

# MAINE STATE LEGISLATURE

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SEVENTY-SIXTH LEGISLATURE

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SENATE

NO. 9

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*In Senate, Jan. 9, 1913.*

*Presented by Senator Flaherty of Cumberland, and on motion by same Senator laid on the table for printing, pending reference to a Committee.*

*W. E. LAWRY, Secretary.*

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STATE OF MAINE

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IN THE YEAR OF OUR LORD ONE THOUSAND NINE  
HUNDRED AND THIRTEEN.

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AN ACT relative to Untrue and Misleading Advertisements.

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*Be it enacted by the people of the State of Maine, as follows:*

Section 1. If any person, firm, corporation or association,  
2 or any employee thereof, in a newspaper, circular, form let-  
3 ter, or other publication published, distributed or circulated  
4 in this commonwealth or on any bill-board, sign, card, label  
5 or other advertising medium displayed on, in or near a street,  
6 electric car, show case, store or other place in this common-  
7 wealth, knowingly makes or disseminates or causes to be  
8 made or disseminated any statement or assertion of fact con-  
9 cerning the quantity, the quality, the method of production

10 or manufacture, the cost of production, the cost to the ad-  
11 vertiser, the present or former price, or the reason for the  
12 price of the merchandise of such person, firm, corporation or  
13 association, or concerning the manner or source of purchase  
14 of such merchandise, or the possession of rewards, prizes or  
15 distinctions conferred on account of such merchandise, with  
16 statement or assertion has the appearance of an offer ad-  
17 vantageous to the purchaser and is untrue or calculated to  
18 mislead, the person or corporation, or the member or mem-  
19 bers of a firm or association, causing such statement or as-  
20 sertion to be made or disseminated, also the employee making  
21 or disseminating such statement or assertion, shall be guilty  
22 of misdemeanor, and shall be liable to a fine, of not less than  
23 ten nor more than five hundred dollars for each offence.