

## **Summary of New Senate Substitute (AB 169)**

### **OVERVIEW**

The bill prohibits sellers from billing consumers for consumer goods or services which the consumer has not ordered.

The bill requires the DATCP to establish rules relating to the practice of delivering consumer goods or services to consumers prior to the consumer having purchased the goods or services.

The bill protects consumers against unwanted "extensions" of residential lawncare contracts from one year to the next.

**This substitute amendment eliminates all of the previously proposed s. 100.196, which would regulate trial delivery sales plans. As noted above and in detail below, that issue is to be addressed through administrative rule.**

### **UNFAIR BILLING PRACTICES**

Under this bill, no seller of consumer goods or services may:

- Bill a consumer for consumer goods or services that the consumer has not agreed to purchase. (Nor may the seller refer or threaten to refer the bill to a collection agency or credit reporting agency.)

- Misrepresent that the consumer's failure to reject or return an unauthorized delivery of consumer goods or services constitutes an acceptance which obligates the consumer to pay for those goods or services.

•Bill a consumer for consumer goods or services at a price higher than that previously agreed upon unless the consumer first agrees to the price increase *or* if there is an agreement to provide consumer goods or services for an indefinite period of time, the seller may increase the price without a new agreement from the consumer if the seller gives the consumer advance reasonable disclosure of the price increase and the opportunity to cancel the agreement without penalty prior to any delivery at the increased price. *(This is based on ATCP 123 regulating the sale of telecommunications and cable television services.)*

•Bill a consumer for the delivery of consumer goods or services that the seller initiates under an agreement that is no longer in effect when the seller initiates the delivery.

•Offer a consumer any prize, prize opportunity, or free or reduced price goods whose acceptance commits the consumer to receive or pay for other consumer goods or services unless the seller clearly discloses that commitment in connection with every announcement or advertisement of the prize, prize opportunity, or free or reduced price goods.

•Establishes that the acceptance of free goods or services does not, of itself, constitute an agreement to purchase additional goods or services.

Under this bill, the DATCP is directed to establish rules relating to the practice of delivering consumer goods or services to consumers prior to the consumer having purchased the goods or services. *(This mirrors what the Legislature did to address the issue of the sale of telecommunications and cable television services, rather than trying to spell out the specifics through legislation.)* The DATCP is also directed to form an advisory group to suggest recommendations to address the issue. The advisory group is to include, but is not limited to, members from the following groups:

1. consumers
2. members of the Wisconsin direct marketing industry
3. senior citizen advocacy groups
4. the Department of Justice

## LAWNCARE SERVICE CONTRACTS

The bill protects consumers against unwanted “extensions” of residential lawncare contracts from one year to the next. Residential lawncare services include nonagricultural applications of pesticides or fertilizers, mowing services and plant trimming services around a consumer’s residence.

Under this bill, no contract for residential lawncare services may be in effect for more than one year unless, in the 2<sup>nd</sup> year and subsequent years of the contract, the service provider gives the consumer a written disclosure at least 30 days before providing lawncare services under the contract in that year. The disclosure must include:

- The services included under the contract, and the price and frequency of those services.
- The consumer’s right to cancel the contract.

Under this bill, the consumer has a right to cancel the contract within 30 days after receiving the disclosure.

### **EFFECTIVE DATE AND INITIAL APPLICABILITY**

This bill becomes effective on the first day of the 10<sup>th</sup> month beginning after publication. This means that the provisions of the bill would only apply to violations that occur and to lawn care service contracts entered into, on or after the effective date. Prior to the effective date, the DATCP will be able to inform businesses about the new law, and businesses will have time to adjust their trade practices if necessary.

# BUREAU OF CONSUMER PROTECTION

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**REGIONAL OFFICES**

The publications listed may also be requested from the DATCP Consumer Protection Regional Offices:

CP-Southeast Regional Office  
 10930 W Potter Rd Suite C  
 Milwaukee WI 53226-3450  
 414 266-1231

CP-Southwest Regional Office  
 2811 Agriculture Dr  
 PO Box 8911  
 Madison WI 53708-8911  
 608 224-4960

CP-Northeast Regional Office  
 200 N Jefferson St Suite 146-A  
 Green Bay WI 54301-5198  
 920 448-5110

CP-Northwest Regional Office  
 3610 Oakwood Hills Pkwy  
 Eau Claire WI 54701-7754  
 715 839-3848

**PAYMENT**

Payment can be made by check or money order made payable to "DATCP". Please allow 4 to 6 weeks for delivery.

**YOUR NAME AND MAILING ADDRESS**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip code \_\_\_\_\_

Phone # \_\_\_\_\_

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Copies of these brochures are also available through fax-on-demand by calling 800/422-7128, by filling out this form and faxing it to 608/224-4939 or on the Internet at the DATCP website listed below:

**Department of Agriculture, Trade and Consumer Protection**  
**800 422-7128**

**Fax: 608 224-4939**  
**E-MAIL: [datcph hotline@wheel.datcp.state.wi](mailto:datcph hotline@wheel.datcp.state.wi)**

**TDD: 608 224-5058**  
**WEBSITE: <http://badger.state.wi.us/agencies/datcp>**

**Fold, staple or tape. Add postage and return.**

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PLACE STAMP HERE
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WISCONSIN DEPARTMENT OF AGRICULTURE TRADE  
 AND CONSUMER PROTECTION  
 ATTN: CONSUMER INFORMATION CENTER  
 2811 AGRICULTURE DR  
 PO BOX 8911  
 MADISON WI 53708-8911

## How to file a complaint

You need to complain effectively in order to get results. Once you are certain that you have a problem you can't solve alone, complain—and do it quickly. The faster you complain, the better your chances for a satisfactory settlement.

- Pursue your complaint promptly.
- Go to the seller first, taking the merchandise along if possible. Talk to the person who sold you the product or service. If this person cannot help you, ask to speak with a supervisor, then the store manager or owner.
- Identify yourself.
- Be calm, courteous and friendly. Do not threaten.
- Explain the problem clearly. Be specific as to what you want—a replacement, a refund or repairs. Fill out a consumer complaint form and take a **copy** of it with you. If you don't have a form, call the Bureau of Consumer Protection at: (800) 422-7128.
- Be prepared. Have copies of documents in order; contracts, warranties, receipts, advertisements, canceled checks, charge slips. Provide copies, but **keep originals.**
- Get names of everyone you talk to; clerk, manager, etc.
- Listen carefully to the person's explanation and what is offered to you as a settlement. Remember you may have to compromise. However, don't be put off if the seller gets upset or says your complaint is unimportant.
- If you have to write a letter, keep it neat and to the point or use the consumer complaint form. Send copies of important documents, **do not send originals.** Give the business a deadline for their response, but be reasonable. Allow two to three weeks. Provide the names of offices, agencies, or associations you intend to go to for help if your problem isn't solved.
- Keep cool. Circle the deadline date on your calendar. If you haven't heard from the business by then, send a copy of your completed form and papers to the Bureau of Consumer Protection—the address is on the back of the complaint form. If you have questions about the form or what papers to include, please call: (800) 422-7128.

### What happens to your complaint?

The role of the Bureau of Consumer Protection is to assure that business practices are fair. Once we receive your complaint, it is entered into our computer database and given a file number. That number should be on all correspondence related to your complaint.

A consumer specialist or investigator will contact the business about your complaint. Although we cannot force a business to resolve a complaint, our contact with the company often results in a solution to a consumer's problem. (over)

If we decide your complaint should be handled by another agency, we will forward your complaint to the appropriate agency and tell you where we sent it.

If we believe the business may have violated state consumer laws, we will contact the business and may also start an investigation. In some situations, we may send the business a formal warning notice. If it is a serious and widespread violation, we may recommend the case for prosecution to the Department of Justice or a district attorney.

Further action is their decision. Our investigations may lead to prosecutions which can result in convictions, fines, imprisonment or restitution to victims. However, judgments and money awards can only be made by the court system.

Please remember that consumer laws only provide protection in some areas. We cannot give legal advice or serve as your private attorney. If the business you complained against refuses to settle your complaint, you might consider:

- discussing your complaint with a lawyer in private

- taking action in Small Claims Court if it has the power to hear your complaint.

**For more information,** contact the Bureau of Consumer Protection at:

**(800) 422-7128**

**FAX: (608) 224-4939**

**TTY: (608) 224-5058**

**E-MAIL:**

**DATCPHOTLINE@WHEEL.DATCP.STATE.WI.US**

Keep this page for your records.

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## Sample Complaint Letter

	Your address Your city, state, zip code Date
	Appropriate person Company name Street address City, state, zip code
	Dear Company President:
State your purchase	Last week I purchased (or had repaired) a (name of product with serial or model number or service performed). I made this purchase at (location, date and other important details of the transaction).
Name product and serial or model number or service	
Include date and location of purchase & other details	Unfortunately, your product (or service) has not performed satisfactorily (or the service was inadequate) because (give history of the problem).
State problem	
Give history of the problem	Therefore, to solve the problem, I would appreciate your (here state the specific action you want). Enclosed are copies (NOT originals) of my records (receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).
Ask for satisfaction	
Enclose copies of all documents	I am looking forward to your reply and resolution of my problem, and will wait three weeks before seeking third-party assistance. Contact me at the above address or by phone at (home and office numbers here).
Ask for action within reasonable time	
Include your address, work and home phone numbers	
Keep copies of your letter and all related documents and information	Sincerely,  Your name

# **PROTECTING WISCONSIN CONSUMERS**

**AND ASSURING FAIR AND OPEN  
COMPETITION IN THE MARKETPLACE**



**Division of Trade and Consumer Protection**  
Wisconsin Department of Agriculture, Trade and Consumer Protection



# CONSUMER PROBLEMS?

## We can help.

The Department of Agriculture, Trade and Consumer Protection is Wisconsin's primary consumer protection agency.

The Division of Trade and Consumer Protection enforces many powerful laws such as the deceptive advertising law and the "Little FTC Act." The deceptive advertising law broadly prohibits advertising or sales claims that are "untrue, deceptive, or misleading."

The "Little FTC Act," which is modeled after the Federal Trade Commission Act, is even more sweeping. It authorizes the department to adopt industry-wide rules prohibiting unfair practices.

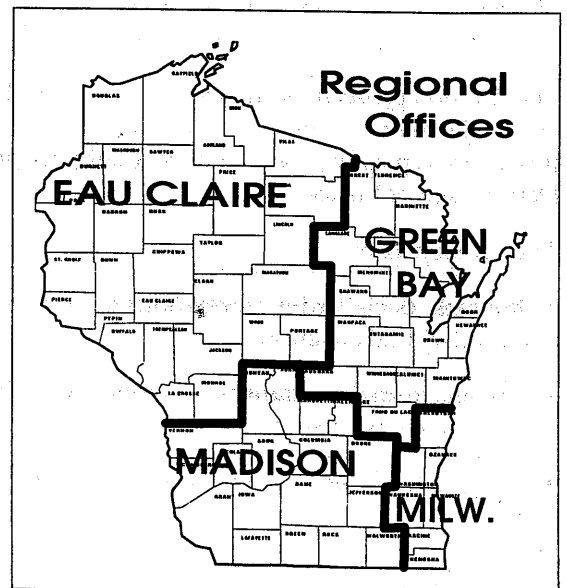
These overlapping laws apply to almost every business in the state. They also protect small business against monopoly practices, and help assure fair and open competition in the marketplace.

Having a problem with an auto mechanic, contractor, or landlord? Need advice about refunds or offers that sound too good to be true?

Help is available from one of the four regional offices of the Wisconsin Department of Agriculture, Trade and Consumer Protection.

No matter where you live in Wisconsin, there's a grassroots office ready to serve you.

Regional office telephone numbers are listed below. The Department also has a toll free hotline: 800-422-7128.



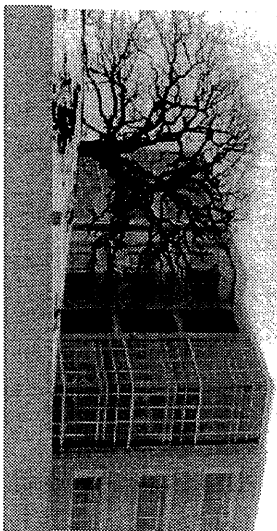
Department of Agriculture,  
Trade & Consumer Protection  
2811 Agriculture Drive  
PO Box 8911  
Madison, WI 53708-8911  
800-422-7128

Southeast Office  
3333 N. Mayfair Rd.  
Milwaukee, WI 53222-3288  
414-266-1231

Northeast Office  
Suite 146-A  
200 N. Jefferson St.  
Green Bay, WI 54301  
414-448-5110

Northwest Office  
(Altoona/Eau Claire)  
927 Loring St.  
Altoona, WI 54720  
715-839-3848

Southwest Office  
2811 Agriculture Drive  
PO Box 8911  
Madison, WI 53708-8911  
608-224-4960



## The Department adopts industrywide rules prohibiting unfair practices

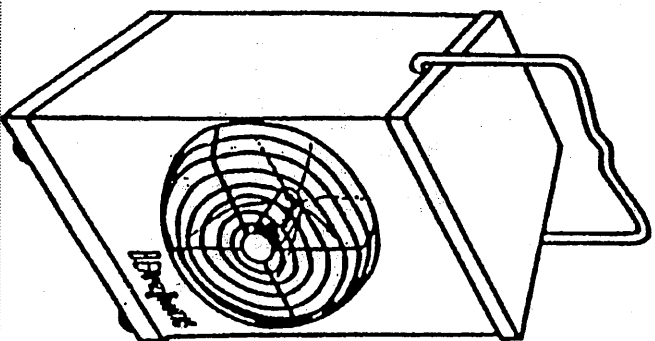
Rental housing, motor vehicle repair, and home improvement problems are at the top of the list of consumer complaints handled by the division. The division hotline (800-422-7128) and regional consumer protection offices in Milwaukee, Green Bay, Madison, and Eau Claire handle more than 100,000 consumer complaints and inquiries a year. Mediation results in thousands of dollars in refunds.

The division also empowers injured consumers and competitors by informing them of their rights and remedies. A person who loses money because of a rule violation under the "Little FTC Act" may sue the violator directly in court, and may recover double damages, costs, and attorneys' fees.

The division prosecutes law violators in court. Prosecutions may result in criminal penalties, civil forfeitures, injunctions, or court ordered restitution. (Cases are typically prosecuted by county district attorneys or the Department of Justice.)

The division also:

- Initiates special order proceedings to prohibit unfair business practices by individual businesses.
- Obtains formal assurances of compliance to halt violations of the deceptive advertising law.
- Administers license and bonding requirements.



Responsible for consumer product safety, the Bureau of Consumer Protection located and helped to recover more than 80 deadly propane space heaters that have killed 42 people nationally, including two college students camping near Wisconsin Dells.

## Consumer Product Safety

The Division of Trade and Consumer Protection enforces Wisconsin's consumer product safety laws, including laws on hazardous substances, consumer product safety, flammable fabrics, and poison prevention packaging. The division:

- Investigates consumer complaints and injury data, in cooperation with the U.S. Consumer Product Safety Commission and others, to uncover consumer product safety hazards and law violations.
- Tests household substances and consumer products for suspected safety hazards and law violations.
- Prosecutes violations in court.
- Initiates administrative proceedings to ban consumer products that present an unreasonable risk of injury or an imminent hazard to the public.
- Initiates administrative proceedings to modify, relabel, or recall consumer products that present a substantial hazard or risk of injury.
- Issues warning notices for less serious violations.



**The Division of Trade and Consumer Protection enforces state weights and measures laws to ensure that buyers get what they pay for.**

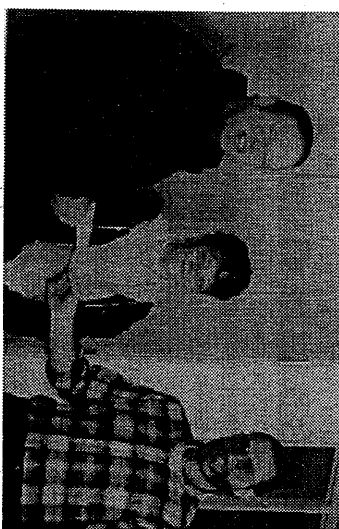
## Weights and Measures

**B**y monitoring the accuracy of gas station pumps, grocery store packages and scales, and checkout scanners, the Bureau of Consumer Protection saves an average Wisconsin family \$300 a year. For example, Weights and Measures inspectors corrected a statewide problem with grocery stores overcharging for family packs of meat and poultry. The Bureau's recent survey of checkout scanners was the most comprehensive ever in the state and resulted in corrective action by grocery and department stores.

## Environmental Regulation of Consumer Products

**T**he division is responsible for the environmental regulation of consumer products. The division:

- Investigates complaints related to deceptive environmental labeling, or the sale of illegal products or containers.
- Licenses and inspects over 2,700 motor vehicle repair shops performing mobile air conditioner repairs that could release ozone-depleting refrigerants.
- Licenses recyclers of ozone-depleting refrigerants.
- Initiates administrative proceedings to ban consumer products that present an unreasonable risk of injury or an imminent hazard to the public.



**Grain Security Auditor Paul Zimdars (right) hands Waterloo area farmers Jim and Karen Battist a check for \$20,294 after a grain warehouse default. After an audit, the Department suspended the registration of the warehouse keeper and grain dealer. For the protection of farmers, grain dealers are required to file security with the Department if they do not meet minimum financial standards required by law. The Department used that security to pay the producers.**

## Protecting Agricultural Producers

**T**he Division of Trade and Consumer Protection oversees regulations relating to producers in their dealings with dairy plants, food processors, grain warehouses, and grain dealers. Under these laws, companies procuring agricultural commodities from farmers are required to meet minimum financial standards and security requirements. The division:

- Reviews financial statements and conducts routine or special audits and investigations to assess the financial condition of licensed dairy plants, fruit and vegetable processors, grain warehouse keepers, and grain dealers.
- Based on financial reviews and audits, determines whether additional security is needed.
- Conducts in-depth audit investigations to uncover fraud and other violations of law.
- Inspects grain warehouses and other facilities to determine whether they are meeting their storage obligations. Under contract with U.S. Department of Agriculture, inspects warehouses storing grain for the federal Commodity Credit Corporation.

- Licenses dairy plant operators, fruit and vegetable processors, grain warehouse keepers and grain dealers with respect to financial condition and trade practices. Initiates proceedings to deny, suspend, or revoke licenses for violations of law, or for failure to satisfy security requirements.
- Oversees bonding and security requirements for dairy plant operators, fruit and vegetable processors, grain warehouse keepers, and grain dealers.
- Initiates administrative "default" proceedings if a dairy plant operator, fruit or vegetable processor, grain warehouse keeper, or grain dealer defaults on payments to producers. In a "default" proceeding, the department determines the amount of allowed producer claims, and orders payment of allowed claims. If a bond or security has been filed with the department, the department may use that bond or security to pay the allowed claim.
- Refers violation of law to local district attorneys or State Attorney General's office..
- Initiates special order proceedings for violations of law. (Summary special orders may be issued in an emergency, to prevent clear and imminent harm to producers.)
- Issues warning notices for less serious violations.

## LAWS AND RULES

The division is organized into two bureaus: the Bureau of Consumer Protection and the Bureau of Trade Practices.

Following is a summary of the laws (Wisconsin Statutes) and rules (Wisconsin Administrative Code) administered by the Bureau of Consumer Protection and the Bureau of Trade Practices. (The abbreviation ATCP, for Agriculture, Trade and Consumer Protection, is used to designate the chapter numbers of the Department's administrative rules.)

### BUREAU OF CONSUMER PROTECTION

#### Laws:

The specific laws administered and enforced by the Bureau of Consumer Protection are:

#### Weights and Measures (Chapter 98, Wis. Stats.)

Describes the system of weights and measures in Wisconsin. Prohibits the use of inaccurate weighing and measuring devices and false statements of size or weight. Requires licensing of vehicle scales and service companies.

#### Regulation of Trading Stamps (sec. 100.15, Wis. Stats.)

Regulates the redemption of trading stamps and similar devices given in connection with the sale of merchandise.

#### Selling with Pretense of Prize (sec. 100.16, Wis. Stats.)

Prohibits contests in which something is sold with the representation that the purchaser might win something because of the purchase.

#### Guessing Contests (sec. 100.17, Wis. Stats.)

Defines and prohibits various deceptive representations in conjunction with guessing and puzzle contests.

**Fraudulent Representations**  
(sec. 100.18, Wis. Stats.)

Prohibits untrue, deceptive or misleading advertising of all kinds.

Prescribes disclosures that must be made in combination sale advertisements.

Prohibits untrue "closing-out sale" advertisements.

Prescribes disclosures that must be made in charitable solicitations.

Sets standards for disclosure of prices on motor fuel pumps.

Prohibits "bait and switch" advertising.

Regulates the use in advertisements of words such as "wholesale" and "factory."

**Fraudulent Drug Advertising**  
(sec. 100.182, Wis. Stats.)

Prohibits advertising of any drug if such advertising contains any untrue, deceptive or misleading representations material to the effects of the drug and further prohibits the marketing of drugs that are manufactured to resemble controlled substances.

**Fraudulent Advertising Foods**  
(sec. 100.183, Wis. Stats.)

Prohibits advertising of any food which is untrue, deceptive or misleading. Prohibits unlawful advertising of any dairy or other food product which is of a grade or quality inferior to the usual and ordinary grade established by common understanding or law for such product. If the more valuable portion has been removed, the advertised article must have plainly and conspicuously stated that the article is below and inferior to the usual and ordinary grade. Graded turkeys advertised for sale must have the USDA grade stated in not less than 10-point type.

**Advertising Foods for Sale**  
(sec. 100.184, Wis. Stats.)

Prohibits advertising for sale any article of food in package form when the retail price is mentioned unless the actual weight or volume of the contents of such package is plainly and conspicuously stated in the advertisement in not less than 5-point type.

**Methods of Competition and Trade Practices**  
(sec. 100.20, Wis. Stats.)

In addition to the broad administrative powers discussed in the introduction, this statute specifically prohibits the conducting of a "selling out" or "closing out" sale if the seller is not closing or disposing of business.

**Motor Vehicle Rustproofing Warranties**  
(sec. 100.205, Wis. Stats.)

Prescribes warranty requirements for rustproofing.

**Telecommunications Services**  
(sec. 100.207, Wis. Stats.)

Regulates advertising, sales practices, and collection practices of businesses which provide telecommunications services.

**Substantiation of Energy Savings or Safety Claims**  
(sec. 100.21, Wis. Stats.)

Authorizes the Department to require anyone engaged in business to submit to the Department, upon request, scientific proof to substantiate the accuracy of any energy savings or safety claims.

**Environmental Labeling of Consumer Products**  
(sec. 100.295, Wis. Stats.)

Directs DATCP to develop standards for use of the terms recycled, recyclable, and degradable in product representations.

**Plastic Container Labeling and Recycled Content**  
(sec. 100.297 and sec. 100.33, Wis. Stats.)

Prohibits the sale of any product in a rigid plastic container unless the container consists of at least 10% recycled material. Violations are subject to a criminal penalty of up to \$200 or up to 6 months in county jail, or both (s. 100.26(1), Wis. Stats.).

Sec. 100.33, Wis. Stats., requires plastic containers to be labeled to facilitate recycling. DATCP has adopted rules, contained in ATCP 137, Wis. Adm. Code, to implement this requirement. The rules define the types of plastic containers covered by the law, and specify label codes to identify the various types of plastic resins used in making plastic containers. Plastic containers must be labeled with an appropriate identifying code, so that recyclers can easily sort and recycle the containers. Violations are subject to

a civil forfeiture of up to \$500 per violation, with each day of violation constituting a separate offense.

**Hazardous Substances**  
(sec. 100.37, Wis. Stats.)

Regulates the sale of consumer products that are hazardous. Sets packaging and labeling requirements for sensitizers, irritants, flammable solids and liquids, and toxic substances, and bans the sale of unduly hazardous items intended for use by children.

**Antifreeze**  
(sec. 100.38, Wis. Stats.)

Sets standards for the labeling of antifreeze and prohibits the sale of adulterated antifreeze.

**Flammable Fabrics**  
(sec. 100.41, Wis. Stats.)

Bans the sale and distribution of mattresses, children's pajamas, and general wearing apparel that do not meet federal standards; authorizes the Department to ban the sale of any fabric, or material used in or on fabric, which, because of its flammability, constitutes a clear and present danger to personal safety.

**Consumer Product Safety**  
(sec. 100.42, Wis. Stats.)

Prohibits the sale or distribution of any consumer product, not regulated by other acts, that presents an unreasonable risk of injury or imminent hazard to the public health and safety.

**Poison Prevention Packaging**  
(sec. 100.43, Wis. Stats.)

Forbids the distribution or sale of consumer products in violation of poison prevention packaging regulations designed to protect small children.

**Mobile Air Conditioners; Recycling Refrigerant**  
(sec. 100.45, Wis. Stats.)

Regulates the sale, servicing, and repair of mobile air conditioners to prevent the release of ozone-depleting refrigerant into the atmosphere.

**Ticket Refunds**  
(sec. 134.22, Wis. Stats.)

Prescribes ticket refund requirements.

**Cable TV Subscriber Rights**  
(sec. 134.42, Wis. Stats.)

Covers interruption of service, repairs, and notice before changing programs or disconnection. Prescribes a 30-day advance notice before a rate increase. Also authorizes rulemaking and enforcement.

**Dating Service Contracts**  
(sec. 134.68, Wis. Stats.)

Prescribes contract requirements for a service that purports to assist people in finding friendship and companionship, and includes a three-day right to cancel. Dating services must establish proof of financial responsibility with the Department when requiring a buyer to pay more than \$100 before receiving services.

**Fitness Center Contracts**  
(sec. 134.70, Wis. Stats.)

Prescribes requirements for health and fitness center membership contracts.

**Fitness Center Staff Requirement**  
(sec. 134.705, Wis. Stats.)

Mandates training for fitness center staff.

**Pawnbrokers and Secondhand Article and Jewelry Dealers**  
(sec. 134.71, Wis. Stats.)

Mandates licenses, transaction requirements, and penalties.

**Prize Notices**  
(sec. 134.74, Wis. Stats.)

Regulates unsolicited prize notices given to individuals in Wisconsin and specifies disclosures such as odds of winning.

**Mailorder Sales**  
(sec. 134.83, Wis. Stats.)

Helps consumers deal with major mailorder problems. The law also applies to phone orders.

**Motor Fuel Dealerships**  
(sec. 134.85, Wis. Stats.)

Mandates that dealers dispense fuel to physically disabled customers from a full service pump at the same price and grade as self-service pumps, if there are both types of pumps. Also regulates dealership survivorship rights.

**Future Service Plans**  
(sec. 136.03 and 136.04, Wis. Stats.)

Regulates future service plans.

**Damage Waivers**  
(sec. 344.576 and 344.579, Wis. Stats.)

Regulates the terms of damage waivers sold to people who rent cars. Damage waivers provide that the rental company may not hold the renter liable for damage.

**Self-Service Storage Facilities**  
(sec. 704.90, Wis. Stats.)

Regulates self-service storage, covering written agreements, failure to pay rent, and operators selling personal property.

**Time-Share Ownership, Deposits, Escrow Requirements, Remedies, and Penalties**  
(sec. 707.49 and 707.57, Wis. Stats.)

Requires that 50 percent of a consumer's payment toward a time-share ownership in a project under construction must be escrowed or otherwise protected by the developer until the project is completed.

**Prepaid Maintenance Liens**  
(sec. 779.93, Wis. Stats.)

Authorizes Department to investigate violations of the law regulating the money a customer pays for a prepaid maintenance agreement.

**Rules (Wis. Adm. Code)**

The specific rules administered and enforced by the Bureau of Consumer Protection are:

**Packaging and Labeling**  
(ATCP 90)

Under the "Little FTC Act" and Chapter 98, Wis. Stats., the Department regulates the packaging and labeling of consumer commodities sold in package form. The rules are patterned after the federal Fair Packaging and Labeling Act, administered by the Federal Trade Commission and the U.S. Food and Drug Administration.

**Methods of Sales Commodities**  
(ATCP 91)

In addition to Chapter 98, Wis. Stats., this rule regulates the method of sale of various foods and commodities.

**Weighing and Measuring Devices**  
(ATCP 92)

This rule lists requirements for certain weighing and measuring devices, and adopts National Institute of Standards and Technology (NIST) Handbook 44, which prescribes specifications and tolerances for devices.

**Freezer Meat and Food Service Plans**  
(ATCP 109)

Prohibits misrepresentation in the advertising and sale of freezer meats and food service plans, establishes contract requirements, and creates a three-day right to cancel.

**Building and Home Improvement Trade Practices**  
(ATCP 110)

Prohibits deceptive practices, including model home misrepresentations, product misrepresentations, bait selling, deceptive gift offers, price and financing misrepresentation, and misleading guarantees; establishes written guarantee and contract requirements; and requires timely performance, except where delay is unavoidable and timely notice is given.

**Basement Waterproofing**  
(ATCP 111)

Prohibits contractors from using the grouting (ground injection) method to waterproof basements without a seller's and engineer's analysis.

**Gasoline Advertising**  
(ATCP 113)

Prohibits misrepresentations as to octane rating or misrepresentations concerning aviation fuel.

**Real Estate Advertising, Advance Fees**  
(ATCP 114)

Prohibits misrepresentations in the solicitation of real estate advance fees, and requires that copies of all contracts be given to contracting property owners.

**Deceptive Offers of Employment**  
(ATCP 116)

Regulates offers of employment which require a purchase or investment by the employee. Requires disclosure of any purchase or investment requirements in employment ads; prohibits misrepresentations; and requires written contracts and guarantees.

**Art Fraud**  
(ATCP 117)

This rule regulates the sale of art prints and other works of multiple art. It prohibits misrepresentations related to a work of multiple art, including misrepresentations related to originality, the artist's identity, and the number of copies produced. For art works valued at more than \$800, an art dealer must provide the buyer with certain written disclosures and warranties. Art dealers must keep specified records on all sales of art works valued at more than \$300.

**Referral Selling Plans**  
(ATCP 121)

Prohibits referral selling plans, unless the compensation is paid prior to sale.

**Chain Distributor Schemes**  
(ATCP 122)

Prohibits chain distributor schemes.

**Telecommunications and Cable Services**  
(Proposed ATCP 123)

This rule regulates subscription and billing practices related to telecommunications services and cable television service provided to residential and small business consumers.

**Price Comparison Advertising**  
(ATCP 124)

Prohibits misleading price comparisons and establishes uniform standards.

**Mobile Home Parks**  
(ATCP 125)

Includes tie-in sale prohibitions, utility charge limitations, rental agreement and disclosure requirements, and provisions relating to termination of tenancy and mobile home resale practices.

**Home Solicitation Selling**  
(ATCP 127)

Establishes disclosure and contract requirements, and prohibits unfair practices.

**Academic Material Unfair Trade Practices**  
(ATCP 128)

Prohibits the sale of academic material by term paper mills.

**Coupon Sales Promotions**  
(ATCP 131)

Prohibits misrepresentation in the sale of coupon books, requires written agreements between coupon book promoters and participating merchants, and full disclosure of restrictions on coupon redemption.



**Motor Vehicle Repairs**  
(ATCP 132)

Comprehensive regulation of motor vehicle repair transactions and practices covering repairs of autos, motorcycles, and small trucks. Prohibits unauthorized repairs and, in most cases, requires shops to give customers a written repair order and written estimate offer prior to commencing repairs.

**Residential Rental Practices**  
(ATCP 134)

Requires disclosure of known housing code violations and other conditions affecting habitability prior to rental. It establishes standards and procedures for the return of security deposits, and requires landlords to comply with repair promises. It also prohibits certain unfair rental practices, including the advertising and rental of condemned premises, unauthorized entry during tenancy, confiscation of personal property, and unfair retaliatory eviction.

**Mobile Air Conditioners; Recycling Refrigerant**  
(ATCP 136)

Regulates businesses that sell or install ozone-depleting refrigerant for mobile air conditioners, or perform repairs that may release ozone-depleting refrigerant into the atmosphere. The rule establishes standards for the capture, recycling, and sale of refrigerant.

**Environmental Labeling of Consumer Products**  
(ATCP 137)

Rule is based on the Federal Trade Commission's voluntary guidelines for environmental marketing. (Wisconsin is the first state to develop administrative rules based on the FTC guidelines.) Rule establishes the fundamental meaning of the terms recycled, recyclable, and degradable. It requires claims using these terms to be clear, specific, and adequately qualified to avoid consumer deception. The rule sets standards for adequate qualification of claims. It also requires that claims be substantiated by competent and reliable evidence which must be made available to the Department upon request. Violations may result in various enforcement actions ranging from warnings to special orders to civil forfeitures of \$100 to \$10,000 per violation.

**Hazardous Substances**  
(ATCP 139)

Regulates the sale of hazardous household products, including toys and other articles intended for use by children. Prohibits the sale of certain extremely hazardous products and establishes warning label requirements for other hazardous substances.

# BUREAU OF TRADE PRACTICES

## Laws:

The specific laws administered and enforced by the Bureau of Trade Practices are:

### **Trusts and Monopolies** (sec. 93.06(4), Wis. Stats.)

At the request of the Attorney General or any District Attorney, assist in the enforcement of the antitrust laws (Chapter 133, Wis. Stats.) and related statutes.

### **Public Storage Warehouses** (sec. 99.02, Wis. Stats.)

Requires licensing and bonding of public storage warehouses to ensure storage facilities are adequate and some measure of financial security is provided for the owners of stored property.

### **Food Contractor Payments** (sec. 100.03, Wis. Stats.)

Food contractors who do not pay cash to producers of food are required to file a financial statement with the Department. The Department is required to determine the food contractor's ability to pay in a timely manner and requires the food contractor to file security if reasonable assurance of payment is not demonstrated.

### **Dairy Plant Security** (sec. 100.06, Wis. Stats.)

Requires the Department to assess the ability of dairy plants to pay producers promptly for milk when due, and to determine whether security should be filed by a dairy plant and, if so, the type and amount.

### **Fuel Oil and Food Distribution Methods and Practices** (sec. 100.19, Wis. Stats.)

Delegates authority to the Department to issue general or special orders prohibiting distribution practices which are wasteful.

### **Unfair Trade Practices in the Dairy Industry** (sec. 100.201, Wis. Stats.)

Prohibits below cost selling and discriminatory pricing by wholesalers of selected dairy products (packaged fluid milk products, cultured products, ice cream products, etc.).

This law also prohibits a wholesaler from furnishing, selling, lending or renting any equipment to a retailer except for sales of equipment under certain conditions. Giving anything of value is prohibited unless given on proportionately equal terms to all retailers or persons doing business with retailers.

### **Unfair Discrimination in the Purchase of Dairy Products** (sec. 100.22, Wis. Stats.)

Prohibits price discrimination and other unfair trade practices in the purchase of milk from producers.

### **Unfair Trade Practices in the Purchase of Vegetable Crops** (sec. 100.235, Wis. Stats.)

Prohibits vegetable processors who grow their own crops from purchasing crops from producers at less than the processor's own cost of production.

### **Unfair Sales Act** (sec. 100.30, Wis. Stats.)

Prohibits below cost selling of merchandise by wholesalers and retailers.

### **Unfair Discrimination in Drug Pricing** (sec. 100.31, Wis. Stats.)

Prohibits price discrimination and other unfair trade practices in the wholesale sale of prescription drugs.

### **Warehouse Keepers and Grain Dealers Security** (Ch. 127, Wis. Stats.)

Provides for the registration of grain dealers and grain warehouses, if the public storage capacity of a warehouse is over 50,000 bushels. Bonding and security are required of warehouse keepers and grain dealers if they do not meet certain minimum financial requirements. Various trade practices for warehouse keepers and dealers are prescribed.

**Future Service Plans**  
(Ch. 136, Wis. Stats.)

Regulates trade practices of "buyers clubs" and other future service plans. The Division of Trade and Consumer Protection is responsible for enforcement and for issuing rules as necessary to carry out the purposes of this Chapter and for administering the bonding requirements of this Chapter.

**Rules (Wis. Adm. Code):**

The specific rules administered and enforced by the Bureau of Trade Practices are:

**Public Storage Warehouses**  
(ATCP 97)

Sets standards and fees for licensing warehouse facilities. Sets types of security to be used for meeting the minimum security requirements. Requires disclosure of liability limits on stored property to persons storing property at the warehouse and establishes standards for records.

**Fruit and Vegetable Contractors Security**  
(ATCP 98)

Sets application and fee requirements for licensing of food contractors. Contractors who do not pay cash to producers of food are required to file a financial statement with the Department. Sets minimum standards for evaluating food contractor financial conditions in order to maintain adequate security for growers of fruits and vegetables for food processing. Establishes payment deadlines for food purchased from Wisconsin growers.

**Grain Warehouse Keepers and Grain Dealers**  
(ATCP 99)

Mandates that a warehouse keeper or grain dealer must disclose to producers whether the warehouse keeper meets minimum financial standards or has filed security with the Department.

**Dairy Security**  
(ATCP 100)

Sets performance standards for trusteeships in dairy plants, requiring trustee performance bonds. Sets minimum standards for evaluating dairy

plant financial conditions in order to maintain adequate security for milk producers. Requires that dairy plants keep accurate records of intake and outgo to ensure accurate accounting to farmers. Sets minimum data required by dairy plants on milk statements to farmers.

**Vegetable Procurement Trade Practices**  
(ATCP 101)

Requires specific language in vegetable contracts between contractors and producers.

**Dairy Trade Practices**  
(ATCP 103)

Requires a legal standard of cost accounting for determining below-cost sales under the Dairy Trade Practices Law.

This rule adds low fat milk, yogurt, and sterilized products to the list of products covered by the Dairy Trade Practices Law. It also prescribes the various methods of delivery (ATCP 123).

**Leaf Tobacco, Buying and Selling**  
(ATCP 104)

Defines and prohibits various unfair trade practices in the purchase of leaf tobacco from growers.

**Unfair Sales Act**  
(ATCP 105)

Provides clarification in calculating invoice cost of cigarettes and other tobacco products; fermented malt beverages; intoxicating liquor or wine; motor vehicle fuel; and other merchandise sold by retailers and wholesalers. This rule also prescribes a method of cost accounting for cigarette wholesalers when determining a lesser cost of doing business than the 3% prescribed markup at wholesale.

**Brewers Unfair Sales Discrimination**  
(ATCP 106)

This rule supplements the state antitrust laws by prohibiting price discrimination and other unfair trade practices by breweries in the sale of beer to distributors.

**Soda Water Beverage Industry Unfair Trade Practices  
(ATCP 107)**

Prohibits price discrimination and other unfair trade practices in the wholesale sale of soda water beverages.

**Motor Fuel Trade Practices  
(ATCP 108)**

Prohibits price discrimination in the sale of motor fuel to retailers and the use of coercion by motor fuel suppliers to set retail prices.

Further details about the laws and rules administered by the Division of Trade and Consumer Protection can be obtained by calling the division on its toll-free consumer hotline:

1/800/422-7128

or by contacting the nearest Division of Trade and Consumer Protection Regional Office:

**Madison Regional Office**  
2811 Agriculture Drive  
Madison, WI 53704  
608/224-4960

**Green Bay Regional Office**  
Suite 146-A  
200 N. Jefferson Street  
Green Bay, WI 54301  
414/448-5110

**Eau Claire Regional Office**  
27 Loring Street  
Altoona, WI 54720  
715/839-3848

**Milwaukee Regional Office**  
Suite 114  
3333 N. Mayfair Road  
Milwaukee, WI 53222-3288  
414/266-1231



**CONSUMER  
PROTECTION**

CONSUMER HOTLINE: 800/422-7128

**COMPLAINT GUIDE**  
for the  
**WISCONSIN  
CONSUMER**

PO Box 8911; Madison, WI 53708-8911

# Consumer problems? We can help.



Having a problem with an auto mechanic, contractor, or landlord? Need advice about refunds or offers that sound too good to be true?

Help is available from one of the four regional offices of the Wisconsin Department of Agriculture, Trade and Consumer Protection.

No matter where you live in Wisconsin, there's a grassroots office ready to serve you.

Regional office telephone numbers are listed below. The Department also has a toll free hotline: 800-422-7128.



Southeast Office Milwaukee 414-266-1231	Northeast Office Green Bay, WI 920-(or 414)- 448-5110	Northwest Office Eau Claire 715-839-3848	Southwest Office Madison 608-224-4960
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Please see the final pages of this brochure for information on recycling in Wisconsin.



Printed on recycled paper

**SECTION I**  
**HOW TO COMPLAIN**



## An ounce of prevention and a pound of cure

An ounce of prevention can save a pound of aggravation. Here are some questions to ask before making a purchase or signing on the dotted line. View the following as a "consumer checklist." If you are in doubt when answering any of these questions, it would be wise to shop elsewhere.

- Does the advertiser promise more than the product can reasonably deliver? Beware of claims that seem too good to be true.
- Have you comparison shopped? A little time spent comparing prices and quality for goods and services can often save a lot of money and trouble.
- According to the Better Business Bureau, does the company have a good track record for reliability?
- If you are seeking professional assistance, have you asked about fees, services, qualifications and licenses?
- Have you checked consumer product testing magazines and other informative sources (usually in the public library) to see how the experts rate the product you are considering?
- Do you feel you are being pushed too fast to buy or to sign a contract? If so, do not sign.
- Do you understand the contract and your full obligation — finance charges, total price, and what happens if you miss a payment or want to pay off in advance? If necessary, take the contract home or seek legal advice. Get any oral promises in writing. If the contractor is unwilling to put this in writing get another contractor.
- Is there a warranty? Does it cover parts and labor — and for how long? Where do you have to take the item for repair? Is it in writing? Did you get a copy? Do not rely on oral guarantees.
- What are the company's policies for complaint handling?
- Does the company give refunds?
 

Once in a while even the most careful shoppers find themselves buying products that don't work right and merchants, manufacturers, and contractors who are less than enthusiastic about resolving difficulties. However, most businesses depend on satisfied customers to stay in business. Reputable firms will make an honest effort to resolve problems — but first you must let them know a problem exists.

So, when consumer problems do arise — as they will — don't just sit back and take it (or be taken); follow the basic steps outlined on the following pages.

## To whom and how to complain

Identify the problem and what you believe would be a fair settlement of your complaint (your money back, a repair, etc.); have documentation available to substantiate your complaint (sales receipt, repair order, warranty, canceled check, etc.).

Go back to the person who sold you the item or performed the service and calmly state the problem and what action you would like taken. If this person is not helpful, ask to see the supervisor or manager. Repeat the complaint. Most problems are resolved at this level; chances are yours will be too.

If you are not satisfied with the response, don't give up. If the company operates nationally or the product is a national brand, write a letter to the president or the consumer official of the company.

**Need the president's name and address of the firm?**

- First check to see if the company has a local office. If it does, call and ask for the name and address of its national president. If there is no local listing, **Standard & Poor's Register of Corporations, Directors and Executives** is a good reference source which lists over 37,000 American business firms. The book can be found in most libraries.

Have the name of product but need to know the manufacturer?

- The **Thomas Registry** lists thousands of products and their manufacturers. This book can also be found in many public libraries.

Your letter

- Include your name, address and home and work phone numbers.
- Type your letter, if possible. If it is handwritten, make sure it is neat and legible.
- Make it brief and to the point. Include all pertinent facts (date of transaction, item involved, store) and what you believe would be a fair and just settlement of the problem.
- Remember, the person reading your letter is not personally responsible for your problem, **BUT** may be responsible for resolving it. Therefore, avoid writing a sarcastic, threatening, or angry letter; it may lessen your chances of getting the complaint resolved.
- Keep a copy of the letter for your records.
- Keep all receipts, warranties, contracts, but send **COPIES** with your letter.

Your address  
Your city, state, zip code  
Date

Appropriate person  
Company name  
Street address  
City, state, zip code

Dear Company President:

State Your Purchase \_\_\_\_\_  
Name Product and Serial or Model Number or Service \_\_\_\_\_  
Include Date and Location of Purchase: Other Details \_\_\_\_\_  
State Problem \_\_\_\_\_  
Give History of the Problem \_\_\_\_\_  
Ask for Satisfaction \_\_\_\_\_  
Enclose Copies of All Documents \_\_\_\_\_  
Ask for Action Within Reasonable Time \_\_\_\_\_  
Include Your Address, Work and Home Phone Numbers \_\_\_\_\_

\_\_\_\_\_ [name of product with serial or model number or service performed]. I made this purchase at [location, date and other important details of the transaction].

Unfortunatley, your product [or service] has not performed satisfactorily [or the service was inadequate] because \_\_\_\_\_

Therefore, to solve the problem, I would appreciate your (here state the specific action you want). Enclosed are copies (copies - **NOT** originals) of my records (receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).  
I am looking forward to your reply and resolution of my problem, and will wait three weeks before seeking third-party assistance. Contact me at the above address or by phone at (home and office numbers here).

Sincerely,

Your name

Keep Copies of Your Letter and All Related Documents and Information

## What to do next?

If you are not satisfied with the company's response to your letter or never receive a response, you may now wish to contact outside sources for help. The next section will help you identify state agencies that may be able to help you when your own efforts are unsuccessful. You also may want to consider filing a claim in Small Claims Court.

If you made an arrangement with someone who has broken its terms, you may sue.

If someone has wrongfully kept property which belongs to you, you may sue that other party for the return of your property.

If someone has wrongfully kept property which belongs to you, you may sue that other party for the return of your property.

**Where you can sue**

**Where you can sue**

**Who may sue**

For personal injury claims, you may sue in the county in which the injury took place or where the other party resides.

Adults 18 or over. Those under 18 are also eligible, but the court may decide to appoint a guardian to help protect their interests.

For contract claims, you may sue in the county where the other party resides or can be found. For contract actions involving a residential tenancy (including lease and security deposit disputes), you can sue in the county where the parties reside. (Eviction suits must be brought in the county where the premises are located.)

Claims must not exceed \$5,000.

For contract claims, you may sue in the county where the other party resides or can be found. For contract actions involving a residential tenancy (including lease and security deposit disputes), you can sue in the county where the parties reside. (Eviction suits must be brought in the county where the premises are located.)

### Who can be sued

Any individual or corporation doing business in Wisconsin.

For contract claims, you may sue in the county where the other party resides or can be found. For contract actions involving a residential tenancy (including lease and security deposit disputes), you can sue in the county where the parties reside. (Eviction suits must be brought in the county where the premises are located.)

### When you can sue

If you or your property were injured by someone more at fault than you, you may sue that person.

For claims seeking the return of property, you may sue in the county

where the property is located or kept.

request if you win the case. Some counties may charge an additional amount for service of a summons.

If there are several other parties, you can sue in the county where any one of them resides.

After your claim is filed, the court will probably set an informal conference to review the facts in your case. Many Small Claims Court cases are settled at these informal conferences. In preparing your case, plan to get your proof together so that it is more convincing than the other side's evidence. Arrange to have your witnesses, contracts, and receipts in court at the designated time.

If the other party is a Wisconsin corporation, its residence is its main office in the state.

For cases outside of the jurisdiction of Small Claims Court, you should consider hiring a lawyer. You may also find that a lawyer would be helpful in a small claims action. The State Bar (1-800-362-9082) or County Bar Association can provide some guidance in selecting an appropriate attorney.

If the other party is an out-of-state corporation, you can sue in any county where the corporation does a substantial amount of business.

### How to start the suit

First, think about how you can prove that the person you are going to sue owes you money. Make sure you have a good case.

### Circuit court

Then go to the courthouse, and the Small Claims Court Clerk will aid you in completing the necessary forms. In addition, some counties may be able to provide you with a written guide or instruction booklet which details Small Claims Court procedures. A filing fee must be paid before the suit is processed; this fee will be returned upon

**SECTION II**  
**COMPLAINT INDEX**

# Using this index

This section contains an alphabetical index of complaint issues. When locating your issue, you will automatically find the name and telephone number of the agency that may be able to help you.

Once you have identified the proper agency, you can also write to them. The mailing addresses of the agencies are located at the end of this section.

While we have made every effort to make the index complete and accurate, there could be some inadvertent omissions or errors. Please write to us with corrections.

## *Complaint Guide*

Division of Trade and

Consumer Protection

Wisconsin Dept. of Agriculture,

Trade & Consumer Protection

P.O. Box 8911

Madison, WI 53708-8911

## State Agencies Providing Specialized Consumer Services

Department of Administration — DOA  
 Bureau of Aging — Aging — DHFS  
 Department of Agriculture, Trade & Consumer Protection — DATCP  
 (Madison, Milwaukee, Green Bay & Altona)  
 Board of Attorney's Professional Responsibility  
 Department of Commerce — DOC  
 Educational Approval Board — EAB  
 Department of Financial Institutions — DFI  
 Department of Health and Family Services — DHFS (Madison & Milwaukee)  
 Office of the Commissioner of Insurance — INS  
 Department of Justice - DOJ  
 Department of Natural Resources — DNR  
 Office of Planning and Energy  
 Department of Public Instruction — DPI  
 Public Service Commission — PSC  
 Department of Regulation and Licensing — REG & LIC  
 Department of Revenue — DOR  
 Department of Transportation — DOT (Madison & Milwaukee)  
 Board of Vocational, Technical, and Adult Education  
 Department of Work Force Development — DWD (Madison & Milwaukee)

**Abbreviations — State Agencies**

DATCP Dept. of Agriculture, Trade & Consumer Protection  
 DHFS Dept. of Health and Family Services  
 DWD Dept. of Work Force Development  
 DOC Dept. of Commerce  
 DOJ Dept. of Justice  
 DOR Dept. of Revenue  
 DOT Dept. of Transportation  
 DMV Division of Motor Vehicles, Dept. of Transportation  
 DNR Dept. of Natural Resources  
 DPI Dept. of Public Instruction  
 OCI Office of the Commissioner of Insurance  
 PSC Public Service Commission  
 REG & LIC Dept. of Regulation & Licensing  
 DFI Dept. of Financial Institutions

**Federal**

CFTC Commodity Futures Trading Commission  
 CPSC Consumer Product Safety Commission  
 FDA Food and Drug Administration  
 NHTSA National Highway Traffic Safety Administration  
 FTC Federal Trade Commission

## Complaint Index\*

Subject Matter	State Agency Handling Complaint	Telephone Number
<b>A</b>		
ACCOUNTANTS	Regulation & Licensing	608-267-0288
ADHESIVE — Dangerous	DATCP	800-422-7128
ADVERTISING — False or Deceptive	DATCP	800-422-7128
Credit	Financial Institutions	800-452-3328
AEROSOLS —		
Dangerous Pesticides	DATCP	800-422-7128
AGING	Bureau of Aging & Long Term Care Resources Board on Aging	608-266-2536 800-242-1060
AIRLINES		
Advertising	DATCP	800-422-7128
Passenger Complaints	Dept. of Transportation — Federal Federal Aviation Administration	202-366-2220 800-322-7873
Safety	DNR	608-266-2107
ATV LICENSING		
ANIMALS		
Feed	DATCP	608-224-4537
Health	DATCP	608-224-4872
Pet Food	DATCP	608-224-4537
Raw Meat By-Products	DATCP	608-224-4725
Meat safety inspection	DATCP	608-224-4725
ANTITRUST	DOJ	608-266-1447
APARTMENTS	See Landlord/Tenant Relations	
APPLIANCES — Sales & Repairs	DATCP	800-422-7128
ARCHITECTS	Regulation & Licensing	608-266-7482
ASBESTOS		
Abatement	DHFS/Bureau of public health	608-261-6876
Disposal	DNR	608-266-3658
Worker Protection		
Public sector	DOC	608-266-2780
Private sector	OSHA	608-264-5388
ATHLETICS		
Business Practices	DATCP	800-422-7128
Equipment (Safety)	DATCP	800-422-7128
ATTORNEYS		
Competency — Misconduct	Bd. of Attorneys	608-267-7274
Professional Responsibility	Professional Responsibility	608-267-7274
State Bar of Wisconsin	State Bar of Wisconsin	800-362-8096
Lawyer Referral Hot Line	Lawyer Referral Hot Line	800-362-9082
See Motor Vehicles		
AUTOMOBILE		
Fees		
Referrals		

\*The agency listed first is the agency with primary responsibility.

**Subject Matter**      **State Agency Handling Complaint**      **Telephone Number**

**B**

BABY EQUIPMENT      DATCP      800-422-7128  
 BANKS      Financial Institutions      800-452-3328  
 BARBERS      Regulation & Licensing      608-266-7482  
 BASEMENT WATERPROOFING      DATCP      800-422-7128  
 BEAUTY SALONS      See Cosmetologists      608-266-7482  
 BETTER BUSINESS BUREAU      800-273-1002  
 BICYCLES—Safety      DATCP      800-422-7128  
 BINGO      Gaming Commission      608-266-2775  
 BLIND, SERVICES FOR      DHFS      608-243-5656  
 BOATS  
   Complaints      DNR      608-264-8970  
   Licensing      DNR      608-266-2107  
   Safety      DNR      608-266-2142  
 BOOKS & MAGAZINES      800-422-7128  
   Sales      DATCP  
   Pornography      County District Attorney  
    Postal Inspectors  
    414-287-2200  
 BROKER—Dealers in Securities      Financial Institutions      800-472-4325  
   Real Estate      See Real Estate  
 BUILDING & CONSTRUCTION  
   Business Practices      DATCP      800-422-7128  
   Building Codes, Local      City or County Government,  
    or  
    DOC      608-266-3151  
    Home Improvement      DATCP      800-422-7128  
    BURGULAR ALARMS      DATCP      800-422-7128  
 BUSINESS OPPORTUNITIES      Bureau of Bus. Develop.      800-435-7287  
   Information      DOT—DMV      608-266-0765  
   Auto      (Dealers)  
    DATCP      800-422-7128  
   Other      See Investment & Securities  
    DOC      800-435-7287  
 BUSINESS PERMITS      See Schools  
 BUSINESS SCHOOLS      DOC  
 BUYERS CLUBS      See Schools  
   (Factory Buying)      DOT—DMV      608-266-0765  
    (Dealers)  
    DATCP      800-422-7128  
   Other      DATCP

**Subject Matter**      **State Agency Handling Complaint**      **Telephone Number**

**C**

CABLE TV      DATCP      800-422-7128  
 CARPETS & RUGS (Safety)      DATCP      800-422-7128  
 CELLULOSE INSULATION      See Insulation  
 CEMETERIES      Regulation & Licensing      608-266-7482  
 CHAIN DISTRIBUTORSHIPS      DATCP      800-422-7128  
 CHARITIES—Registration      Regulation & Licensing A-H      608-267-7132  
    I-Z      608-267-7860  
 Fraud/Misrepresentation  
 CHEMICALS—Dangerous      DATCP      800-422-7128  
 CHILD CARE—      DATCP      800-422-7128  
   Day Care Centers—Licensing      DHFS—Community Services      608-266-9314  
   General Complaints      DHFS—Community Services      608-266-9314  
 CHILD RESTRAINING SEATS      DOT—DMV      608-266-0765  
 CHIROPRACTORS      Regulation & Licensing      608-266-7482  
 CHRISTMAS DECORATIONS—      800-422-7128  
   Dangerous      DATCP  
 CLEANING PRODUCTS—      800-422-7128  
   Household      DATCP  
 CLOTHING      800-422-7128  
   Flammable      DATCP  
   Labels      DATCP      800-422-7128  
 CLUBS—Book & Record      DATCP      800-422-7128  
   Also see Buyers Clubs      DATCP  
 COLLECTION AGENCIES—      800-422-7128  
   Practices      Financial Institutions      800-452-3328  
 COMMODITY TRADING      CFTC      312-353-5990  
 COMMUNITY COLLEGES      Wis. Technical College  
    System Board      608-266-2449  
 CONDOMINIUMS      See Real Estate, also  
    See Investments & Securities  
 CONTACT LENSES      FDA(Green Bay)      920-(or 414)-433-3924  
    (Madison)      608-264-5332  
 CONTESTS      800-422-7128  
   Prize Offers      DATCP  
   Raffles      Gaming Commission      608-266-5433  
   Other      DATCP      800-422-7128

Subject Matter	State Agency Handling Complaint	Telephone Number
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**C (Continued)**

CONTRACTORS (New Home Construction)	DATCP	800-422-7128
Home Improvements	DATCP	800-452-3328
Loans	Financial Institutions	800-422-7128
Unfair Trade Practices (Misrepresentation)	DATCP	
CO-OPS	WI Fed. of Cooperatives	608-258-4400
COPYRIGHTS	Library of Congress	202-707-3000
CORPORATE REGISTRATION	Secretary of State	608-266-3590
CORRESPONDENCE SCHOOLS	See Schools	
COSMETICS, ADVERTISING	DATCP	800-422-7128
Safety	FDA	608-264-5332
COSMETOLOGISTS	Regulation & Licensing	608-266-7482
COUPONS & COUPON BOOK PROMOTIONS	DATCP	800-422-7128
CREDIT		
Collection Agencies	Financial Institutions	800-452-3328
Collection Methods	Financial Institutions	800-452-3328
Credit Life Insurance	Financial Institutions	800-452-3328
Credit Reporting (Rating)	Financial Institutions	800-452-3328
Deceptive Practices	Financial Institutions	800-452-3328
(Failing to Disclose Terms)		
Defective Merchandise	See Repairs, also See Warranty	
Discrimination	Financial Institutions	800-452-3328
Excessive Charges — Interest		
Usury Law	Financial Institutions	800-452-3328
Real Estate	Financial Institutions	800-452-3328
Three Day Cooling Off Period	Financial Institutions	800-452-3328
CREDIT CARDS		
Fraud	Financial Institutions	800-452-3228
Loss & Credit Practices	Financial Institutions	800-452-3328
CREDIT UNIONS	Financial Institutions	608-266-0438
CRIBS (BABY) — Safety	DATCP	800-422-7128
CURRENCY EXCHANGE	Financial Institutions	800-452-3328

Subject Matter	State Agency Handling Complaint	Telephone Number
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**D**

DAIRY PRODUCTS	DATCP	608-224-4713
DANCE STUDIOS	DATCP	800-422-7128
DATING SERVICES	DATCP	800-422-7128
DAY CARE CENTERS	See Child Care	
DEBT COLLECTION	See Credit	
DENTAL SERVICES	Regulation & Licensing	608-266-7482
Dentists, Dental Hygienists		
DETECTIVES, PRIVATE	Regulation & Licensing	608-266-7482
DIET CENTERS	DATCP	800-422-7128
DIRECT SELLING	See Door-to-Door Sales	
DISCRIMINATION		
Employment	DWD	608-266-6860
Housing	DWD	608-266-6860
Public Accommodations	DWD	608-266-6860
DISTRIBUTORSHIPS	See Franchise	
DOCTORS	Regulation & Licensing	608-266-7482
DOOR-TO-DOOR SALES		
Credit Problems	Financial Institutions	800-452-3328
Contracts & Practices	DATCP	800-422-7128
Three Day Cooling Off Period	Financial Institutions	800-452-3328
DRIVERS SCHOOLS	Transportation — DMV (Commercial Driving)	608-266-2325
	Educ.-Approval Board	608-266-1996
DRIVEWAY REPAIRS	DATCP	800-422-7128
DRUGS Illegal —		
Narcotic	DOJ	608-267-1333
Over-the-Counter	DATCP	800-422-7128
Advertising	No State Regulation	
Allergic	Call U.S. FDA	608-264-5332
Efficacy	No State Regulation	
	Call U.S. FDA	608-264-5332
	Call U.S. FDA	608-264-5332
Packaging	DATCP	800-422-7128
Pharmacies	Regulation & Licensing	608-266-7482
Prescription	Regulation & Licensing	608-266-7482
Vitamins & food supplements	DATCP	800-422-7128
		or 608-224-4700
DRY CLEANERS		
Advertising & Refunds	DATCP	800-422-7128
Storage (licensing only)	DATCP — Trade	608-224-4933



Subject Matter	State Agency Handling Complaint	Telephone Number
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**E**

EDUCATION	See Schools	
ELDERLY, PROBLEMS OF:		
Nutrition	DHFS	608-266-2536
Transportation	DHFS	608-266-2536
Other	Board on Aging	800-242-1060
DHFS		608-266-1348
ELECTRICAL PRODUCTS—Safety	DATCP	800-422-7128
ELECTRICITY	See Utilities	
EMPLOYMENT AGENCIES	DWD—Equal Rights	608-266-6860
EMPLOYMENT—		
Deceptive offers	DATCP	800-422-7128
Wages	DWD	608-266-6860
ENERGY		
Alternative Energy Systems	Wisconsin Energy Bureau	608-266-8234
Building Codes — State	DOC	608-266-3151
Commercial	DOC	608-266-3151
Rental (weatherization)	DOC	608-266-0671
Building Codes — Local	Local Building Inspector	
Efficiency	Wisconsin Energy Bureau	608-266-8234
Fuel Emergencies	DOA	608-267-3680
Fuel Shortage	DOA	608-267-3680
or Utility Aid Payment—Madison Only		
Prices — Current & Future		
Projections	Wisconsin Energy Bureau	608-266-8234
Raising Fuel Costs	Wisconsin Energy Bureau	608-266-8234
Solar Systems	Wisconsin Energy Bureau	608-266-8234
Weatherization	DOA	608-267-3681
ENGINEERS (Professional)	Regulation & Licensing	608-266-7482
ENVIRONMENTAL HEALTH		
Outdoor	DNR	608-266-2621
Air	DNR	608-266-7718
Water (private & municipal wells)	DNR	608-275-3266
a. Water Quality	DNR	608-267-7610
(pollution, etc.)		
b. Human Health	DHFS — Division of Health	608-266-1253
c. Fishing	DNR	608-266-1877
Indoor	DHFS — Division of Health	608-266-1120
ENVIRONMENTAL LABELING		
(Representations)	DATCP	608-224-4941
EVICTION	DATCP	800-422-7128
EYEGLASSES		
Ophthalmologists & Optometrists	Regulation & Licensing	608-266-7482
Advertising	DATCP	800-422-7128

Subject Matter	State Agency Handling Complaint	Telephone Number
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**F**

FARM CRISIS	Wis Farm Center	800-942-2474
FARM MACHINERY	DATCP	608-224-4925
	(Trade Practice Bureau)	
Advertising & Selling Practices	DATCP	800-422-7128
Safety	No regulation	
FEDERAL INFORMATION	Federal Information Service	800-688-9889
FERTILIZER	DATCP — Plant Industry	608-224-4537
FIBERGLASS INSULATION	See Insulation	
FIGURE SALONS	See Fitness Centers	
FINANCE COMPANIES	Financial Institutions	800-452-3328
FINANCIAL AID		
School	Wis Tech. College	608-267-9540
System Board		
FIRE OR BURGLAR ALARMS		
AND SMOKE DETECTORS	DATCP	800-422-7128
Sales Practices	DATCP	800-422-7128
Safety Issues	DATCP	800-422-7128
FIREWORKS		
Safety	DATCP	800-422-7128
Illegal Use of	City, Village & Town officials	
FITNESS CENTERS	DATCP	800-422-7128
FLAMMABLE PRODUCTS	DATCP	800-422-7128
Carpets, Clothing, Liquids,		
Mattresses, Sleepwear		
FOAM INSULATION		
FOOD	See Insulation	
FDA (Green Bay)	920-(or 414)-433-3924	
(Madison)	608-264-5332	
Advertising	DATCP — Food	608-224-4700
Adulteration	DATCP — Food	608-224-4700
Bakeries	DATCP — Food	608-224-4700
Dairy Products	DATCP — Food	608-224-4700
Freezer Meats, Advertising	DATCP — Food	608-224-4700
and Selling Practices		
Food Service Plans	DATCP — Consumer Protection	800-422-7128
Grading — Fruits & Vegetables	DATCP — Consumer Protection	800-422-7128
Grocery Stores	DATCP — Marketing	608-224-5100
Meat and Poultry Products	DATCP — Food	608-224-4700
Inspection		
USDA Hot Line	DATCP — Food	608-224-4700
		800-535-4555

Subject Matter	State Agency Handling Complaint	Telephone Number
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**F (FOOD — continued)**

Labeling — Meat & Poultry Products	DATCP — Food	608-224-4731
Other Food	DATCP — Food	608-224-4721
Restaurants		
Business Practices	DATCP	800-422-7128
Sanitation	DHFS — Div. of Health	608-266-2835
Shortweight Packaging & Inaccurate Weighing & Measuring Devices	DATCP	608-224-4945
FOOD STAMPS		
Fraud	DWD	608-264-6077
Eligibility	DWD	608-266-0568
FORMALDEHYDE		
General Information	CPSC	800-638-2772
Mobile Homes	DOA	608-264-9598
	DOC	608-266-8577
FRANCHISES—DISTRIBUTORSHIPS		
Auto	Transportation-DMV (Dealers)	608-266-0765
Other Businesses	See Investment & Securities Regulation & Licensing	608-266-3736
FUND RAISING		
FUELS		
Emergency needs		
Statewide lack of gasoline or propane)	WI Energy Bureau	608-266-8971
Assistance for individuals	DOA/Div. of Housing	608-266-0288
Other	See Petroleum Products & Utilities Regulation & Licensing	608-266-3736
FUNERAL DIRECTORS & EMBALMERS		
Funeral Home Problems	Funeral Service Consumer Assistance Program	800-662-7666
	2250 E. Devon Ave.	
	Des Plaines, Ill. 60018	
FUR PRODUCTS (STORAGE)	DATCP	800-422-7128
FURNITURE (STORAGE)	DATCP	800-422-7128
FURNACES	See Home Improvement, also See Home Repairs	

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**G**

GAMES OF CHANGE		
Bingo	Gaming Commission	608-266-2775
Grocery Store Games	DATCP	800-422-7128
State Lottery	Lottery	608-261-8800
Raffles	Gaming Commission	608-266-5433
GARAGES — AUTO REPAIR	DATCP	800-422-7128
GAS — COSTS & SERVICES		
Natural	PSC	608-266-2001
		800-225-7729
LP Gas	DATCP — Consumer Protection	800-422-7128
GASOLINE — Diluted, Polluted	DOC	608-266-8076
Price Posting	DATCP	800-422-7128
Also see "Fuels"		
Gas Pumps — Accuracy	DATCP	608-224-4945
GLASS — SAFETY	DATCP	800-422-7128
Patio Doors & Windows (Commercial)	DOC	608-266-3151
Uniform Dwelling Code	DOC	608-267-5113
One and Two Family Dwellings	DOC	608-267-5113
GUARANTEES — Deceptive or Failure to Honor	See Warranties	

Subject Matter	State Agency Handling Complaint	Telephone Number
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**H**

HARRASSMENT (Debt Collection)	Financial Institutions	800-452-3328
HAZARDOUS PRODUCTS	DATCP	800-422-7128
Cleaning Materials, Electrical, Flammable, Household Chemicals, Mechanical, Poison Spills, Outdoor	Dept. of Administration — Emergency Government	800-943-0003
HAZARDOUS SUBSTANCES	DATCP	800-422-7128
HEALTH FACILITIES	DHFS — Div. of Health	608-266-3878
Hospitals	DHFS — Div. of Health	608-267-7389
Home Health Agencies	DHFS — Div. of Health	608-267-7157
Nursing Homes — Statewide	Board on Aging	800-242-1060
Ombudsman	See Insurance	
HEALTH INSURANCE		
HEALTH PRODUCTS	DATCP	800-422-7128
Advertising & Selling Practices	DATCP	800-422-7128
HEALTH QUACKERY	See Fitness Centers	
HEALTH SPAS		
HEARING AID SALES	Reg. & Licensing Complaints	608-266-3736
Dealers, Fitters	Licensing	608-266-1396
HEATERS (Kerosene)		
Safety	DATCP	800-422-7128
Use	DOC	608-266-3151
HEAT REGULATION	DOC or	608-266-3151
	Local Building Inspector	
HOME CONSTRUCTION		
Building Codes	See Building & Construction	
Home Improvements	DATCP	800-422-7128
Sales Practices	DATCP	800-422-7128
HOME FURNISHINGS		
Advertising and Selling Practices	DATCP	800-422-7128
HOME IMPROVEMENTS	DATCP	800-422-7128
HOME SALES PARTIES	DATCP	800-422-7128
HOSPITALS	DHFS	608-266-7297
HOTELS & MOTELS		
Cleanliness	DHFS — Health	608-266-2835
Unfair Trade Practices and Advertising	DATCP	800-422-7128
HOUSEHOLD CHEMICALS	DATCP	800-422-7128
Cleaning Products, Detergents		
Pesticides	DATCP—Agricultural Resource Management	608-224-4549

Subject Matter	State Agency Handling Complaint	Telephone Number
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**H (continued)**

HOUSEHOLD MOVERS	See Movers & Storage Facilities	
HOUSING		
Contractors (New Home Const.)	See Contractors	
Emergency Fuel Needs	Emergency Management	800-943-0003
Home Improvements	DATCP	800-422-7128
Insurance	See Insurance	
Landlord/Tenant Relations	DATCP	800-422-7128
Low Income Weatherization	DOA	608-266-0288
Mobile Homes	See Mobile Homes	

Subject Matter	State Agency Handling Complaint	Telephone Number
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Subject Matter	State Agency Handling Complaint	Telephone Number
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**I**

INSULATION Cellulose, Fiberglass, Foam Selling Practices Formaldehyde (residential) (commercial)	DATCP DOC	800-422-7128 608-267-5113 608-266-3151
Standards Weatherization, Residential Rental	DATCP DOC	800-422-7128 608-266-3151
New Home Construction (homes built since 1980)	DOC	608-267-5113
Safety	DATCP	800-422-7128
Urea/Formaldehyde INSURANCE	Also see Energy DHFS — Div. of Health	608-266-2817
Adjusters Automobile, Homeowners, Life, Health, Accident Complaints Only	Insurance Insurance	800-236-8517 800-236-8517
Credit Insurance Fraud & Code Violation	Insurance Insurance	800-236-8517 800-452-3328
Medicaid Fraud Medicare Problems Policy Problems HMOs	DOJ Medigap Help Line Insurance Insurance	608-266-9222 800-242-1060 800-236-8517 800-236-8517
Sales Representatives Supplementary Insurance Information	Insurance Medigap Help Line	800-236-8517 800-242-1060
INTEREST CHARGES INVENTIONS INVESTMENT (FRAUD) INVESTMENTS & SECURITIES	See Credit DATCP Financial Institutions	800-422-7128 800-472-4325 800-472-4325
Broker Dealers Franchise Investment Pyramiding	Financial Institutions Financial Institutions Financial Institutions	800-472-4325 800-472-4325 800-472-4325

Sales Agents Stocks and Bonds	Financial Institutions Securities	800-472-4325 800-472-4325
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**J**

JEWELRY, Advertising and Selling Practices	DATCP	800-422-7128
JUDGE DISABILITY OR MISCONDUCT	Judicial Comm.	608-266-7637
<b>L</b>		
<b>LABELING</b>		
Hazardous Substances	DATCP	800-422-7128
Environmental Representations	DATCP	800-422-7128
LANDLORD/TENANT RELATIONS	DATCP	800-422-7128
Building Conditions	Contact Local Building Inspector	
<b>LAND SALES &amp; DEVELOPMENT</b>		
Advertising & Selling Practices	DATCP	800-422-7128
LANDSCAPING, RESIDENTIAL	DATCP	800-422-7128
LAND SURVEYORS	Regulation & Licensing	608-266-7482
LAUNDRIES — Advertising & Selling Practices	DATCP	800-422-7128
LAWN MOWERS — POWER (Unsafe)	DATCP	800-422-7128
LAWYERS	See Attorneys	
LAYAWAY	DATCP	800-422-7128
Over 4 months	Financial Institutions	800-452-3328
LEAD (Certification/Accreditation) (childhood Poisoning)	DHFS/Bur. Public Health	608-261-6876
LEASES		608-266-7897
Consumer Goods		
Advertising & Selling Practices	DATCP	800-422-7128
Automobiles	See Motor Vehicles	
Collection Practices	Financial Institutions	800-452-3328
Landlord/Tenant	DATCP	800-422-7128
LEGISLATIVE HOT LINE		800-362-9472
LEMON LAW	DOT	608-266-0765
LIENS	See Home Improvement, See Auto Repair	
LIFE INSURANCE	Insurance	800-236-8517
LIME (AGRICULTURAL)	DATCP	608-224-4537
LOAN COMPANIES	See Credit	
LOTTERIES	DOR	608-261-8800

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**M**

MAGAZINE SUBSCRIPTIONS MAIL	DATCP	800-422-7128
(Fraud, Harassment, Chain Letters, unauthorized opening & prohibited mailing)	Postal Inspector P.O. Box 788 Milwaukee, WI 53201 (Or See Local Post Office)	414-287-2200 800-654-8896
<b>MAIL ORDER SALES</b>		
Cash Transactions	DATCP	800-422-7128
Credit	Financial Institutions	800-452-3328
Undelivered Merchandise	DATCP	800-422-7128
Unordered Merchandise	DATCP	800-422-7128
<b>MAINTENANCE—RENTAL PROPERTY</b>		
<b>MANUFACTURED HOMES</b>	See Landlord/Tenant	
Financing (under \$25,000)	Also see mobile home parks	
Construction	Financial Institutions	800-452-3328
Defects/Product Quality	DOC	608-267-7907
Sales (Dealer Licensing)	DOC	608-267-7907
Warranties	DOA	608-264-9596
<b>MARRIAGE COUNSELORS</b>	DOA	608-264-9596
Business Practices	DATCP	800-422-7128
<b>MATRRESS LABELING</b>	DATCP	800-422-7128
<b>MEAT &amp; MEAT PROCESSING</b>	CPSC	800-638-2772
Meat and Poultry	DATCP — Food	608-224-4700
<b>MEDICAID FRAUD</b>	USDA Hot Line	800-535-4555
<b>MEDIGAP HOTLINE</b>	DOJ	608-266-9222
<b>MEDICAL LICENSES</b>	State Board on Aging	800-242-1060
	Regulation & Licensing	
	Medical Examining Board	
	or consult Food & Drug Administration	
<b>MEDICARE PROBLEMS</b>	Medigap Hot Line	800-242-1060
<b>MOBILE HOME PARKS</b>	Also see manufactured homes	
Landlord/Tenant Relations (Park Operators)	DATCP	800-422-7128
Plumbing	DOC	608-266-9373
Water Quality	DNR	608-266-0821
Waste Water	DNR	608-266-0821
<b>MONEY ORDERS</b>	DNR (Municipal & Industrial only)	608-267-7694
<b>MORTGAGES</b>	DOC (Private Sewage)	608-266-0056
	Financial Institutions	608-261-9555 (option 2)
	Financial Institutions	608-261-9555 (option 2)

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**M (continued)**

MOTELS	See Hotels	
MOTORCYCLES	See Motor Vehicles	
MOTOR HOMES	See Motor Vehicles	
MOTOR VEHICLES		
Advertising — False, Deceptive	DOT — DMV (Dealers)	608-266-1425
Credit		
Autoline	Financial Institutions	800-452-3328
Child Restraining Seats, Safety	Better Business Bureau	800-955-5100
Credit Sales (Financing)	DOY — DMV	608-266-1425
Dealers — Salesmen	Financial Institutions	800-452-3328
	Transportation — DMV (Dealers)	608-266-0765
Dispute Resolution Services	Autoline	800-955-5100
Insurance	OCI	608-266-0103
Insurance Settlements	OCI	608-266-0103
Leasing		
With option to purchase	DOT — DMV	608-266-1425
Without option to purchase	DATCP	800-422-7128
Over 4 Months	Financial Institutions	800-452-3328
Lemon Law	DOT — DMV (Dealers)	608-266-0765
Licensing		
Purchase — New & Used	DOT — DMV	608-266-1466
	DOT — DMV (Dealers)	608-266-0765
Recalls	NHTSA	800-424-9393
Repairs	DATCP	800-422-7128
Safety	Transportation — DMV	608-266-0765
U.S. Dept. of Transportation	Auto Safety Hot Line	800-424-9393
Salvage	Transportation — DMV (Dealers)	608-266-0765
Titles	Transportation — DMV	608-266-1466
Warranties	Transportation — DMV (Dealers)	608-266-0765
<b>MOVERS &amp; STORAGE FACILITIES</b>		
Within Wisconsin	DATCP	800-422-7128
Movers - Between States	Federal Highway Adm.	202-927-5520
Storage	DATCP-Trade	608-224-4933
Unfair or Deceptive Practices	DATCP	800-422-7128

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**N**

NATURAL RESOURCES	DNR	608-266-2621
NON-DELIVERY OF GOODS	DATCP	800-422-7128
NURSERY STOCK (Landscape)	DATCP	608-224-4500
	Also see Landscaping	
NURSES	Regulation & Licensing	608-266-7482
NURSING ASSISTANTS	DHFS	608-267-3565
NURSING HOMES		
Administrators	Regulation & Licensing	608-266-7482
Other		
Senior Citizens	DHFS — Div. of Health Board on Aging	608-266-7345
	UW-Madison	800-242-1060
NUTRITION		608-262-2727

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**O**

OBEDIENCE SCHOOLS — ANIMALS		
Advertising & Selling Practices	DATCP	800-422-7128
ODOMETER TAMPERING	DMV	608-267-2137
OFFICE EQUIPMENT AND SUPPLIES —		
Advertising & Selling Practices	DATCP	800-422-7128
OIL	See Petroleum Products	
OPTICIANS		
Advertising	DATCP	800-422-7128
OPTOMETRISTS	Regulation & Licensing	608-266-7482
OPHTHALMOLOGISTS	Regulation & Licensing	608-266-7482
OSTEOPATHS	Regulation & Licensing	608-266-7482

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**P**

PAWNBROKERS	County District Attorney or DATCP	800-422-7128
PEDDLERS	See Door-to-Door Sales, also contact Municipal Authorities	
PEST CONTROL OPERATORS	DATCP — Agricultural Resource Management	608-224-4500
PESTICIDE APPLICATOR CERTIFICATION	DATCP — Agricultural Resource Management	608-224-4500
PESTICIDES	DATCP — Agricultural Resource Management	608-224-4500
PET FOOD — Raw Meat By-Products only, Processed Canned, Dried, etc.	See Animal Feed	
PET STORES		
Advertising and Selling Practices	DATCP	800-422-7128
PETROLEUM PRODUCTS		
Diluted Gasoline & Gasoline Additives	DWD — Bureau of Petroleum Inspection	608-266-7605
Fuel Oil — Quality	DWD — Bureau of Petroleum Inspection	608-266-7605
Emergency	DNR Emergency Management	800-943-0003
LP Gas Co. Selling Practices	DATCP — Consumer Protection	800-422-7128
Measurement Problems	DATCP	800-422-7128
PHARMACIES	Regulation & Licensing	608-266-7482
PHOTOGRAPHY & PHOTOGRAPHIC EQUIPMENT		
Advertising & Selling Practices	DATCP	800-422-7128
PHYSICAL FITNESS CENTERS	See Figure Salons	
PHYSICAL THERAPISTS	Regulation & Licensing	608-266-7482
PHYSICIANS, SURGEONS, PHYSICIAN ATTENDANTS	Regulation & Licensing	608-266-7482
PLANTS	DATCP — Agricultural Resource Management	608-224-4500
PLAYGROUND EQUIPMENT		
SAFETY	DATCP	800-422-7128

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**P (continued)**

**PLUMBERS**

Workmanship — Licensing	DOC	608-266-3815
Unfair Trade Practices	DATCP	800-422-7128
PODIATRISTS	Regulation & Licensing	608-266-7482
POISON CONTROL CENTERS	Green Bay	
	St. Vincent Hospital	800-815-8855
	La Crosse	
	St. Francis Hospital	800-815-8855
	Madison	
	University Hosp. 608-262-3702 or (800) 815-8855	

Milwaukee  
Children's Hosp. 414-266-2222 (800) 815-8855

**POISONS**

Accidents & Injuries	see nearest Emergency Room	
Packaging & Labeling	DATCP	800-422-7128
POLLUTION — AIR & WATER	See Environmental Health	
POULTRY	See Food	
POWER SAWS, SAFETY	DATCP	800-422-7128
PRESCRIPTIONS	Regulation & Licensing	608-266-7482
PRICE COMPARISON		
ADVERTISING	DATCP	800-422-7128
PRICE FIXING	DOJ	608-266-8101
PRIVATE INVESTIGATORS	Regulation & Licensing	608-266-7482
PRODUCT SAFETY		
Advertising & Packaging	DATCP	800-422-7128
Auto	Transportation — DMV	608-266-0765
Other	DATCP	800-422-7128
PRIZE OFFERS	DATCP	800-422-7128
PSYCHOLOGISTS	Regulation & Licensing	608-266-7482
PUBLIC ACCOUNTANTS	Regulation & Licensing	608-266-7482
PUBLIC EDUCATION	DPI	608-266-3390

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**Q**

**QUACKERY**

See Health Quackery



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**R**

RADIO REPAIR	DATCP	800-422-7128
RADON	DHFS	608-267-4797
RAFFLES	See Games of Chance	
RAILROADS	Transportation Commission	608-266-7607
REAL ESTATE		
Advance Fees	DATCP	800-422-7128
Advertising	See Advertising	
Brokers or Salespersons	Regulation & Licensing	608-266-7482
Loans	See Credit	
RECREATION (State Parks)	DNR	608-266-2181
(Resorts)	Tourism	608-266-2161
RECORD & TAPE CLUBS	DATCP	800-422-7128
RECREATIONAL VEHICLES	See Motor Vehicles	
RECYCLING		
Advertising	DATCP	(800)-422-7128
General Information	DNR	(608)-267-7566
REFERRAL SELLING	DATCP	800-422-7128
REFUND & RETURN POLICIES	DATCP	800-422-7128
RENTED PRODUCTS	See Leases	
REPAIR SERVICES		
Auto	DATCP	800-422-7128
General	DATCP	800-422-7128
Prepaid Service Contracts	DATCP	800-422-7128
REPOSSESSION OF FINANCED GOODS	Financial Institutions	800-452-3328
RESTAURANTS	See Food	
RETIREMENT HOMES	Bureau of Aging	608-267-9583
ROOFING	DATCP	800-422-7128
RUSTPROOFING (AUTO)	DATCP	800-422-7128

Subject Matter	State Agency Handling Complaint	Telephone Number
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**S**

SAFETY —		
Consumer Products	DATCP	800-422-7128
Auto	U.S. DOT	800-424-9393
SALES TAX	DOR	608-266-2776
SAVINGS & LOAN ASSOCIATIONS		
Federally Chartered	Federal Home Loan Bank of Chicago	312-565-5741
State Chartered	Financial Institutions	800-452-3328
SCHOOLS		
Business (For Profit)	Educ. Approval Board	608-266-1996
Correspondence	Educ. Approval Board	608-266-1996
Cosmetology (Beauty)	Regulation & Licensing	608-266-1630
Driving (Commercial)	DOT — DMV	608-266-2325
Insurance	Educ. Approval Board	608-266-1996
Modeling	Educ. Approval Board	608-266-1996
Nursery	See Child Care	
Post Secondary (For Profit)	Educ. Approval Board	608-266-1996
Public — K through 12	Contact Local School Board	
Real Estate (For Profit)	Educ. Approval Board	608-266-1996
Speedreading	DATCP	800-422-7128
Technical (For Profit)	Educ. Approval Board	608-266-1996
Trade (For Profit)	Educ. Approval Board	608-266-1996
Travel	Educ. Approval Board	608-266-1996
Truck Driving	Educ. Approval Board	608-266-1996
Veterans Training	Educ. Approval Board	608-266-1996
Vocational (For Profit)	Educ. Approval Board	608-266-1996
Vocational, Technical & Adult Education — Public	WI Technical College.	608-266-1770
Admission & Tuition	WI Technical College	608-266-1770
Apprenticeship	WI Technical College.	608-266-1770
Financial Aid	DWD	608-266-3331
SECURED TRANSACTIONS	WI Technical College	608-266-1770
SECURITIES	See Credit	
SECURITY BROKERS	See Investments & Securities	
SECURITY DEPOSITS	See Investments & Securities	
Apartment Rentals	DATCP	800-422-7128
Utilities	PSC	800-225-7729
Other	DATCP	800-422-7128
SERVICE CONTRACTS	See Repair Services	

Subject Matter	State Agency Handling Complaint	Telephone Number
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**S (continued)**

<b>SERVICE STATIONS</b>		
Auto Repairs	DATCP	800-422-7128
Accuracy of gas pumps	DATCP	800-422-7128
SEPTIC SEWAGE, rural	DOC	608-266-3151
SHARES, CO-OP	DATCP	800-422-7128
SIDING	DATCP	800-422-7128
<b>SLAUGHTERHOUSES &amp; SLAUGHTER OPERATIONS</b>	DATCP (State inspected only)	608-224-4725
SLEEPWEAR, SAFETY	DATCP	800-422-7128
SMOKE DETECTORS	DATCP	800-422-7128
SMOKING	DOC	608-266-2780
<b>SNOWMOBILES</b>		
Manuf. Defects — Safety Registration	DATCP	800-422-7128
SPACE HEATERS/STOVES	DNR	608-266-2107
Safety Use	DATCP	800-422-7128
SPEEDREADING SCHOOLS	DOC	608-266-3151
SPILLS, OUTDOOR	See Schools	
AND INDOOR	DNR	800-943-0003
SPORTING GOODS	See Athletics	
STEREO/RECORDING EQUIPMENT		
Sales Practices & Advertising	DATCP	800-422-7128
STORAGE	See Movers & Storage Facilities	
SUPPLEMENTARY INSURANCE INFORMATION		
SURVEYORS	Medigap Hot Line Regulation & Licensing	800-242-1060 608-266-7482
SWIMMING POOLS (HOME)	DATCP	800-422-7128

Subject Matter	State Agency Handling Complaint	Telephone Number
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**T**

<b>TANNING BOOTHS</b>	DHS	608-267-4784
<b>TAXES</b>		
Sales & Withholding	DOR	608-266-2776
Homestead	DOR	608-266-8641
Excise	DOR	608-266-6701
Property	Call Local Assessor	
<b>TELEPHONE</b>		
Costs & Services	PSC	608-266-2001 or 800-225-7729
Solicitations	DATCP	800-422-7128
<b>TELEVISION</b>		
Repairs	See Repair Services	
Safety	DATCP	800-422-7128
TERM PAPER MILLS	DATCP	800-422-7128
TEXTILES, FLAMMABLE	DATCP	800-422-7128
THREE DAY COOLING OFF PERIOD	See Door-to-Door Sales	
TICKET PROMOTERS	DATCP	800-422-7128
TIRES — Advertising and Selling Practices	DATCP	800-422-7128
Safety	NHTSA	800-424-9393
<b>TOXIC SUBSTANCES</b>		
Spills, indoor and outdoor Products	DNR	800-943-0003
Also See Poisons	DATCP	800-422-7128
<b>TOURISM</b>		
TOYS — Dangerous	Dept. of Tourism	800-372-2737
TRACTORS, SAFETY	DATCP	800-422-7128
TRADE MARKS	No regulation	
TRADE NAMES	Secretary of State	608-266-5653
TRADING STAMPS	Secretary of State	608-266-5653
TRAILERS	DATCP	800-422-7128
TRAVEL, TOURISM — Advertising & Selling Practices	See Mobile Homes	
TRUCKS	DATCP	800-422-7128
TRUTH-IN-LENDING — Banks & Loan Companies	See Motor Vehicles	
	Financial Institutions	800-452-3328

Subject Matter	State Agency Handling Complaint	Telephone Number
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**U**

UNEMPLOYMENT		
INSURANCE, Claim Information DWD		800-822-5246
Complaints		608-266-5730
UNFAIR BUSINESS PRACTICES	DATCP	800-422-7128
UNORDERED MERCHANDISE	DATCP	800-422-7128
UNSOLICITED TELEPHONE CALLS		
UPHOLSTERY	DATCP	800-422-7128
UTILITIES	DATCP	800-422-7128
Billings, Disconnects & Service Problems	PSC	608-266-2001
Electric Cooperative	WI Federation of Cooperatives	608-258-4400
Payment Problems	PSC	608-266-2001
Regulation of Electric,	PSC	608-266-2001
Natural Gas	PSC	800-225-7729
Telephone & Water	PSC	800-225-7729

Subject Matter	State Agency Handling Complaint	Telephone Number
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**V**

VACATION PROMOTIONS —		
Advertising and Selling	DATCP	800-422-7128
VETERANS TRAINING	See Schools	
VETERINARIANS —		
Animal Technicians	Regulation & Licensing	608-266-7482
VIDEO TAPE RENTALS	DATCP	800-422-7128
VOCATIONAL SCHOOLS	See Schools	

Subject Matter	State Agency Handling Complaint	Telephone Number
<b>W</b>		
WAGES	DWD	608-266-6860
WAREHOUSES	See Movers & Storage Facilities	
WARRANTIES		
Automobile	Transportation — DMV (Dealers)	608-266-0765
Manufactured Homes	DOC — Safety & Bldgs.	608-266-8577
Prepaid Service Contracts	DATCP	800-422-7128
Other	DATCP	800-422-7128
WATER		
Costs & Services	PSC	608-266-2001
Pollution	DNR	608-267-7694
WATER TESTING	UV - Madison Hygiene Lab	608-262-1293
WATERPROOFING (BASEMENTS)	DATCP	800-422-7128
WEATHERIZATION		
General-Energy Efficiency	Wisconsin Energy Bureau	608-266-8234
Low Income	DOA	608-267-3681
WEIGHT CENTERS	DATCP	800-422-7128
WEIGHTS & MEASURES		
Other Meters & Scales	DATCP	800-422-7128
Packaged Commodities	DATCP	800-422-7128
Utility Meters	PSC	608-266-2001
WELL DRILLERS	DNR	608-266-0821
WILLS	See Local Private Attorney	
WORK-AT-HOME SCHEMES	DATCP	800-422-7128
WORKERS COMPENSATION	DWD	608-266-1340

## Mailing Addresses & Telephone Numbers of Agencies

Bureau on Aging  
Dept. Of Health and Family Services  
217 Hamilton St.  
P.O. Box 7851  
Madison, WI 53707-7851  
608-266-2536

Board on Aging and Long-Term Care  
214 N. Hamilton St.  
Madison, WI 53703-2118  
800-242-1060 or 608-266-8944

Board of Attorneys  
Professional Responsibility  
110 E. Main St., Room 410  
Madison, WI 53703  
608-267-7274

Department of Administration  
101 E. Wilson St., 10th Floor  
P.O. Box 7864  
Madison, WI 53707-7864  
608-266-1741

Division of Emergency Management  
2400 Wright St.  
P.O. Box 7876  
Madison, WI 53707-7865  
800-943-0003  
608-242-3232

Wisconsin Energy Bureau  
101 E. Wilson St.  
P.O. Box 7868  
Madison, WI 53707-7868  
608-266-8234

Dept. of Agriculture, Trade & Consumer Protection  
Box 8911  
Madison, WI 53708-8911  
800-422-7128 (TDD 224-5058)

Consumer Protection  
Southeast Regional Office  
10930 W. Potter Rd., Suite C  
Milwaukee, WI 53226-3450  
414-266-1231

Consumer Protection  
Northeast Regional Office  
200 N. Jefferson St., Suite 146-A  
Green Bay, WI 54301-5198  
920-(or 414)-448-5110

Dept. of Agriculture, Trade & Consumer Protection cont.

Consumer Protection  
Southwest Regional Office  
2811 Agriculture Dr.  
PO Box 8911  
Madison, WI 53708-8911  
608-224-4960

Consumer Protection  
Northwest Regional Office  
3610 Oakwood Hills Parkway  
Eau Claire, WI 54701-7754  
715-839-3848

Dept. of Financial Institutions  
P.O. Box 7876  
Madison, WI 53707-7876  
800-452-3328

Educational Approval Board  
310 Price Place  
Madison, WI 53705  
608-266-1996

Dept. of Health & Family Services  
1 W. Wilson St.  
P.O. Box 7850  
Madison, WI 53707  
608-266-3681

Dept. of Health & Family Services  
Milwaukee State Office Building  
819 N. 6th Street  
Milwaukee, WI 53203  
414-224-4501

Dept. of Work Force Development  
201 East Washington Avenue  
P.O. Box 7946  
Madison, WI 53707-7946  
608-266-3131

Office of the Commissioner of Insurance  
121 E. Wilson St.  
P.O. Box 7873  
Madison, WI 53707-7873  
608-266-3585

**Mailing Address & Telephone Numbers of Agencies (Cont).**

Department of Justice  
123 West Washington Avenue  
P. O. Box 7857  
Madison, WI 53707-7857  
608-266-1852

Department of Revenue  
125 S. Webster  
P. O. Box 8933  
Madison, WI 53708-8933  
608-266-1611

Department of Commerce  
123 West Washington Avenue  
P. O. Box 7970  
Madison, WI 53707-7970  
608-266-1018

State Bar of Wisconsin  
P. O. Box 7158  
Madison, WI 53707-7158  
800-362-9082  
608-257-4666

Judicial Commission  
110 E. Main Street/Room 606  
Madison, WI 53703  
608-266-7637

Department of Transportation  
Dealer Licensing Section  
4802 Sheboygan Avenue, Rm 806  
P. O. Box 7909  
Madison, WI 53707-7909  
608-266-0765

Department of Natural Resources  
101 S. Webster Street  
P. O. Box 7921  
Madison, WI 53707-7921  
608-266-2621

WI Technical College System Board  
310 Price Place  
P. O. Box 7874  
Madison, WI 53707-7874  
608-266-1207

Postal Inspectors  
P. O. Box 788  
Milwaukee, WI 53201-0788  
414-287-2200

Department of Public Instruction  
125 S. Webster Street, GEF III  
P. O. Box 7841  
Madison, WI 53707-7841  
608-266-3390

Public Service Commission  
610 N. Whitney Way  
P. O. Box 7854  
Madison, WI 53707-7854  
608-266-2001  
800-225-7729

Dept. of Regulation & Licensing  
1400 E. Washington Avenue  
P. O. Box 8935  
Madison, WI 53708-8935  
608-266-2112

**SECTION III  
TOLL-FREE  
CONSUMER HOTLINES**

## Consumer Hotlines

800 No. Information Operator ..... (800) 555-1212

DATCP ..... (800) 422-7128

Postal Crime ..... (800) 654-8896

AIDS Hotline (Center for Disease Control) ..... (800) 342-2437  
 (Spanish) ..... (800)-344-7432

Arson Tip Line (DOJ) ..... (800) 362-3005

Auto Recalls, National Highway Traffic Safety Administration ..... (800) 424-9393

Automobile Safety (NHTSA) ..... (800) 424-9393

Financial Institutions - FDIC ..... (800) 934-3342

Better Business Bureau ..... (800) 273-1002

Board on Aging & Long Term Care ..... (800) 242-1060

Bureau of Business Development ..... (800) 435-7287

Cancer Information Service ..... (800)-4-CANCER or (800) 422-6237

Children's Special Health Needs Unit (DHFS) ..... (800) 441-4576

Consumer Product Safety Commission ..... (800) 638-2772

Crime Victims Services (DOJ) ..... (800) 446-6564

Drug Tip Line (DOJ) ..... (800) 622-DRUG or (800) 622-3784

Fair Housing & Equal Opportunity ..... (800) 424-8590

Farm Crisis Hotline (DATCP) ..... (800) 942-2474

Federal Tax Information ..... (800) 829-1040

Federal Information Center (Milwaukee) ..... (800) 688-9889

Financial Institutions (Wisconsin) ..... (800) 452-3328

Firearms Hotline for Registered Dealers (DOJ) ..... (800) 262-4867

Fish & Game Violations (DNR) ..... (800) 847-9367

General Accounting Office (GAO) ..... (800) 424-5454  
 Fraud Hotline

Home Health Hotline (DHFS) ..... (800) 642-6552

Housing and Economic Development  
 Authority, Wisconsin (WHEDA)  
 General Information ..... (800) 33HOUSE or 334-6873

Insurance Commissioner ..... (800) 236-8517

Legislative Hotline ..... (800) 362-9472

Medical Assistance, WI Medicaid (DHFS)  
 (Bureau of Health Care Financing) ..... (800) 362-3002

Medicare Hotline ..... (800) 638-6833

National Fraud Information Center ..... (800) 876-7060

Road Conditions (DOT) ..... (800) 762-3947

Runaway Hotline ..... (800) 621-4000

Social Security Adm. .... (800) 772-1213

State Law Library ..... (800) 322-9755

Tourism (Vacation Information) ..... (800) 372-2737

Help the environment by

# recycling

We are recycling here in Wisconsin to:

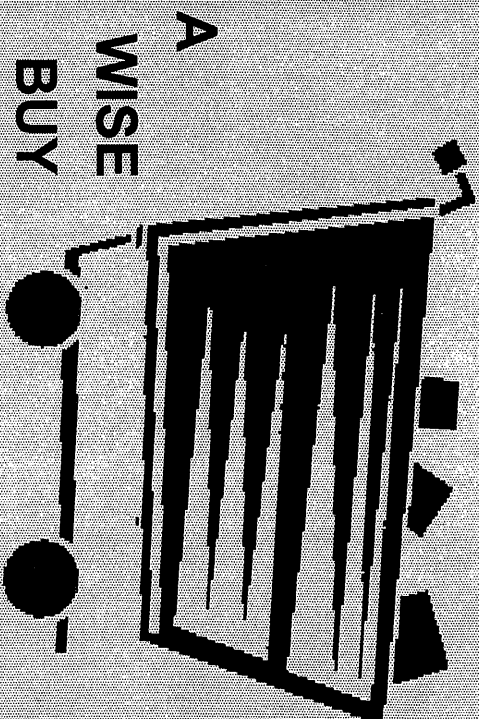
- Conserve energy
- Save natural resources
- Prolong the life of landfills
- Reduce pollution
- Help our economy by creating jobs
- Reduce disposal costs of garbage
- Save money

By law, the following items must be recycled in Wisconsin:

- Newspapers, magazines and cardboard
- Clear, brown and green glass jars and bottles
- Plastic containers (#1 & #2)
- Aluminum cans
- Steel/tin cans

By separate collection or drop off:

- Grass clippings, leaves, sticks and brush
- Motor oil
- Tires
- Vehicle batteries
- Appliances



## FOR THE ENVIRONMENT?

Many of us look for products that produce less waste and are less harmful to the environment. Deceptive claims cast doubt on all environmental ads and hurt companies making legitimate claims.

**Watch out for overly broad or vague claims.** Claims that a product is "environmentally friendly," or "eco-safe" are so broad that they are virtually meaningless. A claim should tell you enough to know whether it is valid in your community and what you have to do. For example, can the product be recycled in your own community?

To report misleading environmental claims or any consumer problem, call the toll free hotline of Department of Agriculture, Trade and Consumer Protection: **800 422-7128.**