

4160. Adulteration and misbranding of vanilla extract. U. S. v. Chas. L. Heinle Specialty Co. Plea of guilty. Fine, \$5. (F. & D. No. 6245. I. S. No. 3614-h.)

On April 13, 1915, the United States Attorney for the Eastern District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the Chas. L. Heinle Specialty Co., a corporation, Philadelphia, Pa., alleging shipment by said company, in violation of the Food and Drugs Act, on or about June 2, 1913, from the State of Pennsylvania into the State of New Jersey, of a quantity of vanilla extract which was adulterated and misbranded. The article was labeled: (On bottle) "Heinle's Pure Concentrated Vanilla Manufactured by Chas. L. Heinle Specialty Co. Philadelphia." (On carton) (Front) "Heinle's Pure Concentrated Vanilla Manufactured by Chas. L. Heinle Specialty Co. Philadelphia." (On back) "Heinle's Pure Concentrated Vanilla Flavoring for Pies, Custards, Cakes, Puddings, Jellies, Ice Cream, &c. Manufactured by Chas. L. Heinle Specialty Co. Philadelphia, Serial No. 9753, Guaranty under Food and Drug Act June 30th, 1906." (On sides) "Heinle's Vanilla." (On top) "Vanilla."

Analysis of a sample of the article by the Bureau of Chemistry of this department showed the following results:

Vanillin (Gravimetric) (per cent)-----	0.13
Vanillin (Folin colorimetric) (per cent)-----	0.14
Lead number-----	0.30
Alcohol (per cent by volume)-----	31.81
Ash (per cent)-----	0.18

Product is a dilute vanilla extract.

Adulteration of the article was alleged in the information for the reason that a dilute vanilla extract had been mixed and packed with the article so as to reduce, lower, and injuriously affect its quality and strength, and for the further reason that a dilute vanilla extract had been substituted in whole or in part for pure concentrated vanilla which the article purported to be.

Misbranding was alleged for the reason that the statement, to wit, "Pure Concentrated Vanilla," borne on the label of the article, was false and misleading in that it represented and purported that said article was pure concentrated vanilla, whereas, in truth and in fact, it was not pure concentrated vanilla, but was a dilute vanilla extract. Misbranding was alleged for the further reason that the article was labeled "Pure Concentrated Vanilla" so as to deceive and mislead the purchaser into the belief that it was pure concentrated vanilla, whereas, in truth and in fact, it was not pure concentrated vanilla, but was a dilute vanilla extract.

On June 18, 1915, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$5.

CARL VROOMAN, *Acting Secretary of Agriculture.*