

1977 Assembly Bill 765

Date published: May 19, 1978

**CHAPTER 362, Laws of 1977**

AN ACT to repeal 449.08 (1) (c) and (2) (b), (c), (e) and (f); and to repeal and recreate 449.10 of the statutes, relating to advertising of optometric services and products.

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

SECTION 1. 449.08 (1) (c) and (2) (b), (d), (e) and (f) of the statutes are repealed.

SECTION 2. 449.10 of the statutes is repealed and recreated to read:

**449.10 Advertising.** No rule of the examining board, unless intended to regulate false or misleading advertising, may restrict advertising on products and nonvariable services. In this section, "nonvariable services" means services for which a fee can be objectively determined prior to the time the services are rendered.

---