

4469. Adulteration and misbranding of so-called vanilla extract. U. S. v. Conron & Co., a corporation. Plea of guilty. Fine, \$10. (F. & D. No. 6527. I. S. No. 10969-e.)

On November 3, 1915, the United States attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Conron & Co., a corporation, New York, N. Y., alleging shipment by said company, in violation of the Food and Drugs Act, on June 4, 1913, from the State of New York into the State of Ohio, of a quantity of so-called vanilla extract, which was adulterated and misbranded. The article was labeled: (On gallon container) "Conron's Artificial Exquisite Non-Alcoholic Decoction of Selected best cured Mexican Vanilla beans. It is already prepared to put right into the cream, at a great saving to you. Trade desiring to have the Mexican Vanilla seeds in their cream and the Exquisite Mexican Bean Flavor, can not praise Conron's Famous Non-Alcoholic Decoction enough. Conron & Co., 265 West Broadway, New York. No. 9399. Guarantee Clause." (Label on shipping package) "Conron & Co., sugar coloring Extracts. 265 West Broadway, New York."

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that it consisted of a colored solution with an admixture of vanilla bean seeds deposited as sediment. The colored solution was in principal part not a product of Mexican beans, but a solution containing glycerin, synthetic vanillin, and caramel.

Adulteration of the article was alleged in the information for the reason that a substance, to wit, artificial vanillin, had been mixed and packed therewith so as to reduce, lower, and injuriously affect its quality and strength, and had been substituted, in whole or in part, for a product of vanilla beans, which the article purported to be. Adulteration was alleged for the further reason that the product was an inferior article, to wit, a mixture of a product of vanilla beans and artificial vanillin, and was colored with caramel in a manner whereby its inferiority was concealed.

Misbranding was alleged for the reason that the following statements regarding the article, or the ingredients or substances contained therein, appearing on the label aforesaid, to wit, "Conron's Artificial Exquisite Non-Alcoholic Decoction of Selected best cured Mexican Vanilla beans. It is already prepared to put right into the cream, at a great saving to you. Trade desiring to have the Mexican Vanilla seeds in their cream and the Exquisite Mexican Bean Flavor, can not praise Conron's Famous Non-Alcoholic Decoction enough," were false and misleading in that they indicated to the purchasers thereof that the article consisted wholly of a product of vanilla beans, and were such as to deceive and mislead the purchasers into the belief that it consisted wholly of a product of vanilla beans, when, in truth and in fact, it did not, but consisted of a mixture of a product of vanilla beans and artificial vanillin, artificially colored, and was an imitation of another article, to wit, vanilla extract.

On November 8, 1915, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$10.

C. F. MARVIN, *Acting Secretary of Agriculture.*