

FRENCH REDS PRESS NEW COCA-COLA BAN: Naming of Beverage in the Bill ...

By HAROLD CALLENDER Special to THE NEW YORK TIMES.

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Naming of Beverage in the Bill

Urged—Farley Sees Move

Poor Reward for E.R.P.

By HAROLD CALLENDER

Special to THE NEW YORK TIMES.

PARIS, March 1—Not content with having induced the National Assembly to deal a blow at Coca-Cola by devious means, the Communists are pressing a resolution to ask the Government to forbid by name its importation, manufacture and sale in France. This resolution will be discussed in a committee of the Assembly tomorrow.

The bill passed by the Assembly yesterday, designed to achieve the same purpose less openly, authorized the Minister of Health to ban the drink after having considered—though he was not compelled to accept—the advice of the Council of Public Hygiene and the National Academy of Medicine.

The proportions of the Coca-Cola menace for the French wine industry and for the French way of life were indicated today by informed members of the trade, who said that the daily sales of it in France aggregated from 800 to 1,000 cases. They added, however, that it had been restored to the market only about three months and that the bottling factory here was not yet in full operation.

Those who have had experience of prohibition laws predicted that the intensive advertisement of the drink by the National Assembly, the organized wine growers and the Communist party would create curiosity about it and contribute to its consumption. It was recalled that the French had had many laughs at United States prohibition of alcoholic beverages, but that their sense of humor had not prevented them from trying to prohibit a nonalcoholic beverage.

The ostensible reason for the attack on Coca-Cola was that it was said to contain caffeine, phosphoric acid and benzoate of soda. Paul Boulet, Popular Republican Deputy from the wine-growing department of Hérault, said it was certain that Coca-Cola would be condemned by the Council of Hygiene and the Academy of Medicine.

French medical authorities have already condemned, on hygienic grounds, the excessive drinking of French wines and aperitifs, citing statistics to show that alcoholism almost disappeared during the war, when wines and aperitifs were scarce.

The Catholic newspaper *La Croix*, which favors barring Coca-Cola, remarked that probably

Americans would retort by finding arsenic in Burgundy wines.

Those who appear most susceptible to the Coca-Cola menace,

and most likely to be lost to the wine and aperitif trade, are students and other youths. However, it is drunk by older persons also, and even Communists have been known to drink it while making propaganda against it as an instrument of "American imperialism."

The drink is sometimes laced with rum or other alcohol. It was pointed out that if the manufacturers put alcohol into the Coca-Cola it would escape the proposed law against it, which applies only to nonalcoholic beverages.

The only ones with any obvious axes to grind in making war on Coca-Cola were the wine growers, who seemed to think that this wine-drinking nation might be weaned away by a soft drink, and the Communists, who quickly exploited the move in their campaign against everything American.