

1977 Senate Bill 4

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## CHAPTER 268, Laws of 1977

AN ACT to renumber and amend 100.15 (3); to amend 100.15 (1); and to create 100.15 (3) (intro.) and (b) to (e) of the statutes, relating to allowing coupons to be redeemed by other manufacturers.

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

SECTION 1. 100.15 (1) of the statutes is amended to read:

100.15 (1) No person, firm, corporation, or association within this state shall may 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~~ entitles 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; provided, that the publication by or distribution through newspapers, or other publications, of coupons in advertisements other than their own, shall not be considered a violation of this section; and provided further, that this section shall not apply to any coupon, certificate or similar device, which is within, attached to, or a part of any package or container as packed by the original manufacturer and is directly redeemed by such manufacturer.~~

SECTION 2. 100.15 (3) of the statutes is renumbered 100.15 (3) (a) and amended to read:

100.15 (3) (a) ~~Notwithstanding sub. (1), it shall be lawful to give, offer, issue, furnish or deliver, in connection with the sale of goods, wares, merchandise or services, stamps~~ Stamps, tokens, tickets, or similar devices, without any stated cash value, ~~when~~ if such stamps, tokens, tickets, or similar devices are redeemable only in payment for parking privileges for automobiles or fares on urban passenger transit facilities.

SECTION 3. 100.15 (3) (intro.) and (b) to (e) of the statutes are created to read:

100.15 (3) (intro.) This section does not apply to:

(b) A manufacturer, packer or dealer who issues a slip, ticket or check with the sale of any goods, wares or merchandise, which bears upon its face a stated cash value and is redeemable only in cash for the amount stated, upon presentation in amounts aggregating 25 cents or over of redemption value, and only by the person, firm or corporation issuing the same.

(c) The publication by or distribution through newspapers, or other publications, of coupons in advertisements other than their own.

(d) A coupon, certificate or similar device, which is within, attached to, or a part of any package or container as packed by the original manufacturer and is directly redeemed by such manufacturer.

(e) A coupon, certificate or similar device, which is within, attached to, or a part of any package or container as packed by the original manufacturer and which is to be redeemed by another manufacturer if:

1. The coupon, certificate or similar device clearly states the names and addresses of both the issuing manufacturer and the redeeming manufacturer; and
  2. The issuing manufacturer is responsible to redeem the coupon, certificate or similar device if the redeeming manufacturer fails to do so.
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