

No. 261, A.]

[Published June 21, 1913.

CHAPTER 507.

AN ACT to provide for a state normal school in the northeastern portion of the state.

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

SECTION 1. The board of regents of normal schools is hereby directed to select a suitable site for a state normal school in the northeastern part of the state, said suitable site to be selected by the board from those offered therefor and under the most favorable conditions to the state. After such selection the first new normal school hereafter located and constructed in the state shall be located and constructed in the northeastern part thereof and upon the site selected under the provisions of this act.

SECTION 2. This act shall take effect and be in force from and after its passage and publication.

Approved June 19, 1913.

No. 332, A.]

[Published June 21, 1913.

CHAPTER 508.

AN ACT to amend subsection 3 of section 4560a—4 of the statutes, relating to classification of fish.

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

SECTION 1. Subsection 3 of section 4560a—4 of the statutes is amended to read: (Section 4560a—4) 3. Pickerel shall be classed as * * * *game fish* * * * *in all inland waters of the state.* In Green Lake county there shall be no close season for rock bass.

SECTION 2. This act shall take effect and be in force from and after its passage and publication.

Approved June 19, 1913.

No. 337, A.]

[Published June 21, 1913.

CHAPTER 509.

AN ACT to create subdivision (11) of section 1223 of the statutes, relating to power of town meetings to regulate the moving of traction and steam engines on highways.

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

SECTION 1. There is added to section 1223 of the statutes a new subdivision to read: (Section 1223) (11) Any town at its

annual meeting may establish rules and regulations prohibiting the propelling, moving or otherwise using of any steam or traction engine or other traction vehicles upon or along any public highway at or in such seasons or times of the year when the propelling, moving or otherwise using of any such engine or other traction vehicles thereon will cause or result in damage to such highway.

SECTION 2. This act shall take effect and be in force from and after its passage and publication.

Approved June 19, 1913.

No. 399, A.]

[Published June 21, 1913.]

CHAPTER 510.

AN ACT to create section 1747k of the statutes, relating to untrue, misleading and deceptive advertisements, and providing a penalty.

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

SECTION 1. There is added to the statutes a new section to read: Section 1747k. Any person, firm, corporation or association who, 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, for the purpose of defrauding the public, makes, publishes, disseminates, circulates, or places before the public, or causes, 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, shall be guilty of a misdemeanor, and shall upon conviction thereof be punished by a fine of not less than ten dollars nor more than two hundred dollars, or by imprisonment in the county jail not less than ten days nor more than ninety days, or by both such fine and imprisonment; providing that nothing herein shall apply to any proprietor or publisher of any newspaper or magazine who publishes, disseminates or circulates any