

## Chapter SPS 123

### ADVERTISING

SPS 123.01 Authority.  
SPS 123.02 False advertising.

SPS 123.03 Contents of advertising.

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**Note:** Chapter RL 123 was renumbered chapter SPS 123 under s. 13.92 (4) (b) 1., Stats., [Register November 2011 No. 671](#).

**SPS 123.01 Authority.** The rules in this chapter are adopted under authority of ss. [227.11 \(2\)](#), [480.06](#), [480.20](#) and [480.24 \(2\) \(d\)](#), Stats.

**History:** Cr. [Register, June, 1995, No. 474](#), eff. 7-1-95.

**SPS 123.02 False advertising.** No registrant may advertise in a manner which is false, deceptive or misleading.

**History:** Cr. [Register, June, 1995, No. 474](#), eff. 7-1-95.

**SPS 123.03 Contents of advertising.** All advertisements that an auction will be conducted shall contain the following information:

(1) The name or trade name of an auctioneer responsible for the auction conducted pursuant to the contract required under s. [480.14 \(1\)](#), Stats., and the name or trade name of any auction company that is managing the auction.

(2) A statement that the auctioneer is a 'registered Wisconsin auctioneer' and the state registration number of the auctioneer.

(3) A statement of the terms and conditions under which the registrant will accept payment by buyers at the auction.

(4) The percentage or other amount of any buyer's fee or surcharge which is a condition to sale.

**History:** Cr. [Register, June, 1995, No. 474](#), eff. 7-1-95; r. and recr., [Register, July, 1999, No. 523](#), eff. 8-1-99.