

CHAPTER 44

No. 55, S.]

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AN ACT to repeal and recreate 100.30 (2) (j) ; and to create 100.18 (2) of the statutes, relating to fraudulent advertising and unfair sales practices.

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

SECTION 1. 100.18 (2) of the statutes is created to read:

100.18 (2) In advertising or otherwise representing the sale or furnishing of any property or services combined with or conditioned on the purchase of any other property or services described in such advertisement or other representation, it is deceptive to fail to state the price or amount which must be paid for the property or services included in such sale, along with any other requirement which is a condition to the receipt of such property or services. The price or amount which must be paid shall be set forth clearly, conspicuously and in such manner that the total price or amount to be paid may be readily ascertained.

SECTION 2. 100.30 (2) (j) of the statutes is repealed and recreated to read:

100.30 (2) (j) When one or more items of merchandise are furnished or sold in combination with or on condition of the purchase of one or more other items, or are so advertised, all items shall be included in determining cost under par. (a) or (b) ; and if any of the items included therein are separately priced, such separate price shall be subject to the requirements of this section.

Approved May 1, 1961.

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