

No. 743, A.

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CHAPTER 137

AN ACT to create 20.140 (5) and 20.280 (4) of the statutes, relating to the state's contribution to the cost of exhibiting the World's Largest Cheese at the New York World's Fair, 1964-1965, advertising and promoting Wisconsin's dairy, cheese, recreational and tourist industries at the Fair, and making an appropriation.

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

SECTION 1. 20.140 (5) of the statutes is created to read:

20.140 (5) WORLD'S FAIR EXHIBIT. On July 1, 1963, a nonlapsible appropriation of \$25,000 for materials and expense in producing and exhibiting the "World's Largest Cheese" and the advertising and promotion of the Wisconsin cheese and dairy industry at the New York world's fair, 1964-1965.

SECTION 2. 20.280 (4) of the statutes is created to read:

20.280 (4) WORLD'S FAIR EXHIBIT. There is appropriated from the general fund, on July 1, 1963, a nonlapsible appropriation of \$10,000 for the advertising and promotion of Wisconsin's vacationland in connection with the exhibition of the "World's Largest Cheese" at the New York world's fair, 1964-1965.

SECTION 3. The state department of agriculture and the state conservation commission shall co-operate with the Wisconsin cheese foundation in the advertising and promotion of Wisconsin's cheese, dairy, recreational and tourist industries at the New York world's fair, 1964-1965, and supervise expenditure of funds representing the state's contribution toward the cost of producing the "World's Largest Cheese" and exhibiting it at the world's fair and on a tour throughout the United States prior to exhibition at the fair, and the cost of other display materials advertising Wisconsin's vacationland and its dairy and recreational industries.

SECTION 4. The total state's contribution toward the estimated promotional expense of \$110,000 shall be \$35,000 in separate appropriations to the state department of agriculture and the state conservation commission, with the balance provided for by the Wisconsin cheese foundation through private sources. The state department of agriculture and the state conservation commission may enter into co-operative agreements with the Wisconsin cheese foundation for the planning and conduct of this program and the preparation of exhibits.

SECTION 5. This bill is declared to be an emergency appropriation bill in accordance with section 16.47 (2) of the statutes.

Approved June 25, 1963.
