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LAW ENFORCEMENT OFFICIALS DIVIDED OVER PROSECUTION OF CULT DEATHS:

A Fort Wayne, Indiana newspaper reports that 52 people, including 28 babies and 7 children have died while they or their parents have followed the teachings of a church that instructs its members to shun doctors. County prosecutor Michael Minor of Kosciusko County where some of the deaths have occurred says he does not prosecute because the law excludes people from prosecution who provide "spiritual treatment." State Attorney General Linley Pearson disagrees saying that the child neglect law does not bar prosecution. Pearson wants a jury to decide guilt or innocence. (ref: ALLENTOWN CALL-CHRONICLE [Pennsylvania] May 3, 1983).

Another doctor-shunning religious group in Tacoma, Washington reportedly let a five-month old baby girl die of dehydration. Pastor Doris J. Tucker says that "when God decides He wants to take a loved-one, it just makes us closer." She defends church practices on the grounds of religious freedom. At least one other child death has occurred in connection with the religious group. (ref: SEATTLE POST-INTELLIGENCER, May 4, 1983)

COMMENT: A. Graham Maxwell, PhD states that religious piety is the ultimate defense.

Such always appears to be the shield that cult leaders hide behind when confronted with their misdeeds. Shall we accept the proposition that freedom of religion is worth the price of the lives of these innocent children? Or, shall we recall that it once was accepted religious practice to sacrifice infants to the god Moloch but such "freedom" is no longer permitted because infants have a right to life today. To permit manslaughter in the name of religion opens a Pandora's box. It is doubtful that any religious group needs that much freedom to carry out religious worship. Quackery should not be ignored or condoned simply because it has donned religious garb. Leading people to trust religious ritual or blind faith instead of availing themselves of accessible proven health care is as much a form of quackery as whether or not a healing procedure is safe and/or effective is measurable. There is reason why healing done in the name of religion should be excluded from the standards that other therapeutic procedures must meet. --Editor--

PUBLICATION WARNS AGAINST FALSE EXEMPTION CLAIMS BY STARCHBLOCKER SELLERS:

In the last edition of this newsletter it was stated that starchblockers are still being sold despite an FDA ban. THE LAWRENCE REVIEW OF NATURAL PRODUCTS (March, 1983) reports that incorrect statements are being disseminated claiming such falsehoods that FDA has reversed itself, the ban is only a voluntary compliance request, firms appealing FDA's action are exempt from the ban, special agreements have been made with FDA to that permit continued marketing and particular starchblocker products are exempt because they are made from an alternative substance. The publication says that all starchblockers are illegal and the FDA will take regulatory action against marketers.

The NEWSLETTER is published bimonthly by the California Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P. O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Items may be reprinted without permission if suitable credit is given.

ANTIFLUORIDATIONISTS LOSE MAJOR COURT CASE ON APPEAL:

In 1978, anti-fluoridationists were able to convince a lower court judge that there might be a connection between fluoridation and cancer based upon a scientifically invalid "study" by Yiamouyannis and Burk. The alleged study grew out of a 1975 propaganda tactic initiated by Yiamouyannis when he was the "Science Director" of the National Health Federation. Yiamouyannis has stumped all over the world making mischief against fluoridation with his study. Follow-up studies by scientists in the USA and abroad have failed to verify his claim that fluoridation leads to higher cancer rates. The case in question involved a lawsuit against the West View Authority near Pittsburg, Pa. Judge Flaherty ruled in favor of the anti-fluoridationists, a fact they have made much use of in their publicity. However, on March 3, 1983 The Supreme Court of Pennsylvania denied the anti-fluoridationist petition Per Curiam. "Per Curiam" means "by the court as a whole." It is used when an issue is so clear cut that the justices are all of one mind and their decision need not be elaborated. (ref: Aitkenhead, et al., Petitioners v. Borough of West View, et al. No.84 W. D. Allocatur Docket, 1982)

LAETRILE PROMOTER GOES TO JAIL:

Ernst T. Krebs, Jr. began serving a six month jail term on May 6, for violating the terms of his probation prohibiting him from promoting laetrile. The sentence was handed down in 1977 when Krebs violated the terms of his 1973 conviction of violating California's anti-quackery laws and practicing medicine without a license. Although a final appeal is still pending Municipal Court Judge Dorothy von Beroldingen denied a stay of the 1977 sentence. (ref: SAN FRANCISCO CHRONICLE, May 13, 1983).

RODALE PRESS NOW ON RADIO:

Over 300 radio stations nationwide are airing "Prevention Health Report" by the editors of PREVENTION MAGAZINE. CCAHF members should be on the alert to monitor the broadcasts in their areas. Health misinformation should be documented with notation as to time and station. Complaints should be filed with the station with copies to the Federal Communications Commission (FCC) [Regional offices: Room 537, 211 Main St. San Francisco, CA 94105; 3090 Federal Bldg., 915 Second Ave., Seattle, WA 98174; Others in Atlanta, Boston, Park Ridge, Illinois, and Kansas City, MO.] Consumers should be aware that it is easier to curtail exaggerated health promotions on the broadcast media than the print media because the airways are publicly owned and not available to the freer exploitation allowed print media. A well written, substantive complaint will not go unnoticed when copies are submitted to the FCC. A listing of the stations broadcasting these messages will be sent free upon request. Please send a stamped, self-addressed envelope.

PENNYROYAL POISONING REPORTED FROM ARIZONA:

Pennyroyal, a common herb, is sold in most "health food" stores as either ground leaves or oil extract. Herbal "cookbooks" frequently advise its use to induce menses or as an abortifacient. The active ingredient is puligone, an extremely toxic ketone which can produce convulsions in doses as small as 4 mls, and death at 15 mls. A recent case (circa February, 1983) of pennyroyal poisoning occurred in Tucson, AR when a 20 yr-old mother of two swallowed 15 cc of the oil. Within two hours she became nauseous, vomiting numerous times [probably saving her life]. Her condition worsened and she was admitted to an emergency room in a semicomatose condition. She was released after four days hospitalization. This case represents but one more example of how the "health foods" industry sells dangerous drugs as supposed dietary supplements. This powerful poison carried only the following warning on the label: "Essential oil. Warning: a highly concentrated, pure plant oil. Keep out of Children's reach." The cap was not child-resistant. This case history has been submitted for publication to the Journal of the American Osteopathic Association by the attending physician. (Reported by Dr. J.A. Lowell, Pima Community College, Tucson, Arizona).

LOS ANGELES COUNTY DIETETICS ASSOCIATION HAS NEW "CALL LINE" NUMBER:

If someone needs nutrition information or help in locating a qualified Registered Dietitian for private, professional consultation call (213) 934-4741 anytime.

FRENCH POODLE ATTAINS "DIETARY CONSULTANT" STATUS:

In order to dramatize how easily quacks can obtain credentials impressive to the unwary public, Victor Herbert, MD, JD, enrolled his french poodle "Sassafras" as a "professional member" of The American Association of Nutrition and Dietary Consultants of Beverly Hills, California. A professional membership costs \$50. Dr. Herbert has recently collaborated with Grace P. Monaco, JD and CCAHF President William Jarvis in an article elaborating the diploma mill problem [ref: "Commentary: Obstacles To Nutrition Education." HEALTH VALUES, vol.7, No.2, March/April 1983, pp.38-41]. The problem presented by diploma mills is apt to be with us for a long time even if they are greatly curtailed. A large number of book authors, apparent authorities in many health areas and quasi-practitioners have spurious credentials obtained from these diploma mills. Unless laws are enacted to make it illegal to misrepresent oneself with a diploma from a school not accredited by an agency recognized by the U.S. Department of Education, these charlatans will continue to derive credibility based the hard work of the legitimate degree-holders they imitate. Recent actions by the FBI to go after a number of the worst of these diploma mills is encouraging, but some of the worst offenders still are operating openly here in California.

"ORGANIC FARMING ACT" RENAMED AND REINTRODUCED IN CONGRESS:

Last year, Congress did not act on the Organic Farming Act introduced by U.S. Rep. Jim Weaver of Oregon. Weaver is reintroducing the bill this year, re-naming it the Agricultural Productivity Act of 1983. The bill would require the USDA to set up pilot "organic" farms throughout the nation and disseminate "organic" farming information through county extension agents. Understandably, the health foods industry is pushing store owners to write to their representatives about this bill. Its passage would provide them with a propaganda ploy to make "organically grown" foods sound superior. A network of more than 1000 health foods stores is orchestrated by a single organizer in San Francisco to lobby for legislation favorable to the health foods industry. They have made this bill one of their main goals this year.

NEW BOOK DOCUMENTS HARM FROM VITAMIN AND MINERAL SUPPLEMENTATION:

A 1983 book from the George F. Stickley Company, 210 West Washington Square, Philadelphia, PA 19106 [Title: VITAMINS AND MINERALS: HELP OR HARM? By Charles W. Marshall, PhD (Edited by Stephen Barrett, MD)] provides documentation (with references) for harm caused by a variety of nutrition supplements, many of which are generally regarded as being harmless. Others, that are harmless, are also noted which should provide some peace of mind to those concerned about oversupplementation. \$14.95.

VEGETARIANS FOUND MORE VULNERABLE TO SUPPLEMENT HUCKSTERS:

According to a recent study of the use of supplements by lacto-ovo-vegetarians, 85% used food supplements. The most common reason cited was "to make up for what's not in food." Nutrition knowledge did not affect the use of supplements (a finding that is consistent with data comparing knowledge and behavior--attitudes are more predictive). (ref: Read & Thomas, "Nutrient and Food Supplement Practices of Lacto-ovo Vegetarians." J. AM. DIET. ASSOC. vol.82, No.4, April, 1983. pp.410-404).

GINSENG HAZARD REPORTED:

Ginseng, an herbal favorite, has been associated with vaginal bleeding in a 72 year old woman. The herbal has reportedly produced an estrogenlike effect before. (ref: Greenspan. "Ginseng and Vaginal Bleeding." J. OF AMER. MED. ASSOC. vol.249, p.2018).

MAJOR MAIL-ORDER FIRM PAYS FRAUD FINE:

Eileen and Jack Feather, promoters of the Mark Eden Bust Developer and other devices that claimed to build bosoms and slim waist lines have agreed to pay a \$1.1 million settlement in a mail fraud case. Other devices included: Astro-Trimmer, Astro-jogger, Sauna Belt Waistline Reducer, Slim-Skins, Vacu-Pants, Trim-Jeans, Dream-Wrap and others. The Feathers also own Cambridge Plan International, the formula diet.

DIET AND CRIMINAL BEHAVIOR:
A POSITION PAPER OF THE CALIFORNIA COUNCIL AGAINST HEALTH FRAUD

The California Council Against Health Fraud (CCAHF) believes that misinformation is presently being used to exploit some popular beliefs that are not factual. We therefore endorse the following statements:

1. Nutritionally adequate and acceptable diets should be available for all institutionalized individuals. Nutritional adequacy must be determined on the basis of accepted dietary principles.
2. Valid evidence is lacking to support the claim that diet is an important determinant in the development of violence and criminal behavior.
3. Valid evidence is lacking to support the hypothesis that reactive hypoglycemia is a common cause of violent behavior.
4. Inappropriate dietary treatment based on unfounded beliefs about the relationships between diet and criminal behavior can have harmful effects.
 - a. It can result in nutritional deficiencies and/or excesses.
 - b. It can detract from efforts toward identification of effective treatment and prevention of the true causes of aberrant behavior.
 - c. It can lead to the dangerous belief that diet, rather than the individual, has control over and responsibility for his/her behavior.
 - d. It can result in the waste of limited public funds.
5. Health assessment of individuals in correctional institutions is essential and should be carried out using acceptable methods under the supervision of a qualified physician. Unverified assessment methods such as iridology, applied kinesiology, routine hair analysis for assessment of nutritional status, and nonvalid dietary assessments are unacceptable.
6. If diet-related health disorders are identified in individuals in correctional institutions, appropriate treatment should be undertaken under qualified medical guidance. Diet therapy should not be instituted unless there is an identified specific need for treatment.
7. Training programs for professionals and paraprofessionals working in public schools, correctional facilities, and in the criminal justice system should emphasize objective information about the prevention and treatment of behavioral problems. Implementation of unfounded or unscientific beliefs should cease.

The belief that violence and crime are products of improper diet is being promoted by a growing number of individuals. This belief, rejected as unfounded by the consensus of scientifically-trained health professionals, appears to be accepted as "fact" by many educators, probation officers, social workers, criminologists, and legislators. Recently, some correctional facilities, homes for delinquent youths, and even some schools, have been pressured to make changes in available foods based on the belief that there is a proven link between diet and criminal behavior.

However, a causal relationship between diet and crime has not been demonstrated. And, diet is not an important determinant in the incidence of violent behavior.

Those who profess that there is a link between diet and criminal behavior often point to foods that are the popular whipping boys, such as processed foods containing refined sugar and white flour, or soft drinks, or candy and other calorie-dense foods. However, many other foods have also been pointed out as culprits by proponents. For example, both milk and oranges have been singled out as "problem" foods by some who promote the unfounded belief that brain "allergies" are a major cause of violence and criminal behavior. In addition, high levels of nutrient supplements (eg., "megadoses" of vitamins) and special "health" foods are often advocated by promoters of the belief that nutritional deficiencies or "imbalances" are a root cause of crime.

Evidence used to support such beliefs may sound dramatic, but it is largely subjective evidence presented by believers. This evidence consists primarily of anecdotal case reports, and reports of studies that have not been conducted under carefully controlled conditions. Nevertheless, the impression is given that there is a large body of scientific evidence which establishes a link between diet and certain behavioral disorders that lead to violence and crime.

A number of other factors have paved the way for the exploitation of the belief that modern diets have an important effect on the incidence of violence and crime. For example, there is widespread public concern about violence and crime and about the safety of the food supply. These concerns have been heightened by reports of higher crime rates, increased environmental pollution, and the increased awareness of the presence of intentional and unintentional additives in foods. Such factors make the public more vulnerable to the appeal of attractive but unfounded simplistic remedies.

In addition, there is legitimate research in progress on the biochemistry of brain function. Riding on the crest of this scientific interest, uncautious individuals are promoting misinformation through training courses and published material for law-enforcement and other professionals.

Dietary improvements based on established information are desirable. However, dietary changes based on popular but erroneous beliefs are unjustified and can carry considerable risks to the physical and social health of individuals and of society.

Approved by the Board of Directors of the California
Council Against Health Fraud, April 17, 1983.

(copies available upon request)

CULT-RELATED NUTRITIONAL RICKETS IN CHILDREN:

Four cases of nutritional rickets in children are reported in the British Medical Journal (vol.285, pp.1242-1243, October 30, 1982). These occurred among the Ras Tafari cult, a Messianic cult with origins in Jamaica. Nutritional practices leading to rickets included prolonged breast-feeding, a vitamin D-poor vegetarian diet (although in Jamaica Ras Tafarians eat fish), and an absence of nutritional supplementation for infants.

SUPEROXIDE DISMUTASE AND LONGEVITY:

ABSTRACT: Linear increase in the ration of superoxide dismutase to specific metabolic rate as a function of maximum lifespan potential has been proposed as evidence that longevity may be controlled in part by the activity of this enzyme. A role for superoxide dismutase in aging is not supported by these findings since any property which is constant as a function of lifespan will give an excellent linear correlation if plotted as its ration to specific metabolic rate against lifespan. (ref:Sullivan, J.L. 1982. "Superoxide Dismutase, Longevity and Specific Metabolic Rate." Gerontology, Vol. 28, pp.242-244).

PALO ALTO CO-OP DROPS "ORGANIC" PRODUCE:

According to THE PALO ALTO CO-OP NEWS (April 4, 1983) the Co-op will no longer carry "organic" produce. It would be encouraging if it could be reported that this came to be as the result of rationality finally overcoming the nonsense about the superiority of allegedly "organically-grown" produce. More pragmatic reasons involving supply and demand brought the change. A buyer survey found that Co-op shoppers were not purchasing the "organic" foods although they had favored the idea earlier.

ADVERSE REACTION TO BEE POLLEN REPORTED:

Pollen is a major allergin. The mere fact a bee carried it for a short time doesn't make pollen less allergenic. A case is reported of a 65 year-old woman who suffered an adveser reaction to bee pollen tablets. The report contains a bibliography with references to other similar reports. (ref: Pieroni, et al "'Miracle' Bee Pollen: Don't Let Your Patients Get Stung!" J. MED. ASSOC. ALABAMA, June, 1982. pp.11-16).

HOMEOPATHIC REMEDIES PROMOTED TO BOTH PROFESSIONALS AND LAYPEOPLE:

Homeopathy was the brain-child of German physician Samuel Hahnemann (1755-1843) who opposed the then current medical practices of bleeding, blistering and purging. His more benign treatments could be viewed with favor at the time, but today constitute practicing medicine by the "placebo effect." Hahnemann's "law of infinitesimals" declared that the smaller the dose, the more effective a drug would be in stimulating the body's own vital curative forces. Drugs were diluted extensively. [A 6X remedy refers to a dilution of 1:1,000,000]. Dilutions run as high as 200X. The filler used by homeopathic pill/potion makers is lactose (milk sugar). An entire line of homeopathic products are being promoted through health food stores. Customers may buy, or be supplied by promoters, booklets describing the use of the remedies. Recently, California physicians received a mass mailing from a homeopathic laboratory in New Mexico. The manual supplied was typically homeopathic with symptoms named and various remedies suggested. There is little to prevent a California physician from utilizing homeopathic remedies besides his or her scientific integrity. The medicines are probably harmless, however, a practitioner who would promote homeopathic pseudoscience may not be. Our experience has been that homeopathic practitioners often employ a wide variety of worthless and/or unproven remedies and generally disparage scientifically-based health care. The public needs to be made aware than homeopathy is a nineteenth-century medical myth with significant metaphysical overtones [Hahnemann's infinitesimal doses theoretically stimulated a vitalistic healing force not unlike chiropractic's Innate Life Force and antimaterialistic metaphysical notions about vitalism that plagued medical science for centuries].

REGISTERED DIETETIANS TO PRODUCE MONTHLY NUTRITION MAGAZINE:

Starting this summer, a new monthly magazine called NUTRITION DIGEST will circulate nationally. Articles will be written by Registered Dietetians. Regular features include information on specific nutrients, nutrient-related conditions or diseases, menus and recipes including adaptations to special needs, articles on dietary requirements, and a question and answer page. The publisher promises to provide reliable, up-to-date information that will help to counteract the rampant misinformation now present in the marketplace. For further information write: NUTRITION DIGEST, P.O. Box 1206, Corvallis, OR 97339. Phone (503) 757-6580.

EXCELLENT COMPREHENSIVE REVIEW OF FLUORIDATION:

The following provides an excellent comprehensive review of fluoridation from the discovery of the remarkable effects of fluoride on tooth enamel, through its proven effectiveness and opposition by various groups. It is well written and referenced. Highly recommended for anyone seeking a credible source of information on the topic. (ref: Burt, B. "The Epidemiological Basis for Water Fluoridation in the Prevention of Dental Caries." J. PUBLIC HEALTH POLICY. December, 1982. pp.391-407).

SUNBEDS WARNED AGAINST:

An up-and-coming fad apparently involves "sunbeds." Capitalizing on the myth that a suntan is healthy, salons offering irradiation with ultraviolet A light exclusively [ordinary sunlight has both ultraviolet A and B light--the latter induces sunburn more than tanning and the former vice-versa]. A British dermatologist warns that sunbeds emit two to three times the dose of UV-A as ordinary sunlight and UV-A will cause degenerative changes in human skin. Moreover, some UV-B contamination is apt to occur at rates not much less than ordinary sunlight. (ref: Hawk, "Sunbeds" BRITISH MEDICAL JOURNAL, January 29, 1983. p.329).

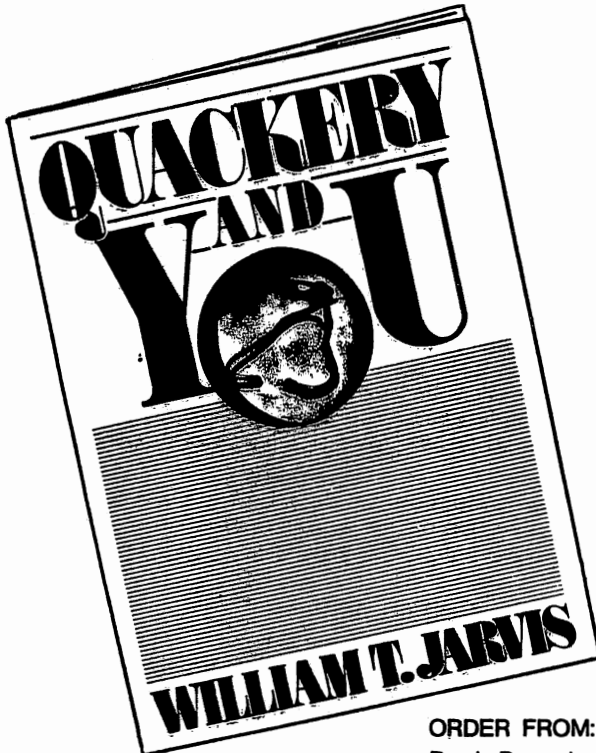
1981 and 1982 INDICES AVAILABLE FOR THIS NEWSLETTER--SEND STAMPED, SELF-ADDRESSED BUSINESS-SIZED ENVELOPE. NONMEMBERS SEND \$1.

"SPINOLOGY" IS CHIROPRACTIC UNDER A NEW NAME:

A new kind of pseudoscientific practitioner has appeared on the scene. They call themselves "spinologists." Analyses of their claims and background reveals that they are simply practicing chiropractic manipulations under new wording. "Subluxations" are now referred to as "obstrusions." A spinology pamphlet states: "A body which has spinal obstrusions could never be as healthy as it could under the same circumstances, but without the obstrusions." The pamphlet says, "...sometimes the obstrusion interferes with the nerve impulses..." This is a thinly-veiled restatement of chiropractic theory that simply makes fewer claims in a more obscure fashion. It will probably be just a matter of time before the chiropractors themselves attack the spinologists. On the plus side, at least the spinologists do not pose as an alternative to medical doctors, but on the minus side, they appear to be unlicensed practitioners who use double-talk to hide what they are actually doing. The treatment they give is not without potential for harm. Spinologists train for one year and need not meet any special entry requirements. Most, if not all, are trained in Pennsylvania.

RAW MILK KILLS ARIZONA WOMAN:

A Sun City, Arizona woman's death has been linked to raw milk marketed by Happy Ours Dairy of Glendale, Arizona. The same species of Salmonella was found in milk samples from the dairy. (Ref: ARIZONA DAILY WILDCAT (Tucson), March 31, 1983). This report comes at a time when state Senator William Campbell is attempting to pass SB565 which would put the control of raw milk in the hands of Alta Dena Dairy (California's lone producer) representatives. The bill would place the state Department of Health under almost impossible enforcement restrictions. Campbell is apparently trying to steer the bill around the Health and Welfare Committee and attempting to keep it a Food & Agriculture matter.



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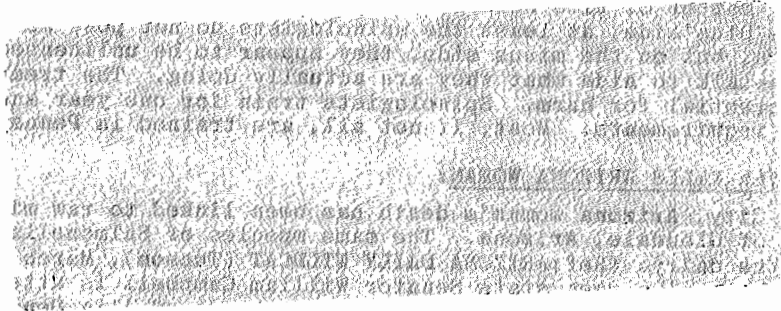
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WASHINGTON MEMBERS FORM FIRST CCAHF STATE CHAPTER:

CCAHF members in the northwest have explored various avenues of forming a council against health fraud for nearly two years. Oregon and Washington members both have been involved in the planning. Two important decisions determined the final course of action. First, it was decided that it would be more efficient to form a local chapter of CCAHF than to start an entirely new organization with all of the administrative duties it would require. Second, because of differences in state laws and enforcement agencies it was clear that a local chapter should restrict its scope to one state. Oregon members will still be invited to participate in the chapter's activities and will be invited to work together on problems of mutual interest. The Washington Council Against Health Fraud, Inc., as it will be known (along with a subtitle designating it as a local chapter of CCAHF) will have as its president Evelyn Ames, PhD, Coordinator of Health Education in the Department of Physical Education, Health and Recreation at Western Washington University in Bellingham. Hugh L. Straley, MD, Oncologist/Hematologist at Group Health Cooperative of Puget Sound will serve as Secretary-Treasurer. The chapter will be governed locally by a steering committee made up of members in the area.

Members in other states have often expressed an interest in forming either a Council or local chapter of CCAHF in their areas. We are learning a great deal about how to organize and operate local chapters from this venture. We welcome inquiries from interested parties.

MICHIGAN BARS CHIROPRACTORS FROM GIVING PHYSICAL EXAMINATIONS:

On March 22, 1983 the Michigan Court of Appeals ruled that the state's 1300 chiropractors may not give physical examinations, use such procedures as ultrasound, or prescribe or dispense vitamins. The ruling is based upon limitations imposed by law on chiropractic practice in that state. The court stated that the procedures were not necessarily harmful, but that the patient might be led to believe he had been given a clean bill of health by such a thorough check up. The court should be commended for recognizing the potential harm by omission of proper diagnosis and treatment posed by chiropractors who attempt to practice like medical practitioners. (ref:DETROIT FREE PRESS. March 23, 1983. p.1A)

The California Council Against Health Fraud, Inc.



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CCAHF TASK FORCE TO DEFINE WHAT WOULD CONSTITUTE A SCIENTIFIC CHIROPRACTOR:

A special task force that includes five chiropractors who are personally committed to the scientific method and consumer protection are currently developing guidelines that would describe the practice behavior of a responsible, scientifically-oriented chiropractor. This effort began at the urging of a young chiropractor who's basic scientific education enabled him to see the woeful deficiencies within chiropractic, but who also sees value in the type of treatments chiropractors render for various musculo-skeletal problems. It has been further spurred by inquiries by many other chiropractors wishing to join CCAHF after seeing an article about it in a national chiropractic publication. The article was misleading in that it led readers to believe that chiropractors could be "represented" on CCAHF apparently not realizing that no special interest group is "represented" on CCAHF. Only the public welfare guides CCAHF actions, and policies are based upon the principles of science and those which guide consumer protection legislation in matters of health. Initial efforts have drawn heavily upon the recommendations of the New Zealand Commission of Inquiry into Chiropractic and those made by Consumer's Union. CCAHF welcomes input from anyone reading this newsletter. Send comments to William Jarvis, Ph.D., Box 1276 Loma Linda, CA 92354; note "Attention: Chiropractic Task Force Coordinator."

WARNINGS GIVEN ON THREE UNPROVEN MEDICAL TREATMENTS:

The HARVARD MEDICAL SCHOOL HEALTH LETTER has issued warnings on three different unproven medical treatments in its January, 1983 publication. These are: (1) Smallpox vaccination for herpes, warts or other conditions. The publication warns that under no circumstances should smallpox vaccinations be used for any reason other than for prevention of smallpox. (2) "Chelation therapy" for heart disease. The money spent having EDTA passed slowly through one's arteries in hope of reducing the size of plaques is wasted says the HMSHL. The bulk of the plaques are made up of fiber, not the calcium EDTA chelation supposedly removes. Dangers include kidney damage or possible death if the substance is given too rapidly. People who elect to have this unproven therapy are voluntary guinea pigs. Since most of the doctors who administer the treatment are not engaged in meaningful research, their patients are guinea pigs without a purpose. (3) DMSO. While scientific research continues on this interesting drug, hucksters are capitalizing on the national attention focused on it by the media. Although pure DMSO appears to be nontoxic, it promotes the absorption of other substances through the skin which may themselves be toxic. It is unknown whether long term use of even pure DMSO is safe. Self-medication with bootleg DMSO could be risky.

SEVERAL DIETITIANS RESPONDED TO THE REQUEST TO CONVERT 37 gr. OF DIETARY FIBER INTO PRACTICAL TERMS. SPACE DIDN'T PERMIT ITS INCLUSION IN THIS ISSUE, BUT IT WILL APPEAR IN THE NEXT ISSUE OF THE CCAHF NEWSLETTER.

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TASK FORCE ON DIPLOMA MILLS:

CCAHF wishes to form a task force that will study diploma mills. The group will gather information on the credentials they purport to offer, curricula, academic and legal status, and other pertinent data. If you wish to volunteer, write to the CCAHF office stating your willingness to serve. Provide a brief resume of your qualifications, appraise us of special skills or services you might be able to provide (e.g., access to a computer, secretarial skills or assistance, etc.) and state whether or not you would be willing to serve as the task force coordinator.

DOCUMENTING THE HARM CAUSED BY FOOD FADDISM:

A special task force is assembling documented data on serious harm caused by food faddism. Included are cases involving malnutrition, birth defects, mental retardation, toxicity, death (by commission or omission of proper treatment in lieu of food faddism) or anything else that appears to fit it. Anyone aware of such cases should send information to: Jim Lowell, Route 8, Box 315, Tucson, Arizona 85730. Include complete references whenever possible. Physicians reporting unpublished cases may describe them on office stationery providing pertinent information without revealing the identity of persons involved. Newspaper reports may be included if they are apparently well researched. Preliminary work on this task has found far more deaths and serious injury than was expected. Please do all you can to help in this very important project.

RELIABLE NUTRITION INFORMATION "CALL LINE" FOR THE PUBLIC:

In the last issue of the NEWSLETTER we told you about the 24-hours-a-day, 7 days-a-week call-in service being provided for the public by the Los Angeles County Dietetics Association. We forgot to include the telephone number! Its: (213) 937-7004. Answers are provided on nutrition questions, and information is given on locating legitimate consulting nutritionists.

ADELLE DAVIS BOOK RESPONSIBLE FOR CHILD POISONING:

A case of life-threatening hyperkalemia (i.e., excessive potassium ingestion) occurring as a result of having followed the advice of the late Adelle Davis in her book LET'S HAVE HEALTHY CHILDREN has appeared in the medical literature [Oseas, R.S., Phelps, D.L., Kaplan, S.A. 1982. "Near Fatal Hyperkalemia from a Dangerous Treatment for Colic." Pediatrics Vol. 69, No. 1, pp.117-118 (January)].

STATUS OF HYPERTHERMIA AS A CANCER TREATMENT:

Among the experimental cancer therapies sometimes abused by cancer quacks is localized hyperthermia. As is true with interferon, BCG vaccine and estrogen therapy, the problems lie in the improper use of hyperthermia and/or excessive promising more than in the treatment method itself. The status of this potentially valuable method is described in the January/February issue of CA-A CANCER JOURNAL FOR CLINICIANS.

RADIOASSAYS FIND SPIRULINA LOWER IN VITAMIN B12:

Microbiologic assay of spirulina appears to overestimate the amount of vitamin B12 in the blue-green alga known as SPIRULINA. Herbert and Drivas report (J. of Amer. Med. Asso. Dec. 17, 1982) that more than 80% of what appears to be vitamin B12 by microbiologic assay is actually analogues of B12 having no vitamin activity. This information may be of particular importance to vegetarians choosing to use SPIRULINA as a major source of vitamin B12, especially since some B12 analogues can have anti-vitamin B12 activity. The researchers state that this latter possibility needs more investigation.

PLEASE SEND ITEMS WHICH MIGHT INTEREST OUR READERS. INCLUDE COMPLETE REFERENCES.

[The California Board of Medical Quality Assurance (BMQA) has posted a notice of public hearing on Section 2052 of the Medical Practices Act which defines the practice of medicine and says that only physicians may diagnose or treat physical or mental disease (with limited exceptions for other licensed health professionals). BMQA has been studying the impact of allowing so-called "alternative" practitioners to also practice medicine openly if they are registered with the state and disclose the unscientific nature of their treatments. CCAHF opposes the proposal and has submitted the following statement to that effect. Others are urged to send comments to BMQA at 1430 Howe Ave. Sacramento, CA 95825. March 1, 1983 is the deadline for written comments.]

POSITION OF THE CALIFORNIA COUNCIL AGAINST HEALTH FRAUD, INC.
ON THE BMQA PROPOSAL THAT NONSCIENTIFIC PRACTITIONERS BE PERMITTED
TO DELIVER HEALTH SERVICES IN THE STATE OF CALIFORNIA.

The Board of Directors of the California Council Against Health Fraud, Inc. opposes the proposal that nonscientific persons such as naprapaths, reflexologists, iridologists, lay mid-wives, mail-order diploma nutrition consultants, hypnotists and any others lacking proper training in fully-accredited, scientifically sound educational institutions be permitted to deliver health services. Our opposition is based upon the following reasons:

1. THE PROPOSAL VIOLATES THE MOST FUNDAMENTAL CONCEPT OF CONSUMER PROTECTION. Consumer protection laws for more than three-quarters of a century have been based upon the realization that a large number of consumers are unable to judge the value of health care services on their surfaces, and that it is the proper role of government to see to it that only health services that have been proved both safe and effective are permitted in the health marketplace.

2. THE NOTION THAT NONSCIENTIFIC HEALTH SERVICES ARE SUITABLE "ALTERNATIVES" IS WRONG AND WITHOUT FOUNDATION. It is our belief that consumers should be appraised of and offered alternatives in health care when they exist. However, alternatives must be limited to those proven safe and effective. The misguided notion of "alternatives" in the BMQA proposal would permit therapies that are "unsafe," "unknown," "ineffective," "unproved," and even "disproved" to qualify as alternatives to those proved "safe" and "effective." We submit that this is unacceptable.

3. THE REQUIREMENT THAT NONSCIENTIFIC PRACTITIONERS DISCLOSE THE NATURE OF THEIR CREDENTIALS WILL NOT PROTECT THE PUBLIC. The BMQA attempts to clear itself morally by requiring nonscientific practitioners to disclose the nature of their credentials. This is naive. Our extensive experience with nonscientific practitioners has taught us that such people boast of their specious "credentials," and condemn the judgement of scientists and state regulatory agencies as a matter of common practice. Consumers who share this negative view do not need the BMQA proposal due to the fact they already voluntarily coconspire with the nonscientists they endorse. On the other hand, unwary consumers would be subjected to the deceptive and misleading tactics commonly employed by nonscientific practitioners. To expect pseudoscientists, fringe practitioners, mavericks, health cultists and charlatans to offer a full and honest disclosure to prospective clients represents naivete beyond belief on the part of BMQA.

4. THE PROPOSAL WOULD DESTROY THE RIGHT TO FREEDOM FROM DECEPTION. Nonscientific practitioners have made an art of patient deception. Many of their practices are revealed in the book THE HEALTH ROBBERS (Chapter two: "How Quackery is Sold"). To leave unwary consumers at the mercy of these skilled psychological manipulators is irresponsible. It would return the health-care marketplace to a jungle-like survival system in which the strong may prey upon the weak. This is a clear violation of the Consumer Bill of Rights outlined by President J. F. Kennedy in 1962.

5. THE PROPOSAL VIOLATES THE RIGHT TO FREEDOM FROM EXPLOITATION. Sick people are often desperate beyond the point of being fully rational. The U.S. Supreme Court ruled in the laetrile-related Rutherford case that consumer protection laws extend to the terminally-ill even though protection from death has become meaningless. Surely, if protection from financial and emotional exploitation is still relevant in terminal cases, they are important in others as well.

6. THE PROPOSAL FAILS TO PROTECT THE RIGHTS OF CHILDREN FROM ACTIONS BY MISGUIDED PARENTS. Among the greatest tragedies caused by nonscientific practitioners is the harm that has come to children who have been placed in their hands by misguided parents. Harm may result from either omission of proper care or by commission in which children are maimed, poisoned or killed. Courts have upheld the rights of children to be protected from the misguided beliefs of their parents in matters of health by ordering that life-saving blood transfusions be given over religious objections, and by ordering proper medical care for under-aged cancer patients despite parental disapproval.

7. THE PROPOSAL PERVERTS THE FREEDOM OF CHOICE ISSUE. Misguided zealots and unscrupulous entrepreneurs often employ the argument that consumers should be "free to choose" any kind of health care including quackery. The perversion of the freedom of choice issue lies in the fact that human beings are innately free to choose any course of action they wish when faced with illness, but they are not FREE TO SELL whatever they wish to others. Consumer protection laws are aimed at those who try to sell unproven and worthless health products and services to others. This is what the BMQA proposal would allow. It would grant a hunting license to the misguided and unscrupulous to function without fear of legal penalty as they preyed upon the desperate, unwary, immature or simple-minded.

8. THE PROPOSAL HAS NO ECONOMIC JUSTIFICATION. Mr. Robert Rowland has been quoted as supporting the BMQA proposal on the basis that medical doctors "have a monopoly" on health care in California. This is a distortion of the concept of what constitutes a monopoly. Medical doctors [and osteopathic physicians] are not a single corporate entity as is AT&T or General Motors. To be designated a medical doctor is to be set apart from others who are not qualified to treat disease. Physicians work in much the same manner as small businessmen in that they compete with one another within a community. There is extensive competition between different kinds of medical specialists, clinics, industrial health programs, and the like. General Practitioners often compete with specialists as well as one another. It is true that medical doctors differ from ordinary competitive businessmen in that they share technical and scientific advances in their efforts against mankind's common enemies of disease, but economic conspiracies are forbidden by law and beyond the scope of the BMQA proposal. CCAHF believes that only practitioners qualified by scientific study should be granted the privilege of rendering health care to the public.

Finally, CCAHF questions the appropriateness of BMQA holding hearings on such a proposal. This seems to be a matter for the legislature. BMQA's function is to maintain the quality of medical care in California, not undermine it. This proposal is an anathema to all that BMQA stands for. This proposal does not enhance the well being of the public, rather, it would benefit only the special interests represented by nonscientific practitioners. Offering California's sick to nonscientific practitioners who could practice their nonsense on the public without fear of legal penalty is unconscionable. Such a strange proposal might be expected from a libertine politician, in which case we would expect BMQA to be a leading opponent based upon its long experience in coping with quackery and malpractice. Quackery needs no friends if its enemies behave in the manner as BMQA with regard to this proposal.

Respectfully submitted by the Board of Directors of the
California Council Against Health Fraud, Inc.
February, 1983

[EDITOR'S NOTE: The following article is published for the first time. Anyone wishing to republish it may do so by obtaining permission from its author: Eric Baizer, Box 14186, Washington, D.C. 20044]

INSIDE THE AMERICAN CHIROPRACTIC ASSOCIATION: SELLING THE CHIROPRACTOR AS A "FAMILY DOCTOR"

By Eric Baizer
Former A.C.A. Public Relations
Consultant

When I was hired in December, 1980 as a public relations consultant to the largest chiropractic organization in the world, I approached the assignment with enthusiasm. Maybe chiropractic was, as its proponents argued, an unfortunate victim of the powerful medical establishment, punished for its "holistic" beliefs. After all, what's wrong with avoiding the excessive use of medications and unnecessary surgery? I was eager to help chiropractic tell its story.

But as I learned more about chiropractic and met many of its leaders, my enthusiasm was transformed into skepticism.

The American Chiropractic Association was a bizarre, nightmarish operation overrun with internal politics, fear, and paranoia. The ACA leadership distrusted its own staff and many of its members, hated its colleagues in the International Chiropractors Association, and shunned opportunities to share forums with representatives of other health disciplines.

I concluded that the underlying insecurity can be attributed largely to the poor educational backgrounds of most of ACA's leaders who attended chiropractic schools years before a four-year curriculum and any meaningful eligibility requirements were established. The members of chiropractic's old boys' network simply lack the quality and extent of training characteristic of their counterparts in the other health care fields, or just about any other profession, for that matter. Chiropractic suffers from a professional inferiority complex, and thus remains clanish and wary of situations that offer the potential of outside scrutiny.

The ACA has spent millions of dollars on external media campaigns designed to present the chiropractor as a "family doctor" and "primary care provider." A wide range of devices are used, including television and radio spots, syndicated newspaper columns, billboards, advocacy advertising, PR seminars, and journalism awards. These programs, masterminded by ACA's St. Louis-based PR firm, usually avoid live media confrontation by presenting "canned" messages that do not actually discuss chiropractic itself.

ACA's marketing strategy is revealed in a report prepared several years ago that recommends a series of radio and television public service announcements featuring "sugar-coated messages...In tune with the personality of the public." ACA's spots indeed cleverly exploit topical subjects. For example, a TV announcement on inflation and health recommends exercising and a good diet. Chiropractic is only mentioned as the sponsor of the message.

ACA's Washington office, on the other hand, was obsessed with internal PR. I don't recall a single Washington press conference during 1981. The few attempts at communicating to the outside world were usually in the form of letters to the editor in response to negative press. These rebuttals were created at the request of an irate board member or state association leader. The letters employed stock answers and reusable cliches--what one writer termed "factoids"--statements designed to resemble facts. The repetition of a series of little lies or half-truths is essential to the perpetuation and legitimization of chiropractic.

For example, if someone attacked the quality of chiropractic education, we would point out that chiropractors attend colleges accredited by an agency recognized by the U.S. Department of Education--implying that the schools must be of high quality. How good is chiropractic curricula? How qualified are the instructors? Are inspections of the colleges thorough? These are the kinds of issues best left unexplored.

Another popular chiropractic myth was brought out every time ACA was queried about the latest incident of fraud or abuse: irresponsible practitioners constitute only a tiny minority of the profession. Yet in reality, a healing art based on an unscientific theory--in this case, that spinal alignment is the key to good health will inevitably result in malpractice. Furthermore, liberal scope-of-practice laws in many states permit chiropractors to operate clearinghouses of untested and questionable therapies. Advertisements in newspapers and Yellow Pages show that many chiropractors treat organic problems with enemas, vitamin supplementation, hypnosis, various gadgets, and other unorthodox techniques. So ACA is forced to characterize problems endemic to the profession as isolated occurrences.

PR aside, there were few "true believers" in chiropractic among ACA's leadership and staff. Whenever a Dr. So-and-So would telephone ACA, a staff member would jokingly ask a colleague whether the caller was a "R.D." or chiropractor. "R.D." was our acronym for "real doctor."

However, ACA's leaders do believe in protecting and expanding chiropractic's \$2 billion empire and doggedly pursue the quest for parity with other health care fields.

Chiropractic lobbying in the 60's and 70's was effective in securing important political gains, notably the federal recognition of its colleges and inclusion in Medicare. But during 1981, the lobbying efforts I observed were trivial little gestures glorified and packaged for internal consumption.

Here's how it worked: ACA's political action committee would donate money to the Republican or Democratic National Committee, in effect "buying" an invitation to the White House or party function. Then--and this even happened once or twice before the event occurred--I would be instructed to write an account for a publication or release, using hyperbolic phrases like "another breakthrough for the profession." Over and over I would concoct inflated pieces about dinners, receptions, and meetings, portraying them as momentous occasions. The less that happened, the more I'd write. It could only be described as "Orwellian."

The membership was flooded with these materials and evidently was convinced that their leaders were hard at work in Washington scoring important political victories. But as far as I know, for a number of years ACA has been unable to achieve its prime political objectives of amending Medicare in regard to X-ray compensation and including chiropractic in veterans' benefits through CHAMPUS.

If chiropractic then has in fact peaked in the national political arena, its leaders seem to be willing to devote considerable efforts to prevent their members from coming to this realization.

Towards the end of the year I had done such a good job that it was twice suggested that I apply for the position of director of communications. Writing internal propaganda read only by chiropractors was one thing; but becoming their spokesperson to the outside world was quite another matter. Public relations is not, as some would argue, an inherently disgraceful profession. But it becomes tainted when that which is being promoted is unworthy. ACA and I parted company at the end of 1981.

The selection of health care providers is a serious concern, one that should not be clouded by dishonest or misleading information. The selling of the chiropractor as a "family doctor" is not justified by either chiropractic's philosophy of health care or training. The American public deserves better.

VITAMIN C AND CANCER:

Excessive claims continue to be made for the value of vitamin C in the treatment of cancer patients. Robert Hodges, MD, provides an excellent review of this matter in the October, 1982 issue of NUTRITION REVIEWS (pp. 289-292). It is clear from the scientific data that ascorbic acid has no benefit beyond its role in normal nutrition for cancer patients based upon current studies. Excessive amounts clearly present potential problems for users. In addition to dealing with the direct question of vitamin C and cancer, the article presents an excellent review of the body's need and use of ascorbic acid.

DIET AND BEHAVIOR:

One of the most rapidly growing areas involving nutrition pseudoscience is the movement claiming that diet affects criminal behavior. CCAHF has a task force working on this matter currently. Studies recently published in SCIENCE magazine reporting on studies at The Massachusetts Institute of Technology (MIT) find that contrary to the claims made by true-believing food faddists who are the driving forces behind the movement, sugar appears to have a calming effect rather than stimulating aggressive behavior. The CCAHF task force report is expected later this Spring, but it is clear from preliminary work that law enforcement officials who give credence to the proponents of the diet and criminal behavior link are apt to look pretty foolish in the eyes of the public as more scientific scrutiny is turned on this subject. (ref: Kolata, G. 1982. "Food Affects Human Behavior." Science. Vol. 218, (December)

The CCAHF task force on diet and criminal behavior welcomes input from anyone who has information on this matter. Send to: Helene Swenerton, Ph.D., R.D., CCAHF Task Force Coordinator, c/o Dept. of Nutrition, Univ. of Calif., Davis, DAVIS, CA 95616.

EXTREME AGE CLAIMS DEBUNKED:

Alexander Leaf, MD, Professor of Medicine and Harvard has been studying and writing about extreme longevity claims for more than a decade. He provides a clear synopsis of the lack of validity of claims made for Hunza, Vilcabamba (Equador) and the Caucasus area of the Soviet Union. (ref: Leaf, A. 1982. "Long-lived Populations: Extreme Old Age." J. of the Am. Geriatrics Society. Vol. 30, No. 8, pp.485-487).

DIET BOOK LINKED TO MAIL FRAUD:

Dissatisfied purchasers of a diet book entitled THE AMAZING DIET SECRET OF A DESPERATE HOUSEWIFE can receive a refund as the result of a mail-fraud judgement in New Jersey. Milburn Book Corp. of Montclair claimed that those who went on the diet in the morning would "lose weight before lunch!" The court levied a maximum fine of \$50,000 and ordered that an additional \$50,000 restitution fund be set up. The case also involved five other Milburn products--"diet bullets" (a powdered protein supplement to accompany its diets) and four other books: THE HOLLYWOOD EMERGENCY DIET, DR. ROMANO'S MEGA II RAPID WEIGHT REDUCTION PROGRAM, THE BOSTON POLICE DIET, and THE AMAZING LOST MONEY SECRET OF THE U.S. GOVERNMENT PROGRAMS SUCH AS SOCIAL SECURITY. Those who want a refund must send a copy of proof of payment to: Gary Halbert, c/o Charles F. Abbott, Cottontree Square, Suite 3B, Provo, Utah 84604. (ref: The Morning Call [Allentown, Pennsylvania] January 3, 1983).

This case demonstrates just how effective the Postal Service can be in combatting health fraud. Little wonder that the National Health Federation is bending all effort to stop legislation strengthening the Postal Service's authority in this area. CCAHF applauds the work of the Postal Service in consumer protection law enforcement.

SUPEROXIDE DISMUTASE SUPPLEMENTATION SHOWN TO BE FUTILE:

An experimental study conducted on mice has shown that dietary superoxide dismutase does not affect tissue levels of the enzyme. This result would be expected since superoxide dismutase is an enzyme and would be acted upon by digestive processes. (ref: Zidenberg-Cherr, S., Keen, C.L., Lonnerdal, B., Hurley, L.S. 1983. "Dietary Superoxide Dismutase Does Not Affect Tissue Levels." Am. J. of Clinical Nutr. Vol. 37, pp.5-7 [January]).

The California Council Against Health Fraud, Inc.



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SUPREME COURT RULING STRENGTHENS FLUORIDATION:

In November, 1982 the U.S. Supreme Court let stand a ruling that the Ohio legislature, not the courts, has the ultimate authority to decide whether water in the state should be fluoridated. This may help put an end to the efforts by anti-fluoridationists to have courts set aside the actions of legislative bodies seeking to improve public health through mandating community water fluoridation. (ref: Columbus Citizen Journal [Ohio] November 2, 1982)

USEFULNESS OF BCG IN CANCER PREVENTION STILL UNCERTAIN:

Bacillus of Calmette-Guérin (BCG) vaccine has been the subject of speculation for many years as a possible anti-cancer agent through its stimulation of the immune system. Cancer quacks have been quick to latch on to its promise and sometimes utilize it along with other nostrums. The current status of BCG research is reviewed in a short report (JAMA, vol. 248, No. 18, pp.2209-2210, November 12, 1982) the gist of the report is that the answer is still uncertain as to whether frequent BCG immunization is protective in humans as it appears to be in animals.

CCAHF NEWSLETTER INDEX AVAILABLE:

A completely cross-referenced index to the 1981 CCAHF NEWSLETTER is now available thanks to the hard work of Mr. Leonard Metz, a long-time member from San Bernardino. Mr. Metz will soon complete an index for 1982, and then plans to index all of the previous newsletters. CCAHF members may receive an index by sending a stamped, self-addressed, business-sized envelope. Nonmembers add \$1.00. Libraries will receive indices automatically.



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CCAHF VICE PRESIDENT TO SERVE ON CONSUMER HEALTH STUDY GROUP:

Nikki Mead, MPH, current Vice President of CCAHF has been appointed as a Charter Member of the American School Health Association's Study Committee on Consumer Health. Ms. Mead will participate in a ASHA function later this year focusing on problems in consumer health education.

STUDY FINDS THAT SUGAR DOES NOT AFFECT MOOD:

A controlled study was designed to test the popular idea that excessive sugar intake adversely affects mood. Fifty-three normal subjects divided into three groups received either a sucrose solution, a saccharin solution or water. Results from a self-reported mood scale, a test for cognitive efficiency and a self-report neuroticism scale administered before and after (two test were taken after ingestion, one at 20 minutes and another at four hours) did not indicate that sugar ingestion noticeably affects more mood than ingestion of saccharin or water. (Ref: Brody, S. & Wolitzky, D. "Lack of Mood Changes Following Sucrose Loading," Psychosomatics, Feb. 1983, vol 24, No. 2, pp. 155-162.) This study discusses the lack of validity of currently popular notions about the prevalence of hypoglycemia.

NATIONAL HEALTH FEDERATION ECSTATIC OVER BMQA PROPOSAL:

It will come as no surprise to our readers to learn that the National Health Federation, which has been referred to by the FDA as "...a front for promoters of unproven remedies, eccentric theories and quackery"¹, is absolutely delighted by the BMQA proposal that non-scientific health care providers be licensed by the state. The NHF is conducting another of their "write in" campaigns (where prewritten letters are printed in quantity for members to sign and send to politicians) in support of the proposition. The NHF is referring to the BMQA proposal as the "Magna Carta of health freedom." It would be hard to imagine a better argument against the BMQA proposal than the current glee being exhibited by the NHF. The reason this is so will be clear to anyone familiar with NHF's sordid history. If you are not aware of it, send a stamped, self-addressed, business-sized envelope to CCAHF requesting a copy of the reprint entitled: "The NHF--An Alliance Against Water Fluoridation." It describes the NHF and its unsavory leadership over the years.

¹From Consumer's Reports, July, 1978, p.394.

SAN DIEGO AREA: THOMAS H. JUKES, PH.D., MEMBER OF CCAHF'S BOARD OF ADVISORS AND LONG TIME ACTIVIST AGAINST CANCER QUACKERY WILL ADDRESS THE SUBJECT ON MAY 25 IN ROOM 2722, UNDERGRADUATE SCIENCE BUILDING, REVELLE COLLEGE, UCSD AT 8:00 PM.

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VOLUNTEERS NEEDED FOR TASK FORCE ON NUTRITION MISINFORMATION IN DENTISTRY:

The dental profession has been the target of more than its fair share of promotion by proponents of nutrition pseudoscience. Some of the most notorious food faddists, many of which are anti-fluoridationists and a few of which have been convicted of health fraud, have been presented as nutrition authorities at official meetings of dental organizations on both the state and local levels. As CCAHF Board of Directors member Daniel Oliver, DDS puts it, "it may be all right to have a dental pseudoscientist speak at a dental meeting because as dentists we are somewhat able to judge the veracity of claims, but dentists are not qualified to evaluate nutrition claims, especially when they are connected to medical conditions such as hyperactivity in children, heart disease, cancer, etc. Dentists are easily convinced of the value of unproven therapies involving megavitamins, trace minerals, hypoglycemia, and a host of other faddist notions by smooth-talking promoters who couldn't even get in the door at a professional convention of specialists who were well-informed on the promoter's subject." The CCAHF Task Force on Nutrition Misinformation in Dentistry will assess the extent of the problem by discovering instances in which unqualified individuals have been presented as authorities on nutrition at official dental programs. The nature of the misinformation will be described. Guidelines will be developed to help program planners avoid embarrassing the dental profession by presenting unqualified nutrition "experts." Dr. Oliver will coordinate the Task Force. Volunteers needed include: Registered Dietitians, Physicians (particularly Pediatricians), biochemists and anyone else qualified to judge the validity of nutrition claims. TO VOLUNTEER: Contact CCAHF, Inc. Box 1276, Loma Linda, CA 92354. Include a brief resume describing your interest and qualifications.

MEDICAL FRAUDS PLAGUE THE ELDERLY:

According to a recent consumer fraud survey sent to 1500 legal, police and consumer affairs offices in large and small cities across the USA, consumer frauds against the elderly are a significant and growing problem. Medical frauds were the most frequent type cited by the survey. Remedies promising relief from such things as baldness, wrinkles, sexual inadequacy and pain were specifically mentioned. (Ref: CONSUMER NEWS published by the U.S. Office of Consumer Affairs, Vol.4 [March, 1983])

SANTA BARBARA PHYSICIAN WARNS OF VITAMIN OVERDOSING:

John B. Sanderson, MD, who is a member of Cottage Hospital's new Nutritional Support Service, reports several cases of harm resulting from overdoses of vitamins A, B and C. The Nutritional Support Team which includes Dr. Sanderson, a nurse, pharmacist and dietitian will enable patients to benefit from proper nutritional guidance and protect them from nutrition pseudoscience. Dr. Sanderson specialized in clinical nutrition (a subspecialty of internal medicine) at the University of Manitoba Medical School. (Ref: SANTA BARBARA NEWS PRESS, March 24, 1983) The cases reported by Dr. Sanderson were all local ones which, as far as we can tell have not been reported in the professional literature. This indicates that the cases that do appear in the scientific literature are just the tip of the iceberg when it comes to the number of people overdosing on various food supplements across the country.

"BREATHARIAN" HOAX EXPOSED:

Wiley Brooks is a self-proclaimed "breatharian." He claims to have lived on nothing but air for more than a decade. Brooks has been featured on several television shows which traffic in bizarre tales for the gullible public including ABC's "That's Incredible." Brook's impossible claim to exist on air alone has been believable enough for some people to have them pay him \$500 each for five-day "intensives" (seminars) where they are instructed to go from "carnivorism" through "vegetarianism," "Fruitarianism," and "Liquidarianism" to "breatharianism." (According to newspaper reports, at least one of Brooks' followers is a physician!) Disciples recently became disgruntled when Brooks was spotted leaving a 7-Eleven store with food and empty packages of "junk food" were found outside his hotel room door. (ref: LOS ANGELES TIMES March 25, 1983. Part IV, p.4). COMMENT: This case illustrates both how irresponsible the media has become as it parades cranks and charlatans before the public without checking out their claims, and how gullible some people are about believing such nonsense. Such bizarre nonsense is not without evidence of harm. In 1979, a college professor in Philadelphia reportedly starved to death attempting to become a "Breatharian" (Ref: THE SUN (San Bernardino, CA) October 15, 1979, p.A-3).

THE "DIAMOND METHOD": IS IT A PRECIOUS NEW THEORY?

There is a way of eating being billed as the "Diamond Method" being promoted in the Los Angeles area. Inquiries on it led to an investigation and report by CCAHF Board member James Kenney, Ph.D., R.D. He tells us: This is another rehash of Herbert Shelton's "food combining made easy." Judy Mazel's "Beverly Hills Diet" was also largely inspired by Shelton's food combining fantasies. Shelton was apparently very concerned about undigested food putrefying and fermenting in the intestines [Judy claimed that undigested food turns into fat!]. Shelton was convinced that improper food combinations result in poor digestion. The basic idea being that the different enzymes needed to digest proteins and carbohydrates block each other's actions. This supposedly results in gas, bloating, and other intestinal problems. The fermentation and putrefication products also are supposed to produce a wide range of systemic disorders. There is, of course, no scientific evidence to support Shelton's theories which are part of the long-ago discredited intestinal toxicity notion.

The facts are that most natural foods contain combinations of fats, proteins and carbohydrates. For example, all beans and grains contain about 20% and 10% protein respectively, in addition to large amounts of carbohydrate. Even breast milk, which is very natural, contains 22.5% of its calories as protein, 35% as carbohydrate, and 42.5% as fat. Mother nature seems unaware of Shelton's theories!

People normally absorb between 94% and 100% of all the fats, proteins and carbohydrates consumed. There is no evidence that the ratio of fat to protein to carbohydrate in any way impairs their absorption. Therefore, from a scientific point of view, the "Diamond Method" appears to be "pure zirconium!"

CONSUMER INFORMATION ON DRUGS STILL AVAILABLE, BUT MORE LIMITED TIMEFRAME:

For several years consumers were able to telephone questions about drugs throughout the day. The grant for this service has expired, but the director, Richard Oksas, still provides this service on a limited basis on his own. Questions on drugs may be telephoned on Tuesdays and Thursdays, 7-9 P.M. at (213) 325-D-R-U-G.

SAN JOSE AREA NUTRITION INFORMATION SERVICE:

The San Jose Peninsula Dietetic Association provides a 24-hours-a-day, 7 days-a-week call-in nutrition information service. Consumer questions on nutrition-related topics are answered by volunteer Registered Dietitians. Phone (408) 297-D-I-E-T.

DMSO LISTED AS UNPROVEN METHOD OF CANCER TREATMENT BY ACS:

The American Cancer Society has published a review of claims vs. evidence regarding DMSO (dimethyl sulfoxide) as an anticancer agent. Proponents are using the substance in conjunction with the disproven cancer treatment called "metabolic therapy" which uses laetrile as its chief component. The statement appears in the March/April issue of CA-A CANCER JOURNAL FOR CLINICIANS (Vol 33, No.2) pp.122-125.

STUDY FINDS NUTRITION KNOWLEDGE LOW AND DECEPTION HIGH:

An Oklahoma study has found that in their sample of 600 shopping center patrons the level of nutrition knowledge was low as subjects scored an average of 50% correct responses to questions about nutrition. The study measured a "deception factor" as it differentiated between what people "didn't know" and "thought they knew." The items people thought they knew were the ones the hucksters have been promoting through the mass media. The study analyzed sources of the public's information, the differences which exist between groups based upon age, sex, race and education. The researchers call for an integrated effort on the part of educators to provide more opportunities for improving nutrition knowledge during every year of formal education. This study will be of great interest to anyone concerned about the public's level of nutrition knowledge and the many complexities involved. (Ref: Tinker & Tinker, "An Analysis of Nutritional Knowledge in the General Public." Oklahoma State Medical Association Journal. Vol 75, September, 1982, pp.293-307).

READERS: PLEASE SEND ITEMS YOU THINK WOULD BE OF INTEREST. INCLUDE COMPLETE REFERENCES. THANK YOU!

PHYSICIAN WARNS OF UNPROVEN REMEDIES FOR HERPES & PREMENSTRUAL SYNDROME:

Gabe Mirkin, MD, a reputable consumer health educator, informs CCAHF of a Canadian firm that is making unsubstantiated claims of effectiveness for a lithium ointment to treat herpes virus. The Nova Scotia company also claims that a primrose oil product will treat premenstrual syndrome by raising levels of prostaglandins. Dr. Mirkin points out that there is neither evidence that primrose oil raises levels of prostaglandins or that women with premenstrual syndrome have low levels of prostaglandins. Other unfounded statements used in promoting the primrose oil products include the erroneous claim that linoleic acid (necessary in the formation of prostaglandins) is found "only in primrose oil and breastmilk." The fact is that linoleic acid is widespread in the diet. (Letter dated March 9, 1983).

CYTOTOXIC FOOD ALLERGY TESTS GAINING POPULARITY:

An alarming number of newspaper ads and "health" magazine articles recently published have been sent to CCAHF. People are paying as much as \$400 to have blood tests that purport to discover foods they are allergic to. The American Academy of Allergy has condemned the test due to its unreliability (Ref: J. Allergy & Clin Immunol. May, 1981, pp.333-4) and even some proponents admit to its deficiencies (Ref: LOS ANGELES MAGAZINE, November, 1981, p. 118) but promotion of the test continues unabated. The imagined food allergy seems to be displacing "hypoglycemia" as a popular pseudodisease promoted by "nutrition-oriented" doctors. Not surprisingly, many of the symptoms of these conditions are the same and are very much like anxiety neurosis, a transient psychological condition very responsive to placebo therapy. Other terms associated with questionable diagnoses of food allergy include, "brain allergy," "metabolic rejectivity syndrome (MRS)," and various terms incorporating the term "ecology." For a useful treatise on true food allergies we recommend: Buckley, R.H., Metcalfe, D. (1982) Food allergy. J. American Medical Asso. Vol 248, no.20, pp.2627-2631). A

REVIEW OF VARIOUS WEIGHT-LOSS DIETS:

A comprehensive review of popular weight-loss diets appeared in the October, 1982 issue of POSTGRADUATE MEDICINE (Vol 72, No. 4, pp.73-80). It includes comments on low-carbohydrate diets, fasting, protein-sparing modified fast, and several specific fad diets. The same issue contains a critique of drugs used in weight-loss as well.

COLONIC IRRIGATION BY CHIROPRACTORS ILLEGAL IN CALIFORNIA:

Sorvillo cites a 1975 opinion by the California Attorney General which states that "the performance of a colonic irrigation constitutes the practice of medicine and does not come within the exemption of the Chiropractic Initiative Act permitting a limited form of treatment by manipulation." (Ref: The New Engl J. Med. Feb. 17, 1983 page 400). Sorvillo also reports on two cases involving enteric disease which may have resulted from chiropractic colonics in Los Angeles County. Great concern exists since 7 people died in Colorado as a result of chiropractic colonics in 1981. These deaths were particularly tragic since no scientific justification exists for the use of colonic therapy.

ORANGE COUNTY DIETETIC ASSOCIATION PROVIDES PUBLIC INFORMATION SERVICE:

Individuals seeking reliable nutrition information and answers to questions may call the Orange County District of the California Dietetics Association (714) 966-8642. Mailing address: P.O. Box 11271, Santa Ana, CA 92711.

ILLNESS RELATED TO INGESTION OF AN HERBAL REMEDY:

A case is reported in THE LANCET (Feb. 12, 1983, p.356) of an 80 year-old woman who was suffering from diarrhea and weakness. Her serum potassium and iron were low, and other conditions suggested gastrointestinal cancer. However, her problem was found to be caused by the ingestion of an herbal remedy obtained from a popular phytotherapeutic (herbal) magazine. Discontinuance of the herbal remedy resulted in her recovery. The remedy is said to have contained several laxative herbs including aloe, senna, rhubarb and jalap, and diuretic herbs such as juniper berry and radix ononidis in high doses.

STARCHBLOCKERS:

Although starchblockers have been banned by the FDA, they still sometimes appear in "health food" stores. Recent references to their lack of effectiveness are provided for those of you still gathering information on starchblockers.

Drager, et al "Starchblockers" THE LANCET, February 12, 1983, pp.354-355.
Garrow, et al "Starch Blockers Are Ineffective in Man." THE LANCET, Jan 18, 1983, p.60

ARIZONA'S DIPLOMA MILLS:

THE ARIZONA REPUBLIC, Phoenix's leading newspaper, ran a four-part feature series on the growing problem of diploma mills which operate within Arizona. Investigative reporters Jerry Seper and Richard Robertson demonstrated how lax the state's laws were by setting up their own bogus school which they dubbed The University of the Republic. They also set up the Southwest Accreditation Commission and accredited their new university. They set up their own standards for academic degrees and awarded themselves doctorates. The entire corporation process which permitted them to accomplish this and entitled them to do business in the state of Arizona cost \$100 and took less than five minutes with no questions asked! Odus V. Elliott, the state Board of Regents' Associate Director is quoted as saying that Arizona is becoming known as "the home of fly-by-night operations where you can earn a college degree with little or no work." His biggest concern is with diploma mills which peddle credentials in health-related areas where advice given by imposters may have an adverse affect upon health.

The diploma mills claim to be part of the burgeoning, legitimate "non-traditional" degree programs which require academic equivalency but in different settings than conventional on-campus education. The diploma mills are a fraud against society more than the students, the report states, because the students know what they are buying. The diplomas are used to gain job advancements, obtain employment, and so forth. Efforts by responsible parties to obtain legislation to stop abuses so far have been unsuccessful. The series ran March 6-9, 1983.

COMMENT: We might take issue with Mr. Elliott as to whether Arizona or California might claim title as the "home of fly-by-night" diploma mills. California laws are no less strict, and CCAHF has yet to see the concern expressed by Arizona's educational leadership demonstrated by this state's Office of Postsecondary Education.

NEW BOOK DEBUNKS "HEALTH FOODS" AND OTHER NUTRITION NONSENSE:

Drs. Elizabeth Whelan and Frederick Stare have again combined their talents to produce THE 100% NATURAL, PURELY ORGANIC, CHOLESTEROL-FREE, MEGAVITAMIN, LOW-CARBOHYRATE NUTRITION HOAX (published by Athenum, New York, 1983). The book covers a wide range of topics and may be the most comprehensive book of its type we've seen. It draws from the wealth of material produced by the American Council on Science and Health over the years as it clarifies many of the controversial areas of nutrition today.

STUDY SHOWS BENEFIT OF MANIPULATION FOR LOW BACK PAIN:

A retrospective analysis of 66 patients who received certificated sick leave for low back problems compared the experiences of 21 patients who received manipulation as a part of their treatment vs. 45 who did not. The manipulated patient's sick leave time was 8.3 days compared to 16.3 for the nonmanipulated group. The treatments were all performed by physicians in the same British Health Center. Two of seven of the staff employed manipulation. The researchers conclude that persons suffering from low back pain will return to work more swiftly if they receive spinal manipulation. (Ref: Lewith & Turner. "Retrospective Analysis of the Management of Low Back Pain." The Practitioner, Vol 226, September, 1982, pp.1614-1618). COMMENT: Retrospective studies need to be viewed with extreme caution because of an absence of information regarding patient selection for the various treatments, the desire of practitioners to make their special technique look favorable, and other factors. In the above study, the researchers are properly cautious about their inferences, but it must also be noted that their results compare favorable with others regarding the clinical value of spinal manipulation for low back pain.

HOW MUCH DIETARY FIBER IS ENOUGH?

In the Nov/Dec issue of this Newsletter we reported on a study in THE LANCET which stated that a diet containing at least 37 grams of dietary fiber daily may be protective against chronic diseases in Western societies. Our question at that time asked what 37 grams of dietary fiber was in practical terms. Several CCAHF members who are Registered Dietitians were kind enough to respond. It is not possible to reproduce all of the menus we received, but the following synopsis offers a practical guide:

6 servings of whole grain breads or cereals (1 serving = 1 slice bread or 1 cup of cooked or dry cereal)	13 grams
4 servings fresh fruits and vegetables (1 serving = 1 piece fruit or 1 cup of cooked vegetable)	15-23 grams
1 serving dried beans (1 serving = $\frac{1}{2}$ cup)	9 grams
TOTAL	<hr/> 37-45 grams

Meat, milk, eggs and some other wholesome foods do not have any dietary fiber. These may be added to the above diet to round out a good diet. Our Dietitians cautioned that excessive amounts of dietary fiber can impair absorption of important minerals. Some expressed concern that 37 grams is a lot of fiber. This is what concerned CCAHF in the first place. Amounts of fiber as high as 60 grams a day have been suggested as necessary for protection. Such an amount clearly seems precariously high. The 37 gram figure suggested by the study cited in THE LANCET seemed to offer a reasonable amount. COMMENT: This information is offered to help bring perspective to a subject often exploited by food quackery. This Newsletter does not try to give dietary advice. We leave that to the qualified Registered Dietitians who's information services we appraise readers of whenever possible.

COURT UPHOLDS INSURANCE COMPANY DENIAL OF REIMBURSEMENT FOR UNPROVEN METHODS:

On January 10, 1983 the U. S. District Court for the District of Columbia ruled in favor of the defendant, Mutual of Omaha, in its refusal to reimburse plaintiff A.C. Henne for "metabolic therapy" or "holistic medicine" which involved taking substantial quantities of vitamins, minerals, enzymes and other nutritional supplements, as well as certain prescription antibiotics said to strengthen the body's immune system. The company's refusal to reimburse was related to the plaintiff's rejection of "generally accepted professional medical standards" of treatment, and the fact that none of the treatments for which reimbursement was denied could be shown to be appropriate for the plaintiff's condition. (Ref: Civil Action No. 81-1359).

ANTIFLUORIDATIONISTS ATTACKING SCHOOL FLUORIDE MOUTHRINSE PROGRAMS:

School fluoride mouthrinse programs have been active for several years without much opposition from antifluoridationists until recently. Due to the voluntary participation feature, the antis find it difficult to invoke their usual "personal rights" argument. However, those individuals who make a living at creating issues that will enable them to solicit funds from political extremists apparently do not wish to let an opportunity pass. [Its very revealing to review the materials published by the professional rabble-rousers who constantly appeal to their limited, zany but apparently well-heeled constituency to save America...formerly from the commies, but now from public health science!] The antis are using the same unfounded and disproven arguments they use against fluoridation as they attempt to create the illusion that questions still exist regarding fluoride's safety as applied in these public health programs.

SURGEON GENERAL URGES ADOPTION OF FLUORIDATION:

On February 8, 1983, the Surgeon General issued a statement on fluoridation which points out the oral health and cost benefits of fluoridation, reaffirms the strong endorsement of the U.S. Public Health Service, and urges all health officials and concerned citizens to ensure the benefits for their communities. Copies of the full statement may be obtained by sending a stamped, self-addressed envelope to CCAHF

No progress in treatment? "Sheer nonsense," says Dr. Holleb

When someone tells Arthur Holleb, M.D., that there has been no progress against cancer over the last 40 years, Holleb doesn't let the person get away with it.

"That's sheer nonsense," he replies, coolly. "There has been tremendous progress in one medical lifetime — my own."

Holleb is national ACS vice president for medical affairs. His perceptions on this topic are unique. Since his entrance in medical school 41 years ago, he has seen many major changes in his field of surgical oncology.

"When I chose a career in surgical oncology ... the challenge was enormous and the weapons scarce indeed. We had no penicillin; nitrogen mustard was the only form of chemotherapy; merely opening a chest carried a high mortality rate; and lung cancer, which is now the number one cancer, was a pretty uncommon disease. Admittedly, we practiced oncology in a primitive way."

Since then, Holleb has participated in and witnessed some of the significant American accomplishments in the fight against cancer. He gave this summary:

Cervical cancer — There has been a 70 percent reduction in the death rate due to wide application of the Papanicolaou test encouraged mainly by the American Cancer Society.

Revised breast cancer treatments — The typical breast cancer was the size of a golf ball when first seen 40 years ago, and most already had spread to the axillary lymph nodes. The Halsted Radical was the standard surgical procedure because of the local extent of the disease.

Today, we are seeing more and more *in situ* and other "minimal" breast cancers whose cure rates approach 100 percent. Local excision and radiation therapy are more common today due to such earlier diagnoses. If a mastectomy is deemed advisable, reconstruction is now readily available.

Postoperative chemotherapy or



Arthur Holleb, M.D., says cancer treatment 41 years ago was "primitive" compared to modern oncology.

radiation therapy offers the promise of further increasing survival rates for other spreading breast cancers, and mammography, in trained hands, can find a breast cancer too small to be felt by the most experienced examiner.

Hodgkin's disease — There is now a 75 percent curability rate for this disease, if found in its early stages.

Acute lymphocytic leukemia of childhood — Persons with this once terribly lethal disease have an ever-increasing survival rate, now at 41 to 46 percent. Many youngsters are living on to maturity and having normal offspring in spite of prolonged chemotherapy.

Colorectal cancer — Now the second most prevalent cancer, colorectal cancer is yielding to occult blood tests and the flexible fiberoptic colonoscope. Also, permanent colostomies are needed less and less. In 1981, Memorial Sloan-Kettering reported that only about 15 percent of all their colorectal cancers resulted in a permanent colostomy.

Wilms' Tumor of the kidney — Nearly a 65 percent increase over the

last 30 years in the Wilms' Tumor survival rate two years after treatment is now being reported.

Osteogenic sarcoma — Today, 70 percent of children suffering from this form of cancer are alive two years after surgery and can receive limb preservation surgery. Thirty years ago, only five percent survived, most often with amputation.

Testicular cancer — Modern treatment regimens have now doubled testicular cancer response rates and disseminated cancers are responding quite well. Some urologic professionals estimate a potential cure rate of 80 percent.

Oncology — Highly qualified specialists are being trained in pediatrics, gynecology, radiology, surgery, internal medicine, urology and nursing.

Other treatments — We now have low-dose mammography, ultrasound, thermography, lasers, C.T. scans, biologic markers and biologic modifiers and more than 50 chemotherapeutic agents to choose from.

Psychosocial impact of cancer — Rehabilitation of the cancer patient was almost nonexistent because so many of our patients didn't survive. Today, special help comes from programs of the American Cancer Society — Reach-to-Recovery, International Association of Laryngectomees, Cancermount, I Can Cope, Candlelighters, enterostomal therapy, clergy programs and others. Today, coping is extremely important. We are curing more patients than ever before, and when cure is not possible, a productive life is being extended.

Radiation oncology — This has developed into a highly refined specialty. In the past, we had no super-voltage radiation therapy; nor did we have the equipment to permit a superbly accurate beam to be focused on the cancer without damaging the surrounding normal tissue. Modern radiation therapy has added a totally new dimension to oncology.

"Now, I'd call that progress," Dr. Holleb said.

The California Council Against Health Fraud, Inc.

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NEW CONSUMER HEALTH TEXTBOOK AVAILABLE:

A review of **CONSUMER HEALTH: FACTS, SKILLS AND DECISIONS** by James M. Corry (published by Wadsworth Company, Belmont, Calif. 1983) finds it to be excellent in its treatment of topics like quackery, holistic health, nonscientific alternative therapies, etc. The author is particularly adept at describing the behavioral psychodynamics involved in many of the controversial aspects of health. This book is both a worthwhile textbook and useful reading for anyone wishing to improve their consumer skills.

HOMEOPATHY FAILS CONTROLLED TRIAL ON ARTHRITIS TREATMENT:

In a double-blind, placebo-controlled crossover study to compare the homeopathic remedy *Rhus toxicodendron* 6X (a poison oak preparation of 1/1,000,000 dilution) with fenoprofen for analgesic and anti-inflammatory effects in patients suffering from osteoarthritis it was found that the homeopathic remedy was no more effective than the placebo while fenoprofen significantly reduced both measures. (Ref: Broster, et al "Controlled Trial of Homoeopathic Treatment of Osteoarthritis." **THE LANCET**, Jan. 15, 1983, pp.97-98. Note: Interested readers will also want to read comments on this study which were published in the Feb. 5, 1983 edition of the same journal pp. 304-5)

ACSH UPDATES POSTMENOPAUSAL ESTROGEN THERAPY REPORT:

The American Council on Science and Health (ACSH) has updated its November, 1979 report on postmenopausal estrogen therapy. The report reviews the scientific evidence regarding benefits and risks of the therapy. It recommends that "each woman, together with her physician, very carefully assess the severity of her symptoms, as well as the potential risks and benefits, in making a decision concerning the use of estrogen therapy during the menopause." For a complete copy of the report write: ACSH, 47 Maple Street, Summit, NJ 07901. Cost \$2.00. New report dated March 1983.



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POSTAL BILL AIMED AT THE HEART OF QUACKERY DESERVES SUPPORT!

H.R.1342 and S.450 will increase the enforcement authority of the U.S. Postal Service. It apparently will enable them to prosecute the purveyors of false and misleading hidden advertising that is spread through books and magazines under the disguise of ordinary editorial comment. The postal bill goes a long way toward fulfilling what was described in the Jan/Feb, 1982 issue of this NEWSLETTER under the editorial entitled: "Needed: A Real Anti-quackery Law." In that editorial it was predicted that organized quackery would put forth its greatest efforts to resist such a law because it would be "aimed at the very heart and soul of this [quackery] vicious social menace." Currently, the National Health Federation is producing form letters to be sent to U.S. Senators and Representatives urging them to oppose H.R.1342 and S.450. The form letter contains an interesting and significant admission of guilt. It states:

"The USPS already has PREVENTION magazine on its 'hit list.' H.R.1342 contains a loophole which says the USPS may not ban the advertising of contents of health magazines unless 'the publication or the advertisement is designed to promote the sale of some other product as part of a commercial scheme.'

The hard facts are that the entire 'Health Food Movement' is built upon just such sale of millions of health books, magazines, and other publications to 'promote the sale of some other product as part of a commercial scheme.'"
[EMPHASIS THEIR'S!] (From form letter prepared by Clinton Miller, Legislative Advocate, National Health Federation).

The above statement is a direct admission that so-called 'health' publications are intended as sales instruments for the 'health foods' movement. This clearly identifies them as dealing in commercial language undeserving of protection as free speech in the same way advertising is not protected under the Constitution.

H.R.1342 and S.450 deserve the support of everyone who believes that the public has a right to be protected from the exploitation and deception inherent in books and magazines which masquerade as purveyors of health information. WRITE TO YOUR CONGRESSMAN! ASK HIM/HER TO SUPPORT H.R.1342 and S.450; THE AMERICAN PEOPLE DESERVE THIS PROTECTION.

DIET THERAPY FAILS TO IMPROVE RHEUMATOID ARTHRITIS:

A 10-week, controlled, double-blind, randomized trial in which 26 patients were on either a specific popular diet free of additives, preservatives, fruit, red meat, herbs, and dairy products OR a "placebo" diet, no clinically important differences were found among 183 variables analyzed. However, the researchers did allow for the possibility that individualized dietary manipulations might be beneficial for some patients with rheumatic disease. (Ref: Panush, et al, "Diet therapy for rheumatoid arthritis," ARTHRITIS AND RHEUMATISM, Vol.26, No.4 (April, 1983) pp.462-471). [See also: Ziff, "Diet in the treatment of rheumatoid arthritis," (same issue, pp.457-461)]

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JOURNALIST RECALLS "PSYCHIC SURGEON'S" SPECTACULAR RIP-OFF:

Art O'Shea writes a weekly column for THE DETROIT FREE PRESS entitled, "Where are They Today?" In March (sorry, we don't have the exact date--it was a Monday!), O'Shea reminded Detroiters about the time "Dr. Tony Agpaoa" of the Phillipines came to town in 1967 and took the locals for \$72,000. They flew to his Manila clinic and watched him perform sleight-of-hand tricks where he pretended to remove diseased organs from their ravaged bodies. One case involved a Catholic priest who took his 14-year-old nephew who was suffering from multiple sclerosis to "Dr. Tony." Tony had the boy walking without his crutches. O'Shea reports that the nephew is now 29-years-old and back in the wheel chair. He says, "my walking without the crutches back then wasn't anything special, I did it all of the time!" Had he ever believed in Tony? "No," he says, "but it was a marvelous opportunity to see another part of the world and have a fine vacation." "Dr. Tony" died of natural causes in 1979 at the age of 41. The "healer" apparently couldn't heal himself. Those of us who remember the tremendous publicity given Agpaoa at that time, and how difficult it was to explain his miracles will do well to share the experience with others less astute at explaining therapeutic "miracles."

RAW MILK LINKED TO DEATH OF CALIFORNIA MAN:

Paul Telford, 66, died of lung cancer and meningitis according to his death certificate, however, his physician, John C. Gunnell, MD, believes he succumbed to overwhelming infection due to listerial and salmonella contracted from drinking raw milk. This case is representative of a pattern seen in the past. Cancer patients are led to believe by health foods promoters that raw foods have curative value. Among the raw foods they ingest in a hopeful attempt to ward off their diseases is raw milk. Weakened by disease and often with compromised immune systems these people are very susceptible to systemic infections. When they die earlier than they otherwise would have the contaminated raw milk deserves the blame but may escape mention due to the presence of other major pathology. Cancer victims very often die of infections and other complications rather than the primary disease itself. The failure to appreciate this fact helps the defenders of raw milk to deceive themselves and others as they fight for the "right" to drink this dangerous substance. Insisting upon the right to drink raw milk in 1983 makes as much sense as wanting to dip one's drinking water from the gutters of London like people did before they became convinced that contaminated drinking water was responsible for cholera.

LAETRILE AFFIDAVIT SYSTEM ENDED:

The right of a cancer patient to obtain illegal laetrile through an affidavit system established by Oklahoma judge Luther Bohanon in 1975 was ended on April 4, 1983 when the Court of Appeals for the 10th Circuit ordered the Oklahoma court to dissolve its injunction prohibiting the FDA from enforcing the Food, Drug and Cosmetic Act in regard to laetrile. The legal fiasco surrounding laetrile of which this action is a part is a sad commentary on the ability of the "justice (?)" system to cope with organized quackery. With the large sums of money involved in laetrile promotion, it is probably just a matter of time before a new legal ploy will start the laetrile machine rolling again.

FEINGOLD FAMILIES SAID TO BE "RIGID" IN DISCIPLINE:

Allan Josephson, a University of Minnesota child psychiatrist who has tested the effects of sugar and food colorings on children labeled hyperactive blames the families themselves for the children's behavior. The Feingold families (i.e., those who follow and believe in the theories of the late allergist) tested "rigid" on a measure of family structure; they had difficulty dealing with normal displays of emotion or physical rambunctiousness in their children. Apparently, the diet theory provides a scapegoat for parents and children as they attempt to cope. (Ref: CNI NUTRITION WEEK, Vol.XIII, No.20 (May 19, 1983) p.8).

QUESTIONS ON DRUGS?

A reliable consumer information service on drugs (including herbals) is available on a limited basis. Call (213) 325-D-R-U-G, Tuesday/Thursday, 7-9 pm only.

Cytotoxic Testing For Food Allergies

The frantic urge of Americans to lose weight painlessly and quickly has fostered another fraudulent practice. It is generally called cytotoxic testing but since it is the leucocytes or white blood cells that are being counted it is more correctly called a leukocytotoxic test. The test consists of mixing food with a blood sample and watching what happens to leukocytes.

The claims of its proponents are incredible. They say we get a high from foods to which we are allergic so we overeat of them and get fat. To reduce we needn't worry about calories but just avoid the foods the test finds are allergens. One ad tells of a patient who didn't lose weight in a hospital on only 500 calories a day--until offending foods were removed.

Promoters say, "The whole earth is polluted. The food we eat, the water we drink, and the air we breathe." The best way to avoid them is first to determine allergic foods with this test. "By avoiding these foods you may cure a bewildering array of physical and emotional ills from water retention, arthritis, sinus headache, hay fever, hypertension, asthma, low white blood cell count, low blood sugar, cramps, ulcers, heartburn, acid indigestion, rashes, dandruff, pimples, acne, overweight, fatigue, insomnia, depression, stress, hyperactivity in children and many, many more" (LA Times 2/6/83).

"Proponents also claim that victims of multiple sclerosis have been freed from their wheel chairs and runners boast they have cut two minutes a mile off their times." (San Diego Union).

The claims sound convincing but they are not true according to Prof. Robert Hamburger of the Medical School of the Univ. of California in San Diego. The test measures the effect on leukocytes while allergic responses are due only to a reaction with the immuno-globulin protein that is attached to special mast cells that are less than 1% of the count of the leukocytes. It is like sending a boy to count the goats and he counted the cows instead. The test might have value since substances affecting the leukocytes might affect the lesser mast cells too. But the test flunks scientifically in all cases.

Blood cells are very sensitive to the degree of acidity, to the osmolality of the solution (other electrolytes such as sodium or potassium ions, etc.) and to temperature. Yet Bryan, the early promoter of the test, did not bother with these important considerations according to a review by Golbert (J. Allergy, Clin. Immun. Sept. 1975 pg. 170-190 v. 56 #3). Golbert points out that the test is performed in practice without knowledge (or control) of these factors.

An allergic response is triggered by submicroscopic amounts of antigen. Only a couple of grains of pollen will react. Only infinitesimal amounts of whole foods can ever get thru the intestinal walls into the blood stream while the test seems to slug the cells with whole food. It is like running over an ant with an army tank and deciding the ant was allergic to iron. The proportions are comparable.

Cutting two minutes per mile off the time of a runner is ridiculous according to Dr. James White, Prof. of Physical Education at the University of California in San Diego. He points out that milers take about four minutes and two milers close to 5 minutes for each mile. Even marathoners are in the range of five minutes for each mile while the lesser performers may run 5 1/2 to 6 minutes for each mile. He concedes that a person walking a mile in about ten minutes can cut off 2 minutes by jogging a mile in 8 minutes but the claim was for runners not walkers or joggers.

Golbert in his review points out that the results obtained by proponents of the test were variable themselves. A controlled study in 1974 could not confirm the results of Bryan. Positive results were obtained in patients having no allergic disease. "In 1975 a double blind control study could not confirm any diagnostic value of the leukocytotoxic test."

Yet claims were made. So in 1980 the National center for Health Care requested in the Federal Register opinions on the Cytotoxic test. In answer the American Academy of Allergy issued a Position Statement. (The Journal of Allergy and Clinical Immunology v. 67, #5 pg. 333-338). This statement quotes Lieberman that "the test was

time-consuming, dependent on subjective interpretation and inconsistent in results when repetitive runs were performed on the same patient." Benson and Arkins are quoted that in a "double blind controlled study this cytotoxic test afforded no reliable help in establishing diagnosis of food allergy because positive cytotoxic effects were frequently obtained to foods that produced no clinical symptoms and negative cytotoxic reactions were obtained to foods that did produce clinical symptoms." Their conclusion "Leukocytotoxic testing is ineffective for diagnosis of food and inhalant allergy."

The clincher is the Los Angeles radio reporter that got a second opinion by getting 'computerized lists' from two testing laboratories. The lists did not coincide and by following both she was left with nothing to eat at all! That's one way to lose weight.

Nonetheless the San Diego Union reports that 7000 San Diegans last year paid about \$200 apiece for this testing. That's almost one and a half million dollars. If they lost 5 lbs apiece the cost was \$40 per pound. Who said health fraud was cheap!

PAULING DEFENDS EXTREME VITAMIN C CLAIMS:

--Harold J. Loeffler, Ph.D.--

Dr. Linus Pauling appeared in a San Francisco courtroom hearing to defend a mail-order vitamin dealer charged with making false claims for his products. Oscar Falconi, who sells under the name the "Wholesale Nutrition Club," claims that vitamin C "probably offers 100% protection against bladder cancer," "cures and prevents urinary tract infections," and "prevents Sudden Infant Death Syndrome." Falconi also offers a "Drug Rehabilitation Kit" consisting of 3 lbs. of vitamin C powder and 265 multivitamin capsules together with instructions which assert that the regimen "allows you to kick alcohol, nicotine, caffeine and Valium" as well as narcotics and other hard drugs. Falconi claims that if an addict is found unconscious and at death's door, they can be out of trouble in minutes if 30 to 40 grams of pure sodium ascorbate is slowly injected into the veins. Joining Pauling in his defense of Falconi was Irwin Stone, a retired brewing chemist who Pauling credits with turning him on to vitamin C in the first place [see VITAMIN C AND THE COMMON COLD by Pauling, page 1]. Stone has no qualifications beyond a certificate in chemical engineering which he earned at the City College of New York at night school in 1931. Pauling's reference to him as "Dr. Stone" is erroneous unless one counts an honorary "doctor of chiropractic" diploma given by Los Angeles College of Chiropractic, or an honorary "Ph.D." received from "Donsbach University," an unaccredited, mail-order outfit operated by an unlicensed chiropractor with a string of specious diplomas of his own. Stone outdid both Pauling and Falconi when he claimed that even those dying from gunshot wounds actually succumbed to "sub-clinical scurvy." (Ref: "Pauling Backs Wonder Cures" NATURE, Vol. 303, May 26, 1983, p.275; Stone's comments from the court transcript).

BRITISH STUDY REFUTES CANCER/FLUORIDATION LINK:

Numerous studies have sought to test the claim by antifuoridationists Yiamouyannis and Burk that fluoridation increases the cancer death rate. Another such study has been reported. In this case, the researcher attempted to replicate Yiamouyannis' and Burk's original findings. Using the same 20 cities and time period, site by site comparisons were made. The results showed non-significant differences in all sites except genital organs, in which case the fluoridated cities had significantly LOWER rates. The researcher concludes, "The site-specific data for the 20 U.S cities examined here do not provide any evidence that fluoridation of water supplies is associated with an increase in cancer mortality." Ref: Chilvers, C., "Cancer mortality by site and fluoridation of water supplies." (J. EPIDEMIOLOGY & COMMUNITY HEALTH, 1982, 36:237-242.)

UNRELIABILITY OF HEALTH FOOD STORE ADVICE DOCUMENTED:

It will come as no surprise to readers of this NEWSLETTER to find that the advice given in health foods stores is generally unreliable. It is useful, however, to have documentation on the nature and extent of the misinformation spread by health foods entrepreneurs. The American Council on Science & Health recently surveyed health foods stores and found abuses to be rampant. For a real insight into how food quackery presents itself in the health foods business see "Do health food stores give sound advice?" ACSH NEWS & VIEWS, May/June, 1983.

CHIROPRACTIC: inching ahead, but to where?

by Stephen Barrett, MD

Within 20 years, predicts Edwin M. Kenrick, DC, president of the American Chiropractic Association (ACA), "We will have parity with the other health professionals in every health program underwritten by governments...and national health insurance will be one of them. Doctors of chiropractic will be admitted to hospitals throughout the world...All insurance companies will provide chiropractic benefits to policyholders...Chiropractic will have a close and cooperative relationship with the other trades and professions."

Dr. Kenrick may be overly optimistic. But make no mistake about it, chiropractors are working hard to accomplish by political means what they cannot accomplish through scientific practice. Each year, bills to increase their status are introduced into Congress and virtually every state legislature. Each year, a few such bills become law, and each time this happens, chiropractors herald the event as "increased recognition."

Chiropractic is based on the beliefs of Daniel David Palmer, an Iowa grocer and "magnetic healer," who concluded in 1895 almost all diseases are the result of misplaced spinal bones. According to his theory, "subluxations" of spinal vertebrae cause disease by interfering with the flow of "nerve energy" from the brain to the body's tissue cells. Spinal "adjustments," by restoring vertebrae to their "proper places," allow brain energy to heal the diseased condition.

Confronted by the absurdity of Palmer's theories, many chiropractic leaders now claim these theories have been abandoned. In 1975, the ACA's House of Delegates even voted to "disaffirm the doctrine that holds to a single approach to the treatment of disease." But a recent survey of its members shows only 5 percent of them disavow Palmer's theory completely. Most still believe mechanical disturbances of the spine are the *underlying* cause of lowered resistance to disease. Moreover,

although most patients initially consult chiropractors for treatment of backache and other musculoskeletal conditions, most chiropractors regard the scope of their practice as almost unlimited. Charts relating the spine to the full range of illnesses can be found in most chiropractic offices.

Two years ago, the Lehigh Valley Committee Against Health Fraud surveyed 35 chiropractic offices in the Allentown-Bethlehem-Easton area of Pennsylvania. The majority of these had pamphlets suggesting chiropractic care is appropriate for such things as kidney disease, gallbladder disease, heart disease and high blood pressure. Recently, students at Loma Linda University visited 55 chiropractic offices in 12 California cities and found a similar pattern of literature.

Joseph A. Sabatier Jr., MD, former chairman of the AMA Committee on Quackery, once described chiropractic as "the greatest tribute to applied public relations the world has ever known."

Intensive selling of the spine begins in chiropractic school as instructors convey the scope and philosophy of chiropractic to their students. After graduation, chiropractors can get help from many practice-building consultants who offer seminars and ongoing management advice.

The largest practice-building firm is the Parker Chiropractic Research Foundation of Fort Worth, Texas, founded by James W. Parker, DC. Recent ads for the firm's "Parker School of Professional Success Seminar" claim 70,000 doctors, spouses and assistants have attended some 300,000 times, that more than 20 million "extra patients" have been served as a result and that increased income for chiropractic was "into the billions." First-time chiropractors pay \$325 for the four-day course and receive a diploma for completing "the prescribed course of study at the Parker Chiropractic Research Seminar." The first time a chiropractor attends the course, 10 percent of the fee is given to the chiropractic college from which he graduated.

Mark Brown, a reporter from the *Quad-City Times*, Davenport, Iowa, was recently allowed to attend one of Parker's seminars. Here are some tips he recorded from Kirby Landis, DC, a popular instructor:

● During consultation with new patients, throw in a few knowing "Mmmmmms" and "Mmm-Hmms," interspersed with big and small nods. This gives the patient the impression you understand his problem. When examining the patient, throw in an occasional "Uh oh." This is good for patient management.

● Enter the room mortician-like when giving a report of findings to a new patient. Pause. Then hold the patient's hand...In a sober voice, tell the patient, "I'm really glad we took those X-rays."

● Commit the patient to an extended program of care before beginning treatment. If 30 visits will be necessary, schedule all 30 right then.

● Don't give an adjustment on the first visit. Chiropractors who do so become symptom-treating doctors. When the patient's symptoms clear up, he will discontinue treatment.

Peter Fernandez, DC, of St. Petersburg, Fla., claims over 1,000 chiropractors are now making six-figure incomes by using his "proven new patient techniques." He operates an 18-month program of workshops and consultation which costs \$250 per month. Ads for the program offer chiropractors the opportunity to "tie together everything you now know about chiropractic care...so you can earn well over \$1,000 a day regularly...and then go on to \$2,000 days mixed in with some days when you'll earn over \$3,000." Dr. Fernandez, elected Chiropractor of the Year by Parker's school, where he often lectures, has written a fascinating book called *Secrets of a Practice Consultant: 1001 Ways to Attract New Patients*. Here are some of his quotes on how to build one's reputation when beginning chiropractic practice:

"Never go anywhere without being paged. This affixes your name in people's minds...Whenever you're not busy, tell your receptionist

that you are going to a certain supermarket, and...to have you paged at that store, as if for an emergency...This paging procedure can be used 15 to 20 times a day very successfully.

"Your wife and/or receptionist can dial any phone number and say, 'Is this Dr. So-and-So's, the chiropractor's office? I hear he is tremendous with treating headaches and I've got a terrible headache.'...I know a doctor who employed a woman to make these calls eight hours a day. It was her only function on his staff! He built a large-volume practice in a short time using this technique.

"People don't like to go into an office that is empty. If you act busy, you will become busy! One method of giving an illusion of being busy is to have a friend call your office on cue. Example: your receptionist sees a patient entering the office. She dials your friend and says, 'One is coming,' and hangs up. A few minutes later, the friend calls the office and the receptionist talks into the phone, following this script: 'Yes, Mrs. Jones, Dr. So-and-So has been very successful with headache cases...we'll put you down for tomorrow afternoon at 4:30.' Your receptionist then writes down in the appointment book *with a different color pen so she will know it is not an actual appointment.*

"Have a coat hanging on the rack in the reception room. When the patient is in the reception room, the doctor can open and close doors in the back of the office, giving the impression of being busy.

"Write notes on good chiropractic literature...with a red pencil: 'John, this man cured my headaches. Go to him!' or 'Bob, this is the best doctor in the whole town! He cured the back problem that I have had for the past 15 years!' Then take this literature, with your name and location stamped on it, and lay it all over town."

Confronted with the above examples, any chiropractor worth his political salt would reply that every barrel of apples has a few rotten ones. Yet, I have found the *majority* of chiropractors engage unscientific and/or unethical practices. My

research indicates chiropractors can't agree among themselves about such things as what to treat, when to treat, when not to treat, how long to treat, when to take an X-ray, how to take an X-ray, how to read an X-ray and even *whether* to diagnose! Most chiropractors suggest everyone should have his spine examined and adjusted several times a year for "preventive maintenance." Many chiropractors are prescribing and selling unnecessary food supplements and bizarre nutritional remedies. And most chiropractors subject their patients to unnecessary radiation.

These shortcomings do not necessarily interfere with chiropractic's progress in the political arena. Chiropractors are highly motivated to have their patients urge passage of pro-chiropractic legislation. No equivalent mechanism for mobilizing "grass-roots" opposition exists. When medical societies attempt to discuss the nature of chiropractic, chiropractors respond by claiming: any negative data is nonrepresentative; medical opposition is economically motivated; the nature of chiropractic is irrelevant because chiropractors are licensed; and people deserve "freedom of choice" in matters of health care.

These arguments are not logical, but truth is not necessarily what determines how a legislator votes. Where controversy exists, many legislators vote on the basis of perceived political risk: Chiropractic supporters are more likely to be "one-issue" voters than medical doctors who are concerned about other health issues as well.

Perceived risk operates to chiropractic's advantage in other ways. Chiropractors have developed a reputation for being prone to sue. Hospitals, independent laboratories and radiologists, when approached to furnish services to chiropractors and their patients, are nervous about refusing. Antitrust suits, filed since 1976 against the AMA and other medical groups, have made many physicians reluctant to speak out publicly on chiropractic's shortcomings. The actual risk involved is minimal, but most physicians do not wish to take chances. Chiropractors

refer to this decrease in organized resistance as "acceptance by the medical community."

Despite political gains, chiropractic still treads a tightrope. How much real recognition can it achieve without disowning all belief that spinal problems are the primary cause of disease? Can chiropractic abandon this theory without abandoning its claim as an independent health discipline? Can it progress without defining its scope? Can it tolerate limitations in its scope? Are chiropractors who say they wish to work closely with physicians willing to be judged by medical standards? If chiropractors get hospital privileges, could their work survive close scrutiny by utilization review committees? Can "thousand-dollar-a-day" chiropractors tolerate close scrutiny by third-party payers? How long can chiropractors continue to overuse X-rays? Every one of these issues is a threat to chiropractic's survival.

Peter J. Modde, DC, a chiropractor from Renton, Wash., believes chiropractic is most vulnerable in the courts. Dr. Modde, who openly calls D. D. Palmer's theories "delusions," does not see how chiropractic can build a safe and rational health-care system on a foundation that is delusional. Willing to testify, Dr. Modde and two like-minded colleagues from Florida now make it possible for cases of chiropractic malpractice to be judged fairly in court. It will be interesting to see how many suits are filed by injured patients now that chiropractors are available to testify on their behalf.

Stephen Barrett, MD, a practicing psychiatrist in Allentown, Pa., is editor of The Health Rubbers, co-author of Vitamins and "Health" Foods: The Great American Hustle, and is board chairman of the Lehigh Valley Committee Against Health Fraud, Inc.

NOTE: This article was published under a slightly different title. The title used here represents the author's preferred title. (Editor)

PRIVATE PRACTICE

MAY 1982

ANTI-QUACKERY PROGRAM SCHEDULED FOR SEPTEMBER 23:

The Los Angeles Basin Health Education Center and Charles R. Drew Postgraduate Medical School are sponsoring a one-day workshop on "Nutrition Quackery and Cultism: Retaliatory Strategies for Primary Care Practitioners," September 23, 1983, 9 a.m. to 4 p.m. at the Pacifica Hotel, 6161 West Centinela Avenue, Culver City. Fee: \$55. 5 hours C.E. credit applied for through AMA, BRN & ADA. **SPEAKERS INCLUDE:** Victor Herbert, MD, JD, James Kenney, PhD, RD, Susan Speer, MS, RD, William Jarvis, PhD, and Doris Derelian, MS, RD. Write to: Sheryl Rosenberg Thoulin, RD, MPH, Nutrition Program Coordinator, Los Angeles Basin AHEC, 18406 Roscoe Blvd., Northridge, CA 91325; (213) 885-5424.

DIET AND CRIMINAL BEHAVIOR:

CCAHF recently released its position paper discrediting the alleged link between diet and criminal behavior. As a follow-up to the position paper CCAHF recommends an article appearing in the May/June issue of NUTRITION TODAY by Gray and Gray, "Diet and Juvenile Delinquency." It contains the bulk of the material reviewed by the Task Force on Diet and Criminal Behavior favoring the theory.

PAULING INSTITUTE SETTLES LAWSUIT BY FORMER DIRECTOR OUT OF COURT FOR \$575,000:

Arthur Robinson, PhD, co-founder of the Linus Pauling Institute at Menlo Park, Calif. will receive \$425,000 compensation for liable and slander, \$50,000 for loss of his appointment at UCSD, and \$100,000 for his legal expenses as an out of court settlement. Robinson has a great story to tell regarding the inner workings of the L.P. Institute. We are going to wait and let him tell it, but suffice it to say that it will be well worth waiting for when it comes.

SHOULD WE PUBLICLY DEBATE QUACKS?

A national TV celebrity talk show asked CCAHF to publicly debate several prominent nutrition quacks. We have declined for several reasons. First, the purpose of a debate is to win the audience, not to discover the truth. Quacks have a distinct advantage because they can use ad hominem arguments and exploit the public's misperceptions. Second, there is a saying in media circles that "everyone is the same size on TV." This means that the quack's position will look like it is equal to the scientific one, thus creating the illusion of a scientific controversy when no credible people support the quack's viewpoint. Third, in the limited format of television quack's can present more misinformation in five minutes than can be totally refuted in five hours. This fosters confusion which aids quackery. Fourth, the public exposure favors the quack. He/she is able to gain name recognition for the products or services they are promoting. We have nothing to sell, so we gain little. Fifth, it is impossible to compete against quacks without discrediting them personally. For instance, the individuals suggested as opponents have criminal records, phony degrees, and are marketing questionable books, products and services. An effective attack would have to focus on these factors. Since quacks are quick to sue, even when they have no case, we are reluctant to expose ourselves to legal harassment by their attorneys. Our approach is to explain these factors to the media representatives and recommend that they not air quacks. We point out that they have a social responsibility not to lend credibility to quacks. If they still intend to air the quack, we offer to do a follow-up program presenting the Council's viewpoint. Should we consent to debate, we would insist that the quack's sordid or questionable background to presented by the hosts themselves during the introductions. Remember, the host is apt to forget about the whole project without being able to stage an exiting debate. In such cases we have won by keeping the quack off of the media.

ANOTHER CANINE ACHIEVES "NUTRITION & DIETARY CONSULTANT" STATUS:

In the last issue of this NEWSLETTER we reported that Victor Herbert's poodle had become a professional member of The American Association of Nutrition & Dietary Consultants. "Bellman" Jukes, a basset hound belonging to Thomas Jukes, PhD, Berkeley, has also attained that status. The AANDC may soon have to register with the American Kennel Club if this trend continues!

PAAVO AIROLA, NOTORIOUS NATUROPATH DEAD AT 64 FROM HEART ATTACK!

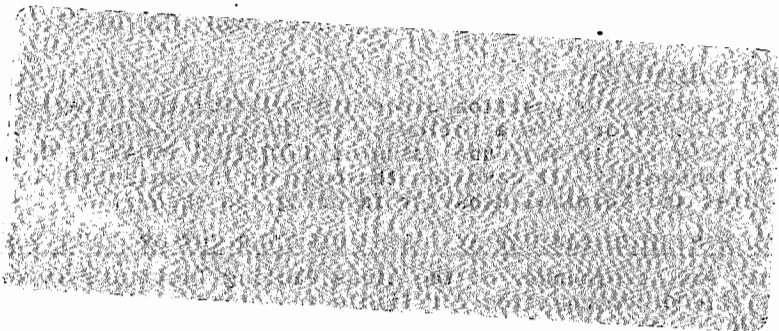
Author of many books and articles on the naturopathic way to prevent and cure diseases such as cancer and heart disease, Paavo Airola has become a testimonial for the error of his teachings. Mr. Airola reportedly died in a Phoenix, Arizona hospital May 23. Among his book titles was ARE YOU CONFUSED? Airola certainly was when it came to health and nutrition.

The California Council Against Health Fraud, Inc.

NEWSLETTER

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HERBAL REMEDIES CONTINUE TO CAUSE HARM:

Reports of harm caused by herbal remedies continue to reach CCAHF. One case involves the death of a 45 year-old Longview, Washington woman. The woman suffered from back pain and received her medicine through a friend who obtained it from a Chinese apothecary in Portland, Oregon. A chemical analysis of the medicine found it to contain phenylbutazone and an unidentified substance chemically similar to a steroid. The FDA has ordered the Chinese apothecary to stop selling the product and they have complied (refs: THE OREGONIAN, June 3&5, 1983)

A second case of harm caused by an herbal product involves hemorrhagic diathesis (i.e., abnormal clotting function and mild clinical bleeding) as the result of ingesting an herbal "tonic." The victim was a 25 year-old woman who was drinking an herbal tea mixture touted as a "seasonal tonic." The mixture included several sources of natural coumarins. [These are the active ingredient in warfarin the rat-killer which works by causing rodents to spontaneously bleed to death]. According to the report, the woman had been accustomed to eating only "natural" foods for the past several years and had accumulated stocks of approximately 40 herbs that she used in preparing various tonics and remedies. She was a long-time sufferer from complaints doctors had labeled "functional." She had become wary of doctors and turned to "health foods" for remedies. (Ref: J. AM. MED. ASSOC., 249 (19):2679-2680, May 20, 1983)

CONSUMER FRAUD AND ELDERLY PERSONS/REPORT AVAILABLE:

In the Mar/Apr issue of this NEWSLETTER a report prepared by the staff of the Special Committee on Aging; U.S. Senate was cited which found that quackery and medical related frauds led the list of the 10 most harmful frauds directed against the elderly. We have obtained a copy of the report and will supply them to CCAHF members if you will send a stamped, self-addressed, business-sized envelope. Non-members include \$1.00.

NUTRITION EDUCATION AIDS AVAILABLE:

Interesting and imaginative nutrition education aids are available from Emily Smart, Director of the Dietetic Internship program at San Diego's Mercy Hospital and Medical Center. These aids present brief, informative nutrition items in the form of news releases (called "N-E-W-trition News Releases). These are posted on bulletin boards periodically. They among the best nutrition education aids we've seen for use among busy people. [ADDRESS: 4077 Fifth Avenue, San Diego, CA 92103; TELEPHONE (619)294-8111]

The California Council Against Health Fraud, Inc.



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Number 5

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TALK SHOW HOST FIRED FOR PROMOTING DONSBACH:

The host of a popular Tucson, Arizona radio talk show (KNST-AM) was fired July 28 as the result of a broadcast aired July 26 featuring self-proclaimed "nutritionist" Kurt Donsbach. Donsbach spoke by long-distance telephone to listeners in the Tucson area for two hours. The host, Malcolm Reeves failed to inform listeners that Donsbach's opinions and methods were questionable. He also failed to reveal that he himself was under contract to prepare radio commercials for Donsbach's "Nutrition Alert Seminars" to be held in Tucson on the upcoming weekend. When KNST-AM's management learned of Donsbach's true background it acted quickly attempting to undo the broadcast. The following evening Reeves hosted a rebuttal talk show which featured officials from the California Food & Drug Section of the Dept. of Health who pointed out Donsbach's criminal background in health fraud and the nature of his "university," federal FDA officials who noted that Donsbach's promotion of his creation "Orachel" (a vitamin concoction he alleges will clean out diseased arteries) over a long-distance telephone line constituted interstate commerce involving a new drug without a "New Drug Approval," and CCAHF President William Jarvis who discussed the problems now facing the public as a result of self-proclaimed "nutritionists" offering medically-related advice in thinly veiled promotional schemes. James Lowell, Ph.D., a CCAHF member completed the broadcast as a studio guest. KNST-AM is to be commended for its prompt and thorough response to this situation. In their conversations with CCAHF they emphasized how dearly they held their credibility in their community and how seriously they took the trust their listeners had in their station. They are a credit to the broadcast industry and may serve as an example for others to follow. An account of this entire episode was covered by the ARIZONA DAILY STAR.

PHYSICIAN WARNS AGAINST SUPPLEMENTATION WITH BHT OR BHA:

One of the most bizarre turn-of-events is the current huckstering of BHT and BHA as "fountain of youth" pills by the health foods industry. Durk Pearson and Sandy Shaw recommend that people take 2 grams daily of these supplements and health foods stores are supplying the thus created need. These are the same antioxidants used as food preservatives that the health foods press was railing against a few years back. These are what is likely to be absent from the supermarket products which proclaim on the label "no preservatives." The Johnny-come-latelies have discovered what scientists have long known, that antioxidants are beneficial to health. However, the amounts being recommended are above the safe levels established by research. J.G. Llauro, MD, PhD, Professor of Radiation Sciences at the Loma Linda University School of Medicine, calls attention to research he and Denz performed more than 25 years ago which found that 1 gram daily of BHT (or BHA) was fatal for rabbits. Llauro states that he believes that the relatively low amounts used as food additives were not harmful to humans, but that the amount recommended by Pearson and Shaw are but one order of magnitude below (in terms of drug per kilogram of animal mass) the lethal dose. (Ref: THE WESTERN JOURNAL OF MEDICINE, Vol.139, No.2, pp.229-230, August, 1983).

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MEGADOSES OF VITAMIN B-6 SHOWN TO CAUSE SENSORY NERVE DAMAGE:

A recent report in THE NEW ENGLAND JOURNAL OF MEDICINE (August 25, 1983, 309:445) documents seven cases of sensory nerve neuropathy caused from megadoses of pyridoxine (vitamin B-6). In six of the cases the patients were taking doses of two or more grams of vitamin B-6 to treat edema. In the seventh case, the dose was prescribed by an "orthomolecular" psychiatrist. Neither anti-edemic or psychological benefits have been supported by scientific research.

In the past, the water-soluble vitamins were considered "safe" in large doses because it was believed that excesses would be readily excreted from the body. As more people take large doses of these vitamins, however, their potential for harm is becoming evident. The sensations of touch, temperature, pinprick, vibration, and joint position are all severely impaired by excessive doses of vitamin B-6, and all limb reflexes are absent. After withdrawal, most of the symptoms recede within months although diminished distal sensory perception and vibratory sense impairment may persist for well over a year.

Although three of the patients in this report were told to take large doses of vitamin B-6 by their doctors, the others were self-prescribed as a result of personal reading. One example of misinformation about the use of vitamin B-6 appears in the book LIFE EXTENSION by Durk Pearson and Sandy Shaw. They recommend 1.75 grams per day of B-6 [p.612], an amount that may well cause the kind of nerve damage described above.

[The same issue of the NEJM contains a second article "Use and Misuse" of megadoses of vitamins (page 488)].

PROJECT DOCUMENTING HARM CAUSED BY FOOD FADDISM:

CCAHF is supporting a project under the direction of members in Arizona which is preparing a file documenting harm caused by health foods, food supplementation, and unconventional practitioners. For a modest fee, professionals will be able to obtain computer print-outs providing information as to author, title, source, volume, page, date, category (i.e., "vitamin A" or "herbs"), up to four subcategories for cross-referencing, availability of original article from the project files and/or information, plus a brief summary of the contents of each article.

YOU CAN HELP IN THIS IMPORTANT PROJECT BY SENDING DOCUMENTED CASES OF HARM CAUSED BY FOOD QUACKS AND THEIR PRODUCTS TO: James A. Lowell, Ph.D., Pima Community College, 2202 West Anklam Road, Tucson, Arizona 85709.

CAN YOU THROW AWAY YOUR GLASSES?

A study was designed to test the often heard promise (first popularized by W.H. Bates) that you can throw away your glasses through some form of vision training. Seventeen myopic (nearsighted) subjects screened for accommodative spasm and ocular disease were trained on a computer controlled instrument which could move a visual target towards or away from the subject depending on the accuracy of the subjects responses. Different auditory signals informed the subject of a correct or incorrect response, thus providing a feedback component in the training. To control for increased sensitivity to familiar blurred targets, a square-wave grating (black and white bars) presented at different orientations was utilized as a visual target. The computer generated a random order of target presentation. All 17 subjects demonstrated a significant increase in visual acuity on the experimental apparatus. This improvement was transferred for "limited durations" to performance on standard eye charts and to everyday visual experience. During periods of increased acuity there was no change in refractive state of the eye, corneal shape or pupil size. The subjects were not allowed to squint. All subjects did exhibit a change in the quantity, quality and distribution of tear film. The authors conclude: "The results are best explained by the formation of an artificial contact lens resulting from the tear film changes." (Ref: Balliet, R., Clay, A., Blood, K. "The Training of Visual Acuity in Myopia," J. AM. OPTOMETRIC ASSOC., Vol.53, No.9, pp.719-724, September, 1982). This study presents a possible mechanism to account for the transient "flashes" of clear vision which some Bates devotees have exhibited in other studies. The limited duration of the vision improvement and possible adverse physiological effects (on the cornea) of tear film modification make the prospects for discarding your glasses very poor.

Páu d'Arco (Tahebo) Herbal Tea

One of the most recent fads in herbal teas involves the use of the bark of various species of Tabebuia Gomes to prepare a beverage which is promoted primarily as a cure for cancer. This genus represents about 100 species of broad-leaved, mostly evergreen trees of the family Bignoniaceae from the West Indies and Central and South America. In Brazil, the plants are known as ipê or páu d'arco. Their wood, which is extremely hard, is quite valuable, being both beautiful and practically indestructible. It was probably the resistance of these plants to decay which first attracted the attention of natives to their medicinal potential.

Reports in the popular literature indicate that Indian tribal doctors in Brazil brew a tea from the inner bark of Tabebuia avellanedae (lapacho colorado) or T. altissima (lapacho morado) which is supposedly a cure, not only for cancer, but also for ulcers, diabetes, and rheumatism. Use of the product is said to have originated in the old Inca empire, long before the Spanish arrived in the New World. The former species is said to grow in the warmer parts of South America, but the latter supposedly occurs high in the Andes where "not even the worst winter storms can blow it down."

Brazilian natives may actually prepare a tea from the bark of some Tabebuia species, but the rest of the statement is inaccurate. The correct botanical name for T. avellanedae is T. impetiginosa (Mart.) Standl. Not only is T. altissima a nonexistent name, but there are no species of Tabebuia which grow in the high Andes. This latter embellishment was no doubt added by some promoter to make the product sound more exotic.

Some of the teas currently marketed have an even more confusing origin. For example, A NATUREZA páu d'Arco Herbal Tea is stated, on the back of the package, to derive from "lapacho colorado" and "lapacho morado." On the front and two sides of the container "Tecoma curialis" is listed. Tecoma curialis Saldanha da Gama is, in fact, neither of these plants but is another closely related member of the family Bignoniaceae. While it may make little difference because the constituents and activity (or lack thereof) of the various species are probably similar, such imprecise labeling is not only confusing but makes one wonder just what is the actual source of the material. A.H. Gentry, the outstanding botanical authority in the U.S. on this group of plants speculates that probably all of "the bark in question is being obtained from some lowland Tabebuia species...."

The barks of various species of Tabebuia do not appear to have been subjected to chemical analysis, but the woods, because of their commercial value, have been extensively examined. They commonly contain from 2-3% to about 7% of a naphthoquinine derivative known as lapachol, and it is reasonable to assume that this compound is also present to some extent in the barks.

In 1968, lapachol was shown to have significant activity against Walker 256 carcinoma, particularly when administered orally to animals implanted with this tumor. It was subsequently found to be active against Yoshida sarcoma, Murphy-Sturm lymphosarcoma, and to possess some antibiotic and antischistosomal activity. Phase I clinical trials were initiated in human beings but were discontinued because effective plasma levels could not be attained in patients suffering from cancer without undesirable side effects which included moderate to severe nausea, anemia, vomiting and anticoagulant activity.

It thus appears that the only active principle believed to exist in páu d'arco bark, namely lapachol, is not an effective anticancer agent from the clinical viewpoint. Likewise, its antibiotic and antischistosomal effectiveness remains unproven in human beings. This lack of proven effectiveness and some negative indications regarding its safety, coupled with its relatively high retail price (\$10 to \$50 per package), render the use at this time both imprudent and extravagant. Páu d'arco is also called tahebo tea.

By Varro E. Tyler, Ph.D.
Dean, School of Pharmacy
Purdue University
September 20, 1983

HOW TO BE A WISE DENTAL CONSUMER:

A very well done article entitled "How To Be A Wise Dental Consumer" appears in the JADA GUIDE TO DENTAL HEALTH. Unfortunately, our copy does not have a publication date, so we can't supply the reference. However, we will supply copies to members who send a stamped, self-addressed business-sized envelope. Nonmembers enclose \$1 for copy costs, postage and handling.

GOOD BOOK ON DIET AND BEHAVIOR:

An authoritative resource is now available on the general topic of the effects of diet upon behavior. NUTRITION AND BEHAVIOR is edited by Sanford A. Miller and published by Franklin Institute Press, in Philadelphia. It constitutes the proceedings of a workshop held in 1980 on the topic that was funded by the National Science Foundation. It should be helpful in combatting some of the current pseudoscientific notions linking diet and criminal behavior.

ANOTHER PSEUDOSCIENTIFIC ANALYTICAL TEST: "HERBAL CRYSTALIZATION ANALYSIS":

CCAHF has learned of another unproven analytical test that will be used to separate unsuspecting consumers from their money--and possibly become the basis for prescribing potentially dangerous herbal drugs. The test involves placing a slide in the middle of a client's tongue and putting copper chloride on the wet part of the slide. The slide is allowed to dry on the rack for 2 to 3 hours. It is then sent to a laboratory where it is analyzed under a microscope. According to promoters, the crystals formed on the slide are "compared with known herbal patterns" which "reveals what herbs the body may require." "The result is a personalized combination of herbs that will enhance the vitality and well-being of" the client. Kits are being sold to so-called "nutrition and dietary consultants" who generally hold diploma-mill-type credentials for \$15. These will become part of their armamentarium for convincing their unwitting clients that they have special needs which the "consultant" can then supply.

CHIROPRACTORS AGREE NOT TO MISREPRESENT "LASER FACELIFTS" UNDER FTC CONSENT:

Two Florida chiropractors have agreed not to claim their \$750-\$1500 "laser facelifts" are effective unless they have scientific proof. Chiropractors Fred Gehl and Samuel Lux claimed their "facelift without surgery" is an "attractive alternative" to surgery. "Look years younger--this treatment will flatten lines, pull up sagging bags and skin," their ads said. The Federal Trade Commission (FTC) determined that there was no reasonable basis for such claims and sought a consent agreement from the two men to stop such deceptive advertising. A consent agreement is for settlement purposes only and does not constitute admission of a law violation. When the FTC issues a consent order on a final basis, it carries the force of law with respect to future actions. Each violation of such an order may result in a civil penalty of up to \$10,000. The FTC was to have decided on whether to make the consent order final on September 30. (Ref: FTC NEWS, July 27, 1983)(FTC File No. 822 3165).

CMA SEEKS EXPERTS TO SERVE ON COMMITTEE ON CHIROPRACTIC:

CCAHF has been asked to advertise in this newsletter for individuals with special expertise on chiropractic who would be willing to serve on a special California Medical Association committee on chiropractic. Interested parties should contact: Linda Ramsey at CMA, Telephone: (415) 777-2000, Ext.226.

CULT WATCHER URGES SCRUTINY AND CONTROL:

Willa Appel has been studying cults since first becoming aware of the New Guinea "cargo cults" of the late 19th century. She recognizes that cults will always be around because they appeal to a certain type of personality. However, the amount of harm they afflict on individuals and society can be controlled by a combination of education and law enforcement. There are certain rights that individuals have that even religion may not violate. Also, society has certain codes of behavior that are based upon these. Many of the abuses of cults involve the health and safety of its members and their children. CCAHF encourages citizens to demand that law enforcement agencies do their duty and uphold the right of individuals to protection from the misguided actions of cultists. (Ref: "Cult Watcher Has Words of Warning" LA TIMES, August 25, 1983).

FLUORIDATION SCORES A BIG WIN IN SCOTLAND:

In October, 1978 the Strathclyde Regional Council in Glasgow, Scotland decided to fluoridate. Mrs. Catherine McColl sought to prevent this action on the grounds that (1) the council lacked authority;(2) it would make the water supply unwholesome;(3) the council would be supplying a medicine without a license; and, (4) fluoride is toxic and might be harmful. After hearing evidence for 204 court days (probably the longest fluoridation case in history) at a cost to taxpayers of an estimated \$2 million (anti-fluoridation superstars from the U.S. were ferried back and forth across the Atlantic at court expense) the Judge, Lord Jauncey, stated that fluoridation is beneficial to teeth and not detrimental to health. The GLASGOW HERALD (June 29 & 30, 1983) reported that "two American biochemists and implacable foes of fluoridation, Dr. John Yiamouyannis and Dr. Dean Burk, dominated Mrs. McColl's case." (Yiamouyannis spent 23 days in the witness box). The Judge remarks: 'Dr. Yiamouyannis, who played so prominent a part in this case is undoubtedly a propagandist as well as a scientist. He was not slow to impugn the motives of others who expressed views which were counter to his own.'" He describes Yiamouyannis' attitudes as "extreme" and adds:'I was driven to the conclusion that he not infrequently allowed his hostility to fluoridation to obscure his scientific judgement.' The Judge found Dr. Burk's evidence on the question of fluoride and cancer deaths as "vague and unimpressive." In one part of the judgement Dr. Burk's evidence is described as "rambling and evasive." A reference by Burk to the atomic bomb is, said the Judge, 'indicative of sensationalism rather than scientific accuracy.' Lord Jauncey did rule that the council had exceeded its authority by ordering fluoridation, but observers state that it is only a matter of procedure for the legislature to act now that fluoridation has been found to be safe and effective by the lengthy trial.

WORTH READING:

1. "Food allergy: how much in the mind?" A clinical and psychiatric study of suspected food sensitivity. Pearson and Rix, THE LANCET, June 4, 1983, pp.1259-1261. In this report only 4 of 23 subjects had true food allergy; these had no psychological symptoms. Those in which food allergy could not be confirmed had a high incidence of psychiatric disorder.
2. "Medical uses of Vitamin E." Bieri, Corash & Hubbard. NEW ENGL. J. MED. Vol.308, No.18, (May 5, 1983) pp.1063-1071. Presents a comprehensive review of the valid uses of this nutrient which is so badly exploited by food quacks.
3. "Iridology: diagnosis or delusion?" Worrall, THE SKEPTICAL INQUIRER, Vol.VII, No.3, pp.23-35. An excellent expose' of a pseudoscience by an assistant clinical professor in the School of Optometry, University of California, Berkeley.
4. "Food faddism, cultism and quackery," Jarvis, ANNUAL REV. NUTR. Vol.3, pp.35-52, 1983. A synoptic review of the nature, harm and current practices involving food faddism and how to cope with them. (Copies available upon request. Members send stamped, self-addressed, business-sized envelope. Non-members include \$1.00).
5. "Does being natural make it good?" Hiscoe, NEW ENGL. J. MED. Vol.308, No.4, pp. 1474-1475. A useful article describing the hazards and benefits of things natural. Brief, and easy to read it could be used as a tool when dealing with laypeople.
6. "Coronary heart disease--an epidemic related to diet?" Harper, AM. J. CLIN. NUTR. Vol.37, (April, 1983) pp.660-681. This article makes a strong case against the hypothesis that diet is the primary factor in coronary heart disease. Changes in the classification of cardiovascular diseases may have created a "paper epidemic" rather than the real thing. A worthwhile monograph by a highly qualified writer.
7. "Dietary supplements and health aids--a critical evaluation; part 1--vitamins and Minerals." Dubick and Rucker. J. NUTR. ED. Vol.15, No.2, pp.47-53. An outstanding comprehensive review of the inappropriate use of various supplements. Useful to anyone attempting to thwart fraud and misrepresentation involving supplementation. Includes an exceptional bibliography.
8. "Is there a cancer-prone personality?" Wellisch and Yager. CA--A CANCER J. CLIN. Vol.33, No.3 (May/June, 1983) pp.145-153. A well-written analysis of the problems associated with any valid, scientific attempt to link personality and cancer. Well balanced in its approach, the article describes some possible mechanisms through which personality and cancer might connect; it also questions the practical usefulness of having established such a connection. Future studies are suggested.
9. "Homogenized bovine milk xanthine oxidase: a critique of the hypothesis relating to plasmalogen depletion and cardiovascular disease." Clifford, Ho and Swenerton, AM. J. CLIN. NUTR. Vol 38, pp.327-332. August, 1983.

CONGRESSMAN LARRY McDONALD:

Georgia Congressman Larry McDonald who died aboard KAL Flight 007 will also be remembered as a laetrile promoter. In 1978, an Atlanta jury award \$15,000 in damages to the widow an Alabama cancer patient inappropriately treated with laetrile by McDonald. According to a NEWSWEEK report, one McDonald supporter, Dr. Robert C. Shuman, allegedly told his dying cancer patients that instead of paying him for laetrile, (illegal to sell in Georgia) they should contribute the money to McDonald's re-election campaign. (NEWSWEEK, September 12, 1983). McDonald had sponsored legislation to legalize laetrile nationally.

DIETITIANS AND PHYSICIANS TEAM UP TO PROMOTE RELIABLE NUTRITION INFORMATION:

Nutrition misinformation promoted by a local M.D. caused Lexington, KY dietitians to take action. Working through groups including the county medical society and local media personnel a call-in campaign was initiated. Subsequent actions resulted in the establishment of a program to promote reliable nutrition information on the media. The action produced better rapport between dietitians and the medical society as an added benefit. Its a pleasure to report that at least one of the prime movers in this effort is a long-standing member of CCAHF. Kudos to J. Darlene Forester and her associates.

PLASTIC SURGEONS OFFER TOLL-FREE REFERRAL NUMBER:

Consumers are victimized all too often by incompetent plastic surgeons. To protect the public, the California Society of Plastic Surgeons (CSPS) has instituted a toll-free state-wide referral number [1-800-722-CSPS]. Callers will be given the names of three board certified plastic surgeons. CSPS offers a three-point checklist of safeguards: (1) seek the recommendation of your family doctor or another you trust; (2) ask for the names of specialists with staff privileges at a large accredited hospital; (3) be sure the surgeon is accredited by the American Board of Plastic Surgery.

RAW MILK CHEESE CAUSES BLOOD INFECTION:

A rare bacterial infection that has afflicted at least 15 northern New Mexico people has been traced to homemade cheese made from raw milk. One person died from the Type C streptococcus bacteria. The cheese was sold in grocery stores. (NY TIMES 9/11)

NEW JERSEY PROHIBITS THE USE OF TITLE BASED UPON DIPLOMA MILL DEGREE:

A psychologist whose "doctorate" was obtained from an unaccredited institution can not use the title "Doctor" and the designation "Ph.D." according to a New Jersey appellate court. (Ref: In The Matter of Tugender, 541 A.2d 1328 (N.J. Super.Ct., App. Div., Sept. 28, 1982). COMMENT: Hopefully, this case may serve as an example for other states as the problem of misrepresentation by holders of spurious credentials proliferates. Diploma mills are producing charlatans at an unprecedented rate. One California outfit boasts 3700 current enrollees. Graduates will advertise themselves as "nutrition consultants" with academic credentials when they are nothing more than salespeople armed with nutrition misinformation preying on an unsuspecting public. California legislators should act to put an end to this dangerous consumer fraud.

VITAMIN ADVERTISING - A NATIONAL DISGRACE, SAYS PHYSICIAN:

Stephen Barrett, M.D., severely criticizes the pharmaceutical industry and Registered Pharmacists for their practices in the marketing of unnecessary food supplements. Pointing to misleading advertising claiming that extra vitamins are needed to protect against "stress," "vitamin burnout," and other questionable conditions, Dr. Barrett wonders why unnecessary supplementation hasn't been addressed by critics with the same vigor as unnecessary surgery. CCAHF believes Dr. Barrett has raised a relevant issue. In terms of wasted resources, potential harm to the public and abuse of the public trust by professionals the two issues seem very comparable. Dr. Barrett's article appears in the September, 1983 ENVIRONMENTAL NUTRITION NEWSLETTER.

LONGEVITY OF CHIROPRACTORS:

Chiropractors like to claim that "chiropractic prolongs life." However, the average age at death of 187 chiropractors noted in the American Chiropractic Association's ACA JOURNAL OF CHIROPRACTIC from January, 1974 through October, 1981 was only 66 years.

NEWSLETTER READERS NOW ABLE TO BUY SELECTED ANTI-QUACKERY BOOKS AT A DISCOUNT:

CAHF has established an agreement with the George F. Stickly (publishing) Company to act as a broker for its publications with the privilege of offering a discount to readers of this newsletter. The books will be sold by the Stickley company in Pennsylvania which means that only residents of that state need to pay sales tax. Titles and costs are listed below: (All books are hardback)

<u>TITLE</u>	<u>RETAIL</u>	<u>DISCOUNT (Prepaid)</u>
— THE HEALTH ROBBERS (Barrett)	\$13.95	\$12.00
— THE HONEST HERBAL (Tyler)	\$14.50	\$12.25
— NUTRITION CULTISM (Herbert)	\$12.95	\$11.00
— VITAMINS & "HEALTH FOODS" (Barrett & Herbert)	\$11.95	\$10.00
— VITAMINS & MINERALS: HELP OR HARM? (Marshall)	\$14.95	\$12.75

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

CHARGE MY CREDIT CARD: VISA MASTER CHARGE CARD NUMBER _____

EXPIRATION DATE _____ INTER BANK#: _____

SIGNATURE _____

(Add Sales Tax where applicable)

FEDERAL TRADE COMMISSION OUTLINES UNACCEPTABLE ADVERTISING FOR WEIGHT CONTROL PLANS:

This synopsis has been prepared for purposes of 15 U.S.C. S45(m)(1)(B), a law which provides for civil penalties for certain violations of the Federal Trade Commission Act. The FTC has determined that the following acts or practices are deceptive and are unlawful under Section 5(a)(1) of the FTC Act, 15 U.S.C. S45(a)(1):

- A. It is deceptive to represent, directly or by implication, that use of an appetite suppressant, and/or methylcellulose, enables a person to lose body weight or fat without dieting or restricting his or her accustomed calorie intake.
- B. It is deceptive to represent, directly or by implication, that a weight control product contains a unique ingredient or component, unless the ingredient or component is not present in other available weight control products.
- C. It is deceptive to represent, by means of testimonials, directly or by implication, that any particular experience with a weight control product or plan, reflects the typical of ordinary experience of users of the product or plan, unless the representation is true.
- D. It is deceptive to represent, directly or by implication:
 1. that use of a weight control product or plan will result in loss of body weight or fat, without possessing and relying upon a reasonable basis for the representation at the time it is disseminated;
 2. that scientific evidence supports a statement about a weight control product or plan, without possessing and relying upon competent scientific evidence that fully supports the statement at the time the representation is disseminated.

—FTC NEWS, April 1, 1983—

NEW FROM THE AMERICAN COUNCIL ON SCIENCE AND HEALTH:

The ACSH has issued two new pamphlets of value to health education efforts. They are: "Cancer in the United States: Is There An Epidemic?" and "Breast or Bottle?" Cost: \$2 for single copies. Write: ACSH, 47 Maple Street, Summit, NJ 07901.

The California Council Against Health Fraud, Inc.



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CAMBRIDGE DIET OWNERS FILE CHAPTER ELEVEN BANKRUPTCY:

According to news reports the owners of Cambridge Plan International has filed for reorganization under chapter 11 of the federal Bankruptcy Act. Sales for 1983 have dropped from last year's January to August gross of \$38 million to \$8 million. Owner Eileen Feather says she's "enthusiastic" about the company's future. A group of former employees are suing Cambridge for \$80 million in back wages and benefits claiming the owners squandered company funds on \$1,200-a-case champaign, Ferraris, Rolls Royces, airplanes and a \$5 million estate on Pebble Beach (Associated Press).

RELIABLE SOURCE OF INFORMATION ABOUT HERBALS:

THE LAWRENCE REVIEW OF NATURAL PRODUCTS is a monthly newsletter that provides current information on herbal remedies and other drug products. Cost: \$18 per year. Write Pharmaceutical Information Associates, Ltd., P.O. Box 186, Collegeville, PA 19426.

CANCER QUACK RECIEVES SIX YEAR JAIL TERM:

Vlastimil Milan Brych, who once carried on an extensive cancer quackery operation in the South Pacific Cook Islands, was convicted of practicing medicine without a license in Los Angeles in June. Brych had claimed to have a secret cure for the disease and was charging \$60,000 per patient for treatment. Brych has a long, sordid history of deception and quackery. A native of Czechoslovakia, he sought political asylum in Italy in 1968 and immigrated to New Zealand where he assumed the credentials of a physician. Brych attracted attention because of his extravagant claims about his ability to cure cancer. Subsequent investigation found that he was not a physician, but had spent the time he was supposedly in medical school in a Czech prison for attempted murder. CCAHF has been watching for Brych to appear in the U.S. ever since 1978 when Council President William Jarvis learned of his activities during a trip to New Zealand that year. Jarvis predicted on the Michael Jackson radio talk show that Brych would find his way to the U.S. to take advantage of the lucrative market for cancer quackery.



PHONE: 714-796-3067

Box 1276 Loma Linda, CA 92354

ANTIQUACKERY BILL NEEDS LETTERS OF SUPPORT:

An article appearing in the November 13 issue of PARADE MAGAZINE (the nationally-syndicated Sunday newspaper supplement) entitled "Medical Advice You Should Avoid" urges citizens concerned about mail-order quackery to write to their senators and representatives in support of the Pepper-Pryor Bill. This bill now stands in legislative limbo. The Postal Service needs it to effectively thwart burgeoning quackery.

HERBAL TEA POISONING SOMETIMES DIFFICULT TO PROVE:

Readers of this newsletter interested in the problems associated with folk practices and self-medication with herbs will find an article useful that has recently come to our attention. It describes problems of toxicity which have resulted in the past when poisonous plants sometimes grew among food crops. Toxic plant seeds mixed with grain would contaminate flour resulting in epidemic poisoning. This still occurs in countries not using herbicides to control weeds. The article focuses on pyrrolizidine poisonings. This substance occurs naturally in a number of plants used to prepare herb teas. Most lethal is gordolobo yerba tea used widely by the Mexican-American community. Interestingly, this practice may not be a native development but a hold-over from nineteenth-century European medicine brought to Mexico. Further, potentially-dangerous herbal teas appear to pose a lesser hazard to primitive communities because they develop a local folklore about improper utilization, whereas people obtaining these crude drugs from health food stores may be unaware of how the herbs can be misused. It is sometimes difficult to prove the source of poisoning when herbs are involved because the effects can be due to long-term, low level intakes rather than single toxic overdoses. A cause of death may not be associated with a simple daily practice like ingesting an herbal tea. (Ref: Huxtable, RJ (1980)"Herbal Teas and Toxins: Novel Aspects of Pyrrolizidine Poisoning in the United States." PERSPECTIVES IN BIOLOGY AND MEDICINE. Vol.24, No.1, Autumn, pp.1-14.)

CAMBRIDGE DIET MAY HAVE PRODUCED INTESTINAL OBSTRUCTION:

An unusual case of intestinal obstruction has been reported in an 18-year-old non-obese female. The subject was on the diet for three weeks. She reported not having a bowel movement for 6 to 7 days during the diet. Following two 800 ml soapsuds enemas she produced "a massive amount of rock hard stool" too large to be contained in any available receptacle. The reporting physician wishes to inform others of this potential danger which may be associated with powder formula diet programs. (Ref: Growdon, WA (1983)"An Ominous Left-sided Pelvic Mass In A Young Woman Associated With the Cambridge Diet." AM. J. OBSTETRICS & GYNECOL. Vol.146, No.8.pp.987-988, August 15)

PAAVO AIROLA'S CAUSE OF DEATH:

It was reported in the July/August issue of this newsletter that "naturopath" Paavo Airola died of a heart attack. Others have reported that the cause of death was a stroke (Ref: ENVIRONMENTAL NUTRITION, Vol.6, No.10, p.3, October, 1983).

The NEWSLETTER is published bimonthly by the California Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P. O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Items may be reprinted without permission if suitable credit is given.

Edited by: William Jarvis, Ph.D., Professor of Health Education, Chairman, Department of Public Health Science, School of Allied Health Professions, Loma Linda University, and President of the Council.

"LIFE EXTENSION" WOULD COST A BUNDLE!:

The editor of THE HARVARD MEDICAL SCHOOL HEALTH LETTER, William Bennett, MD, reports that he has calculated how much it would cost at today's prices to follow the daily dose of drugs and dietary supplements recommended by Durk Pearson and Sandy Shaw in their best-selling book LIFE EXTENSION. The tab came to \$64 a day. At these prices it would cost \$2 million to add 100 years to one's present age. (ref: Nov.1983, issue) Dr. Bennett didn't include in his calculations the price of tapes for devotees to listen to Durk extol his theories, promise a "stronger, smarter and sexier" you, and attack the FDA and others for prohibiting potent, life-extending substances. These are available for \$24 per set from his new LIFE EXTENSION FOUNDATION in Florida. One can also buy many of the supplements his book promotes through this "foundation." Discounts are offered to members, but the supplements still aren't cheap by any means. Dr. Bennett rightly points out that Pearson and Shaw put their book together by having searched the medical literature for all of the positive results they could find (generally in animal experiments) with little attention to the quality of the work. They have drawn conclusions that the original investigators did not and inferred that prolonged use will have similar effects to a one-time administration. He also points out that although the book has nearly 100 pages of references, none of them is linked to a specific statement making it impossible to be sure what evidence is being used to support each claim. We have observed that others are imitating the success of LIFE EXTENSION and the term has become a catch-word for "Fountain of Youth" claims. Perhaps, this hopeful emphasis upon longevity is a reflection of increasing numbers of healthy oldsters in our society. This group has seen remarkable improvements in life expectancy within their own lifetimes and may be ripe-for-the-plucking by those announcing still greater alleged breakthroughs by science in this field. BUYER BEWARE!

VITAMINS INCREASE CANCER RISK:

Much interest has been shown in studies showing a decreased risk for certain types of cancer by vitamin A and related substances. A study of diet's relationship to prostatic cancer has found that both vitamins A and C increase the risk of cancer of the prostate gland. The relationship is only statistically associative, but then so are the studies showing favorable effects. These data may serve to balance some of the extravagant claims currently being made by vitamin hucksters who like to report only favorable findings regarding vitamins and cancer incidence. (ref: Graham, et al, "Diet in the Epidemiology of Carcinoma of the Prostate Gland," J. NATIONAL CANCER INSTITUTE, Vol.70, No.4 [April, 1983] pp.687-692.)

RATTLESNAKE POWDER "CANCER CURE" CAUSES SEPTICEMIA:

A 61-year-old, Oakland, California woman suffering from cancer added to her problems by taking snake powder capsules obtained at an Oakland retail herb and medicine shop. Several salmonella species and *Arizona hinshawii* (the patient's septicemic organism) were cultured from samples of the raw rattlesnake powder obtained from the remaining capsules and others from the herb shop. (Ref: Centers for Disease Control, MORBIDITY AND MORTALITY WEEKLY REPORT. September 9, 1983. Vol.35, No.35. pp.464-465).

FEAR OF AIDS PROVIDES NEW OPPORTUNITIES FOR QUACKERY:

Numerous reports have come to CCAHF's attention regarding unproven methods for preventing or treating AIDS. Included are massive doses of vitamins, goat's milk, herbs, stress reduction techniques, "psychoneuroimmunology," a variety of laboratory blood tests--these are advertised despite their lack of validity--and even smallpox vaccinations. The AIDS quacks are being aided (no pun intended) by the continuing mass media coverage of this sensational topic. A Gallup Poll has found that the public is quite misinformed on the disease's mode of transmission (A.M.A. NEWS, 10/21/83), and a California task force has determined that AIDS is not spreading to the general public (same reference). Interestingly, most of what we've seen indicates that AIDS quackery is receiving a generally negative press. This may be due to the fact that the exploitation is so obvious. Unsurprisingly, John Yiamouyannis, PhD, leading anti-fluoridation propagandist, charges that fluoridation is one of the probable causes!

MUDDLED BUREAUCRATIC THINKING AIDS QUACKERY:

In a recent report describing the lack of validity of cytotoxic testing for food allergy THE WESTERN JOURNAL OF MEDICINE states: "In California an unlicensed laboratory can offer the test directly to the public because of a determination by the Laboratory Field Services Division of the Department of Health Services that 'information derived from cytotoxic testing is not used to diagnose "disease in human beings" (as defined by the Business and Professions Code) "but rather is being used to provide dietary counseling" (R.D. Hamblin, written communication, April, 1982). (Ref.: Terr, AI (1983) "The Cytotoxic Test," WEST. J. MED., Vol.139, No.5, pp.702-703,[November]). Such thinking defies reason, but it is representative of a good deal of what CCAHF has found when it turns to state agencies for explanations as to why diploma mills are permitted to continue disguising instruction in the methods and materials of food quackery as BS, MS, and PhD degrees, why the Board of Registered Nursing permits pseudoscience to serve as continuing education credit for relicensure, and why the Board of Chiropractic Examiners winks at practices clearly exceeding the legal scope of practice. It was easier to understand such behavior when Gov. "Moonbeam" Brown was in office, but now we must wonder about the system itself. Do bureaucrats become so insensitive that they cannot recognize blatant fraud when they see it, or are they so afraid to 'make waves' that quackery has nothing to fear? One thing seems clear, until more of us make ourselves heard, the political process clearly favors quackery in California.

"CRANIAL OSTEOPATHY" COURSE OFFENDS DENTIST:

"Cranial osteopathy" is based upon the notion that "motion is fundamental to life and that all parts of the body and the cranium must be in the correct position and free to move, or else life cannot exist. Throught Cranial Osteopathy techniques, the patient can have his cranial bones 'freed up' for proper functioning of the head and thus the entire body"(from the manual of the Holistic Dental Association). Last spring a continuing education course was presented on this subject by the Mid-Peninsula Dental Society. Dr. Stanley Sokolow, a Redwood City orthodontist was chagrined by what he saw and heard and submitted the following letter which was subsequently published in two local dental society newsletters. We thought it was worth sharing with the readers of this newsletter. (Ref: The Santa Clara County Dental Society ELEVATOR, Vol.18, No.7, p.5, March, 1983).

LETTER TO THE EDITOR:

RE: An open letter on Dr. Viola Fryman's Course

I have just come home from the continuing education course by Dr. Viola Fryman, sponsored by Mid-Peninsula Dental Society. Those of you who were there will remember that I'm the orthodontist who asked all of those pointed questions. I would like you and the other members of our Society to know that I am disappointed by the behavior of almost everyone there, with the commendable exception of Dr. Robert Lundquist.

By granting us a license to practice, the public trusts us to apply *knowledge* to treatment of their dental problems. This implies that we must critically examine new ideas, decide if there is rational evidence for them, reject the bunk, and apply the knowledge that sits through.

After observing so many of the audience accept or not challenge the unsubstantiated, illogical statements of Dr. Fryman, I am shocked. Those who actually accept her arguments should read a book on epistemology and the philosophy of science, and then rethink her logic.

For those who have not heard about Dr. Fryman's field, Cranial Osteopathy, here are a few of its tenets which I had to question.

1. The human brain makes rhythmic movements at a rate of 10 to 14 cycles per minute, a periodicity unrelated to

the breathing or heart beat. (The entire field of scientific neurophysiology, with all of its high-tech instruments, has not yet observed the fundamental rhythm, but cranial osteopaths can feel the small pulsations of the skull with their finger tips. They can't explain the motive force, though.) BUNK!

2. The brain thus rhythmically moves the cranial bones. These movements at the most are on the order of .0005 to .0010 inch, but cranial osteopaths don't need to measure or record them because their trained fingers are more sensitive than any instrument man can devise. (When I said that all sciences attempt to quantify, and that there are measuring instruments far more precise than any human senses, many in the audience came to Dr. Fryman's defense.) LUDICROUS!

3. Restrictions at the sutures, which interfere with the normal pulsation, are a common cause of disease, deformity, and dysfunction. Manipulation of the cranial bones by the trained osteopath's hands can "free up" these restrictions and allow the body to return toward normal. (Her only evidence is anecdotal: isolated case reports; no pre-treatment/post-treatment measurements, no statistics, no control groups.) UNSUBSTANTIATED!

4. Conventional orthodontic appliances (such as the Edgewise appliance)

"bind" the halves of the maxilla together, thus restricting cranial bone motion and causing innumerable dysfunctions, including impaired vision. Dr. Fryman claims orthodontic retainers don't bind the maxilla, so therefore she recommends removal of orthodontic appliances as part of her osteopathic treatment. (Acrylic retainers are far more rigid than the transpalatal elasticity of an Edgewise arch. The force required to change the width of an archwire by .0005 to .0010 inch must be on the order of micrograms. She could not give any evidence of "binding.") UNSUBSTANTIATED AND ILLOGICAL!

Acceptance of these conjectures as fact, without challenge, is a professional disgrace. Even when asked, Dr. Fryman could not produce any scientific evidence to back up her claims. I'll be delighted to buy any of her disciples the finest meal in our area if he or she can show me any good experimental data that supports Dr. Fryman's statements.

Cranial osteopathy, like applied kinesiology, has gained some degree of acceptance among dentists. Those who believe, do so with a religious fervor. Recognize it for what it is: faith healing, not medical science.

Sincerely,

Stanley M. Sokolow, D.D.S.

MEET DR. SAM J. WALTERS
CHIROPRACTOR, "NUTRITIONIST" AND SALESMAN

Sam is a chiropractor from Kansas City, Missouri who owns a food supplement company he calls "Nu-Walters Company." Its products are sold according to a multi-level marketing plan (pyramid, or chain-letter like). Walters travels with his lawyer and promotes his products. Following is a list of the claims he made during a lecture at Sidney, Montana, March 19, 1983 before an audience of about 100 people (these are from a tape recording):

1. Six out of ten people die from nutritional deficiencies in this country and that can be verified through the U.S. Department of Agriculture!
2. Taking more vitamins is the most important thing we can do!
3. The EPA has found specks of toilet tissue in all the major cities' water supplies!
4. 90% of all cancer is from chemical pollution!
5. Fluoride binds the minerals in the water...this causes enzyme deficiencies!
6. Muscular dystrophy is from enzyme deficiencies handed down genetically as a result of what the mothers ate!
7. The vast majority of infant deformities are from nutritional deficiencies!
8. 50% of all diabetes and hypoglycemia is from nutritional deficiencies!
9. 25% of all cardiovascular disease is from nutritional deficiencies!
10. Every drug prescribed by physicians must destroy all the nutrients in your body before they can work!
11. The soil is depleted (he sells a soil enhancer).
12. Everyone should be taking a minimum of 3000 mg. vitamin C daily. His is best because it has bioflavonoids added--this will help prevent cancer!
13. He has developed a new drink called "Nectarberry" that has over 200 trace elements!
14. 98% of the nutrients have been removed from food by the time it reaches the kitchen table!
15. The cause of all heart attacks is lack of vitamin E!
16. Chemicals in our soil totally wipe out the nutrients in our system.
17. If someone walks up behind you and goes "BOO!" this will burn up all the vitamin C instantly. He calls this the "flight or fright" reaction and recommends 10,000 mg. vitamin C daily to combat stress.
18. The cause of stomach cancer is lack of stomach acid. He has developed an enzyme to take care of this problem.
19. Drinking large amount of cola causes diabetes!
20. Homosexuality is caused by eating protein that has been denatured by microwave ovens!

Any of our readers who are at all knowledgeable in nutrition, biochemistry, pathology, epidemiology or agricultural science will immediately recognize that if Dr. Sam is correct about the foregoing claims both all of these sciences will have to be greatly revised. If you wonder how Dr. Sam became so much smarter than the rest of us on these subjects, he tells us in a handbill outlining his biography. He took postgraduate courses in clinical nutrition at Logan Chiropractic College (according to Logan these are two-week courses) receiving a certificate in "clinical nutrition." He also received a B.A. degree in Bio-nutrition from Columbia College, Columbia, Missouri in 1977. According to Columbia's registrar he also taught Introduction to Bio-Nutrition as an adjunct faculty member in 1976 and 1977. The College ceased offering the degree in 1978. Dr. Sam claims to have instituted a new Bachelor's Degree at Ottawa Univ. and says he's a consultant to the Ottawa University School of Nutrition. However, correspondence with them reveals that "Mr. Walters has never instituted a degree program for Ottawa University." And, that OU "never had a school of nutrition nor have we ever contemplated having one" (written communication from Karen Mitchell, Director of University Relations, Oct. 25, 1983). Dr. Sam says he's working on his M.A. degree in bio-nutrition at the University of Bridgeport (Conn.) and they confirm that he attended there for about five months. However, they deny teaching the type of nutrition Dr. Sam "may be selling" (written communication, R.W. Fitzgerald, Director, Biology/Nutrition Program, Oct. 24, 1983). Frankly, we're a bit puzzled by all of this, but found Dr. Sam such an interesting character that we knew our reader would enjoy learning about him and his spectacular claims.

NEW GEORGE F. STICKLEY COMPANY BOOK ON NUTRITION FOR THE PUBLIC:

YOUR BASIC GUIDE TO NUTRITION written by Frederick Stare, MD, PhD, and Virginia Aronson, RD, MS, is edited by Stephen Barrett, MD. In addition to basic nutrition, it covers most of the topics of concern to the public such as, supplementation, food additives, "junk" and "fast" foods, weight control, vegetarian eating, "health foods," sugar, information on diet and diseases, and more. Its a bonanza of good information written in an easy-to-read style. It sells for \$11.95 hardback and can be ordered through CCAHF for \$10.50 prepaid (make checks payable to CCAHF, Inc.).

EXPERTS EXPRESS CONCERN ABOUT INVERSION DEVICES:

Devices which enable people to hang upside down are called "inversion devices." The claim is made that inversion is necessary to maintain good health. Other claims involve the usefulness of inversion as a form a traction therapy for back problems, relief for varicose veins and hemorrhoids, increased muscle tone and more. There may be a health hazard not mentioned by promoters of inversion devices. Lawrence Lamb, MD, author of THE HEALTH LETTER reports (vol.XXI, No.12, June 24, 1983) that "head-down tilts" were studied in the early days of the Man-in-space program. Lamb states that the head-down position raises both arterial and venous blood pressure by 20 mm of mercury. This may be hazardous to individuals who have a high incidence of arterial disease. In addition, a study of the cardiorespiratory effects of inversion conducted at the University of Nevada, Las Vegas (reported in the November, 1983 THE PHYSICIAN AND SPORTSMEDICINE, vol.11, No.11, pp.51-57) involving normal, healthy young adults found similar increases in systolic blood pressure as Lamb reports. The diastolic pressure increases were not quite as high. The researchers concluded that the "practice may be dangerous for hypertensive or borderline hypertensive persons."

"HEALTH FOODS" VS. CONVENTIONAL FOODS PRICE COMPARISON:

The New York City Department of Consumer Affairs conducted a price comparison study between September and November, 1982 to determine if significant differences exist between conventional and so-called "health foods." They found that the "health foods" often cost double the amount of conventional foods, and in one instance beef liver was 438% higher. Only tofu was cheaper in the "health food" stores. The researchers did not report and overall difference but listed a large variety of items showing comparative prices. It appears that the differences are as great as earlier studies showing "health foods" to average about 70% more than conventional foods(1). This is interesting because a more recent study(2) seemed to indicate that price differences were shrinking. The New York City study also had so-called "organically-grown" and conventional foods tested for pesticide residues. They found that neither types had residues (this was in contrast to their 1972 study were both types had residues) making superiority claims for "organically-grown" foods invalid. The report contains additional useful information for consumer education. (Ref: Gourdine, et al. "Health Food Stores Investigation," J. AM. DIET. ASSOC. vol.83, No.3, pp.285-290. Sept. 1983).

- (1) Appledorf, et al. (1973) "Health Foods vs. Conventional Foods: A Comparison." J. MILK FOOD TECHNOL. vol.36, No.4, pp.242-244.
- (2) Lekon & Kris-Etherton. (1981) "Meal Cost Analysis: Health Food Store versus Conventional Food Sources." J. AM. DIET. ASSOC. vol.79, pp.456-458.

NATURAL LICORICE A SOURCE OF HERBAL POISONING:

A popular herbal cough remedy contains enough glycyrrhizin from the licorice root in the recipe to be dangerous for persons suffering from high blood pressure or heart disease. Most of the licorice imported into this country is used to flavor tobacco products. Licorice candy is usually flavored with anise, not licorice, which makes it safe. A report of licorice poisoning can be found in LANCET, June 25, 1983, on page 1442. For a good reference source on potential dangers and the usefulness of herbs we recommend THE HONEST HERBAL, by Verro Tyler, PhD, (Phila.:Stickley Co.) This book can be ordered through CCAHF at a discount.

OZONE TRYING A COMEBACK?:

Ozone devices have been a popular quack product in the past. A recent report in the MEDICAL TRIBUNE may indicate that ozone may be trying a comeback. The September 28, 1983 issue reports on a meeting of the International Ozone Association (IOA) in Washington, DC. Ozone was touted as beneficial in a variety of disorders including cancer, herpes, hepatitis B, AIDS, arthritis and peripheral vascular disease. None of the speakers--mostly private practitioners from eastern European countries--presented double-blind, randomized studies. Even the IOA executive director refused to vouch for any clinical claim, according to the report. Ozone treatments for cancer are among the many unproven remedies available in Tijuana, Mexico.

STONE REMOVED BY "PSYCHIC SURGEON" TURNS OUT TO BE VOLCANIC ROCK:

Despite the fact the so-called "psychic surgeons" of the Philippines have been repeatedly debunked, one still hears about these alleged miracle-workers occasionally in the popular press. Another account has been published of a laboratory analysis done on a supposed kidney stone removed magically by a "psychic surgeon." The stone turned out to be a common volcanic rock. The patient's real stone was eventually removed surgically and found to be 65% calcium oxalate and 35% apatite. (Ref: Clague, et al, (1983) "Psychic Surgery 'Quackery'," THE MEDICAL J. AUSTRALIA, p.153 [Feb. 19]).

VITAMIN B6 TOXICITY REPORTED:

A Dallas, Texas woman reportedly was so weak that she couldn't carry out even simple tasks due to the ingestion of six grams of vitamin B6 daily for ten months. She took the supplements on the advice of an unnamed doctor. During the episode, she and her business partners lost thousands of dollars because of having to close a second office they had opened and she went through the trauma of believing that she may have had Guillain-Barre syndrome. She discontinued the B6 megadoses because her neurologist ordered her off all unnecessary medication. She heard about the recent report on nerve damage associated with megadoses of B6 (NEW ENG J MED, Aug.25,'83) soon after. (Ref: United Press, "Woman's Warning on Vitamin B6," S.F. CHRONICLE, Oct.6,1983, p.51).

"HEALTH FOOD" INDUSTRY GROUP LOBBYING FOR "NATURAL FOOD MONTH":

The National Nutritional Foods Association reportedly plans to "go all out" to get Congress to pass House Joint Resolution 322 designating April, 1984 as "Natural Food Month." The resolution states among other things that food is "one of the major carriers of pollution to the human body," "certain food additives may have a detrimental effect on the human body and certain diseases have been traced both to these critical substances and to a lack of certain nutrients available through natural foods," and "the natural food industry has contributed greatly to the fitness, health and welfare of America by providing reliable information and quality...products." CCAHF would take issue with all of the above statements--particularly the one about providing "reliable information" to the public. THIS IS WORTH WRITING TO YOUR CONGRESSIONAL REPRESENTATIVES ABOUT.

FOR THE FLUORIDATION ADVOCATES:

Several items have come to our attention that could be useful to those of you who are working to get fluoridation for your communities. They are: (1) an article by Barrett, "Winning a Campaign for Fluoridation," a how-to manual with very useful instructions (from CALIF DENT ASSOC J, January, 1983); (2) a newspaper article by L. Bobskill (THE DAILY NEWS, Springfield, Mass. 9/23/83) entitled "'Pure' Water: It's a Myth," a very clear article which puts the fluoridation question into perspective for the public; and, (3) a synopsis of the fluoridation case in Scotland which will probably prove to be one of the most stunning defeats of antifluoridationism ever. Copies of these are available upon request. Please send stamped, self-addressed, business-sized envelope.

JEFFERY BLAND, PH.D. BOOK REVIEW:

The promoters of nutrition non-science come in all forms. Among them are People with legitimate degrees who abandon the rigor of science for reasons unknown and use their credentials inappropriately. Jeffery Bland received a doctorate in biochemistry from the University of Oregon but chooses to promote ideas not endorsed by his alma mater or most other biochemists. Victor Herbert, MD, JD has reviewed Bland's most recent book MEDICAL APPLICATIONS OF CLINICAL NUTRITION (Keats Publ., 1983) in AIN NUTRITION NOTES, Vol.19, No.3, p.8 (1983). You can receive a copy by sending a stamped, self-addressed, business-sized envelope to CCAHF.

NEW FROM THE AMERICAN COUNCIL ON SCIENCE AND HEALTH:

ACSH continues to put out excellent materials valuable to anyone in public health education. AMERICA'S HEALTH: A CENTURY OF PROGRESS BUT A TIME OF DESPAIR is a much needed exposition of the actual state of health of Americans. It reveals that the doomsayers who panic the public into believing the food, water, air, medical care, and so forth has all gone bad and we're succumbing to monsters created by modern technology are wrong. CANCER IN THE UNITED STATES: IS THERE AN EPIDEMIC? does the same as it presents clear insight into the disease that people fear most. Write: ACSH, 47 Maple Street, Summit, NJ 07901; Price: \$2 for individual copies.

SUPERMARKETS ALSO PROMOTE QUACKERY:

The essence of quackery is found in its "quacking," that is, its promotion of the ideas and claims which lead victims to buy the questionable products and services sold by charlatans, hucksters, zealots and fringe practitioners in the marketplace. CCAHF particularly deplores the books and magazines which hide behind a distorted notion of free speech as they promote ideas that would be clearly indictable as fraud if they appeared in an advertisement or on a label. Such misleading publications are the life blood of the "health foods" industry and CCAHF is persistent in its criticism of these. However, supermarkets are providing more and more of the same kind of misinformation for their customers. In addition to the tabloids which fluctuate between promoting fad weight-loss diets, vitamins for everything under the Sun, psychic healers, and alleged "breakthroughs" in medicine, there are racks of small booklets at most check-out counters promoting exactly the same nonsense as the "health food" stores. A review of HERBAL REMEDIES published by Globe Communications Corp., of West Palm Beach, Florida finds it to use the same modus operandi of herbal quackery. Various herbs are reviewed with a list of "Specific Uses" (i.e., conditions treatable with that herb) and "Directions" for use. The publishers seeks to avoid liability by a disclaimer at the beginning advising the reader to "See Your Doctor" before using the remedies and warning about potential hazards to health from herbs, BUT... the back of the book contains a "Directory of Homeopathic Doctors" listing names and addresses of over 100 practitioners!

Other titles in the Globe Mini Mag collection include NEW PROTEIN CRASH DIETS, HERBAL DIETS FOR QUICK WEIGHT LOSS, MIRACLE HEALING FOODS, WONDER FOODS & JUICES THAT FLUSH OUT BODY FATS, SAFE WAY TO LOSE 20 POUNDS IN A HURRY, AND FOODS THAT MELT BODY FAT. It may be that the only real differences between supermarkets and "health foods" stores is that the supermarket clerks aren't trained to supersell nutrition nonsense or bent on practicing "naturopathic" medicine. At CCAHF we wonder if the corporate leadership of supermarket chains feel any sense of social responsibility to provide reliable information on nutrition, health and disease in their outlets.

WORTH READING:

"Herbs are more often toxic than magical," Larkin, FDA CONSUMER, October, 1983, pp. 5-10. One of the best articles yet on the dangers of herbs. Included is a list of herbs that should not be used in foods, beverages or drugs. Both botanical and common names are provided along with remarks about the nature of the dangers associated with use. [Available from CCAHF; send business-sized, SSAE, non-members include \$1.00]

"Science and scam: alternative thought patterns in alternative health care." Fitzgerald. NEW ENGL. J. MED. Vol.309, No.17, Oct.27, 1983, pp.1066-1067. A first-person report by a medical doctor who got involved in consumer health education. After a study of advertisements hawking various health-related items she got involved in media appearances. She shares what she learned during this experience. Very valuable for those considering entering the fray.

"Alternative medicine is no alternative." Anonymous, THE LANCET, Oct.1, 1983, pp.773-774. A very lucid critique of so-called "alternative" medicine. The article makes reference to several controlled studies demonstrating the ineffectiveness of homeopathic remedies.

"Diet and Hyperkinesis--An Update," Lipton and Mayo. J. AM. DIET. ASSOC., August, 1983, pp.132-134. Provides a synopsis of the research which demonstrated that food additives are apparently not a factor in children's hyperactivity. The only unfortunate part of this report is a lead item stating that the additive-free diet has no apparent harmful effects and that the treatment is frequently very beneficial to families. This ignore possible psychological harm (see THE LANCET, March 20, 1982, pp.662-663).

"Faith, Hope and Chicanery," Barrett, S. HEALTH, October, 1983, pp.33+. A well-written article for the public warning about many of the current forms of quackery. It takes a realistic approach to the problem as it points out the fact that consumers are pretty much on their own.

"9 Ways To Spot A Quack!" Herbert, V. HEALTH, October, 1983, pp.39+. A companion piece to the foregoing article. Nine important points are presented and elucidated.

NOTE: CCAHF WILL HELP YOU OBTAIN THESE ARTICLES IF YOU HAVE TROUBLE LOCATING THEM IN YOUR LOCAL AREA. You can help us by sending a stamped, self-addressed business-sized envelope and something to cover coping costs.

The California Council Against Health Fraud, Inc.



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TOMORROW'S QUACK CANCER REMEDIES?

Alan E. Nourse, MD attempts to predict the nature of tomorrow's quack cancer remedies in his article "Quack Cancer Cures" (GOOD HOUSEKEEPING, September, 1983 pp.58+). Nourse observes that the remedies of the past have all carried the trappings of orthodox medicine. The latest wave of cancer quackery insists that all anticancer medications are bad, therefore injections, etc. are out! Emphasis is upon environmental factors like diet, pollution, incorrect spiritual attitudes, etc. More approaches emphasizing diet, body "cleansing", megadosing vitamins, reordering one's spiritual life, and so forth. These are vague and tougher to prosecute than the illegal sales of a substance or specious medical practice. Of course, conventional therapy will be disparaged as harmful and "unnatural." This latter factor is the most dangerous aspect of the new wave. It is what causes unnecessary death as cancer patients pursue philosophically attractive but worthless "natural" therapies.

THE PROFITABILITY OF HAIR ANALYSIS:

A promotional letter to chiropractors states that one practitioner sent in over 70 hair analyses in one month. Included were product orders of over \$13,000 his cost. The retail value of these products was \$26,000 which meant that after shipping the products to his patients the lab sent the doctor a check for \$13,000! The Arizona lab markets its own line of supplements for patients. This promotional letter gives a little insight into how this consumer rip-off works.

NEW YORK TIMES News Service writer Jane E. Brody has published an article outlining the hair analysis consumer fraud (dateline: November 27, 1983). Hopefully, her article will alert the public and officials about the problem.

MEGAVITAMINS FAIL TO AFFECT PERFORMANCE OF MENTALLY RETARDED:

An attempt to duplicate an earlier report of improved performance by mentally retarded adults has failed to do so. The earlier study suffered from a number of major flaws in design which made it scientifically uninterpretable. The newer study corrected these and found no effects. (Ref: Coburn, et al (1983)"Effect of megavitamin treatment on mental performance and plasma B6 concentrations in mentally retarded young adults," AM. J. CLIN. NUTR. Vol.38, pp.352-355. September).