

**4814. Misbranding of rice. U. S. v. The William Cluff Co., a corporation.**  
**Plea of guilty. Fine, \$25. (F. & D. No. 4662. I. S. No. 21665-d.)**

On May 25, 1915, the United States attorney for the Northern District of California, 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 William Cluff Co., a corporation, San Francisco, Cal., alleging shipment by said company, in violation of the Food and Drugs Act, on or about May 31, 1912, from the State of California into the State of Oregon, of a quantity of rice which was misbranded. The article was labeled: (Principal label) "Coquille, Ore. Yamato Choice Japan Rice Wm. Cluff Co. S. F." (Reverse label) "Coated with Glucose and Talc. Remove by Washing before using."

Examination of a sample of the article by the Bureau of Chemistry of this department showed it to be a domestic-grown rice of the Japan type, coated, and of an average quality. The bag in which the same was shipped was clearly an article of domestic manufacture and unlike the imported Japan bag commonly used by the exporters of rice from Japan.

Misbranding of the article was alleged in the information for the reason that it was labeled and branded as aforesaid so as to deceive and mislead the purchaser thereof, in that by said label and brand the impression was created that the article of food was a foreign product, to wit, a product of Japan, when, in truth and in fact, it was not, but was a domestic-grown rice of the Japan type. Misbranding was alleged for the further reason that the label and brand on the article was false and misleading in that the statement, "Yamato Choice Japan Rice," borne on the label, misled and deceived the purchaser into the belief that the article was a foreign product, to wit, a product of Japan, when, in truth and in fact, it was not, but was a domestic-grown rice of the Japan type.

On June 16, 1915, the defendant company entered its plea of guilty to the information, and the court imposed a fine of \$25.

CARL VROOMAN,  
*Acting Secretary of Agriculture.*