

No. 477, A.]

[Published June 15, 1927.]

CHAPTER 230.

AN ACT to create section 352.075 of the statutes, relating to false branding of bread and providing a penalty.

The people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

SECTION 1. A new section is added to the statutes to read: 352.075 (1) Bread, other than wheat or rye bread or milk bread or bread made from a mixture of rye and wheat flour or meal without the addition of materials imparting color that is sold as and for what it is, and bread advertised as having special, nutritive, healthful or curative properties, or as being preventive of ailments, shall, if a descriptive name is used, be true to its name. When offered for sale in loaves, such bread shall be labeled, banded or wrapped, or otherwise enclosed, and the label, band or wrapper shall state the name of the maker of such bread and plainly and distinctly the ordinary names of all the ingredients, other than water, used in the manufacture of such bread, in the order of their preponderance by weight, and it shall be unlawful to make any statement regarding bread which shall be false, exaggerated, deceptive or misleading in advertising or in any distributed printed or written matter.

(2) Any person who shall by himself, his servant or agent, or as the servant or agent of any other person, firm or corporation, violate or fail to comply with any provisions of this section shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than twenty-five dollars nor more than one hundred dollars or by imprisonment in the county jail not less than five days nor more than thirty days or by both such fine and imprisonment, and upon a second conviction shall be punished by a fine of not less than one hundred dollars nor more than five hundred dollars or by imprisonment in the county jail not less than thirty days nor more than sixty days, or by both such fine and imprisonment.

SECTION 2. This act shall take effect one hundred and twenty days after passage and publication.

Approved June 14, 1927.