

IN THE MATTER OF
VIT-O-NET CORPORATION

COMPLAINT (SYNOPSIS), FINDINGS, AND ORDER IN REGARD TO THE ALLEGED VIOLATION OF SEC. 5 OF AN ACT OF CONGRESS APPROVED SEPT. 28, 1914

Docket 1679. Complaint, June 3, 1929—Decision, July 7, 1930

Where a corporation engaged in the manufacture and sale of a so-called electric blanket, which (1) was made to be plugged into the ordinary house current, (2) was originated solely as an electric heating pad, fulfilled no therapeutic service other than the supplying of heat treatment, and could be used successfully only where heat could be so used, (3) was originated, promoted, advertised, and sold under the direction and sponsorship of an individual, a purported doctor, but in fact qualified neither as physician, electrician, nor scientist, with eighth-grade education only, (4) was sold through agents and distributors of whom sole qualification demanded was ability to sell, and (5) had been sold to the extent of a few thousand only; in advertising said blanket in newspapers, magazines, and periodicals of general circulation throughout the United States and through pamphlets, booklets, and circulars sent through the mails, and through agents to prospective purchasers, and without scientific tests as a basis therefor,

- (a) Falsely and misleadingly stated and represented, under such captions as "Science discovers the needed power", "To awake the greater health within you", that said blanket was the result of years of scientific research and countless tests, the greatest health discovery in recent years, approved and used by hospitals, physicians, athletes, society people, and persons of prominence, and a demonstrated success through many thousands of sales;
- (b) Falsely and misleadingly stated and represented that said article was of positive benefit in the prevention and cure of disease through its alleged electro-magnetic-radio qualities and their effect upon the cells and organs of the body in the elimination of waste, and the stimulation thereof to a vigorous and healthy condition in 95 per cent of diseases and ailments (attributed to faulty elimination), with many specified, and in the establishment and/or maintenance of vigorous and bouyant health, and great prolongation of life, and was contra-indicated in no ailment; and
- (c) Made numerous other unfounded and elaborate statements as to the supposed scientific and medical qualities, working and effects of said blanket, and through its "sales manual and treatment chart", for its numerous agents and distributors scattered over the country, solicited the prospective purchaser with studied statements and representations of similar tenor, and others calculated to appeal to his apprehensions for himself and/or members of his family, and to impress him with the falsely asserted and implied professional and scientific character and standing of the blanket and/or treatment and those responsible therefor, and associated therewith;

With the capacity and tendency to mislead and deceive customers and prospective customers through such known false and misleading statements, and to cause many to purchase and use said blanket with possible reliance thereon where use thereof would be highly dangerous to health and life, and

neglect of proper means of treatment, and with effect of so misleading and deceiving:

Held, That such acts and practices, under the circumstances set forth, constituted unfair methods of competition.

Mr. Baldwin B. Bane for the Commission.

Mr. J. Groves Cohen, of Chicago, Ill., for respondent.

SYNOPSIS OF COMPLAINT

Reciting its action in the public interest, pursuant to the provisions of the Federal Trade Commission Act, the Commission charged respondent, an Illinois corporation engaged in the manufacture of a blanket with copper wire interwoven, and connected to an attachment for plugging into an electric socket, and in the sale thereof to persons in various States, and with principal office and place of business in Chicago, with advertising falsely or misleadingly, and claiming indorsements, approvals, and tests falsely, in violation of the provisions of section 5 of such act, prohibiting the use of unfair methods of competition in interstate commerce.

Respondent, as charged, in advertising its aforesaid so-called Vit-O-Net blanket, which (1) has no curative or therapeutic value apart from the heat generated by the current passing through the wires, that is, except as a heating pad, (2) is neither based on nor makes practical application of scientific discoveries or theories for the thousands of human diseases or ailments, (3) produces no radio-magnetic or electro-magnetic energy transmitted to or affecting the body, and (4) is not and has not been used, tested, indorsed, or recommended by prominent and well-known physicians, scientists, hospitals, educators, and other prominent and well-known persons, causes to be set forth many false, misleading, and deceptive statements and representations, in the newspapers, magazines, periodicals, and other publications of general circulation throughout the United States and certain sections thereof and in the letters, booklets, pamphlets, and circulars describing its said blankets, sent to prospective customers living at points in various States, to the effect:

“(a) That said blanket when used as a cover for the human body will cure and benefit all diseases, ailments, and defects of the human body, a great many of which are specified by name in said advertisements and literature, and that it is the greatest discovery in the great field of electro-therapeutics;

“(b) That said blanket is based upon and makes practical application of the biological, chemical, and other scientific discoveries and theories of well-known scientists and is the result of painstaking and long experience and tests;

Findings

14 F. T. C.

"(c) That the said blanket sets up a radio-magnetic energy which is transmitted to the person within or under the blanket, thus causing an increased activity and revitalizing of the organs and cells of the body and a charging of the blood stream with electro-magnetic energy, and an elimination of many times more poisons and waste matters than is possible by any other method, and a magnetic stimulation of the various cells of the human body with a resulting cure of any disease or ailment of which the party may be suffering;

"(d) That said blanket is used, indorsed, and recommended by prominent and well-known physicians, scientists, hospitals, educators, and other prominent and well-known persons, and has been tested and indorsed by such persons and by institutions for medical and scientific research", and further sets forth other false, misleading, and deceptive statements and representations of like tenor and effect.

The aforesaid false, misleading and deceptive statements and representations "made by respondent in its advertisements and literature have the capacity and tendency to and do cause many persons to purchase and use respondent's said blanket in the belief that said statements and representations are true"; all to the prejudice of the public and respondent's competitors.

Upon the foregoing complaint, the Commission made the following

REPORT, FINDINGS AS TO THE FACTS, AND ORDER

Pursuant to the provisions of an act of Congress approved September 26, 1914, the Federal Trade Commission issued and served a complaint upon the respondent, Vit-O-Net Corporation, a corporation, charging it with the use of unfair methods of competition in commerce in violation of the provisions of said act. Respondent entered its appearance and filed answer to said complaint and hearings were had and evidence and testimony adduced upon behalf of the Commission and of the respondent before a trial examiner of the Federal Trade Commission theretofore duly appointed.

And thereupon this proceeding came on regularly for decision, and the Commission having duly considered the record and being now fully advised in the premises, makes this its report stating its findings as to the facts and conclusion drawn therefrom:

FINDINGS AS TO THE FACTS

PARAGRAPH 1. Respondent, Vit-O-Net Corporation, is a corporation organized, existing, and doing business under and by virtue of the laws of the State of Illinois with its principal office and place of business in the city of Chicago, in said State. It was chartered

in about November, 1927, and in November, 1927, it having been organized for the purpose, purchased the plant and other assets, the business and good will of the Vit-O-Net Manufacturing Co. Mr. M. E. Roberts, who organized respondent corporation to take over the properties, assets, and business of the Vit-O-Net Manufacturing Co., was its first president. W. F. Craddick was its first vice president and he continued as such until after he appeared on the witness stand in this case. In April, 1928, Charles R. McClellan succeeded Mr. Roberts as president. On January 23, 1929, C. L. Lang, now president of respondent corporation, succeeded Mr. McClellan. While Mr. Lang took full control at this time, he had been in virtual control for some months in 1928, from June 12 to September 15. In that period, from June 12 to September 15, 1928, Mr. Lang was vice president and treasurer. W. F. Craddick was still vice president and a member of the board of directors, at the time the hearings were held in this case.

PAR. 2. Vit-O-Net Manufacturing Co. was organized about 1920. W. F. Craddick had been connected with like corporations in California and in Washington State about 12 years ago. He has sold electric blankets since 1911. Mr. Craddick transferred his business to Chicago in 1920. Mr. Craddick who was one of the originators of the Vit-O-Net blanket, was the largest stockholder and the president of the Vit-O-Net Manufacturing Co., which manufactured and sold the blanket up to the time respondent took over the business. There were about 60 stockholders in all. Mr. Craddick joined with Mary Deisler and A. A. Gluck in 1920 in organizing the Illinois Holding Co., an Illinois corporation, to collect royalties and other monies due from respondent to the stockholders of the Vit-O-Net Manufacturing Co. At the time of the purchase of the plant and business of the Vit-O-Net Manufacturing Co. Mr. Roberts made a contract with W. F. Craddick for the employment of the latter for five years from January 1, 1928, at a salary of \$8,400 for the first year and progressively increased each year so that for the fifth year under the contract Mr. Craddick is entitled to receive \$14,400. Upon his part, Mr. Craddick agreed that he would "devote all of his time and attention to and give his best efforts and skill exclusively to the business and interests of the party of the first part or his assignees and shall perform such services in and about such business of the party of the first part as may from time to time be assigned to him, and shall in all respects do his utmost to further enhance and develop the business interests and welfare of the party of the first part or his assignees." Mr. Craddick also agreed not to become a competitor or to be interested in any competitor within a radius of 2,000 miles of Chicago for 10 years from January 1, 1928.

Respondent is the assignee of Mr. Roberts, having secured the benefits and having undertaken the obligations of said contract. Under this contract Mr. Craddick has been active in the business of respondent, in charge of sales, promoting sales, acting as head of the medical department, advising with the heads of the medical department, looking after important business matters of the respondent, selling blankets in Chicago, making physical examinations of patients, training agents, lecturing to agents at respondent's schools, lecturing on health, on circulation, hygiene, dietary, on specific diseases, on science and in all covering some 60 or more subjects, and being held out as a doctor of medicine by respondent. In respondent's schools for salesmen and distributors the hygienic and therapeutic phases of the training which was given were left largely in the hands of Mr. Craddick. At these schools the training was largely directed toward making these salesmen medical practitioners, having them diagnose diseases and recommend and treat with respondent's blanket. After Mr. Craddick appeared on the witness stand in this proceeding he was less active in the affairs of respondent. Mr. Craddick has a "degree" of "doctor" from the "College of Drugless Physicians" in Indianapolis, Ind., of which one T. J. Briggs was head. Mr. Craddick had been enrolled as a student for two weeks and had arranged to send students to Briggs in return for the "degree", which ordinarily cost \$250. Mr. Craddick is neither an electrician nor a physician. He is without technical training of any sort and has but a grammar-school education. He is not licensed to practice medicine in any State or Territory of the United States.

PAR. 3. Respondent is engaged in the manufacture, in Chicago, Ill., of a so-called electric blanket, which it calls the Vit-O-Net blanket, and the sale of it in the several States of the United States. The blanket is sold through agents or representatives or distributors who take orders, and orders are secured through the mails. The blankets are then shipped from respondent's plant in Chicago, Ill., to the purchasers in the several States of the United States. Respondent is thus engaged in interstate commerce. Respondent in 1928 had 72 agents in the United States and two in Canada. In addition there were about 20 irregular sales representatives. Many of the agents were distributors having large cities and appended districts as exclusive territory and these in turn appointed other agents. The distributors had 278 agents. At the time of the taking of testimony in this matter there were 35 distributors. Distributors for respondent in 1928 were located at Boston, Mass.; Hartford, Conn.; Philadelphia, Pa.; Wilmington, Del.; Washington, D. C.; Asheville and Charlotte, N. C.; St. Petersburg, Fla.; Savannah and Atlanta, Ga.;

Louisville, Ky.; Columbus and Cincinnati, Ohio; Buffalo, Watertown, Albany, Binghamton, and New York, N. Y.; Detroit, Escanaba, Grand Rapids, Kalamazoo, and Dowagiac, Mich.; Indianapolis and Muncie, Ind.; Springfield, Clinton, Rockford, and Chicago, Ill.; Milwaukee, Warsaw, and Fond du Lac, Wis.; Minneapolis, Minn.; Cedar Rapids and Des Moines, Iowa; Omaha, Nebr.; Birmingham, Ala.; Houston, Tex.; Little Rock, Ark.; Springfield, Kansas City, and St. Louis, Mo.; Denver, Colo.; Los Angeles, San Francisco, and Santa Barbara, Calif.; Portland, Oreg., and Seattle, Wash.

The blanket salesmen and distributors of respondent are almost exclusively persons without substantial training in therapeutics or other branches of medicine. A few irregular salesmen are osteopaths and chiropractors. Respondent requires no educational qualifications of its agents. All it looks for or requires is ability to sell. About 3,300 blankets were sold in 1928. Sales at the time of the hearings in this case were at the rate of about 100 blankets a month. For a time the blanket was leased at \$30 for 30 days with an option to purchase within the period and receive credit for the \$30. This plan was discontinued. During 1928 the blanket was sold for cash at \$102.50. On credit it was higher. The prices at the time of the hearing in this matter were \$105 cash and \$110 to \$115 on deferred payments. In the course and conduct of its business, respondent is in competition with other persons, partnerships, and corporations.

PAR. 4. The Vit-O-Net blanket was originated or developed by Mr. Craddick in collaboration with a Mr. Charles who had also acquired the title of "doctor" but was not a physician. It was first sold in 1918 or 1919 as the "Electronet". It was also sold and is now being sold as the "Magnecoil" by others than Mr. Craddick and his associates in business. Mr. Craddick originated the blanket and first sold it in Seattle, Wash., and it was originated and first sold as an electric heating pad. After it was brought out some electrician told Mr. Craddick that the current passing over the wires in the blanket developed a magnetic field and then Mr. Craddick began to claim magnetic qualities for the blanket and that such magnetic qualities were beneficial to and cured and prevented diseases. No tests or experiments to determine the actual value or effect of the blanket on the human body or on any diseases or ailments of the human body were or have been made by respondent or any of its predecessors. The instructions for the use of the blanket were prepared by Mr. Craddick and others interested in the sale of the blanket originally. No physician assisted in the preparation of these instructions. The same instructions are used to-day.

Findings

14 F. T. C.

The blanket, as sold by respondent, is 68 by 78 inches in size and is made up of a jute and cotton fabric base into which is woven at intervals of about one-fourth of an inch longitudinally a cable made up of 12 strands of 36 gage copper wire. There are 15,200 feet of this wire in the blanket, measured singly and not as a cable. The wire cable is looped back at the ends of the blanket so that it is a continuous cable. The ends are connected with a lead cord and socket so that it may be attached to an electric light socket. It is covered on one side with wool blanket material and on the other with velour. When used according to the directions of respondent, it is spread upon a bed, connected with an ordinary house electric light socket of either direct or alternating current, covered with a blanket, a rubber sheet, and a bed sheet. The patient lies naked in the blanket and the whole mass of covering is folded over the patient and the feet and neck are packed with towels wrung out from hot water, and another towel is packed around the shoulders to prevent the circulation of air within the folds of the blanket. This is the so-called "radical" treatment and lasts from 15 to 75 minutes. The heat developed by the blanket runs up to about 48° C. or 118° F. and profuse sweating results. The so-called "tonic" treatment is taken by simply lying upon the blanket which is connected with an electric current.

PAR. 5. In order to promote the sale of this blanket respondent advertises it in newspapers, magazines, and periodicals of general circulation throughout the United States. Respondent also advertises the blanket by means of pamphlets, booklets, and circulars which it sends by mail and through agents and representatives to prospective purchasers throughout the United States. In these advertisements and circulars and through these representatives it offers for sale and describes the blanket as an effective curative agent for any and all diseases. In such advertisements and advertising literature respondent makes many claims as to the curative properties of the blanket, and gives what purports to be scientific explanations of how the magnetic field created by the electric current traversing the wires in the blanket produces curative results. In the Chicago Herald-Examiner of February 20, 1928, appeared an advertisement in which was incorporated the following statements:

SCIENCE DISCOVERS THE NEEDED POWER

Now thousands know how to give their vital organs and tissues this assistance. They have adopted a remarkable method that literally chases poisons from the system; brings new life, health, ambition, happiness, adds years to life; makes normal weight a reality; helps prolong beauty of youth.

This aid, already used by over 1,200 physicians and hospitals, consists of the Vit-O-Net Electromagnetic Blanket. Tests prove that the quantity of

140

Findings

poisons eliminated as a result of Vit-O-Net treatments is many times greater than is possible by any other method.

WHAT VIT-O-NET DOES

You feel the thrill of vigorous new health. Your muscles leap to new vitality. You are refreshed, invigorated, keenly alive—in body and mind. These are the results of Vit-O-Net treatments.

In an unique way, Vit-O-Net combines diaphoresis (elimination by sweating) with magnetic stimulation—two wonderful agents of health and vigor. You merely wrap yourself in it. You rest in a pleasing warmth only two degrees above body temperature. Soothing! Delightful! Perfectly safe!

Vit-O-Net charges your blood stream with electromagnetic energy. Circulation increases. Congestion responsible for ailments fairly melts away. Poisons go out—Health comes in. Vit-O-Net method of maintaining health is safe, sound, sure.

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To get started on this new, smooth road to health, mail coupon for book, *Awake the Greater Health Within You*. Tells complete story of Vit-O-Net.

PAR. 6. There appeared in *Physical Culture Magazine* of February, 1929, a monthly periodical of general circulation throughout the United States, an advertisement containing the following statements:

Vit-O-Net Magnetic Blanket, Health—Vitality—Magnetic life—Is the greatest health discovery in recent years. Creates new life—new power. Soothing radio-active treatment relaxes nerves and muscles. Flushes poisons through the waste channels. Dissolves congestion responsible for scores of ailments.

How Vit-O-Net acts. Decayed waste remaining in body kills life forces and causes untold misery. The Vit-O-Net Electro-Magnetic Blanket eliminates more poisonous waste than any other method. Relieves pain. Used by hospitals and physicians for treatment of rheumatism, neuritis, nervousness, catarrh, eczema, blood pressure, kidney troubles, etc. Frequently successful after all other methods fail. Helps to restore health. Pays for itself over and over again.

PAR. 7. There appeared in *Physical Culture Magazine* and in strings of newspapers served by the Western Newspaper Union, 57 served from Dallas, Tex., 51 served from Baltimore, Md., and 88 served from Lincoln, Nebr., advertisements containing the following representations:

ELIMINATE POISON! Read amazing results secured with Vit-O-Net Electro-Magnetic Blanket. Decayed waste kills life forces and cause untold human misery. Vit-O-Net Electromagnetic Blanket produces gentle perspiration, eliminating poisonous waste through pores and other channels. Aids bowels and kidneys. Dissolves congestions responsible for scores of ailments. Creates new life—New power. Soothing magnetic warmth relaxes nerves and muscles. Promotes rest and sleep. Relieves pain.

Findings

14 F. T. C.

Many of the country's best hospitals and physicians use Vit-O-Net for rheumatism, neuritis, nervousness, catarrh, eczema, blood pressure, kidney troubles, etc. Frequently successful after all other methods fail. Helps to restore health. Pays for itself over and over again.

PAR. 8. In a letter sent out by respondent to prospective customers, it has the following to say:

It is a generally known fact that influenza and pneumonia are dreaded by the physician because of their seriousness.

NOW READ THIS REMARKABLE RECORD

The Vit-O-Net Health Blanket has been used for the treatment of thousands of influenza and pneumonia cases. Its success in such cases has proved astonishing to the best physicians. The experience of the Vit-O-Net with other ailment is equally remarkable.

* * * Vit-O-Net secures results frequently after all other methods fail.

And in another letter used to promote sales of the blanket:

Would you be interested in knowing that neither you—nor any member of your family—need ever again fear 95 per cent of all diseases?

What would a device be worth to you—a device which, when plugged into a light socket, would send you to work every day filled with zest and zip—brain clear and keen—and would wipe away fatigue at the end of the day?

And while you were away—would stand between your family and the treacherous illnesses which grip your heart with fear?

The same device which thirteen thousand others—ahead of you—have in their homes now—the device which snatched hundreds of them back—hours after they had started through the Dark Valley?

Do you want to add ten years to your life—10 vigorous, vital, sparkling years?

The chairman of the board of one of America's largest banks has asked all his employees, like himself, to possess it.

Just one thing causes 95 per cent of all illness. Avoiding that one thing would shut out that 95 per cent of illness from your family. It would add the 10 years to your life; make your days vigorous, useful, happy.

Why should you be deprived of this—which 13,000 others are enjoying?

PAR. 9. In the pamphlet or booklet, *Awake the Greater Health Within You*, sent to prospective customers and to those that answer its advertisements and solicitations are the following representations and claims:

EXCESS OF WASTE—POISONS IN THE BODY—THE ROOT OF NEARLY ALL DISEASES

Many of the most familiar, painful, and distressing ailments—pneumonia, rheumatism, arthritis, high blood pressure, Bright's and other kidney diseases, neuritis and a host of others—are simply the results of failure of the body to eliminate its wastes; a stoppage in some part of the body's sewage system.

Scientists have long realized that if a method could be found for stimulating the tiny cells to throw off this waste—to arouse the waste channels to carry it out of the system more promptly—all body cells and tissues would be healthy and the largest part of human ills would be wiped out.

This end has been sought for centuries by drugs, by manipulation, by massage, by electric treatments of various sorts, all seeking the same end.

To vibrate the tiny cells; to stimulate them to activity; to hasten elimination; then to encourage assimilation of new food supplies by live, healthy tissue.

It has been realized that drugs are, after all, a foreign element in the body. Manipulation and massage reach localized parts of the body and affect only indirectly the innermost organs.

Electricity has been the greatest hope of corrective therapeutics, particularly since radio has opened a new sphere of science in the study of the unquenchable waves of electromagnetic force which travel the whole world around. At first, high-frequency machines were used, but their application was only local. Magnetism alone had the same limitations.

If only electrical energy, magnetism and a gentle heat could be made to reach all the tissues of the body at once, elimination would be general. So that wastes, removed from local spots, would not be dumped onto other organs to cause new troubles!

Thousands have studied the problem.

During 17 years of patient, at times painful and discouraging effort, in literally thousands upon thousands of tests, the Vit-O-Net Electromagnetic Blanket has worked its slow but sure way to that goal.

Even after perfection was attained in the laboratory and in the factory, it was determined that Vit-O-Net should not be marketed to the general public until ample proof of its health-building properties had been established fully. For years it was sold principally to hospitals, physicians, and sanitariums. These institutions have purchased blankets and used them regularly to relieve suffering and to save life.

Nearly 16,000 actual users, by their grateful acknowledgment of recovery from all manner of "elimination diseases", attest the fact that Vit-O-Net not only has reached the solution of the problem, but has established its success by literally thousands of successful recoveries.

Vit-O-Net vibrates the cells! Gently, as though by thousands of invisible fingers!

Vit-O-Net stimulates cells and blood stream—every tiny particle of both!

Vit-O-Net eliminates wastes! By arousing the human sewage system to action.

Assimilation follows. Healthy cells, tissues, organs, bodies—all follow.

Two of the oldest laws of electrical science—discovered over a century ago—on which all electrical development has been based, giving us the dynamo and the electric motor of industry and the more modern radio, are the whole basis of the action of the Vit-O-Net Electromagnetic Blanket.

Vit-O-Net is not simply a heating and sweating device. Where the average heat treatment weakens Vit-O-Net stimulates and increases energy. It has been notably successful with heart and anemia cases; also with aged people who can not stand the weakening effect of ordinary heat treatments.

In fact, if it were not for this one thing, great scientists are inclined to believe that the span of life would be more than doubled; that persons reaching the age of 100 or 125 would be the rule, rather than the rare exception.

Great physicians and the great scientists, including the famous Metchnikoff, agree that a majority of all human ills are due to a gradual accumulation of waste—poisons—and deposits in the system. In other words, the root cause of most of the ills to which we are heir—is faulty elimination.

Findings

14 F. T. C.

Therapeutic factors in regard to correct temperature and maximum magnetic stimulation have been perfected to correspond with nature's demand. Vit-O-Net operates from any 110-volt alternating current or direct current light socket. A special blanket is made for 32-volt farm lighting plants, also for 220-volt current. The cost of electric current is approximately 1 cent per treatment. The warmth generated by this appliance is only 2 degrees above body heat.

HOW VIT-O-NET WORKS

When you are wrapped in the Vit-O-Net Electromagnetic Blanket your body—without the exception of the head—is entirely surrounded by 15,200 feet of thoroughly insulated magnet wire in which electric current flows back and forth from head to foot. Insulation on the wire, in the blanket and by means of the heavy rubber sheet, remove any possibility of any kind of electric shock. Your body is in a concentrated magnetic field (Oersted's Law) with ribbons of magnetic force streaming uninterruptedly through the entire body. These can not be felt any more than radio can be felt, but soothing effects are quickly apparent.

While electricity can be insulated, lines of magnetic force can not be insulated. The passage of radio energy (electromagnetic waves) thousands of miles through walls of brick, mortar, glass, and steel is the most common example of this. Rubber insulation around a wire holds in the electricity but has no effect on the transmission of magnetic energy.

Red blood corpuscles contain considerable iron; the blood contains other mineral salts—excellent conductors of electricity. The blood stream, itself a good conductor, surges back and forth within this magnetic field.

Under Faraday's Law, just as wire loops in the dynamo pick up electric current, so the blood stream, moving through the magnetic field, becomes charged with tiny, minute currents of electricity. Although these minute electric currents are so small they scarcely are measureable, they are sufficient to stimulate the tiny cells of the body; a heavy current would have overwhelmed these tiny cells.

Both the magnetic lines of force and the electrically charged blood stream reach every cell in the body—the cells in the very marrow of the bones just as readily as the cells of the skin.

They stimulate each cell, the unit of life, to unload accumulation of waste directly into the blood stream and other waste channels.

This explains why the Vit-O-Net produces results which can not be obtained with any other form of treatment.

With the blood stream electrified and all the cells of the body receiving the electromagnetic energy, and under their influences unloading waste into the proper channels, the cells become "hungry" for new nourishment, which is taken up eagerly; naturally each cell becomes sound and well. When all the cells in an organ or in a muscle are well, the organ or muscle is well; when all the organs and tissues are well, the body is well.

There is no guess work about it. Proof has been established in thousands of cases.

Not only those who actually are suffering benefit from Vit-O-Net. Everyone who would like to enjoy life more—who wants to live longer and happier will benefit from Vit-O-Net.

As you lie perfectly relaxed at ease the blanket stimulates every bodily organ in action—increases your circulation and expels the clogging waste. You may

think your pores are open and clean until you find that Vit-O-Net brings forth waste matter out from way down deep, where scrubbing and massaging can not reach.

Is adding 10 or 20 years to your life, worth while? Yes, if each of these years is a happy year.

So we say to you, doctor, lawyer, clergyman, housewife, club-woman, society leader, business man, skilled mechanic, laborer, in whatever walk of life you may be, whether you are sick or well, if you want to feel fit, use Vit-O-Net.

WHO USES VIT-O-NET?

One thousand hospitals and physicians use Vit-O-Net in pneumonia, uremia, eclampsia, surgical shock, and other critical ailments with remarkable success.

Doctors use Vit-O-Net in their practice. Its record in treating flu, rheumatism, neuritis, arthritis, high blood pressure, and kidney disturbances is marvelous.

Athletes use Vit-O-Net to relax tired muscles and nerves, for bruises and sprains and to keep in fit condition.

Business men use Vit-O-Net to restore physical and nervous energy.

Social leaders use Vit-O-Net to keep their magnetic attractiveness.

Beauty shops give Vit-O-Net treatments to clear up the skin, for reducing superfluous flesh, to preserve youthful appearance. Women welcome its comforting aid to the normal functions of life.

Physical culture institutions use Vit-O-Net to tune up the general health and keep up energy so necessary to resist the daily wear and strain of a busy life.

Hotels get from \$3 to \$5 more a day for rooms with Vit-O-Net blankets and thousands who have been suffering are now relieved of pain and are building better and better health with Vit-O-Net.

Factories and offices increase efficiency of employees by providing Vit-O-Net rest baths in rest rooms.

Schools increase grades and lower percentage of sick leave through the use of Vit-O-Net.

The record that Vit-O-Net has shown not only in relieving suffering, but in revealing new sources of energies to the so-called normal human being, is proving a revelation.

Blood pressure
Rheumatism
Arthritis
Neuritis
Sciatica
Pneumonia
Flu
Uremia
Kidney cases
Liver disorders
Asthma
Colds
Acne and pimples
Nervousness
Insomnia
Paralysis

Bright's disease
Stomach troubles
Dropsy
Catarrh
Goitre
Constipation
Auto-intoxication
Eczema
Diabetes
Women's ailments
Obesity
Hay fever
Neurasthenia
Varicose veins
Social diseases
Heart diseases.

How is it possible that all these ailments are being relieved by the same treatment. The answer is simple; they have one common cause—Faulty elimination.

On the last pages of this booklet are the following questions and answers:

Q. What is Vit-O-Net?

A. It is the highest scientific instrumentality in the department of medicine known as physiotherapy.

Q. What is physiotherapy?

A. It is the use of natural forces, such as water, light, heat, air, sunshine, and electricity in the treatment of disease.

Q. What do the outstanding men of to-day in medicine—the students, the competent, intelligent, sincere investigators—think of physiotherapy?

A. It is the outstanding and greatest branch of medicine and that it possesses untold possibilities.

Q. Where does Vit-O-Net stand in the field of physiotherapy?

A. It is one of the new developments and during a period of 15 years, in thousands of cases, has proved itself to be the highest scientific element in that field.

Q. What is the attitude of science with regard to the atom?

A. It is not the finality. It has been broken up into electrons and in turn broken up into still smaller parts until the final force is reached.

Q. What is this final force?

A. It is of the very essence of life, whatever we call it. The earth is surrounded with atmosphere, and likewise surrounded with an unseen envelope of whatever this mysterious force is—call it “magnetism” if you like.

Q. In what manner is Vit-O-Net connected with this force?

A. Vit-O-Net pulls this force out from the unseen by use of the oldest laws of electricity and supplies it to the human body—a wasting human body—wasting for the need of this force, therefore Vit-O-Net is one of the greatest, if not the greatest, appliances in the field of physiotherapy.

Q. Is there any disease in which Vit-O-Net is contraindicated?

A. No—absolutely no—but Vit-O-Net must be used intelligently—for this force must be introduced into the body properly.

Q. What place does Vit-O-Net occupy in the home?

A. It takes its place with food and clothes—should take its place before food and clothes—for it requires health to enjoy and earn food and clothes.

Q. What does Vit-O-Net accomplish?

A. It builds up—restores and charges the battery (the cell) giving to the cell the power or force and food needed that it may function physiologically.

Q. Why should I believe Vit-O-Net does all this?

A. You can't see or feel radio. Yet you know it travels hundreds of miles, through the air, buildings, people—everything—and then a delicate mechanism in your receiver picks it up and transforms it into beautiful music, the talks of your president, and now even into actual pictures of the speakers far away. You can't see or feel the same force, being broadcast from the wires of your Vit-O-Net, yet it is picked up by the delicate mechanisms of your body—the cells—and you feel and see the result in vigorous, vital health.

Q. Why should I believe Vit-O-Net will help me?

A. Because Vit-O-Net is the last word and the first remedy in the successful restoration of health and in the maintenance of health. It paves the way for

the eradication of disease—over sixteen thousand persons have tried it—and proved to their everlasting satisfaction that the use of Vit-O-Net enables them to take out from the unseen that great vital force—that with the use of Vit-O-Net this vital force is introduced into the body—cleansing, healing, nourishing, and building vigorous, healthy bodies and a clean, vigorous, healthy brain.

In the letter accompanying the pamphlet, *Awake the Greater Health Within You*, are the following statements:

The radio active energy created by Vit-O-Net works gently but surely, penetrating every cell, tissue and organ of the body. This is why the Vit-O-Net treatment is so effective in the treatment of internal disorders. No electricity or shock of any kind is felt—simply delightful warmth.

* * * The principals employed in Vit-O-Net have been indorsed by the highest authorities.

The Vit-O-Net magnetic system of elimination not only prevents many ailments—but for scores of ailments, both minor and serious, it brings positive relief.

On the other hand, think of paying but a few dollars for an application that will keep you in perfect health—that will add years to your life—that will enable you to fully enjoy all of the pleasures in life.

If you are suffering from any ailment; whether you feel dull, depressed, or listless, a Vit-O-Net treatment will act like a tonic. It gives a soothing feeling of warmth such as no other appliance can produce. Its improving effect is noticed immediately after the very first treatment.

If you are below par physically—if you feel you could use more energy, more vitality, more health—if you are troubled with any of the thousand and one ailments that handicap people, you need the health building aid of the Vit-O-Net.

P. S.—With each blanket we furnish free, diet prepared by an authority based on the chemical needs of the individual.

PAR. 10. In another pamphlet sent to purchasers and prospective purchasers respondent makes the following representations:

Let us start by saying that all our statements are predicated on experience we have gained in the sale of nearly 15,000 Vit-O-Nets and on the best medical knowledge and supervision.

Nearly all cases reaching our health division are ones in which many of the various agencies in the art of healing have been tried and failed.

Your ailment, like all disease, has one basic cause. That cause may not have shown itself severely until recently, but it has, no doubt, been present or latent in your body for years. Your ailment was caused by excess deposits of Toxic Poisons in your organs and tissues. Vit-O-Net does rid the body of Toxic Poison as no other healing agency can or will do.

Brisbane, famous editor, aptly said "What we need in this country is intelligent prevention of disease". Our answer to this is, that intelligent use of Vit-O-Net in the homes of our Nation is intelligent prevention of disease. Are you going to begin using Vit-O-Net in your family to avoid this awful penalty of distress, disease and great financial loss?

Vit-O-Net is the most effective method known to medicine or physiotherapy for ridding the body of toxic poisons—poisonous wastes—that are the cause of nearly all ailments. In treating disease, Vit-O-Net does remove the cause.

Findings

14 F. T. C.

It does more. It stimulates, energizes, builds up the wasting and diseased cells of the body. It truly aids Nature—the true physician—to repair and restore herself.

Vit-O-Net for the sick, gives back health—Vit-O-Net for the well keeps disease away.

Vit-O-Net never fails because it goes after the cause—removes it. It cleanses the body of its accumulated waste and poison and a clean body is a healthy body.

Remember you are not experimenting.

Thousands before you have found health—real health—vibrant radiant health with Vit-O-Net.

Be faithful—be patient—go through to the end and you will find your courage and patience rewarded.

VIT-O-NET CAN NOT FAIL

The marvelous result secured by physicians and hospitals through intelligent, persistent use of Vit-O-Net should be all the proof necessary that you using the same intelligence and persistency can win real Health right in your home.

What a comforting thought for fathers and mothers to know that with Vit-O-Net at hand for the sick will give back health and that Vit-O-Net for the well will keep disease and illness away.

If Vit-O-Net can do this in active rattlesnake poison, it can be better understood how Vit-O-Net accomplished marvelous results in moving out of the human body, the slow, toxic waste and poisons, which are the cause of nearly all human illnesses.

Vit-O-Net treatment in any type of disease does give relief. Similar results in thousands of cases, representing nearly all types of disease may be cited, but suffice it to say that the duration of Vit-O-Net treatment in any ailment can not be accurately forecast.

PAR. 11. Respondent's claims and representations are but a continuation of those of its predecessor, Vit-O-Net Manufacturing Co., with which no one with medical training had been connected and which had made no tests or experiments of any kind whatsoever as to the therapeutic value of the blanket. In a pamphlet circulated by the Vit-O-Net Manufacturing Co. and by respondent for a while appeared the following representations:

Tests have proved that the quantity of poisons eliminated as a result of the Vit-O-Net Blanket treatments is many times greater than is possible by any other method.

No system exists that promotes elimination as healthfully as the Vit-O-Net Electromagnetic Blanket. Leading physicians, after experimenting with all forms of elimination, have pronounced the Vit-O-Net the safest and most successful.

* * * Magnetism is the "sister-force" of electricity. Experiments by scientists have proved that these electromagnetic waves can be used therapeutically for the benefit of suffering humanity.

It remained for the Vit-O-Net Manufacturing Co. to concentrate these magnetic waves in the Vit-O-Net Electromagnetic Blanket, so that such energy will enter the human body, magnetize the elements in the blood and tissues. A vibratory action is produced in the deepest organs, stirring every cell into

Findings

activity, increasing metabolism, and hastening the elimination of waste products. The circulation is improved. The fatty tissue is used up instead of accumulating. At the same time the entire muscular and nervous system is toned up and strengthened.

So revolutionary in character was this system of elimination that thousands of tests have been made by various physicians. And the results have amazed them. Many cases which were thought incurable, have responded to these treatments.

Such noted doctors of medicine as Edwards, Muller, Ward, and others devoted years to discover a medium through which perfect circulation could be effected and disease eliminated. After taking into account the findings of Edison, Osteaga, and other famous electrical scientists, the doctors came to the conclusion that if the medium was ever discovered it would be through nature's wonderful force—electricity. They were right. Electricity is the solution. And Vit-O-Net is the medium which makes this solution practical.

WHAT CLINICAL TESTS HAVE PROVED

A Vit-O-Net treatment will eliminate many times more poisonous perspiration than can be eliminated by any other bath.

The magnetism generated by Vit-O Net increases the resistance of the body, thus fortifying it against disease.

Physicians report splendid results in the treatment of venereal diseases.

Hospitals and physicians have given Vit-O-Net credit for saving life in such cases as eclampsia, pneumonia, shock, etc.

* * * The application of this system will cause congestions responsible for disease to disappear before these magnetic waves. The treatments can be taken in your own home in well-ventilated rooms and you need lose no time from your regular duties. Vit-O-Net might be compared to a recharger of run-down radio or automobile batteries. We recharge the run-down human dynamos with health-building magnetism.

HOW VIT-O-NET WORKS

The magnetic waves of Vit-O-Net act on the deep tissues, cells, and lymphatics, causing waste to be thrown into the blood stream where the kidneys can filter out the poisons and carry them away.

* * * When you are wrapped in the blanket, your body with the exception of the head, is entirely surrounded by a current of electricity. You are in a magnetic field. * * * The metallic salts in the blood being an excellent conductor, the entire blood stream, a moving body, becomes charged with magnetic energy.

Thousands of experiments have demonstrated the exact amount of wire necessary to generate the maximum amount of magnetism to secure the greatest value. It is not only an electric blanket—it is a generator of magnetism.

PAR. 12. In a pamphlet distributed among its agents to assist them in selling the blanket and in diagnosing diseases and prescribing the use of and treatments with the blanket, and in some instances, distributed to purchasers and prospective purchasers, respondent has the following to say:

MANUAL OF VIT-O-NET TECHNIQUE

Vit-O-Net technique is based upon its two primary applications. The technique in each case depends upon that case's mechanical need in body chemistry. Body chemistry is the changing of food into flesh, energy, and heat; and the mechanical and chemical operation of a living organism.

To determine the technique in each case; first, determine the pathological or physical condition of all parts of the body in question. Next, decide on its principal need, if it is to be restored to normal. Or whether there be two or more "principal needs"; if so, which must be given first consideration—conditioned upon the comfort of the patient and the emergency existing.

Primarily, Vit-O-Net causes an increased activity of body chemistry in the atomic structure of the cells—the ordinary body chemistry which, if it had not been interfered with or cut down, would have kept the body in normal health. A technical name for this body chemistry is metabolism.

Where this body chemistry has fallen behind, through lack of the necessary power or force to carry it on, Vit-O-Net simply carries into the body this power or force which is lacking, so that normal body chemistry can go on at its proper rate—causing health.

The second primary application of Vit-O-Net is to continue carrying this power or force into the body until the existing body balance is overturned and elimination of wastes and congestion begins.

WHEN VIT-O-NET IS INDICATED

There is absolutely no condition known to medical science in which Vit-O-Net is contraindicated. It strengthens the weakest heart. It adds strength, vitality and resistance to a carcinoma or cancer patient. It gives rest and strength to tuberculosis patients or kidney disease patients in gravest conditions. It soothes and quiets the most overwrought nerves. It softens and stops the severest convulsions. Its effect on all ailments of less serious character can thus be understood.

ALWAYS USE VIT-O-NET

With the foregoing understanding it is evident that "Use Vit-O-Net on any condition—no matter what it is, it always can help, never harm."

And in still another pamphlet circulated among agents to assist them in treating with and selling the blanket:

THE VIT-O-NET CLINIC

The Vit-O-Net clinic will be issued now and then principally to instruct you how the better to alleviate human suffering and, secondarily, to give you better understanding enabling you to build a better business for yourselves and for us.

* * * then Vit-O-Net has massaged these glands, exercised them, made them healthy, and thus aids in the maintenance of blood potency and aids in the restoration of lost potency. Therefore, it is easy to see why Vit-O-Net is priceless.

* * * Vit-O-Net creates a diathermy in its sweating treatment, the heat from the appliance and the heat from the body, creating a perfect diathermy, mild, yet potent. And thus we overcome inflammatory diseases.

Present these facts, scientific facts, undeniable facts, honest facts to the public and they will understand and soon the world will have a new slogan.

You are the ambassador of health—carrying with you the one instrument which guarantees a maintenance of good health, a prolongation of life, the eradication of disease.

Aye, indeed, Vit-O-Net is priceless.

Theoretically, Vit-O-Net is the remedy par excellence—does it help these cases? The answer is, it does.

In another circular to agents and which was distributed to some extent to purchasers and prospective purchasers, and signed by the doctor in respondent's employ:

If you, or anyone else has conceived, even in the remotest way that Vit-O-Net is not all that is claimed for it, let me make it plain to you right now that Vit-O-Net is a highly scientific element in the department of medicine known as physiotherapy.

Physiotherapy is defined: "The use of natural forces, such as water, light, heat, air, sunshine, electricity, in the treatment of disease."

In this field of physiotherapy our Vit-O-Net is one of the newer discoveries. Had its inventor given it to the medical profession without any remuneration, it would have been accepted immediately, and William F. Craddick would have been placed in the hall of fame and a monument erected to his memory as one of our greatest scientists.

William F. Craddick, however, decided to place at the command of the public his marvelous invention, and to-day many thousands bless his name with untold thousands more to be his debtors.

Vit-O-Net has had to fight its way and a gallant fight it was! but Vit-O-Net has won.

Vit-O-Net is one of the greatest. If not absolutely the greatest, of physiotherapy appliances.

There is no disease in which Vit-O-Net is contraindicated. Get that now and don't forget it. But Vit-O-Net must be used intelligently. In cases of low blood pressure, heart disease, anemia, tuberculosis, or paralysis, you must explain to the patient that the Vit-O-Net instructions (see manual) are so and so, and it must be used in no other way unless the advice comes from the division of health.

It is perfectly absurd, from me, a doctor, one who knows little or nothing of commercialism, perhaps the poorest business man in the city of Chicago, to attempt to guide you along the lines of sales arguments—but I do feel, after careful reflection and study and discussion with our president, that one of your basic arguments in your sale of Vit-O-Net is:

(a) A full and careful explanation of what physiotherapy is.

(b) What position Vit-O-Net occupies in that particular field, and then clinch the argument along the following lines:

The very foundation of successful treatment of diseased conditions lies in the bringing about a perfect elimination of toxins (poisons) which are found in all pathologic (diseased) conditions.

Incidentally, in your talk to prospects, I think it is a good plan for you to occasionally use the word "toxic" when referring to bodily poisons. The

Findings

14 F. T. C.

average layman rather enjoys hearing a word whose meaning is beyond his comprehension—so shoot this word across once in a while.

* * * No one force at the command of medicine produces the power of natural elimination equal to Vit-O-Net and that is the honest to God truth.

* * * There is no reason why we should not maintain our full mental and physical capacity up to the very minute we “kick-out” in our one hundred and fiftieth year, but to accomplish this we must maintain perfect elimination—which means in all sincerity—Vit-O-Net.

With perfect elimination, health will be easier restored and easier retained. Therefore, Vit-O-Net for the well.

Sell it for the sick one, and then capitalize upon what it will do for the well members of the family.

Vit-O-Net for the home—it takes its place with food and clothes and is as important if not more so than either food or clothes. * * *

Now, Vit-O-Net builds up, restores and charges the battery, and gives to the cell the power or force or food needed, that it may function physiologically.

Guarantee it! We will deliver the goods in the form of health if directions are followed.

Vit-O-Net can, and does, do wonders.

Vit-O-Net is the last word and the first remedy in the successful restoration of health and in the maintenance of health.

PAR. 13. Respondent's sales manual and treatment chart is the basic document distributed among respondent's agents to instruct them in how to present the blanket, the claims and arguments to advance for it and teach them to diagnose diseases and prescribe the use of and treat with the blanket. It contains, among others, the following directions and representations:

SALES MANUAL AND TREATMENT CHART

It is a serious matter to know that another's health is impaired—another's life is slipping away—because you have not set Vit-O-Net between him and dissolution.

TRAINING TO SELL VIT-O-NET

What is a sales manual?

This sales manual has been prepared for the benefit of Vit-O-Net distributors and their salesmen, and all other persons employed in selling Vit-O-Net.

In it we have attempted to give the proper information the salesman should have about Vit-O-Net and how it is sold successfully.

APPROACH

If I should say to you as man to man—in all sincerity—that there is a man in Chicago who has perfected a device which you can plug into a wall socket so that you can rid the human body of the basic cause of disease—what would you say?

Pause. Do not answer him but continue.

Could anything be more important than that?

Wait for answer.

And if I should say to you that this man has harnessed radio energy so that with this device neither you nor any member of your family ever need

die of typhoid—scarlet fever—pneumonia—or any similar disease—that would sound like a fairy tale, wouldn't it?

But—if you could add 10 healthy, useful years to your life by means of this invention, that would interest you, wouldn't it?

Make him say yes.

How much would it mean to you—in dollars and cents alone—leave out any other consideration—how much would it mean to you if you could have something in your home that would assure you and your family—beyond any reasonable doubt—that, for the rest of your natural lives, each and every one of you could have perfect health? (Or vibrant and radiant health.)

If you had an opportunity to see with your own eyes and feel with your own hands, the proof that radio energy has been harnessed and can give you assurance of health, it would be worth 40 minutes of your time to investigate, wouldn't it?

And again don't go on until he has said yes. You will begin getting upsetting questions at about this point, such as What is this thing? or Have you some literature on it? (See answers to questions at end of this section.) Don't move till you get his yes. Don't wait to let him ask a lot of questions. Go after that yes.

Thirteen thousand persons before you have found out for themselves that radio energy has been harnessed as I said, and that it does give that health assurance. One of my own friends already has had six years added to his life.

My company has provided me with a simple device which makes the action of this radio energy visible to the naked eye. It will show you just what goes on within the body to bring about this result.

When may I come to your home and show you and all the members of your family, the proof?

If you find my statements true, then from the moment of possession you and your family have found health—not ordinary health, but vibrant, radiant, health. And better still, you will have found happiness, too.

I am sorry you will not let me tell you of this device, though it may sometime be the means of saving a life in your family. Remember, the next time you or any member of your family becomes ill, that today, May 10 (date) it was not worth 40 minutes of your time to investigate a method which would have eliminated the cause of that illness.

1. What is the nature of your ailment?

(Why asked: To know what you are to cure; so later you can bring out the cause of his ailment; to establish sympathetic understanding; so it will be reasonable that you can talk cause and cure; to let him get through talking so you thereafter can control the conversation.)

2. What medical help have you had?

(Why asked: To start forming in his mind the idea he has had the "medical" but not the "help." To break down without his knowing it, his instinctive idea that a physician is the only one who can help. To give a realization that physicians don't promise cures.)

3. Have you ever been told what was the original cause of your ailments?

(Why asked: Furthering the purpose of Question 2. To start his own reasoning powers to work. Laying ground for next question.)

4. Don't you think we should know the cause, if we are going to do anything intelligent toward curing it?

(Why asked: Awakening interest, hope that help is coming. His own reasoning is now awake and under way. Interest is continued by the declaration:

Findings

14 F. T. C.

Any physician could have told you the cause; you can figure it out for yourself, I'll tell you the cause.)

5. Physicians have told us for years that 95 per cent of all human ailments are caused by failure of the body to get all the wastes out. But that statement fools many people.

(Why said: You now start his reasoning powers toward the premise, by way of waste, poisons, his own ailment, and a common understanding. You are resting your discussion not on your own words, but on known scientific fact.) You explain why the statement deceives, thus:

Many persons think that if their bowels work all right, the waste is being moved out of the body. But they forget the skin and kidneys, the liver and lungs, and the lymphatics. And the failure of the skin and kidneys alone causes more ailments than the bowels themselves. We all know our skin doesn't perspire enough. That failure piles work up onto the other organs and they fall behind. What is the result?

6. Waste is left in the body.

7. This waste turns to acids and poisons, or the minerals lodge in the tissues.

(Why? Now we're getting him close to his own ailment. Keeping his reasoning powers at work to build conviction in his mind.)

8. What would you expect to happen when the acid and poison, or the minerals, lodged in the tissues? This is the cause of your ailment.

(Why asked: Brings him right up to the premise.)

So, then, it is perfectly simple that—

A. A body free from that waste and poison is a healthy body, isn't it?

(This is the premise, the great foundation on which all your sales talk rests. With the following qualification, it is the backbone of all your effort.)

B. And if Vit-O-Net, in a manner I will show you presently will move that waste and poison out of your body, you will have a healthy body and will want one, won't you—if Vit-O-Net will do it?

(Why A and B? They establish a common understanding; they fix, exactly, what you must prove to sell Vit-O-Net. Hereafter, your minds will go along together, like wagon tracks. Now you are ready to bring Vit-O-Net into the picture, which is all set for it.)

1. I will show you a Vit-O-Net, and tell you how it works.

(Why: Having established, by his own reasoning powers, exactly what will be the task in curing him, you now show and explain the tools with which you plan to accomplish it. Vit-O-Net. What do you do and say?)

Answer: You show its size, its coverings and a sample of the inner element. You show and tell of the 15,200 feet of finest pure copper magnet wire (not heating wire).

2. It uses radio, or electromagnetic energy, not ray electricity.

(Why said: To identify the force which is going to do this work; to assure him he will not feel a shock; and to tie it up with the other remarkable accomplishments of radio with which he is familiar.)

3. This magnetic energy streams through the body reaching every cell.

(Why said: To show him where the energy goes to do its work. It hooks up with radio again, for it produces results in the delicate human mechanism just as radio does in the delicate receiving mechanism.)

4. It vibrates and stimulates every cell, every organ, to do its work of carrying off waste, and to assimilate new food and strength.

(Why said: Shows just how Vit-O-Net works. The vibration comes from the fact electricity and magnetism are vibrations, just as sound is a vibration. In addition, with alternating current, a secondary vibration of 60 per second is set up.)

5. This actually moves more waste out of the body through lungs, liver and bowels, kidneys and skin, leaving a healthy body, which is what you really want, isn't it?

(Why said: Completes the story of Vit-O-Net's work, showing him it does exactly what he said in qualification B above, would give him a healthy body and would make him want a Vit-O-Net. It defines exactly what you must prove to him.)

* * * Remember this: Vit-O-Net is the last word and the first remedy in the restoration and maintenance of health by physiotherapy. Physiotherapy is the greatest development of modern medicine—the maintenance of health by natural forces—sunlight, heat, water, electricity, and air.

(Why said: Create desire and build hope of recovery and health, through having not only Vit-O-Net but this medical service. To show him he is not just buying some cloth and wire, but real health. Now you are ready to prove up on him and to close.)

1. We have drawn all the wire out of one Vit-O-Net and wound it into this coil, so as to concentrate into one spot all the mild energy which is diffused over the entire Vit-O-Net—combining its strength in one spot so you can see with the naked eye just what it does and how it does it.

(Why said: It explains why you don't use the Vit-O-Net itself.)

2. It must be something besides electricity, to get through all that insulation, mustn't it?

(Why asked: To pin him down on each proof as offered. This follows showing him the filings vibrated through rubber and glass and air.)

3. You see it actually going through your body don't you?

(Why asked: Same as 2 above. It follows showing him filings actuated through his hand.)

4. You see the filings actually stimulated and vibrated, don't you? That's the whole story of Vit-O-Net.

(Why said: Same as 2 and 3 above. Note: You may be able to close him right here, by following through the description of how the vibrated and stimulated cells throw off waste and by asking when he will get into a Vit-O-Net and let it start making his a healthy body.)

(Also, you apparently set a trap for yourself, in not showing him the waste and poison coming out of his body. If he catches you up on it, you've got him cinched on getting into Vit-O-Net for the final proof, which is just what you want. If he calls you, arrange a home demonstration and point out the wet rubber sheet.)

5. There, on that rubber sheet, Mr. Blank, is the waste and poison which you have seen brought right out of your own body. Vit-O-Net already has started to give you a clean and healthy body. You, right now, are on the way to being cured. Your signature, placed here, will keep Vit-O-Net at work until you are completely restored. You and every member of your family need never again fear any disease.

After showing him the effect of magnetism on iron filings held in the hand—

You have seen this magnetic energy passing through your body like millions of tiny fingers stimulating and massaging every body cell. The cells in every

Findings

14 F. T. C.

organ of the body, including the bowels, kidneys, the lungs and the skin are stimulated in this manner, enabling those organs to perform their full duty.

Each organ begins passing more waste out of the body. This enables the blood to pick up the waste from the various tissues and start it moving out.

You and I agreed that a body free from accumulated waste and body poison was a healthy body. That being true—and it is—if the Vit-O-Net pulls those poisons out of your body, which are responsible for your (name of disease) then the quicker we get you into it, the quicker you will have that body of yours restored to full radiant health and that's just what you want, isn't it?

If the prospect insists on consulting a doctor before buying, the salesman is to say:

That's all right. You see him. If he is a progressive, up-to-date doctor who knows modern practice, he will be enthusiastic over it. If he is behind the times, and doesn't know about it, and if he says it's no good or it won't do anything for you, will you do me just this one favor. After you've come out of his office, will you stand perfectly still for a moment, shut your eyes and ask yourself this: Well, how about myself? Is my health any better? Has he cured me? Has he promised to cure me? He doesn't want anyone but himself to try to cure me and get the pay for it? But where will I be a month from now, if I don't try Vit-O-Net? Will the doctor do any more in the next month than he has in the past months, and why need I expect any more? Vit-O-Net's health division says it will work with me without cost. Since I see no hope ahead otherwise, why wouldn't it be good sense to use Vit-O-Net?

If the doctor tells the prospect the truth about the blanket, that it is a fake and dangerous in many cases, the salesman is to say:

Thirteen thousand persons have used Vit-O-Net and have gained permanent, vigorous health with it. Men are found unconscious dying, Vit-O-Net restored them. Do you think they believe it is a fake? Others are bedridden and are given up by their physicians as beyond cure. Vit-O-Net gets them up so they can walk. Do these people think it is a fake? Has the doctor used Vit-O-Net? Has he actually seen it used? Is it a fake only because he doesn't get any fee out of it when people cure themselves with its use? Vit-O-Net has as high a scientific standing as any doctor living—a higher standing than many. You don't suppose he is jealous of its ability to cure people whom he can not help, do you?

WHY HAVEN'T I HEARD OF IT BEFORE?

A. Probably because it was marketed only to doctors and physicians, and to those who had heard of it and wrote to the company. That was during the 14 years when it was being perfected and tested, before being offered to the general public. Having proved itself, over a decade, it is now a tested product, ready to be offered to everyone with an assurance of what it will do, backed up by its history of performance.

THE PHILOSOPHY OF VIT-O-NET

Life is the manifestation of energy in a body.

Energy is the manifestation of the magnetic force of nature.

Vit-O-Net is the dispersal of vital magnetism through the medium of a woven network of conductors of electricity. Electricity may be said to be concentrated magnetism.

Findings

The human body—same as any animal body—derives its driving power from the magnetic forces of the solar system. It is therefore highly susceptible to the applicant of magnetic forces.

Vit-O-Net and the human body—the effect of Vit-O-Net upon the human system is the supply of additional magnetism to the body—thus energizing same to greater activity of its vital functions.

Civilization has gradually resulted in a form of life which can not any longer be called natural.

The application of Vit-O-Net to the human body supplies that additional natural energy enabling same to reestablish its normal functions. It normalizes the body.

HOW VIT-O-NET WORKS

A liquid, particularly when a carrier of oxygen, is an excellent conductor of electricity. The blood, with its corpuscles carrying oxygen by means of the organic iron content, is an excellent conductor.

In the Vit-O-Net, the body is in a mild magnetic field, affecting the polarity and electric potential of all cells of the body.

When the blood stream, a conductor, moves in this magnetic field, it sets up within itself tiny, minute electric currents which, because surrounding tissue is also a conductor, are imparted at once to every cell of the surrounding tissue of the body. These tiny currents purposely are made minute scientifically, so that they may be of only such intensity as to stimulate the minute cells which are so small that it requires a powerful microscope to see them.

The effect of these minute currents is to set up minute vibrations of the cells—to stimulate them to action and to enable them to throw off or eliminate therefrom all those matters which by the laws of nature do not belong there.

The thus cleansed cell is then enabled to assimilate properly those food juices which are dumped into them by the blood and by the lymphatic streams which circulate continuously throughout the system. The force drawn from the unseen which we believe to be the very vital essence of life, likewise is absorbed.

Thus we have the following sequence of events:

VIBRATION STIMULATION ELIMINATION ASSIMILATION

In this way Vit-O-Net assists nature to perform its normal functions. It normalizes the system which in consequence of the effects of civilization had become denormalized.

For that purpose, it utilizes by-products of electricity in a similar way as X ray and ultra violet ray are by-products of electricity and not raw electricity.

HISTORY OF VIT-O-NET

Wm. F. Craddick, the inventor of Vit-O-Net, was one of the first men to apply magnetism to the relief of human ailments. Around 1911 he was experimenting with electric-heating pads. When increasing their size, he noticed certain additional, and at the time unexplainable, beneficial results. In developing these additional benefits, he was led away from heat as the primary factor, when he discovered that these benefits came from electromagnetic vibration and stimulation, which exerted a therapeutic potency far in excess of the heat alone. Here was the birth of Vit-O-Net.

Findings

. 14 F. T. C.

Up to the end of 1927 Vit-O-Net was sold on a strictly limited scale. Then a group of Chicago business men obtained control, placed the manufacture on a proper large basis, and it is now being made available to the population at large.

Vit-O-Net is in regular use in hospitals and institutions throughout the United States and is similarly used by doctors.

HOW TO OBTAIN GREATEST BENEFIT FROM VIT-O-NET

Spread Vit-O-Net on the bed with lining side up, and connecting cord at head. Have top of blanket far enough from head of bed, so it will come to the patient's neck line. Turn on the current.

Spread an ordinary cotton or wool bed blanket on top of Vit-O-Net, with its top even with Vit-O-Net. Place rubber sheet on top of bed blanket, allowing it to extend three inches above Vit-O-Net at head.

Next spread a bed sheet on top of rubber sheet, letting it extend 6 inches above rubber sheet; then turn the extended end of rubber and bed sheet down under the edge of Vit-O-Net to protect it from becoming soiled and disarranged.

Fold entire equipment in half lengthwise. Turn excess length at foot down at right angles to edges of bed. (Do not fold under as this increases heat.)

First. Wring out two large Turkish towels from hot water. The hotter the better.

Second. Place one hot towel lengthwise from the top of your Vit-O-Net or the neck line, downward.

Third. Lie on this hot towel.

Fourth. Take other hot towel, place one-third lengthwise under, and bring around bottom and over the top of feet and legs.

Note.—This arrangement will have a soothing effect and will start elimination much more rapidly. In fact, usually within 30 minutes, one will perspire sufficiently so current may be turned off, cutting down time of treatment at least 25 per cent.

Fifth. Pull blanket over body—loosely—not tightly.

Sixth. See that edges alongside of patient meet and that no air enters.

Seventh. Tuck a dry towel around shoulders and under chin so no air comes in from in or around neck and shoulders.

Remember, you are not experimenting—that over 13,000 persons have tried it and have found real health—not ordinary health—but vibrant, surging health.

Vit-O-Net used intelligently and persistently can not hurt you—it can only help you.

Help Vit-O-Net cleanse the poisons—drink two or three large glassfuls of warm water—add a little lemon juice if possible—never any sugar—before you get into your Vit-O-Net for a treatment.

Water is an excellent conductor of electrical energy.

VIT-O-NET TREATMENT CHART—KEY

R 1.—Radical treatment for 30 minutes or more of profuse sweating; maximum time under treatment, 70 minutes.

R 2.—Moderately radical; 15 minutes of profuse sweating; maximum time under treatment 45 minutes.

R 3.—Mildly radical; 5 to 10 minutes of profuse sweating; maximum time under treatment, 35 minutes.

R. 4.—Discontinue as soon as body is bathed in sweat; maximum time under treatment, 30 minutes. Maximum time limits for treatment must be observed, whether patients sweat or not.

And then follows a statement of the treatment to be prescribed and given with the blanket in some 65 or more diseases or ailments. It concludes with—

The legal end.—Please bear in mind that any instructions given by our health director, any prescriptions sent in by him, any line of treatment advised by him, may be carried out by you without any danger of coming in conflict with any medical practice law. He is licensed and registered and in good standing so has a right to prescribe or advise anywhere and you have the right to carry out his orders.

This booklet contains also a section on "The medical profession", a section purporting to give a description of "The human body and its ailments", and another purporting to describe "The organs of the body and their main functions". These last three sections, together with that setting forth the treatment to be prescribed and given in the various diseases, and diseased conditions, the "Philosophy of Vit-O-Net", "How Vit-O-Net works", and "History of Vit-O-Net" in separate pamphlet form are circulated among customers and prospective customers. This booklet was followed in instruction in respondent's schools for agents.

PAR. 14. Respondent as an inducement to purchasers and prospective purchasers of its blanket represents that the blanket is the greatest health discovery in recent years; that it was developed during 17 years of patient, at times discouraging, effort in literally thousands upon thousands of tests; that it was developed scientifically upon a foundation of scientific principles and the inventor was a great scientist; that it embodies principles for the cure of diseases of the human body of great scientists; that the blanket is a cure-all, not contraindicated in any disease and of positive benefit in all diseases; that it will prevent illness; will benefit after all other agencies fail; will give special energy and exceptional health and will greatly prolong life; that the important curative and ameliorative therapeutic agencies furnished by it are electricity and magnetism; that the effect upon the human body enveloped in it or lying upon it is to magnetize the human body and the bodily organs and tissues and cells, set up electric currents in the blood streams and tissues, stimulate and vitalize the cells, impart vital energy, suppress and assuage all diseased conditions and give health; that its magnetic field accelerates chemical reactions in the human body and in the tissues and cells of the human body; that it develops a radiomagnetic energy and transmits it to the patient using the blanket as directed,

charges the blood stream with such energy, magnetizes the body cells as a magnetic field does iron filings, thus causing the elimination of poisons and waste matter to a greater extent than is possible by any other sort of treatment and that since faulty elimination is the cause of 95 per cent of all diseases it will be of benefit to all such diseases; that the blanket is indorsed and recommended by prominent and well-known physicians, scientists and hospitals and used by them and by athletes, business men, social leaders, beauty shops, physical culture institutions, hotels, factories, offices and schools to cure and prevent disease and maintain health; that it is used by 13,000 or 16,000 persons who have found its health-giving qualities to be as respondent represents and claims; that the Vit-O-Net blanket is not merely a heating pad and sweating device, for where the average heat treatment weakens, Vit-O-Net strengthens and increases energy, and has been noticeably successful with heart and anemia cases and with aged people who can not stand the weakening effect of the ordinary heat treatments; that the temperature in the blanket is but two degrees above body temperature; that the human body acts as a core in the blanket and increases the strength of the magnetic field of the blanket; that the body is in a concentrated magnetic field; and that the representations and claims for the blanket are based upon scientific principles and elaborate tests have been made which establish the truth of such claims and representations.

PAR. 15. The Vit-O-Net blanket was originated and developed by a man who is not a scientist, electrician, or physician, and having only an eighth-grade education and was first suggested to him when he saw electric heating pads in use. The blanket was first made and sold as a heating pad. Claims of curative properties upon any other basis than that of a heating pad were an afterthought. Neither respondent nor any of its predecessors have made or caused to be made any scientific tests or experiments with the blanket. The blanket is in no sense a cure-all and is contraindicated in many diseases and diseased conditions and its use in certain diseases and diseased conditions is dangerous to health and life. When an electric current is run through the wires in it and it is wrapped around the human body or the person lies upon it as directed by respondent, it does not magnetize the body or any part of it or set up electric currents in the body or any part of it that have any effect upon the bodily functions. The statements and claims of respondent as to the properties and effects of the use of the blanket are unsupported by scientific data and are contrary to facts and principles scientifically established. The blanket does not develop radiomagnetic energy in appreciable quantities and does not im-

part such to the human body. Faulty elimination is but remotely associated if at all, with many of the diseases named by respondent and the effect of the blanket in eliminating harmful wastes is almost negligible as compared with the usual action of the kidneys in performing such function. The blanket has no tendency to stimulate kidney activity but on the contrary by eliminating water through the skin tends to make the kidneys less active. The blanket has not been endorsed or recommended by prominent or well-known physicians, scientists or hospitals and is not used by them or by athletes, business men, social leaders, beauty shops, physical culture institutions, hotels, factories, offices, or schools as claimed by respondent, and there is no warrant whatsoever for the statements that the blanket is used by these specific classes or for the specific purposes or to the extent claimed by respondent. Less than 10,000 blankets have been sold by respondent and its predecessors.

PAR. 16. Because of the way that the wires are woven into respondent's blanket the magnetic field surrounding one wire tends to neutralize the magnetic field of the wire next to it, outside of the plane of the blanket, while it strengthens the magnetic field within the plane of the blanket. The actual strength of the magnetic field of this blanket 1 centimeter from the surface of the blanket is very small, about one-third the strength of the magnetic field of the earth in which everyone lives. The human body within or upon the blanket does not increase the strength of the magnetic field of the blanket. The ordinary alternating house electric current has but 60-cycle frequency a second. High frequency currents are above 30,000 cycles a second and up to many millions. High frequency currents are used in diathermy, usually 800,000 cycles or more a second, and the electric current is applied directly to the body. Respondent's blanket does not increase the frequency of the current run into it. Magnetism does not produce diathermy. No electric current is applied directly to the body from the blanket. No diathermy is possible from the use of the blanket. The reactions of living tissue to electricity and magnetism are not the same as the reaction of metals in these agencies. The human body within or upon the blanket absorbs no energy or waves from the magnetic field of the blanket. The magnetic field of the blanket in no way accelerates chemical reactions within the body. Experiments with the most powerful magnets have failed to develop any effect of magnetism upon the human body or upon any tissue or cell of the human body. Magnetism has no therapeutic effect on the human body or on any of the tissues or cells or on any diseases of the body.

An electric current set up within the human body from the blanket, if such were possible, could not cleanse or purify the cells, but if in

Findings

14 F. T. C.

sufficient strength to affect the cells at all, would polarize them and kill them. There is nothing in the banket or from the blanket to massage or vibrate the cells of the body. No energy of any kind sufficient to have any effect goes from the Vit-O-Net blanket to the human body wrapped in it, or lying upon it. The temperature within the blanket mounts to 118° F., more than 18° above normal body temperature. The only therapeutic service of respondent's blanket is as a means of supplying heat treatment and the blanket can not be used successfully where heat can not be used successfully. In every case in which respondent claimed that it had some clinical data to support its claims as to the curative and beneficial properties of the blanket, the blanket was used in connection with restricted diet and other curative means. No case was controlled so as to isolate the blanket as the sole curative agency or to demonstrate its influence. In no case was the patient under respondent's constant observance and control. The results which were obtained were easily explainable upon the basis of and were due to these other recognized treatments and agencies. Respondent's Vit-O-Net blanket has no therapeutic value other than as a convenient means of applying heat generally to the human body and thus causing sweating or diaphoresis and it will not benefit, cure or prevent diseases or diseased conditions as respondent represents and claims. Respondent has no clinical data which would make a proper foundation for the representations and claims made by it as to the therapeutic qualities of the Vit-O-Net blanket.

PAR. 17. The statements, representations, and claims of respondent concerning its Vit-O-Net blanket, set out above, are false and misleading and have the capacity and tendency to and do mislead and deceive customers and prospective customers and cause many persons to purchase and use the blanket. Respondent knew such statements, representations, and claims were unfounded and false. In many cases such false and misleading statements may be relied upon to the extent of causing patients to use the blanket in cases where its use would be extremely dangerous to health and life and to neglect proper means of treatment.

CONCLUSION

The acts and practices of respondent set forth in the foregoing findings as to the facts constitute, under the circumstances therein stated, unfair methods of competition in commerce in violation of the provisions of an act of Congress approved September 26, 1914, entitled "An act to create a Federal Trade Commission, to define its powers and duties, and for other purposes".

ORDER TO CEASE AND DESIST

This proceeding having been heard by the Federal Trade Commission upon the complaint of the Commission, the answer of respondent, the testimony and evidence submitted, the trial examiner's report upon the facts and respondent's exceptions thereto, and the Commission having made its findings as to the facts and its conclusion that the respondent has violated the provisions of an act of Congress approved September 26, 1914, entitled "An act to create a Federal Trade Commission, to define its powers and duties, and for other purposes",

It is now ordered, That respondent, Vit-O-Net Corporation, its officers, directors, agents, employees, and successors do cease and desist from advertising, representing, claiming, or otherwise stating in connection with the sale of the Vit-O-Net blanket in commerce between and among the several States of the United States, or between any State and the District of Columbia, or between any State or the District of Columbia and any foreign country, or in the District of Columbia:

1. That said blanket will prevent, relieve, benefit, or cure all diseases of the human body.
2. That said blanket is based upon or makes practical application of scientific discoveries or theories of well-known scientists for the benefit, cure, or prevention of human diseases or ailments.
3. That said blanket was discovered, originated, invented, or developed by a scientist.
4. That numerous tests or experiments have been made with said blanket which prove it to have any therapeutic value except as a heating pad and because of the heat generated in it by the electric current passing over the wires in it.
5. That said blanket sets up a radiomagnetic or electromagnetic energy which is transmitted to the person using said blanket or which had any effect upon a person using said blanket.
6. That the magnetic field of said blanket magnetizes the body or any part of the body or sets up electric currents in the body or any part of the body.
7. That said blanket is used, indorsed or recommended by prominent or well-known physicians, scientists, hospitals, educators or other prominent or well-known persons or has been tested by institutions for medical or scientific research when such is not the fact.
8. That from the use of said blanket there is any effect upon the human body or any part thereof or any tissue or cell thereof other

Order

14 F. T. C.

than that caused by the heat generated in the blanket by the electric current passing over the wires of said blanket, that is, except as a heating pad.

9. Falsely the number of said blankets sold, the users of said blankets or the purposes for which used.

It is further ordered, That the respondent, Vit-O-Net Corporation, shall within 30 days after the service upon it of a copy of this order, file with the Commission a report in writing setting forth in detail the manner and form in which it has complied with the order to cease and desist hereinbefore set forth.

Complaint

IN THE MATTER OF
PRO-PHY-LAC-TIC BRUSH COMPANY

COMPLAINT (SYNOPSIS), FINDINGS, AND ORDER IN REGARD TO THE ALLEGED
VIOLATION OF SEC. 5 OF AN ACT OF CONGRESS APPROVED SEPT. 26, 1914

Docket 1825. Complaint, May 5, 1930—Decision, July 7, 1930

Where a corporation engaged in the manufacture of toothbrushes and in the sale thereof to jobbers and retailers; in enforcing a merchandising system adopted by it, in cooperation with a selected number of jobbers throughout the United States, directed to the fixing and maintaining of specified uniform prices at which its products should be sold by jobbers to retailers and by the latter to purchasing public,

- (a) Entered into contracts, agreements, and understandings with its jobber and retailer dealers looking to the maintenance by them of the resale prices fixed by it and made known to them, together with its policy, as a condition of opening accounts with them or continuing their supply of said brushes;
- (b) Procured and induced groups of dealers in given localities to agree among themselves and with it to observe and maintain the resale prices specified by it;
- (c) Sought and secured information from its dealers touching price cutting on the part of others and used such information to induce and coerce such price-cutting dealers to maintain its prices thereafter; and
- (d) Refused further to supply its brushes to price-cutting dealers unless and until they had given satisfactory promises and assurances that they would in the future maintain and observe its price;

With the result that said resale prices were generally maintained, competition among dealers in the distribution and sale of its said product was suppressed, dealers were constrained to sell the same at the prices fixed by it and prevented from selling the product at such lower prices as they might desire, and purchasers were deprived of the advantage in price otherwise obtainable by them from a natural and unobstructed flow of commerce in said brushes under methods of free competition;

Held, That such practices, under the circumstances set forth, were to the prejudice of the public and competitors and constituted unfair methods of competition.

Mr. Alfred M. Craven, for the Commission.

Macleod, Calver, Copeland & Dicke, of Boston, Mass., for respondent.

SYNOPSIS OF COMPLAINT

Reciting its action in the public interest, pursuant to the provisions of the Federal Trade Commission Act, the Commission charged respondent, a Massachusetts corporation engaged in the manufacture of toothbrushes and in the manufacture of Pro-phy-lac-tic toothbrushes and in the sale and distribution thereof to job-