

No. 200, S.]

[Published June 20, 1941.

**CHAPTER 251.**

AN ACT to renumber 100.18 (3) to be 100.18 (4) and to create 100.18 (3) of the statutes, relating to deceptive advertising.

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

SECTION 1. Subsection (3) of section 100.18 of the statutes is renumbered to be subsection (4) of that section.

SECTION 2. Subsection (3) of section 100.18 of the statutes is created to read:

(100.18) (3) It shall be deemed deceptive advertising, within the meaning of this section, for any person, firm, or corporation to take donations or sell merchandise or tickets of admission or solicit programs or any other advertising when any part of the proceeds will be donated to any organization or fund, unless said advertising shall contain a correct statement of the amount to be donated to any such organization or fund, set out substantially in the following manner: (a) the minimum amount stated in dollars; or (b) the minimum percentage of the gross income; or (c) the minimum percentage of the net income. If the amount to be donated is to be based on the net income such donor shall file with the secretary or treasurer of the fund or organization receiving the donation before commencing such advertising, an itemized statement, under oath, setting forth the maximum amounts to be deducted from gross income in determining the net income. Such statement shall be open to examination by the public. If merchandise is to be received and donated to such organization or fund, without change of form, the advertising shall state what percentage of the total amount of merchandise collected will be donated to such organization or fund.

SECTION 3. This act shall take effect upon passage and publication.

Approved June 18, 1941.