

HOUSE No. 2

Accompanying the first recommendation of the Department of Agriculture (see House, No. 1). Agriculture. January 3.

The Commonwealth of Massachusetts.

In the Year One Thousand Nine Hundred and Twenty-Three.

AN ACT

To regulate Advertising of Substitutes for Butter.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 Section fifty-one of chapter ninety-four of the General
2 Laws is hereby amended by inserting after the word
3 "cattle", in the twelfth line, the words:— or whoever
4 uses in any way in connection or association with an
5 advertisement of margarine, oleomargarine or of any
6 substance designed to be used as a substitute for butter,
7 the word "butter", "creamery" or "dairy", or the name
8 or representation of any dairy animal or breed of dairy
9 cattle, or any combination of such word or words and
10 representation, or any other words or symbols or combi-
11 nation thereof commonly used in the sale of butter, — so
12 as to read as follows:— *Section 51.* Whoever sells, ex-
13 poses for sale or has in his possession with intent to sell,
14 any article, substance or compound made in imitation or

15 semblance of butter or cheese or as a substitute therefor,
16 except as provided in the two preceding sections, and
17 whoever, with intent to deceive, defaces, erases, cancels
18 or removes any mark, stamp, brand, label or wrapper
19 provided for in said sections, or in any manner falsely
20 labels, stamps or marks any box, tub, article or package
21 marked, stamped or labelled as provided in said sections,
22 or whoever himself or by his agent sells, exposes for sale,
23 or has in his possession with intent to sell, oleomargarine,
24 contained in any box, tub, article or package, marked or
25 labelled with the word "dairy", or the word "creamery",
26 or the name of any breed of dairy cattle, *or whoever uses*
27 *in any way in connection or association with an advertise-*
28 *ment of margarine, oleomargarine or of any substance de-*
29 *signed to be used as a substitute for butter, the word "butter",*
30 *"creamery", or "dairy", or the name or representation of*
31 *any dairy animal or breed of dairy cattle, or any combina-*
32 *tion of such word or words and representation, or any other*
33 *words or symbols or combination thereof commonly used in*
34 *the sale of butter, shall for the first offence forfeit one hun-*
35 *dred dollars, and for each subsequent offence two hundred*
36 *dollars, to the use of the town where the offence was*
37 *committed.*