

Bread 1 Lb. [or "1 Lb. 2 Ozs." or "One Pound"] Royal Baking Co. Salt Lake-Ogden."

The article was alleged to be misbranded in that the statements, "Made with more milk" and "Weight 1½ lbs." with respect to a portion, and "1 Lb.", "1 Lb. 2 Ozs.", and "One Pound" with respect to the remainder, borne on the labels, were false and misleading and were borne on the packages so as to deceive and mislead the purchaser in that they represented that each of the packages contained the weight declared on the label, and that the portion labeled "Sandwich Bread" contained more milk solids than milk bread; whereas the packages contained less than the amount declared on the label and the sandwich bread contained less milk solids than milk bread contains. Said article was alleged to be misbranded further in that it was food in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package, since the quantity stated was not correct.

On March 6, 1937, a plea of guilty was entered on behalf of the defendant and the court imposed a fine of \$32.

W. R. GREGG, *Acting Secretary of Agriculture.*

27042. Adulteration and misbranding of coffee and of coffee and chicory. U. S. v. Dannemiller Coffee Co. of Louisiana, Inc. Plea of nolo contendere. Fine, \$100. (F. & D. no. 37960. Sample nos. 62259-B, 62452-B, 62457-B, 62458-B, 62459-B.)

This case involved two shipments of coffee, also three shipments of mixed coffee and chicory, all of which contained added coffee chaff.

On September 21, 1936, the United States attorney for the Eastern District of Louisiana, acting upon a report by the Secretary of Agriculture, filed in the district court an information against Dannemiller Coffee Co. of Louisiana, Inc., at New Orleans, La., alleging interstate shipments by said company in violation of the Food and Drugs Act, on or about January 3, 16, and 30, and February 3, 1936, from the State of Louisiana into the State of Mississippi of quantities of coffee and coffee and chicory that were adulterated and misbranded. The articles were labeled, variously: "Coffee & Chicory, from Dannemiller Coffee Co. of La., New Orleans, La."; "Big Hit Coffee & Chicory Dannemiller Coffee Co. * * * Southern Who. Gro. Co. Brookhaven, Miss."; "Big Hit Brand * * * 100% Pure Fresh Roasted Coffee"; "Extra 100% Pure Ground Coffee P. P. Williams Co. Vicksburg, Miss."

The articles were alleged to be adulterated in that coffee chaff had been mixed and packed therewith so as to reduce and lower and injuriously affect their quality and strength, and had been substituted in part for coffee and for coffee and chicory, which the articles purported to be.

They were alleged to be misbranded in that the statements, "100% Pure Fresh Roasted Coffee", "100% Pure Ground Coffee", and "Coffee & Chicory", borne on the bags, were false and misleading and were applied to them so as to deceive and mislead the purchaser since they represented that the articles consisted of coffee and of coffee and chicory, respectively; whereas they consisted in part of coffee chaff. The articles were alleged to be misbranded further in that they were offered for sale and sold under the distinctive names of other articles, "Coffee" and "Coffee & Chicory."

On March 4, 1937, a plea of nolo contendere was entered on behalf of the defendant and the court imposed a fine of \$100.

W. R. GREGG, *Acting Secretary of Agriculture.*

27043. Adulteration and misbranding of olive oil. U. S. v. Italian Importing Corporation and Anthony Cipolla. Pleas of guilty. Italian Importing Corporation fined \$100, \$75 remitted; Anthony Cipolla fined \$400, \$300 remitted. (F. & D. no. 38003. Sample nos. 61035-B, 68825-B.)

This case involved olive oil that was adulterated with tea-seed oil.

On August 26, 1936, 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 an information against the Italian Importing Corporation, New York, N. Y., and Anthony Cipolla, president and treasurer of said corporation, alleging shipment by said defendants in violation of the Food and Drugs Act, on or about March 4, 1936, from the State of New York into the State of Louisiana; and on or about March 12, 1936, from the State of New York into the State of New Jersey, of quantities of olive oil which was adulterated and misbranded. The article was labeled in part: "L'Italia Redenta Brand Pure Olive Oil * * * L'Italia Redenta Olive Oil Co. N. Y."