

No. 294, A.]

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CHAPTER 462.

AN ACT to renumber 100.18 (5) and to create 100.18 (5) of the statutes, relating to fraudulent advertising of gasoline.

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

SECTION 1. 100.18 (5) of the statutes is renumbered 100.18 (6).

SECTION 2. 100.18 (5) of the statutes is created to read:

100.18 (5) All advertising which shows or in any manner relates to the price at which motor fuel is offered for sale at retail, except multiple gallon computers attached to or forming a part of any dispensing equipment shall show only (a) the single gallon unit price including all applicable taxes in one amount or (b) the single gallon product price, the taxes applicable thereto, and the total single gallon unit price including all applicable taxes. In any such advertising, all numerals which represent either price or taxes shall

be of the same type and size except that fractions of a cent shall be shown in figures one-half the height, width and prominence of the whole numbers.

Approved June 27, 1951.
