No. 181, S.]   [Published May 10, 1927.

CHAPTER 80.

AN ACT to create section 352.085 of the statutes, relating to
fraud and deception in advertising food products.

*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:
352.085 (1) No person, firm, corporation or association shall,
with intent to sell, or increase the consumption thereof, or create
an interest therein, make, publish, disseminate, circulate, or place
before the public in this state, or cause, directly or indirectly to
be made, published, disseminated, or placed before the public
in this state, in a newspaper or other publication, or in the form
of a book notice, handbill, poster, bill, circular or pamphlet, or
in any other manner, an advertisement of any sort regarding
articles of food, which advertisement contains any assertion,
representation or statement which is untrue, deceptive or mis-
leading.

(2) It shall be unlawful to advertise any dairy or other food
product which is of a grade or quality inferior to or less valuable
than the usual and ordinary grade established by common under-
standing or law for such product, or from which a more valuable
portion has been removed, without plainly and conspicuously
stating that the article advertised is below and inferior to the
usual and ordinary grade.

(3) Any person, who by himself or his agent, or as the agent
or servant of any other person, firm, corporation or association,
shall violate any provision of this section, shall be guilty of a
misdemeanor, and, upon conviction thereof, shall be punished
by a fine of not less than fifty dollars, nor more than two hundred
dollars, or by imprisonment in the county jail for not less than
thirty days nor more than sixty days, or both such fine and im-
prisonment.

(4) It shall be the duty of the dairy and food commissioner to
enforce the provisions of this section.

SECTION 2. This act shall take effect upon passage and pub-
lication.

Approved May 7, 1927.