

within one week of receipt into the general fund and are appropriated therefrom to the fund from which such publications and materials were purchased, upon certification by the state health officer.

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

Approved June 9, 1925.

No. 534, S.]

[Published June 11, 1925.

CHAPTER 263.

AN ACT to amend subsection (6) of section 83.01 of the statutes, relating to the patrolling of continuous trunk highways between two counties.

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

SECTION 1. Subsection (6) of section 83.01 of the statutes is amended to read: (83.01) (6) Each county board shall, on or before the annual meeting of November, 1925, select a system of county trunk highways, exclusive of the state trunk highway system, which shall be marked, signed and maintained by the county. The systems of county trunk highways selected by county boards prior to such annual meeting are hereby validated and confirmed. Any road so selected shall, by virtue of such selection, become a portion of the county system of prospective state highways. Each county board, or the county highway committee, shall, by conference with the boards or highway committees of adjoining counties, or otherwise, cause their respective systems to join so as to make continuous lines of travel between the counties. *Where the portion of any such continuous trunk highway in any county contains less mileage than is practicable for a patrol section, such portion shall be patrolled by the county which contains the major portion of such highway and each county shall bear its proportionate share of the expense of maintenance, payable monthly.* A map of the county trunk system so selected in each county shall be filed with the county clerk, and copies thereof with the state highway commission, not later than April 1, 1926. The system so selected shall be subject to the approval of the state highway commission, and after the map herein required has been filed with

the commission and approved, the system shall be altered or increased only with the consent of the commission. The marking and signing of the county trunk highway systems shall be uniform throughout the state, as prescribed by the highway commission.

SECTION 2. This act shall take effect upon passage and publication.

Approved June 9, 1925.

No. 450, S.]

[Published June 11, 1925.

CHAPTER 264.

AN ACT to repeal section 343.413 (4438k) and to create a new section to be numbered section 343.413 and subsection (3) of section 20.07 of the statutes, relating to fraudulent advertising, providing a penalty and making an appropriation.

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

SECTION 1. Section 343.413 (4438k) of the statutes is repealed.

SECTION 2. A new section is added to the statutes and a new subsection is added to section 20.07 of the statutes to be numbered and to read: 343.413 (1) No person, firm, corporation or association shall, 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, make, publish, disseminate, circulate, or place before the public, or cause, 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.

(2) Any person, firm, corporation, or association violating any provision of this section shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less