

No. 482, S.]

[Published August 15, 1961.

CHAPTER 376

AN ACT to create 100.18 (10) of the statutes, relating to fraudulent advertising.

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

100.18 (10) of the statutes is created to read:

100.18 (10) (a) It is deceptive to misrepresent the nature of any business by use of the words manufacturer, factory, mill, importer, wholesaler or words of similar meaning, in a corporate or trade name or otherwise.

(b) It is deceptive to represent the price of any merchandise as a manufacturer's or wholesaler's price, or a price equal thereto, unless such price is not more than the price which retailers regularly pay for such merchandise. The effective date of this act shall be January 1, 1962.

Approved August 7, 1961.