

United States Department of Agriculture,

OFFICE OF THE SECRETARY.

NOTICE OF JUDGMENT NO. 530, FOOD AND DRUGS ACT.

ADULTERATION AND MISBRANDING OF COFFEE.

On or about January 25, 1908, the Louisiana Molasses Company, Limited, a corporation, New Orleans, La., shipped from the State of Louisiana to the State of Mississippi a consignment of a food product labeled "Gabrielle choice roasted high grade coffee. Imported and roasted by the New Orleans Molasses Co. Ltd., 400-420 St. Joseph St., New Orleans, La.," and also less conspicuously "composed of coffee and chicory."

Samples from this shipment were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as it appeared from the findings of the analyst and report made that the product was adulterated and misbranded within the meaning of the Food and Drugs Act of June 30, 1906, the Secretary of Agriculture afforded the Louisiana Molasses Company, Limited, and the party from whom the samples were procured opportunities for hearings. As it appeared after hearings held that the shipment was in violation of the act, the Secretary of Agriculture reported the facts to the Attorney-General, with a statement of the evidence upon which to base a prosecution. In due course a criminal information was filed in the Circuit Court of the United States for the Eastern District of Louisiana against the said Louisiana Molasses Company, Limited, charging the above shipment, and alleging that the product shipped as aforesaid was adulterated in that there had been substituted for the genuine coffee another article, to wit, chicory, and in that there had been mixed and packed with the said coffee another substance, to wit, chicory, so as to reduce, lower, and injuriously affect the quality and strength of the former, and alleging that the product was misbranded, in that the labels above set forth, and particularly the principal label, being the one first above recited,

were false and misleading, and were such as to deceive and mislead the purchaser into believing that the contents of said packages were pure coffee, whereas in truth and in fact the contents were not pure coffee, but a mixture of coffee and chicory; in that the said labels, and particularly the one first above referred to, were meant and intended and calculated to convey, and did convey, the impression that the said article was pure coffee, which was false, since it was a mixture of coffee and chicory; and in that the product was an imitation of and offered for sale under the distinctive name of another article, to wit, pure coffee.

On June 30, 1910, the defendant entered a plea of guilty and the court imposed a fine of \$10 and costs.

This notice is given pursuant to section 4 of the Food and Drugs Act of June 30, 1906.

W. M. HAYS,
Acting Secretary of Agriculture.

WASHINGTON, D. C., *July 29, 1910.*

