

THE STATE. Notwithstanding any provision of section 70.11, all agricultural land owned by the state and operated by the state department of public welfare in connection with state curative, penal and correctional institutions under its supervision shall be subject to any tax levied for school purposes the same as other real estate. If such taxes are not paid, the real estate shall be subject to tax sale as are privately owned lands.

Approved July 6, 1945.

No. 168, S.]

[Published July 9, 1945.

CHAPTER 399.

AN ACT to amend 100.18 (1), (2) and (5) of the statutes, relating to fraudulent advertising.

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

100.18 (1), (2), and (5) of the statutes are amended to read:

100.18 (1) No person, firm, corporation or association, or agent or employe thereof * * *, with intent to sell, distribute, increase the consumption of or in any wise dispose of any real estate, merchandise, securities, employment, service, or anything offered by such person, firm, corporation or association, or agent or employe thereof, directly or indirectly, to the public for sale, hire, use or other distribution, or with intent to * * * induce the public in any manner to enter into any contract or obligation relating * * * to the purchase, sale, hire, use or lease of any real estate, merchandise, securities, employment or service, shall 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, magazine or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, * * * letter, sign, placard, card, label, or over any radio or television station, or in any other way similar or dissimilar to the foregoing, an advertisement, announcement, statement or representation of any * * * kind to the public * * * relating to such purchase, sale, hire, use or lease of such real estate, merchandise, securities, service or employment * * * or to the terms or conditions thereof, which advertisement, announcement, statement or representation

contains any assertion, representation or statement of fact which is untrue, deceptive or misleading.

(2) It shall be deemed deceptive advertising, within the meaning of this section, for any person, firm or corporation, engaged in the business of buying or selling new or secondhand furs, wearing apparel, jewelry, furniture, pianos, phonographs, or other musical instruments, motor vehicles, stocks, or generally any form of property, real, personal or mixed, or in the business of furnishing any kind of service or investment, to advertise such articles, property or service for sale *or purchase*, in any manner indicating that the sale *or purchase* is being made by a private party or householder not engaged in such business. And every such firm, corporation or association, engaged in any such business, in advertising goods, property or service for sale *or purchase*, shall affirmatively and unmistakably indicate and state that the seller *or purchaser* is a business concern and not a private party.

(5) The state department of agriculture shall enforce the provisions of this section. *Actions to enjoin violation of this section or any regulations thereunder may be commenced and prosecuted by the department in the name of the state in any court having equity jurisdiction. This remedy is not exclusive.*

Approved July 6, 1945.

No. 246, S.]

[Published July 9, 1945.]

CHAPTER 400.

AN ACT to amend 46.10 (7) of the statutes, relating to the recovery for maintenance of inmates in public institutions.

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

SECTION 1. 46.10 (7) of the statutes is amended to read:

46.10 (7) The actual capita cost, as defined by rule of the state department of public welfare, of maintenance furnished an inmate of any state institution, or any county institution in which the state is chargeable with all or a part of the inmate's maintenance, except as to tuberculosis patients provided for in chapter 50 and section 58.06 (2), may be recovered by the state department of public welfare, or in counties having a population of 500,000 or more by the county, from such person, or from his