

**Chapter RL 123**

**ADVERTISING**

RL 123.01 Authority  
RL 123.02 False advertising

RL 123.03 Contents of advertising

**RL 123.01 Authority.** The rules in this chapter are adopted under authority of ss. 227.11 (2), 480.06, 480.20 and 480.24 (2) (d), Stats.

**History:** Cr. Register, June, 1995, No. 474, eff. 7-1-95.

**RL 123.02 False advertising.** No registrant may advertise in a manner which is false, deceptive or misleading.

**History:** Cr. Register, June, 1995, No. 474, eff. 7-1-95.

**RL 123.03 Contents of advertising.** All advertisements that an auction will be conducted shall contain the following information:

(1) If the auction is to be conducted by an auctioneer and managed by an auction company, then the name and state registration number of the auctioneer who will conduct the auction, and the name, address, telephone number and state registration number of the auction company that is managing the auction.

(2) If the auction is to be conducted by an auctioneer, but not managed by an auction company, then the name, address, telephone number and state registration number of the auctioneer who will conduct the auction.

(3) A statement that the auctioneer is a 'registered Wisconsin auctioneer.'

(4) A statement of the terms and conditions under which the registrant will accept payment by buyers at the auction.

(5) The percentage or other amount of any buyer's premium or surcharge which is a condition to sale.

**History:** Cr. Register, June, 1995, No. 474, eff. 7-1-95.