

No. 706, S.]

[Published September 20, 1961.

CHAPTER 469

AN ACT to amend 100.18 (8) 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 (8) of the statutes is amended to read:

100.18 (8) Every wholesaler and every other person selling or distributing motor fuel in this state shall keep posted in a conspicuous place, most accessible to the public at his place of business, and on every pump from which delivery is made directly into the fuel tank attached to a motor vehicle, a placard showing the net selling price per gallon of all grades of motor fuel and the amount of the license tax per gallon thereon. On pumps or other dispensing equipment from which motor fuel is sold and delivered directly into fuel supply tanks attached to motor vehicles, such posting shall be in figures not less than one inch high, except that no such placard shall be required on a computer pump whereon the total net selling price per gallon including all taxes is legibly shown on its face. All sales shall be made at the posted price and delivery slips shall also show the net selling price per gallon of all grades of motor fuel and the amount of the license tax per gallon thereon. If the wholesaler or person has more than one place

of business in this state, the wholesaler or person shall post said placard at all of his places of business. All prices posted shall remain in effect for at least 24 hours after they are posted. *It shall be deemed deceptive advertising to advertise or represent in any manner the price of motor fuel offered for sale at retail to be less than the price so posted on each pump.*

Approved September 15, 1961.
