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CHAPTER 231

AN ACT to amend 97.61 (2) of the statutes, relating to the addition of harmless coloring to certain foods.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

97.61 (2) of the statutes is amended to read:

97.61 (2) No person shall sell, exchange, deliver, or have in his possession with intent to sell or exchange, or expose for sale, or offer for sale or exchange any canned fruits, vegetables, meats, fish * * * or shellfish containing any artificial coloring, or any bleaching compound, or any article the sale of which as an article of food or as the constituent of an article of food is made a misdemeanor by any statute of this state. *Nothing in this subsection shall prohibit the use, to improve attractiveness without concealing any inferiority of quality in apple and cherry products of a color additive which has been determined safe under the provisions of the federal food, drug and cosmetic act (21 USC 301-392), provided, the label clearly states coloring has been added.*

Vetoed July 16, 1963; Passed over veto August 1, 1963.
