

most easterly extension at low water mark of the present reef known as Horseshoe Island; thence in a northerly direction twenty nine hundred feet to a point that is one hundred feet west of the west line of Lake Court; said breakwater not to exceed thirty feet in width on top, the whole to be so constructed as to form a harbor for boats. However, the aforesaid proposed dimensions of the pier and breakwater, as to length, direction and location may be modified by ordinance or resolution of the governing body of the city of Oshkosh at any time, subject to the approval of the public service commission as far as openings, bridges and plans for the structure are concerned.

Approved June 24, 1947.

No. 407, S.]

[Published June 27, 1947

### CHAPTER 323.

AN ACT to amend 100.21 and 100.30 (2) (j), (3) and (4) of the statutes, relating to unfair trade practices, and providing a penalty.

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

SECTION 1. 100.21 of the statutes is amended to read:

100.21 Any person, *corporation, partnership or business* \* \* \* suffering pecuniary loss because of a violation by any other person of any order issued under section 100.20 may sue such person, *corporation, partnership or business*, for damages therefor in any court of competent jurisdiction and shall recover twice the amount of such pecuniary loss, together with costs, including a reasonable attorney's fee.

SECTION 2. 100.30 (2) (j), (3) and (4) of the statutes are amended to read:

100.30 (2) (j) When one or more items are advertised, offered for sale, \* \* \* sold \* \* \* or \* \* \* offered as a gift, or given *tied in or combined* with the sale of one or more other items, \* \* \* the price of each item \* \* \* shall be \* \* \* *subject to the requirements* of subsection (2) (a) or (b) hereof.

(3) Any advertising, offer to sell, or sale of any *item of merchandise* either by retailers or wholesalers, at less than cost as defined in this section \* \* \* *and any advertising, offer to give,*

or gift of any item of merchandise contingent upon the sale of any other item of merchandise, with the intent, or effect of inducing the purchase of other merchandise or of unfairly diverting trade from a competitor, impairs and prevents fair competition, injures public welfare, and is unfair competition and contrary to public policy and the policy of this section.

(4) Any retailer who, with the intent of inducing the purchase of other merchandise or of unfairly diverting trade from a competitor or otherwise injuring a competitor, shall advertise, offer to sell, or sell at retail any item of merchandise at less than cost to the retailer as defined in this section; or any wholesaler who, with the intent of inducing the purchase of other merchandise or of unfairly diverting trade from a competitor or otherwise injuring a competitor, shall advertise, offer to sell, or sell at wholesale any item of merchandise at less than cost to the wholesaler as defined in this section, shall be \* \* \* fined not less than \* \* \* \$50, nor more than \$500 for the first offense and not less than \$200 nor more than \$1,000 for the second and each subsequent offense, or, for each offense, imprisoned not less than one month nor more than 6 months, or both. Evidence of any advertisement, offer to sell, or sale of any item of merchandise by any retailer or wholesaler at less than cost as defined in this section shall be prima facie evidence of intent to induce the purchase of other merchandise, or to unfairly divert trade from a competitor, or to otherwise injure a competitor.

Approved June 24, 1947.

No. 412, S.]

[Published June 27, 1947

#### CHAPTER 324.

AN ACT to create 206.34 (1) (n) of the statutes, relating to the authorization of insurance companies to own and develop housing projects.

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

206.34(1) (n) of the statutes is created to read:

206.34 (1) (n) In the development, ownership, and operation of veterans' or civilians' housing projects or in the mortgage