

the commission and approved, the system shall be altered or increased only with the consent of the commission. The marking and signing of the county trunk highway systems shall be uniform throughout the state, as prescribed by the highway commission.

SECTION 2. This act shall take effect upon passage and publication.

Approved June 9, 1925.

No. 450, S.]

[Published June 11, 1925.

CHAPTER 264.

AN ACT to repeal section 343.413 (4438k) and to create a new section to be numbered section 343.413 and subsection (3) of section 20.07 of the statutes, relating to fraudulent advertising, providing a penalty and making an appropriation.

The people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

SECTION 1. Section 343.413 (4438k) of the statutes is repealed.

SECTION 2. A new section is added to the statutes and a new subsection is added to section 20.07 of the statutes to be numbered and to read: 343.413 (1) No person, firm, corporation or association shall, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, make, publish, disseminate, circulate, or place before the public, or cause, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading.

(2) Any person, firm, corporation, or association violating any provision of this section shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less

than fifty dollars nor more than two hundred dollars or be imprisoned in the county jail not less than thirty days nor more than sixty days or by both such fine and imprisonment; and each sale, advertisement or representation in contravention of the provisions of this section shall be deemed a distinct offense and shall subject the offender to such punishment.

(3) The treasury agent shall enforce the provisions of this section.

(20.07) (3) Annually, beginning July 1, 1925, five thousand dollars for the performance of his duties under section 343.413.

SECTION 3. This act shall take effect on July 1, 1925.

Approved June 9, 1925.

No. 402, S.]

[Published June 11, 1925.

CHAPTER 265.

AN ACT to amend section 193.22 of the statutes, relating to mortgages of street railway corporations.

The people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

SECTION 1. Section 193.22 of the statutes is amended to read: 193.22 Any such railway corporation organized under any law may, by a vote of the stockholders owning three-fourths of the capital stock, borrow money and execute any mortgage or deed of trust, under the provisions of subdivision (10) of section 190.12, and section 190.26, embracing therein any and all of its property, real and personal; and may therein provide for the disposal and replacing or substitution of its horses, harness, cars, *motor vehicles* or other property which shall become old, worn, or unfit for use; and such substituted or after-acquired property shall be then subject to the terms of such instrument. *Any such corporation having heretofore executed any such mortgage or deed of trust embracing any or all of its property and having since the execution of such mortgage or deed of trust engaged in the operation of motor vehicles for the transportation of passengers or property for hire as a part of its business, may, at its option, execute a supplemental mortgage or deed of trust providing for the inclusion of any or all of the motor vehicles owned and operated by such corporation within the terms of the original*