

(e) The terms "Sell at Retail", "Sales at Retail", and "Retail Sales", shall mean and include any transfer, for a valuable consideration made in the ordinary course of trade or in the usual prosecution of the seller's business, of title to tangible personal property to the purchaser for consumption or use other than resale or further processing or manufacturing. The above terms shall include any transfer of such property where title is retained by the seller as security for the payment of the purchase price.

(f) The terms "Sell at Wholesale", "Sales at Wholesale", and "Wholesale Sales", shall mean and include any transfer for a valuable consideration made in the ordinary course of trade or the usual conduct of the seller's business, of title to tangible personal property to the purchaser for purposes of resale or further processing or manufacturing. The above terms shall include any transfer of such property where title is retained by the seller as security for the payment of the purchase price.

(g) The term "Retailer" shall mean and include each and every person, partnership, corporation or association engaged in the business of making sales at retail within this State; providing that in the case of a person, partnership, corporation or association engaged in the business of making both sales at retail and sales at wholesale, such term shall be applied only to the retail portion of such business.

(h) The term "Wholesaler" shall mean and include each and every person, partnership, corporation or association engaged in the business of making sales at wholesale within this State; providing that in the case of a person, partnership, corporation or association engaged in the business of making both sales at wholesale and sales at retail, such term shall be applied only to the wholesale portion of such business.

(i) Any person, partnership, corporation or association who is engaged in the business of making sales at retail within this State, and who buys direct from the manufacturer or its agent, broker, or representative, or at wholesale, and receives any wholesaler's prices and discounts on merchandise to be sold at retail, must add to the invoice cost or the replacement cost of such merchandise, both the wholesale mark-up of one percent (1%) and the retail mark-up of five percent (5%) in order to cover a proportionate part of the cost of doing business, in the absence of proof of a lower cost by such retailer.

113. No retailer shall, with intent to injure a competitor or competitors, or destroy any competition, advertise, offer to sell, or sell at retail any item of merchandise at less than cost to the retailer as defined in this Act, and no wholesaler shall, with such intent, advertise, offer to sell, or sell at wholesale