

No. 38, A.]

[Published June 14, 1951.

CHAPTER 345.

AN ACT to amend 93.07 (3) and to create 14.78 of the statutes, relating to advertising Wisconsin farm products and the review of state promotional and advertising expenditures.

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

SECTION 1. 14.78 of the statutes is created to read:

14.78 STATE ADVERTISING. The conservation director and the director of the department of agriculture or representatives designated by them respectively, together with a representative from the executive office designated by the governor, shall constitute a committee to review expenditures for promotional advertising under sections 20.20 (3), 20.205 (3), 20.49 (1m) and 93.07 and such committee shall meet at least twice annually to co-ordinate promotional policy.

SECTION 2. 93.07 (3) of the statutes is amended to read:

93.07 (3) To promote the interests of agriculture, dairying, horticulture, manufactures and the domestic arts *and to advertise Wisconsin and its dairy and other agricultural products by conducting campaigns of education throughout the United States. Such campaigns shall include the distribution of educational and advertising material concerning Wisconsin and its dairy products.*

Approved June 8, 1951.