

No. 351, A.]

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CHAPTER 480

AN ACT to create section 1747m of the statutes, prohibiting the use of trading stamps, 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: Section 1747m. 1. No person, firm, corporation, or association within this state shall use, give, offer, issue, transfer, furnish, deliver, or cause or authorize to be furnished or delivered to any other person, firm, corporation, or association within this state, in connection with the sale of any goods, wares or merchandise, any trading stamp, token, ticket, bond, or other similar device, which shall entitle the purchaser receiving the same to procure any goods, wares, merchandise privilege, or thing of value in exchange for any such trading stamp, token, ticket, bond, or other similar device, except that any manufacturer, packer or dealer may issue any slip, ticket, or check with the sale of any goods, wares or merchandise, which slip, ticket or check shall bear upon its face a stated cash value and shall be redeemable only in cash for the amount stated thereon, upon presentation in amounts aggregating twenty-five cents or over of redemption value, and only by the person, firm or corporation issuing the same.

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

3. Any person, firm or corporation violating any of the provisions of this section shall be guilty of a misdemeanor and on conviction thereof be punished by a fine of not less than five hundred dollars nor more than one thousand dollars, or by imprisonment in the county jail for a period not exceeding one year, or by both such fine and imprisonment, in the discretion of the court.

SECTION 2. This act shall take effect January 1, 1918.

Approved June 23, 1917.