

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

such advertisement without knowledge of the unlawful or untruthful nature of such advertisement.

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

Approved June 19, 1913.

No. 418, A.]

[Published June 21, 1913.

## CHAPTER 511.

AN ACT to amend section 905 of the statutes, relating to the power of village boards to order improvements of streets.

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

SECTION 1. Section 905 of the statutes is amended to read: Section 905. 1. The village board may cause any street, or any part of any street, not less than sixteen rods in length to be graded, paved, macadamized or otherwise improved, *including the construction of curbs \* \* \* upon \* \* \* a vote of not less than three-fourths of its members. \* \* \** For the purpose of so improving any street \* \* \* the village board may levy and cause to be collected upon the lots, tracts or parcels of ground \* \* \* *fronting or abutting upon* such street or part of street improved, \* \* \* and upon the owners thereof, a tax sufficient to pay the expense of constructing such improvement as ordered opposite such property to the center of the street or such proportion thereof, not less than half, as they shall deem justly assessable to such property, if they shall think the whole ought not to be so assessed, in which case the remainder shall be paid from the village treasury. \* \* \* If any tax levied under this section shall prove insufficient to pay the cost or proportion thereof assessed to such property the village board may levy an additional tax thereon to make good such deficiency.

2. *All proceedings had in any village before this section contained all of its present provisions are declared valid and effectual if such proceedings included all present requirements.*

SECTION 2. This act takes effect when published.

Approved June 19, 1913.