questions and Answers, an excellent resource published in 1976 by the British Dental Association, is available free from CCAHF while they last.

CHIROPRACTIC ATTEMPT TO CONTROL QUALITY OF CONTINUING EDUCATION: The American Chiropractic Association (ACA) and the Council on Chiropractic Education (CCE) are attempting to control the "itinerant, privately conducted programs generally presented for private gain" by holding that only academic institutions should conduct post graduate courses. Their efforts are commendable since one of the most objectionable aspects of chiropractic is the proliferation of success schools which teach practitioners how to exploit their patients. Our experience with continuing education in dentistry, nursing, and others indicates that others might gain by studying the ACA/CCE example.

ANTI-FLUORIDATIONISTS SUE TO HAVE BAY AREA FLUORIDATION STOPPED: Charging that fluoridated water is both a "public and a private nuisance," the Safe Water Coalition (SWC) has sued the East Bay Municipal Utilities District (EBMUD) to have fluoridation stopped. SWC claims that fluoridated water causes allergic reactions, cancer, and other horrors. An almost identical lawsuit was dismissed by the Supreme Court of the State of New York in November, 1979. The court noted that the supporting affidavits showed "no real evidence of imminent harm from drinking fluoridated water." The allegations brought by the SWC are based upon the Yiamouyanis-Burk study sponsored by the National Health Federation and other discredited claims.

CAMPBELL REINTRODUCES LAETRILE LEGALIZATION BILL: For the fourth time in six years Senator William Campbell (R-Hacienda Heights) has introduced a bill to legalize Laetrile for terminal cancer victims. Art Torres (D-East Los Angeles) has joined Campbell and Governor Brown has voiced his support. The support of these politicians is not new, however. Their effort is part of a continuing attempt to force Laetrile upon Californians. It is essential that concerned citizens let their representatives know that consumers expect to be protected from the hucksters of unproven cancer remedies. The following quotation attributed to pro-Laetrilist Mike Culbert indicates why: "The whole tide is beginning to turn toward metabolic therapy for degenerative disease and preventive medicine. Laetrile . . . has been the battering ram that is dragging along with it . . . B15, . . . acupuncture, kinesiology, . . . homeopathy and chiropractic . . . and we've done it all by making Laetrile a political issue." (ACSH News & Views, Feb., 1980). Experience has taught that science and politics is a poor mix. Politicians don't seem to realize that legalization doesn't make a therapeutic regimen valid, it only makes sick people vulnerable to quackery which can operate without fear of punishment. Consumer protection laws of the past half century are now at stake.

WHY PRIVITERA SHOULDN'T BE PARDONED: The pro-Laetrile lobby has been engaged in a massive effort to have Governor Brown pardon Dr. James Privitera who was finally jailed after fighting his case all of the way to the State Supreme Court. CCAHF believes Dr. Privitera is right where he belongs and should not be pardoned. Pardons may be justified for those who have seen the error of their ways and wish to lead upright lives in accordance with the law in the future. The "free Privitera" movement shows no such inclination. Rather, it is an attempt to remove the penalty of the law from a physician who has violated his sacred trust. CCAHF believes that patients have a right to expect the doctors in whose hands they entrust their lives to behave responsibly. If a patient faces a poor prognosis and conventional therapy offers little hope they should be encouraged to undergo experimental programs which have demonstrated some possible value and not simply be given a worthless substance like Laetrile which at best offers only a placebo effect.

VALUE OF VITAMIN E FOR HEMOLYTIC ANEMIA QUESTIONED: In the long search for a disease Vitamin E can actually benefit, hemolytic anemia in premature infants has stood as one of the few. Now evidence is offered by Levene of London's Hammersmith Hospital that it may not even be effective for that application. In his article, "Vitamin E for Prematurity," Lancet, December 1, 1979, Levene points to a two-year study which failed to support the contention that Vitamin E reduces the fall of hemoglobin in premature infants or effects their growth.

NHF PROMOTES MENDELSON COLUMN: The National Health Federation is trying to get its members to ask their local newspapers to carry Dr. R. S. Mendelsohn's medical advice column. Mendelsohn is the author of Confessions of a Medical Heretic. He favors Laetrile, chiropractic, and other unproven remedies. Not surprisingly, Mendelsohn is a member of the NHF Board of Governors.

MORE HERB TEA POISONING REPORTED: The following references cite examples of herbal poisonings recently:

- (1) Lewis, "Poke Root Herbal Tea Poisoning," JAMA, Vol. 242, No. 25, p. 2759, Dec. 21, 1979.
- (2) Sullivan, et. al. "Pennyroyal Oil Poisoning and Hepatotoxicity," JAMA, Vol. 242, No. 26, p. 2873, December 28, 1979.

FLUORIDATION BOOK SOON TO BE AVAILABLE: The Lehigh Valley Committee Against Health Fraud is developing a book about fluoridation that will be an indispensable aid to anyone wishing to promote water fluoridation. It will contain basic information about fluoridation, an expose of its major opponents and their tactics, campaign information and camera-ready materials that can be used for public education. The prospective publisher is uncertain how many copies to print, but has set its publication date for June 30th. If you are interested in helping the promotion of fluoridation throughout the United States, you can help this project by ordering one or more copies now. It is called The Tooth Robbers - A Profluoridation Handbook. The price is \$6.95 for one copy, \$50.00 for ten, and \$350.00 for 100. Checks should be sent to the George F. Stickley Co., 210 West Washington Square, Philadelphia, Pennsylvania. After expenses are met, royalties from the book will be used to promote fluoridation. The book is edited by Stephen Barrett, M.D., who also edited The Health Robbers.

DIET-HEART LINK STUDIED BY ACSH: The American Council on Science and Health has reviewed 70 years of research on the question of whether or not diet modification can reduce the risk of heart disease. The report concludes that "although weight control is desirable, it is premature to recommend specific nutrient changes in the diets of most Americans as a means of preventing coronary heart disease. In other words, we now have no evidence to suggest that the use of products such as meats, eggs, butter, and other dairy products in an otherwise balanced diet poses a human health hazard." Copies of the complete report are available from the American Council on Science and Health at 1995 Broadway, New York, New York 10023. Copies of the condensed report are available to CCAHF members upon request.

NEWSLETTER

The California Council Against Health Fraud, Inc.
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The California Council Against Health Fraud, Inc.



Volume 3, Number 3, May 26, 1980

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CHIROPRACTIC YELLOW PAGES ADS SOUGHT: CCAHF is continuing its study of chiropractic in California. We thank those of you who responded to our request to send in chiropractic newspaper ads. We now would like copies (xerox acceptable) of yellow-page advertising by chiropractors. Be sure to identify the source, including date of issue.

DMSO AND ARTHRITIS: Public interest in Dimethyl Sulfoxide (DMSO), an industrial solvent patented as a drug by the Crown-Zellerbach Corporation in 1963, has been reviewed by a recent "60 Minutes" presentation. The media apparently never tires of prodding the public's paranoia about the establishment possibly suppressing a "wonder drug," in this case an arthritis remedy. The Arthritis Foundation has issued a very informative press release which states that they are not against DMSO as a short-term analgesic for pain (like a liniment). However, it has not been shown to be effective as an "arthritis remedy" and has no value for rheumatoid arthritis or any systemic rheumatic disease involving inflammation. DMSO has caused eye damage in test animals which brings up the matter of safety. Those who clamor for its approval are apt to be among the first to criticize the FDA if twenty years later the drug is found to be harmful. For more information contact: Charles Bennett, The Arthritis Foundation, 3400 Peachtree Road, N.E., Atlanta, Georgia 30326. Phone: 404-266-0795.

NITRATE-CONTAINING FOODS, HAIR DYES, ARTIFICIAL SWEETENERS, COFFEE, ETC., EVALUATED FOR CANCER RISK: A Canadian population-based case-control study found no risk of bladder cancer connected with consuming nitrate-containing foods, hair dyes, beverages other than coffee, and aspirin. Males were found to be at some risk in certain occupations, by coffee consumption, using artificial sweeteners, and non-public water supplies. Females were found to be at risk from consuming instant coffee and industrial exposure. Both were at greatest risk due to cigarette smoking. (Journal of the National Cancer Institute, Vol. 64, No. 104, April, 1980, pp. 701-713).

B15 MAY CAUSE CANCER: In a news release by the American Society for Clinical Nutrition, it stated that Dimethylglycine hydrochloride (DMG), the main ingredient in the most widely sold "B15" in the United States, was mutagenic by Ames Test after mixing in a 3 to 1 ratio with sodium nitrite to simulate exposure to nitrite (such as present in saliva) and incubating at body temperature for 45 minutes at human stomach acid pH. (Copies available - send SSAE).

CONTRERAS HAS TREATED 35,000 AMERICANS: According to an article in Parade (Michael Satchell, "Mexico's 'Miracle' Cures," April 20, 1980, pp. 4-5), Tijuana's Dr. Ernesto Contreras estimates that he has treated over 35,000 American cancer victims since 1963. It is apparently from this volume of business that he was able to present only 12 cases for the FDA to investigate as evidence of Laetrile's effectiveness - none of which held up to close scrutiny. (FDA Consumer, Vol. 10, No. 10, December 1976/January 1977, p. 7).

SPEAKING APPOINTMENTS NEEDED: So far the CCAHF Speakers' Bureau has more speakers available than appointments to fill. For more information on the availability of speakers, contact Dr. Harold J. Loeffler, 8234 Caminito Maritimo, La Jolla, California 92037. His phone number is 714-453-3722.

DENTAL FILLINGS SAFE: Questions have arisen concerning the safety of the silver amalgam material used as dental fillings because of its mercury content. The mercury used poses no problem because it is in a biologically unreactive form. Dental materials are closely monitored by the American Dental Association Council on Dental Materials and Devices and the FDA. ("The Biological Safety of Metallic Dental Materials." JAMA. Vol. 243, No. 2, January 11, 1980, p. 165).

NEXT EXECUTIVE MEETING: The next meeting of the Executive Committee will be held on Wednesday, June 18, at 12:00 noon in the Campus Cafeteria, room 1. Members are invited to attend.

COPPER BRACELETS AND ARTHRITIS: It has been reported in the popular press that copper bracelets may in fact give arthritis relief. CCAHF correspondence with the researcher involved in the story reveals a much more conservative posture. It has been reported that copper bracelets weighed less after wearing (Walker, "Some Aspects of the Role of Copper in Inflammatory Disease," Chemistry in Australia, Vol. 44, No. 10, October, 1977), suggesting that the lost copper ions may have been absorbed through the skin. Also, an experimental study utilizing a no-treatment placebo (anodized aluminum of similar appearance to copper) control found the copper bracelet to be significantly more effective. The researcher admits his limitations as a clinical scientist and states that he does not wish to raise false hopes in arthritics. Obviously, this is a case of over zealous news reporting. The researcher has asked CCAHF to aid in finding someone to collaborate with him in elucidating some of the aspects of copper physiology as they might be related to arthritis. Anyone interested in this project should contact Dr. William Jarvis at CCAHF.

COURT OF APPEALS UPHOLDS DECISION FAVORING CONSUMERS' UNION: John Yiamouyiannis, Ph.D., "Science Director" of the National Health Federation, has lost his bid to have the United States Court of Appeals (2nd Circuit) overturn a lower court decision against him in his \$8 million libel suit against Consumers' Union. Consumers' Union criticized as "baseless and misleading" Dr. Yiamouyiannis' claims that fluoridation causes cancer, questioned his objectivity and competence in epidemiology. Copies of the appellate court's decision are available upon request.

ANTI-FLUORIDATIONIST'S "QUEBEC STUDY" DEBUNKED: A research study crucial to the anti-fluoridation arsenal has been dismissed by the Minnesota Department of Health as "being devoid of scientific merit." Referred to as the "Quebec Study," it claims that fluoridation could have harmful effects on aquatic life, raises the risks of mongolism, and so forth. Copies of a package put together by the Minnesota Department of Health are available from CCAHF upon request.

NEW BOOKS:

1. Herbert, Victor, M.D., J.D. Nutrition Cultism. \$12.95 for hardcover.
2. Barrett, Stephen, M.D. The Tooth Robbers: A Pro-Fluoridation Handbook. \$6.95.

Both of these books can be ordered from the George F. Stickley Co., 210 West Washington Square, Philadelphia, Pennsylvania 19106.

"JUNK FOOD" POLICY RESULTS: 60 members and 36 non-members responded to our recent survey asking what position CCAHF should take on the "junk foods" in schools controversy. The majority, 72%, favored a policy of supporting a plan which requires that vending machines make available a wide selection of wholesome foods as well as so-called "junk foods" so students have a choice. Also require that visual aids be prominently displayed which will provide nutrition education which will aid students in making wise choices. 24% voted to support a ban of all foods containing excessive amounts of sugar, salt, or fats; 2% voted to oppose all efforts to restrict the sale of snack foods on school campuses, and; 2% chose none of these.



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Volume 3, Number 4, July 1, 1980

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LATE BULLETIN: Senator Campbell has revived his bill to legalize Laetrile by "hijacking" another bill and writing in the wording from SB 1480. The new number is SB 1580. In addition he has convinced Assemblyman Tucker to change his vote to "yes." He now appears to have the votes necessary to clear the Assembly Health Committee. SB 1580 would next have to be approved by the Assembly and then be returned to the Senate for final approval. Please contact your representatives, urging them to oppose SB 1580. We plan to go ahead with our plans to publicly oppose Laetrile legalization.

How the Assembly Health Committee voted on SB 1480:

<u>No Votes</u>		<u>Yes Votes</u>	
Art Agnos 350 McAllister St. San Francisco, 94102	Herschel Rosenthal 8425 W. 3rd St. Los Angeles, 90048	Tom Bates 3923 Grand Ave. Oakland, 94610	Bill Ivers 260 S. Los Robles Pasadena, 91101
Gerald Felando 23545 Crenshaw Blvd. Torrance, 90505	Curtis Tucker 1 Manchester Blvd. Inglewood, 90306	Gordon Duffy 321 N. Douty Hanford, 93230	Patrick Nolan 143 S. Glendale Ave. Glendale, 91205
Dennis Mangers 16371 Beach Blvd. Huntington Beach, 92647	Maxine Waters 7900 W. Central Ave. Los Angeles, 90001	Leona Egeland 3535 Ross Ave. San Jose, 95124	Art Torres, Chairman 5261 E. Beverly Blvd. Los Angeles, 90022
Jean Moorhead 6021 Madison Ave. Carmichael, 95608			

How the Senators voted on SB 1480:

<u>Yes Votes</u>		<u>No Votes</u>		<u>Not Voting</u>
Ayala	Garcia (Marz)	Alquist	Petris	Craven
Briggs	Holmdahl	Beverly	Presley	Greene
Campbell	Johnson	Foran	Rodda	Montoya (ill)
Carpenter	Marks	Keene	Sieroty	Nejedly
Cusanovich	Mills	Maddy	Watson	Richardson
Dills	Neilsen	Nimmo		
Garamendi	Rains			
Garcia (Alex)	Robbins			

"CELLULITE" MYTH EXPOSED: The May, 1980 issue of FDA Consumer carries an article entitled, "Cellulite: Hard to Budge Pudge," which completely exposes the popular myth propounded by some beauty salons that a special kind of fat exists called "cellulite" (i.e., the dimply, waffled-looking fat many women have mainly on their thighs). Needle biopsies have shown that no difference exists between fat which have the characteristic appearance of so-called "cellulite" and other types. Genetics determine how our extra adipose tissue will look.

JUDGE RULES IN FAVOR OF STARE-WHELAN: On June 21 the Honorable Abraham D. Sofaer of the United States District Court (Southern District of New York) granted a Summary Judgment in favor of Drs. Stare and Whelan in the suite for \$1.3 million that was filed against them by the National Nutritional Foods Association and three of their members on December 29, 1978.

FLUORIDATION WINS IN BAY AREA: Attempts to stop fluoridation in the Bay Area were thwarted as citizens voted overwhelmingly to retain the benefits of this proven public health practice. Our congratulations go to Dr. Joel Boriskin and other CCAHF members who were active in that campaign.

CONSUMERS UNION RIPS "HEALTH FOODS": An article entitled, "It's Natural! It's Organic! Or is It?" (July, 1980, Consumer Reports) exposes the great "health foods" rip-off that is currently taking place in the marketplace. The illusion of health being sold by food advertising is no longer restricted to the specialty stores but involves major companies as well. It is clear from the article that food faddism is running amok today.

COCAINE HAWKED AS ARTHRITIS TREATMENT: Dr. Lowell M. Somers, a general practitioner in Kelseyville, has claimed to have discovered an effective treatment for arthritis he calls "Esterene." It turns out that Esterene is a cocaine derivative that, not surprisingly, can reduce the pain associated with arthritis. The problem is that it has no effect on inflammation which causes the joint damage associated with the disease. In effect, it masks the symptoms, enabling patients to use the affected joints. In addition, patients risk depending on or easily abusing a mood-modifying chemical. Recently, Dr. Somers has been practicing with Dr. Robert Bingham of Desert Hot Springs who has been associated with unproven arthritis remedies in the past. In addition to his promotion of this questionable arthritis remedy, Somers is also suspected of personal drug abuse. (Riverside Press-Enterprise, May 18, 1980, B-4+).

NEW ANTIQUACKERY BOOK A BLOCKBUSTER: The second edition of The Health Robbers - How to Protect Your Money and Your Life will be published in August. It is an updated, much enlarged version of the 1976 edition. Chapter topics are: how quackery is sold, the fear of additives, cigarette industry deception, cancer quackery, OTC drug advertising, arthritis quackery, how to spot a fuzzy-thinking physician, medical imposters, spine salesmen, vitamin quackery, diet facts and fads, nutrition for athletes, organic and natural foods, antifuoridation quackery, the National Health Federation, prominent individuals (Adelle Davis, Carlton Fredericks, Lendon Smith, Rodale, Pauling, etc.), quackupuncture, eye exercise frauds, gadget quackery, dubious dentistry (written by Dr. William Jarvis), faith healing, occult healing, the holistic hoax (written by Dr. Wallace Sampson), destructive youth cults, the mental health maze, where to get accurate health information, quackery and the media, government protection of consumers, anti-quackery programs, why quackery persists, and how to get the most from your doctor. The book is written by a nationwide team of physicians, nutritionists, health educators and journalists. It is edited by Stephen Barrett, M.D., and has a foreword by Ann Landers. The list price will be \$12.95. Until September 1, a special prepublication price of \$10.50 is available to those on CCAHF's mailing list. Orders (with payment enclosed) should be sent to the George F. Stickley Co., 210 West Washington Square, Philadelphia, Pennsylvania 19106.

NEW ZEALAND SURVEY BELIES PETITION'S WORTH: Chiropractors in New Zealand managed to have their government appoint a Commission of Inquiry into Chiropractic by presenting a petition containing 94,211 signatures. This presumed to be an expression of the will of the people regarding chiropractic in that nation of about 3 million people. In his testimony before the Commission, Dr. Jarvis warned of the invalidity of petitions and was assured that the Commission was aware of the failings of such. Nevertheless, the influence of what appeared to be a widespread public feeling had its effect. In fact, the Commission eventually recommended that chiropractic be given the leading role in dispensing manipulative therapy in preference to physiotherapy and other scientifically recognized practitioners. Now a randomly selected, national survey of New Zealanders conducted in March, 1980, has found that the public feels differently. When asked whom they would prefer to receive required manipulative treatment, 35% preferred a medical doctor, 33% preferred a physiotherapist, and only 19% wanted a chiropractor. This demonstrates at least two things. First, a petition does not accurately reflect public will and, second, politicians can be tricked by their use.

YIAMOUIANNIS FIRED BY NHF; We have learned recently that the National Health Federation has fired "science director" John Yiamouyiannis, Ph.D. Yiamouyiannis has been NHF's chief anti-fluoridation activist since November, 1974, when he was hired for the purpose of publicly discrediting fluoridation. It was soon after (January, 1975) that Yiamouyiannis began charging that fluoridation causes cancer. Using media sensationalism, court legal threats, and changing tactics to silence critics, he managed to cause temporary disruption of fluoridation in some places. He now heads his own anti-fluoridation "Safe Water Foundation" in Ohio.

LAETRILE REPRINT AVAILABLE: "The Case Against Laetrile," a comprehensive article scientifically describing Laetrile and refuting many of its spurious claims has been published in the February 15, 1980 issue of Cancer by CCAHF member David M. Greenberg, Ph.D. Reprints of this excellent article may be obtained by writing to the author at 272 Athol Avenue, Apt. B, Oakland, CA 94606.

VACATION CLOSING: Dr. Jarvis will be out of his office during the month of August. His secretary, Janet Townsend, will also be gone from July 24 through August 7, so nobody will be able to answer the CCAHF telephone during the first week in August.

The California Council Against Health Fraud, Inc.



Volume 3, Number 6, October 8, 1980

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THE LAETRILE BILL: By now you know that Senator Campbell succeeded in his second attempt to pass a Laetrile bill. The bill is a very limited one which probably will have little practical significance since use is under the control of qualified medical personnel. No doubt some legislators voted for this particular bill because it was the "lesser of evils" satisfying Campbell's obsession for a Laetrile legislation bill. However, the passage of any such legislation is a propaganda victory for the Laetrile industry. Remember that quackery has to do with the promotion of ideas (ie, derived from quacksalver, "quack" = to brag, "salve" = to cure--literally to "brag of a cure"). This legislation will serve quackery by helping to maintain the illusion that Laetrile may have some value even if only in a limited way. The desperate are willing to grasp for even the tiniest shred of hope.

REAGAN FOR LAETRILE LEGALIZATION: According to Public Scrutiny and the NHF Bulletin (both National Health Federation publications), Ronald Reagan promised to urge a congressional repeal of the Kefauver-Harris amendment of 1962 which requires that drugs be proven effective before they can be marketed. Reagan is quoted as stating that "the Kefauver-Harris amendment is actually killing more people than it is saving."

"NUTRITIONISTS" FINED FOR ILLEGAL PRACTICES: Owners of a mid-Wilshire health food store have been fined \$2000 for claiming to diagnose and cure a variety of diseases using a variety of health foods and folk remedies. Hair analysis was used to diagnose and prescribe treatment plans. Benjamin and Sara Calimore also co-host a weekly call-in show on nutrition which airs on KIEV. Comment: With the proliferation of mail order diplomas in "nutrition counseling," practises such as the above are becoming more widespread. If you know of situations where individuals are giving dietary advice regarding the "control," "treatment," or "cure" of disease, these should be reported to the State Board of Medical Quality Assurance or the State Food and Drug Section of the Department of Health.

CHIROPRACTORS SHOULD NOT ADVERTISE AS PHYSICAL THERAPISTS: A complaint filed with the State of California's Department of Consumer Affairs of the Board of Medical Quality Assurance (BMQA) has resulted in chiropractors in the Palm Springs area being directed to discontinue using the terms "physical therapy" and "physiotherapy" in their yellow pages advertising. CCAHF, Inc. suggests that you check your local yellow pages to see if chiropractors in your area are engaged in this misleading practice. If so, send a copy to: Helen Gray, Consumer Service Representative, Dept of Consumer Affairs, 1430 Howe Avenue, Sacramento, CA 95825.

FINALLY - SOMETHING POSITIVE ON VITAMIN E: Researchers in fibrocystic breast disease have reported relief of symptoms (premenstrual aching and tenderness) and regression in some cases from 600 IU daily Vitamin E supplementation. More startling than the clinical responses were the findings that higher amounts of the "weak adrenal androgen DHEA" were normalized in the course of the Vitamin E treatment. A puzzling finding was that the decrease in DHEA levels was greatest in those not responding to treatment. Researcher Dr. Robert S. London points out "Right now you can go to the drug store and buy thousands of grams of Vitamin E and take as much as you want, not knowing that it may affect you profoundly. It may change your lipids; it may and probably will, alter some of your steroid hormones. . . Vitamin E is not a benign Vitamin. . . It is--and we need to stress this--a pharmacologic agent." (JAMA, Sept 5, 1980, Vol 244, No 10, pp 1077-1078).

WHAT NEXT? A report has been received of seeing DMSO being sold out of an automobile along a roadside near Kennewick, Washington in September. A large sign read "VISA and Mastercharge accepted." Thanks to "60 Minutes," DMSO is enjoying an extensive new market.

CZECH "CANCER DOCTOR" SURFACES IN CALIFORNIA: A Czechoslovakian emigre who has hopped from New Zealand to the Cook Islands and Australia with his "secret" cancer remedy was arrested in West Covina in September. Milan Brych (pronounced "Brick") claimed to be a physician upon his arrival in New Zealand. His behavior and subsequent investigation revealed that Brych not only wasn't a medical doctor but had occupied a jail cell for "robbery with violence" (which had been reduced from "attempted murder") during the time of his "education." Brych and an orthopedic physician, Dr. R. L. O'Connor, allegedly accepted \$10,000 from BMQA undercover agent as an installment on \$60,000 worth of special cancer treatment. Having been aware of Mr. Brych for nearly three years, CCAHF had not only been watching for him but warned on the Michael Jackson radio show more than a year ago that Brych would eventually appear.

FOOD AND TOBACCO: The American Council on Science and Health reports that the Grocery Manufacturers Association reneged on their offer to help distribute the ACSH Newsletter because it carried a lead story on the harmful effects of tobacco. In another instance, according to ACSH, Dr. Elizabeth Whelan was instructed to "avoid reference to the topic of tobacco and health" by a representative of a major food trade association because of his company's association with a major cigarette producer.

BODY-BUILDING FIRM BARRED FROM EXAGGERATING CLAIMS: Universal Bodybuilding, Inc. falsely stated in comic book ads and promotional materials that buyers of its programs would quickly improve their physical appearance, add muscles and lose fat. Ads promised that people could "double or triple" strength in "record time." Under an agreement with the Federal Trade Commission the company may no longer use pictures or drawings of professional models, testimonials or deceptive claims in their promotional materials. (FTC News Summary, August 22, 1980).

NEW ZEALAND CHIROPRACTIC REPORT EVALUATED: The New Zealand Journal of Physiotherapy published an article by CCAHF President William Jarvis, PhD (April, 1980) evaluating the report of the Commission of Inquiry into Chiropractic. Copies of this report are available upon request without cost to members; all others send \$1.00 to cover costs.

BIORHYTHMS FAIL TO PREDICT: Holmes, et al, report in the Journal of Applied Psychology (Vol 65, No 2, pp 233-236, 1980) that biorhythm theory which suggests that three cycles (23-day physical, 28-day emotional and 33-day intellectual) are initiated at birth, failed to predict post-operative recuperative time, death and athletic performance. These can be added to an ever growing list of failures for biorhythm theory which include suicide, examination performance, accidents and self-ratings on physical states of being.

CHIROPRACTORS HELP GOVERNOR BROWN PAY DEBTS: According to an August 29 story in the LA Times (part II, page 12), Gov. Brown has paid off his \$600,000 campaign debts very quickly. Among those listed as major contributors were chiropractors who chipped in more than \$13,000 in June alone.

NHF SQUABBLING: All is not well in the ranks of the National Health Federation these days. Internal fighting is leading to the publication of charges of mishandling of funds, under-handed dealings and even quackery! At least one side of the struggle sees it as a battle between those sincerely dedicated to the organization's principles and those who exploit it for personal gain. The other side sees it as an attempt to usurp power.

BETTER HOMES AND GARDENS TO LIST CCAHF: CCAHF has been notified that it is to be listed as a source of information for health consumers by Better Homes and Gardens magazine

LACTO-VEGETARIAN DIET FAILS TO AID RHEUMATOID ARTHRITIS: Sixteen patients with classical rheumatoid arthritis selected at random underwent a control study of fasting for 7-10 days followed by a 9-week period on a lacto-vegetarian diet. One-third of the experimental subjects showed improvement during the fasting period (compared to one control) but no differences were found between them and controls on the special diet. (Ref: Skoldstam, et al, "Effects of Fasting and Lacto-Vegetarian Diet on Rheumatoid Arthritis," Scand J. Rheumatology, 8:249-255, 1979).

(March, 1980)

Boy claimed surviving on Laetrile therapy



JOEY HOFBAUER

TROY, NY — Joey Hofbauer, 10, the child afflicted with Hodgkin's disease whose parents' support for a treatment program of Laetrile and nutritional therapy sparked controversy and court action, is "doing super," his father says. John Hofbauer, said Joey may return to his Wayne, N.J., home within 60 days from Freeport in the Bahamas where he went with his mother for treatment from an expert in immunology. The Hofbauers, former residents of the Saratoga County Town of Clifton Park, northwest of here, moved away after New York's Health and Social Services Department charged them with child neglect. The Appellate Division of state Supreme Court decided last July that the Hofbauers' were not neglectful parents just because they

JOEY HOFBAUER SIDE-STEPS STATE, IMPROVES ON B-17

Eight-year-old Joseph Hofbauer, the victim of both cancer and a state government which wants him poisoned back to health, has won a victory in both areas.

PS reported in its May issue that young Joey had suffered a set-back in his nutritional therapy. PS reported that Joey would undergo radiation therapy to reduce the swollen lymph nodes on his neck — a sign that his cancer was progressing.

Shortly after PS went to press, the lymph node swelling decreased, and the decision to use radiation was rejected by his physician. His doctor, Michael Schacter, said that Joey's temporary relapse was caused by the stress placed upon him by state bureaucrats attempting to take him from his parents for chemotherapy treatments.

(June, 1978)



(November, 1979)

Hofbauer case near appeal

Whether 9-year-old Joseph Hofbauer will continue nutritional therapy for Hodgkin's disease may be decided in New York's highest court.

The State's Health Department must ask for the Court of Appeals for a "leave" since the Appellate Court ruled unanimously in January that young Joseph be allowed to continue nutritional therapy — including the use of Laetrile.



Public Scrutiny

JOEY WINS

DOCS 813

Benjamin DeLoe, Jr. v. State of New York
 Held by the Appellate Court
 By Appellate Court

(August, 1978)

Continued Progress for Joey.

Child in Laetrile case dies of Hodgkin's disease

FREEPORT, BAHAMAS—Legal and medical struggles are over for Joey Hofbauer. The ten-year-old Hodgkin's-disease patient, whose parents fought for Laetrile-centered therapy, died of "extensive involvement" of his lungs by the disease, a pathologist here reported.

Joey became the center of controversy after his parents stopped conventional therapy and turned the boy over to psychiatrist Michael B. Schachter of Nyack, N.Y., for Laetrile therapy. Though state health officials opposed the move, an appellate court upheld the parents' right to choose Laetrile (MWN, March 6, '78, p. 32), and last year they brought Joey here for biologist Lawrence Burton's costly and secret "immuno-augmentative" therapy plus Laetrile.

Oncologist Daniel S. Martin of the Catholic Medical Center in Woodhaven, N.Y., who testified in the case, told MWN, "Joey Hofbauer had an excellent chance of being cured of Hodgkin's disease by conventional means." And the Sloan-Kettering Institute for Cancer Research in New York City cites five-year-remission rates for Hodgkin's children at 94% for stage II, 81% for stage III.

MEDICAL WORLD NEWS/August 18, 1980

NNC UPHOLDS COMPLAINT AGAINST US MAGAZINE: Doctors Stephen Barrett and Victor Herbert complained that an article (May 27, 1980) in US magazine misled the public by giving the appearance of reliability for Kurt Donsbach and his Donsbach University School of Nutrition. Pointing to such items as Donsbach's own "Ph.D." is not from an accredited school, his court record involving convictions for violating health codes in California, and the true nature of the program, the plaintiffs noted that US allowed their readers to believe that the degrees held by Donsbach and offered by his "University" are comparable with those offered by more conventional schools. The National News Council found the complaint warranted.

JOEY HOFBAUER DIES: A less publicized case remarkably similar to the Chad Green tragedy came to an inevitable conclusion with the death of 10-year-old Joey Hofbauer. The collage on the opposite page graphically illustrates the all-too familiar pattern of making it appear that the child is doing fine as the beleaguered parents fight against "the establishment" for their "rights," followed by the ultimate tragedy. The follow-up reports predictably have been that he died of something else besides cancer. The facts are that cancer victims often do die of complications resulting from the disease rather than the primary cause itself.

CCAHF BOARD MEETING: On July 20 the CCAHF Board of Directors met at Loma Linda. Dr. Raymond O. West was re-elected as board chairman. The present officers were nominated for re-election subject to the approval of the membership* in accordance with the by-laws. Changes in the by-laws designed to improve efficiency in administration were **voted subject** to membership approval.* (*Paid members - see enclosed ballot).

The California Council Against Health Fraud, Inc.

NEWSLETTER

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The California Council Against Health Fraud, Inc.



Volume 3, Number 7
November-December 1980

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FOOD ADDITIVES AND HYPERACTIVITY UNRELATED: The National Advisory Committee on Hyperkinesis and Food Additives issued its final report in October. After seven experimental studies involving a total of 190 children, "no instances of consistent, dramatic deterioration in behavior in hyperactive children challenged under double-blind conditions, with artificial food colorings following treatment with a diet that removes these substances" was found. Copies of the complete report are available from: The Nutrition Foundation, 888 - 17th Street, N.W., Washington, D.C. 20006.

NEW ZEALAND STUDY FINDS FLUORIDATION SAFE: Study of a possible link between fluoridation and cancer mortality by New Zealand's National Health Statistics Centre and the Cancer Research Unit at the University of Otago Medical School has found fluoridation safe. Researchers state, "there is no evidence that fluoride increases the incidence or mortality of cancer in any organ." (Goodall, et al, "Fluoridation and Cancer Mortality in New Zealand," New Zealand Medical Journal, August 27, 1980, Vol 92, pp 164-7.)

DANGER OF CHIROPRACTIC MANIPULATION: Schellhas, et al report (JAMA; 244:13:1450-53) four cases of brainstem stroke syndromes following cervical manipulation. Three were performed by chiropractors and one self-induced. This report again points to the dangers of forceful manipulation of the neck. Chiropractor Peter J. Modde believes that rotary neck adjustments should be made illegal in all states because it is a "lethal, destructive maneuver." He cites the recent death of a 27-year-old, new mother who was killed by such manipulation. (Letter dated 7-16-80).

INTERFERON: The media has widely publicized interferon as an experimental cancer treatment. Many cancer patients have responded to this publicity in much the same fashion as might be expected from a quack remedy. There have been reports of wealthy people buying interferon on the black market, thus depleting the already scarce supply for research purposes, and local appeals being made to collect money to buy interferon for individual patients. An article (Sikora, "Does Interferon Cure Cancer?" British Medical J, Vol 281, Sept 27, 1980, pp 855-8) reviews interferon's effectiveness on various cancers to date. The results are not very impressive, while it affects tumor growth it clearly does not cure cancer. This serves as a reminder that the essence of quackery is "to boast of a cure" and this can be done with anything from Laetrile to interferon. The media inadvertently engages in a form of quackery everytime it announces a hopeful new cancer treatment. Perhaps more attention to including appropriate disclaimers would help correct this problem.

COFFEE ENEMAS: Several proponents of unproven cancer treatments employ coffee enemas administered as often as every two hours as part of their regimens. The stimulating effect of the caffeine probably masks the symptoms of the disease. A report ("Deaths Related to Coffee Enemas," JAMA 244:14:1608-9) describes depleted serum potassium as a finding in two cases and hypothesizes that frequent coffee enemas may have been the cause of death.

LOW-FAT DIET + JOGGING COULD = DEATH: Bassler (JAMA 244:13:1437, Sept 26, 1980) reports three deaths in runners who were following extremely low-fat diet regimens. All were restricting their intake of calories, fat, cholesterol, alcohol or salt. A triad of low body fat, high training mileage and dietary restriction may be responsible for what is termed "nutritional arrhythmia." Two of the victims were cardiac cases, the third an experienced 39-year-old marathoner. Obviously these men were following a program combining several extreme practices judged to be good according to current popular thinking.

YIAMOUYANNIS LOSES FINAL APPEAL: John Yiamouyannis, Ph.D., has lost on his final appeal in his \$8 million libel suit against Consumer's Union of Mt. Vernon, New York. Yiamouyannis sought damages for CU's treatment of him in their two-part series exposing the antics of organized anti-fluoridationists.

STEVE McQUEEN, A COMMENTARY

The Steve McQueen case represents a different kind of problem than Joey Hofbauer or Chad Green. While the latter two probably would be alive had they used conventional medicine instead of quack remedies, McQueen had little hope for survival--a situation which elicits a different response philosophically and emotionally. It's almost automatic to be willing to grant a dying man his last wishes even though they be absurd; therefore, it's difficult not to be extremely tolerant in this situation. However, I would argue that we should not tolerate the purveyors of quackery even when they exploit only the terminally ill. There are several important reasons why.

Quackery does not occur in a benign vacuum; rather, it has its own milieu which includes not only unproven remedies and bizarre practices but beliefs about the trustworthiness of conventional social institutions such as medical science, government regulatory policies, voluntary health agencies, and so forth. Emotionally vulnerable loved-ones involved in the desperate struggle to save the victim are often converted to the paranoid style of thinking rampant in the world of unorthodoxy. Thus exposed to the social dynamics of quackery, they can be imbued with beliefs which in the future may lead them to tragic, needless deaths should they be faced with the choice of treating a potentially curable cancer by conventional versus unorthodox methods. On numerous occasions I have interviewed persons who went through the death struggle with a loved-one opting for quack remedies. Many have declared that even though the cure didn't work they themselves plan to use the benign unproven remedy if cancer ever strikes them. The reasons they give are reflective of the propaganda of cancer quackery. Quacks teach that cancer is incurable and so it doesn't matter what you do--you're doomed. Second, they teach that conventional treatment not only is ineffective, but actually hastens death and adds to the misery of dying. They also present enough testimonials and claims that the treatment has worked miraculously in other cases to instill the hope that it might work the next time it is employed.

Another objection to following the siren call of quackery by the terminally ill lies in the effect of the psychological adjustment of the dying person. The dying are known to go through five identifiable stages as they adjust to the harsh reality of their fates. These stages are labeled "denial," "anger," "bargaining," "depression" and "acceptance." Quacks exploit the denial stage of the victim's psychological adjustment reinforcing the belief that they will not die. Even when victims move forward in their adjustment the quack is there to regress them. In many cases the quack effectively blocks the terminal patients' psychological adjustment to the point that they die "unprepared." The most valuable time any of us possess is whatever time we have left in our lives. Since many people die unexpectedly and unprepared, it seems that the terminally-ill cancer patient has a macabre kind of advantage by having been warned that life's ultimate tragedy will likely occur within the foreseeable future. He now has the opportunity to prepare in terms of personal goals and values. This might involve achieving something professionally; visiting family, friends or places; putting financial affairs in order; arranging for the future care of dependents; or many other very important activities. Quackery can rob people of this most valuable time by creating false illusions of hope. Loved ones, who also must go through an "anticipatory grief" kind of adjustment may also be caught unprepared. When people are unrealistic about facing the prospects of their own inevitable deaths, they become vulnerable to quackery.

Finally, quack remedies can take away the cancer victims' last real hope by deflecting them away from potentially-effective experimental programs. There are many people alive today who volunteered to participate in experimental programs. These courageous people were willing to think of themselves in the hard terms of being "guinea pigs" rather than yielding to the sweet sounds of quackery. Even those who fail to respond to experimental treatments do not die in vain because they aid humanity in the struggle to defeat cancer. In this way quackery also impedes scientific progress.

A case like McQueen's takes on added significance because of his having been a celebrity. The publicity it received is like a two-edged sword. On one hand it probably has a negative effect as it makes people aware of how quackery exploits the dying, but on the other it publicizes the quacks. Experience has taught that all many cancer victims need is the address of someplace to go. They have within themselves all of the desperation they need to read hope into every place which claims to offer an alternative to conventional therapy. This, of course, increases the likelihood that a potentially-curable patient will die unnecessarily. What is needed is more insightful educational programs about how perverse and dangerous quackery is, even in cases like McQueen's. --William Jarvis, Editor

3 4 5

CHIROPRACTORS FACE MANSLAUGHTER CHARGES: Two Iowa chiropractors have been charged with involuntary manslaughter, illegally practicing medicine and other crimes in the deaths of two children (7 and 9 years old) at their "Centers for Natural Healing." One child suffered from kidney disease and the other from lung disease. One of the chiropractors is also being charged in the death of a 20-year-old Hodgkins disease victim. (Source: The Des Moines Register, Oct. 25, 1980.)

ARTHRITIS ALERT: The Arthritis Foundation wishes to alert the public about a promotional campaign for a book about Green-lipped Mussel Remedy for Arthritis. This unproven remedy is being produced by laboratories which have been distributing products such as Laetrile and B15 and sold in health food stores. (Brand names are Seatone, Freedom and Aquatone). The book purports to offer scientific evidence that Green-lipped mussel extract has been proved effective as an arthritis remedy. In fact, no specific evidence is presented to support these claims, only testimonials. The substance is being touted as a secret remedy and is not being offered for release for testing by qualified experts. For additional information, contact your local Arthritis Foundation office or CCAHF.

EVERYTHING DOESN'T CAUSE CANCER--BOOKLET AVAILABLE: One of the widespread myths in our society is that practically all "chemicals" will cause cancer in large enough amounts. This is both wrong and bad. On one hand it leads people to ignore warnings about known carcinogens because of the large amounts used in animal testing. Although such testing admittedly has certain unreal aspects the fact that there is no such thing as a "weak" case of cancer and the failure thus far to establish a "no effect threshold" dictates prudence when a substance is suspect. On the other hand the erroneous notion that all "chemicals" cause cancer plays into the hands of faddism. A free booklet is available entitled, Everything Doesn't Cause Cancer, (NIH Publication No. 79-2039). Order from: Consumer Information Center, Dept. 650H, Pueblo, CO 81009.

B15 SEIZURE UPHeld BY COURT: FoodScience Laboratories, Inc., manufacturer of Aangamik 15 tablets (B15) filed a claim against the seizure of its product by the FDA. The U.S. District Court for the Northern District of Illinois Eastern Division have found in favor of the FDA concluding that N, N-Dimethylglycine (B15) is an unsafe food additive within the meaning of the law; and that the product Aangamik 15 tablets are "adulterated" and "misbranded" under the meaning of the law. FoodScience Labs were also ordered to pay all costs of the court action.

FTC ANNOUNCES STANDARDS FOR "NATURAL" -FOOD AD CLAIMS: To be advertised as "natural," foods may not contain synthetic or artificial ingredients and may not be more than "minimally processed" under standards announced by the FTC. Ads can say "natural but contains bleached flour" if they otherwise meet standards. The FTC states that it is merely playing the role of seeing to it people get what they expect in a product, not telling people what to buy. (Comment: It's too bad they don't require a disclaimer stating "It has not been determined that 'natural' products are in any way superior to others of similar content.")

NHF SPLINTER GROUP FORMED: A new organization the "National Health Action Committee" has been formed by John Yiamouyannis, Ph.D., former "Science Director" of the National Health Federation (NHF). The new organization appears to be made up largely of dissidents from the losing side of the recent power struggle within the NHF. From the looks of the first edition of their bulletin Health Action, they are a carbon copy of the NHF.

COMMITTEE TO ASSESS PARANORMAL HEALTH CLAIMS: The Committee to Scientifically Investigate Claims of the Paranormal (CSICOP), an organization of scientists and philosophers who investigate pseudo-science (including UFO's, Bigfoot, Bermuda Triangle, Scientology, Astrology, Chariots of the Gods and the like), have formed a subcommittee to deal with paranormal health claims (ie, faith healing, psychic surgery, life after life phenomena, "holistic" health and others). Stephen Barrett, M.D. and William Jarvis, Ph.D. (CCAHF President) have been asked to serve as co-chairmen. The subcommittee's work will be the feature of CSICOP's annual meeting which will be held at UCLA on December 12. Those interested in learning more about CSICOP and/or subscribing to their journal, The Skeptical Inquirer, may write to Box 29, Kensington Station, Buffalo, NY 14215.

CANCER REPORT AVAILABLE: The American Council on Science and Health has issued a report entitled, "Cancer in the United States: Is There an Epidemic?" The report finds that with the major exception of lung cancer, no such problem exists. The report recommends that emphasis be placed upon such known cancer-producing personal habits as smoking, alcohol use and sunbathing rather than food additives and pollution. (Copies available for \$2.00 from ACSH, 47 Maple St, Summit, NJ 07901.)

ARTHRITIS QUACKERY EXPOSED: Hecht updates the arthritis quackery business in the September 1980 issue of FDA Consumer. The article "Hocus-Pocus as Applied to Arthritis" covers everything from "Chuei-Fong-Tou-Geu-Wan" (the latest Chinese cure) to DMSO (the latest American remedy). Effective arthritis treatments are also presented. (The FDA Consumer is available from: Superintendent of Documents, Government Printing Office, Washington, DC 20402, \$12/yr.)

USE OF NUTRITIONAL SUPPLEMENTS BY ELDERLY: A study of the nutritional status and practices by elderly people has found low values for serum protein and several other nutrients. Nutrition supplements taken by subjects were discovered to be "inappropriate and frequently excessive." This reveals yet another example of the folly of self treatment with nutrition supplements--people who may benefit are apt to be taking the wrong ones! (Ref: Yearick et al, "Nutritional Status of the Elderly: Dietary and Biochemical Findings," J Gerontology, 35:5:663-671, 1980).

CHAD'S PARENTS STILL FUGITIVES: Massachusetts still intends to prosecute the parents of Laetrile victim Chad Green. Four contempt warrants are still out on the Greens. Reportedly, the couple is being urged by family members to take their chances in court and put the matter behind them. The charges have no statute of limitations and are punishable by fine, or imprisonment or both. (Sacramento Bee, Oct 21, 1980, p A2).

BETTER NUTRITION DURING CANCER TREATMENT: A new book is available free on how to have better nutrition during cancer treatment. It includes recipes and tips. Write: U.S. Dept of Health and Human Services, Public Health Service, National Institutes of Health, Bethesda, MD 20205. Ask for: Eating Hints, NIH publication No. 80-2079.

The California Council Against Health Fraud, Inc.

NEWSLETTER

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