

No. 362, A.]

[Published June 26, 1957.

### CHAPTER 241

AN ACT to amend 100.26 (5); and to create 100.18 (9) of the statutes, relating to deceptive advertising, and providing a penalty.

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

SECTION 1. 100.18 (9) of the statutes is created to read:

100.18 (9) (a) It is deemed deceptive advertising, within the meaning of this section, for any person or any agent or employe thereof to make, publish, disseminate, circulate or place before the public in this state in a newspaper or other publication or in the form of book, notice, handbill, poster, bill, circular, pamphlet, letter, sign, placard, card, label or over any radio or television station or in any other way similar or dissimilar to the foregoing, an advertisement, announcement, statement or representation of any kind to the public relating to the purchase, sale, hire, use or lease of real estate, merchandise, securities, service or employment or to the terms or conditions thereof which advertisement, announcement, statement or representation is part of a plan or scheme the purpose or effect of which is not to sell, purchase, hire, use or lease the real estate, merchandise, securities, service or employment as advertised.

(b) This subsection does not apply to the owner, publisher, printer, agent or employe of a newspaper or other publication, periodical or circular, or of a radio or television station, who in good faith and without knowledge of the falsity or deceptive character thereof, publishes, causes to be published or takes part in the publication of such advertisement.

SECTION 2. 100.26 (5) of the statutes is amended to read:

100.26 (5) Any person violating s. 100.03 or 100.06 or any order or regulation of the department thereunder, or s. 100.13 (7) or 100.18 (9), shall be fined not less than \$25 nor more than \$1,000, or imprisoned for not more than one year or both. Each day shall constitute a separate offense.

Approved June 20, 1957.