

**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRB-3719/1dn  
PEN:jlg:km

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Currently, a retailer who violates s. 125.51 (7) by advertising under another retailer's name may have his or her retail license revoked under s. 125.12. While I am sure there are other penalties (state and federal) that apply for false advertising under another's name, I do not believe that the retailer's license will be at stake. OK?

Federal law regulates advertising of wine (27 CFR 4.60-4.65) and intoxicating liquor (27 CFR 5.61-5.66). Under federal law, an advertisement for wine or intoxicating liquor must contain the name of the responsible advertiser. See 27 CFR 4.62 (a) and 5.63 (a).

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