

Chapter Ag 113

GASOLINE ADVERTISING

Ag 113.01 Prohibited trade practices; gasoline Ag 113.02 Test methods, standards

Ag 113.01 Prohibited trade practices; gasoline. All persons, firms and corporations, their offices, representatives, agents and employes, in advertising relating to the business of selling gasoline for use in motor cars, shall cease and desist from using any methods of competition and trade practices that mislead or tend to mislead prospective purchasers of such gasoline, and particularly the following:

(1) To state or otherwise represent that the gasoline has a specified octane value or rating when such value or rating has been determined by a test method other than one which is recognized by the American Society for Testing Materials as standard for the industry.

(2) To use any statement, design or device which may induce prospective purchasers to believe that such gasoline is aviation gasoline when the product is not suitable for aviation use.

(3) To use any statement, design or device which may induce prospective purchasers to believe that such gasoline is of greater value for motor car use because it contains high octane value components without clearly stating the octane value or rating of the total product advertised, as determined by a method which is recognized by the American Society for Testing Materials as standard for the industry.

Ag 113.02 Test methods, standards. The test methods prescribed in subs. (1) and (3) of s. Ag 113.01 are set forth in the book "ASTM Manual for Rating Motor Fuels by Motor and Research Methods", published 1956, copies of which are on file at the offices of the state department of agriculture, secretary of state and revisor of statutes, and which may be obtained from American Society for Testing Materials, 1916 Race Street, Philadelphia, Pennsylvania.