

2003 Senate Bill 211

Date of enactment: **February 6, 2004**  
Date of publication\*: **February 20, 2004**

## 2003 WISCONSIN ACT 124

AN ACT *to amend* 125.51 (7) of the statutes; **relating to:** advertising by intoxicating liquor retailers.

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

**SECTION 1.** 125.51 (7) of the statutes is amended to read:

125.51 (7) SALES IN NAME OF LICENSEE OR PERMITTEE.  
Every holder of a retail license or permit for the sale of

intoxicating liquor shall purchase, advertise and sell intoxicating liquor in the holder's name and under the holder's license or permit only, except that holders of retail licenses or permits that are franchisees, as defined in s. 553.03 (5), may advertise, separately or together, in the name of the franchisor, as defined in s. 553.03 (6).

---

\* Section 991.11, WISCONSIN STATUTES 2001-02 : Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].