

MAINE STATE LEGISLATURE

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SEVENTY-NINTH LEGISLATURE

HOUSE

NO. 316

House of Representatives, March 4, 1919.

Referred to Committee on Legal Affairs and 500 ordered printed. Sent up for concurrence.

CLYDE R. CHAPMAN, Clerk.

Presented by Mr. Barnes of Houlton.

STATE OF MAINE

IN THE YEAR OF OUR LORD ONE THOUSAND
NINE HUNDRED AND NINETEEN

AN ACT Prohibiting Untrue, Deceptive, Misleading Assertions, Representations, or Statements in Advertisements.

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

Section 1. Any person, firm, corporation or association
2 who, with intent to sell or dispose of any real estate, mer-
3 chandise, foods, drugs, medicinal preparations or other
4 patent nostrums, securities, service or anything offered by
5 such person, firm, corporation or association, directly or
6 indirectly, to the public for sale or distribution, or with
7 intent to increase the consumption thereof, or to induce
8 the public in any manner to enter into any obligation re-
9 lating thereto, or to acquire title thereto, or an interest

10 therein, shall publish, disseminate, circulate, or place be-
11 fore the public, or cause, directly or indirectly, to be made,
12 published, disseminated, circulated, or placed before the
13 public, in a newspaper or other publication, or in the form
14 of a book, notice, hand bill, sign, poster, bill, circular,
15 pamphlet, tag, label, letter or contrivance or in any other
16 way or manner whatsoever, an advertisement of any sort
17 regarding real estate, merchandise, foods, drugs, medicinal
18 preparations or other patent nostrums, securities, service
19 or anything offered to the public, which advertisement con-
20 tains any assertion, representation or statement of fact
21 which is untrue, deceptive or misleading, shall be punished
22 by a fine of not less than twenty dollars nor more than one
23 thousand dollars, or by imprisonment for not less than
24 thirty days nor more than two years, or by both such fine
25 and imprisonment.

Sect. 2. This act shall not apply to publishers of news-
2 papers, magazines or other publications who publish any
3 such advertisement in good faith without knowledge of
4 its false, deceptive or misleading character.

Sect. 3. This act shall not be construed to impair, amend,
2 modify or repeal the provisions of any law relative to
3 false or fraudulent practices now in force.